

Press Release
Paris, August 30, 2013

PUBLICATION OF 2013 HALF-YEAR FINANCIAL REPORT

aufeminin.com announces the publication of its 2013 Half-Year Financial Report, which was filed with the French market authority, the AMF, on August 30, 2013.

The Report can be consulted on the Group website (www.aufeminin.com). Copies of the document are also available at aufeminin.com's head office: 8-10 rue Saint Fiacre, 75002 Paris.

*Next publication scheduled for 15 October 2013:
Unaudited revenue and operating income for Q3 2013*

About aufeminin.com

The aufeminin.com group is 82.25%-held by the Axel Springer group, and is the world's leading publisher of websites for women with 41 million individual site visitors per month worldwide⁽¹⁾, and 12.8 million individual visitors per month in France⁽²⁾. It operates in France, Germany, Austria, the United Kingdom, Belgium, Spain, Italy, Poland, Switzerland, Canada, Morocco, Tunisia and Vietnam.

The aufeminin.com group has an editorial and community-based offer covering the themes preferred by women: Fashion, Baby, Beauty, Shopping, Cooking, News, Society, etc. This offer is available on all media: websites, mobile phones, tablets, TV and print.

Smart AdServer develops and markets premium ad serving solutions for media agencies and publishers to manage display campaigns for websites, mobile phones and iPad/tablets. Smart AdServer currently has 350 clients across four continents.

The group generated €55 million in revenue in 2012 and is listed in compartment C of NYSE-Euronext Paris (ISIN: FR0004042083, Ticker: FEM).

⁽¹⁾ Source: Comscore, June 2013

⁽²⁾ Source: Mediamétrie/Netratings, June 2013

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