

## Growth in Publishing revenue in the first half of 2015: €42m (+20%)

Today, **aufeminin (ISIN: FR0004042083, Ticker: FEM)** announced its results for the first half of 2015.

In thousands of euros (unaudited)	H1 2015	H1 2014	Chg.	Q2 2015	Q2 2014	Chg.
French Publishing	<b>23,360</b>	21,374	9%	<b>12,016</b>	11,661	3%
International Publishing	<b>18,621</b>	13,648	36%	<b>12,660</b>	7,848	61%
<b>Total</b>	<b>41,981</b>	35,022	20%	<b>24,675</b>	19,510	26%

Following strategic transactions at the start of the year (sale of Smart AdServer and acquisition of Livingly Media), aufeminin's revenue—restated for activities sold—amounted to €42m, up by 20%.

Internationally, the Group continued its consolidation of Livingly Media in the US, as well as the insourcing of its advertising activity in Italy. Short-term profitability will be impacted by the associated costs, but will remain high.

**Next publication:** 3 September 2015 after market close: results for the first half of 2015.

### 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).

As the world's No. 1 provider of editorial and community-based content for women, aufeminin has an editorial and community-based offer covering the most popular topics amongst women: Fashion, Baby, Beauty, Shopping, Cooking, News, Society, etc.

aufeminin 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 desktop for women, it has 55 million individual site visitors per month worldwide<sup>1</sup> and an ever-increasing number of unique visitors by mobile phone which already stands at 64 million<sup>1</sup>, and by tablets which stands at 16 million<sup>1</sup>.

The aufeminin Group also owns MyLittleParis, which publishes newsletters for a 1.5 million strong online community of women readers and each month sends out a box of surprise and beauty products to more than 100,000 subscribers.

In February 2015, aufeminin, acquired Livingly Media, one of the leading publisher of lifestyle content in the United States, which gathers the websites Zimbio.com (entertainment news), StyleBistro.com (fashion, beauty, and style), and Lonny.com (home décor and design).

<sup>1</sup> Source: Google Analytics, May 2015

# aufeminin

## Contacts

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### **Aufeminin**

[finances@aufeminin.com](mailto:finances@aufeminin.com)

Delphine Groll, Head of Group  
Communications

[delphine.groll@aufeminin.com](mailto:delphine.groll@aufeminin.com)

Tel: +33 (1)1 53 57 15 52

### **Actifin**

Emma Barféty, [ebarfety@actifin.fr](mailto:ebarfety@actifin.fr)

Press relations:

Aminata Doucoure

Tel: +33 (0)1 56 88 11 11