

Put option granted by private equity firm Cathay Capital on Smart AdServer

aufeminin (ISIN: FR0004042083, Ticker: FEM) announces today that it has received from Cathay Capital a put option (promesse d'achat) on 100% of the capital of its subsidiary Smart AdServer. The exercise of the put option would allow aufeminin to focus on its digital publishing activities and on the reach-based marketing of its communities.

Smart AdServer, created in 2001 and part of the aufeminin group, has become a European leader in ad serving and RTB within the last years. The company has enjoyed a sustained and profitable growth in the past. In 2014 Smart AdServer reported revenue of €14.0 million. This put option occurs in the context of aufeminin's review of its strategic options and its strategy to accelerate its external growth, its internationalization and its diversification of revenues.

In case aufeminin exercises this put option, Smart AdServer would be sold to a company incorporated by Cathay Capital and the main managers of Smart AdServer for a total price set at €37 million. The put option may be exercised until 21 April 2015.

Marie-Laure Sauty de Chalon, aufeminin's CEO, said at this occasion: "Accompanying Smart AdServer in its development was a great opportunity for aufeminin, and I want to warmly congratulate Cyrille Geffray and his team for the work performed through all these years. We would not leave one another completely as we would continue to closely work with the Smart AdServer team using their excellent products and services."

Next publication: 11 March 2015, 2014 annual results

About aufeminin

aufeminin is a top-tier digital content provider which posted revenues of €87 million in 2014. A limited company which is 80.8% owned by the Axel Springer Group, it is listed in compartment B of Euronext Paris (ISIN: FR0004042083, Ticker: FEM). The Group's activities are divided into 2 core sectors: aufeminin Publishing and Smart AdServer.

As the world's No. 1 provider of editorial and community-based content for women, aufeminin Publishing is present on all platforms and devices (websites, mobile phones, tablets, TV and print) in 14 countries: France, Germany, Austria, the United Kingdom, Belgium, Spain, Italy, Poland, Switzerland, Canada, Morocco, Tunisia, USA and Brazil. As the world's leading publisher of websites for women, it has 33 million individual site visitors per month worldwide¹ and an ever-increasing number of unique visitors by mobile phone which already stands at 36 million². The aufeminin Group also owns MyLittleParis, which publishes newsletters for a one-million strong online community of women readers and each month sends out a box of surprise and beauty products to more than 80,000 subscribers to its MyLittleBox postal offering.

Aufeminin Publishing has an editorial and community-based offer covering the most popular topics amongst women: Fashion, Baby, Beauty, Shopping, Cooking, News, Society, etc.

Smart AdServer is an integrated ad serving premium and RTB platform which allows publishers to monetize all digital channels: web, mobile and video. Smart AdServer currently has 400 clients across four continents and accounted for €14 million of Group revenue in 2014.

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¹ Source: Comscore, December 2014

² Source: Google Analytics, December 2014