



## PRESS RELEASE

Boulogne, November 12<sup>th</sup> 2018

### TF1 GROUP ANNOUNCES THE ACQUISITION OF GAMNED!

**TF1 Group announces that it has taken a majority stake in Gamed!, a pioneer and expert in programmatic media, founded in 2009 by Olivier Goulon and Anthony Spinasse. By acquiring Gamed!, TF1 Group aims to leverage the qualified audiences of its new digital arm with programmatic effectiveness to develop an integrated, innovative and high-powered multi-channel advertising offer.**

Taking a majority stake in Gamed! is part of a development strategy designed to enable TF1 Group to offer high-powered solutions to meet all of its advertisers' needs.

Gamed! will work with all the Group's new digital businesses. TF1 Group is looking to accelerate the development of programmatic advertising in France and Europe by extracting value from data held by its main digital entities (Aufeminin, Doctissimo, Les Numériques, Marmiton, etc) and through controlled re-exposure of its audiences beyond its own media inventory.

*"We pay tribute to Gamed!'s achievements, talents and technological expertise, which will help us deliver more value from our digital assets and qualified data collected from advertisers. This will enable us to provide advertisers with optimized targeting and enrich the dialogue between our partners and web users beyond our platforms",* **says Gilles Pélisson, CEO of TF1 Group.**

The acquisition will facilitate the development of new offers that build consumer engagement with TF1 Group brands while providing an enhanced experience.

*"Gamed! has consistently disrupted the established order by producing innovative and exclusive solutions that have a real impact on our clients' bottom line. We are keen to work with TF1 Group teams to invent the future of programmatic advertising, while continuing to provide our existing clients and partners with excellent solutions and services",* **comments Anthony Spinasse, co-founder and COO of Gamed!**

*"We are very proud that by taking this substantial stake, TF1 Group acknowledges the success of Gamed!, which is the result of an enduring collective commitment, and is looking to support us as we strengthen our growth in France and internationally, in a fast-growing market",* **adds Olivier Goulon, co-founder and CEO de Gamed!**

### **About the TF1 Group**

The TF1 Group is the leading private-sector television broadcaster in France, with five free-to-air channels (TF1, TMC, TFX, TF1 Séries Films and LCI) and four pay-TV theme channels (TV Breizh, Histoire, Ushuaïa and Serieclub, the last of which is 50% owned). The Group is adding a highly effective digital dimension to its channels on MYTF1, and video-on-demand offers via MYTF1VOD and TFOU MAX.

The TF1 Group is also present in the production and distribution of content, mainly via Newen, through which we are aiming to accelerate international expansion of our production and distribution activities.

The TF1 Group has extended its digital footprint with the acquisitions of the aufeminin Group (April 2018), Neweb (July 2018) and Doctissimo (October 2018).

Finally, the TF1 Group has created a large range of businesses in key entertainment and leisure fields, with TF1 Entertainment (board games, music and live show production, licences and publishing); the film industry with TF1 Films Production and TF1 Studio; and home shopping with Télésopping.

The TF1 Group currently has operations in 10 countries and employs 3 500 people.

The TF1 Group is listed on the Paris Bourse (Euronext Paris: ISIN FR0000054900).

### **About Gammed!**

Founded in 2009 by Olivier Goulon (CEO) and Anthony Spinasse (COO), Gammed! is an independent programmatic media sales platform that is pioneering digital advertising campaigns (RTB). It can handle all web and media challenges, from branding to customer loyalty programmes, including acquisitions.

Gammed! allies human expertise and cutting-edge technologies to offer advertisers and agencies multi-channel programmatic campaigns (desktop, mobile, social media, native, video, radio, DOOH) providing audience targeting via multi-DSP buying and real-time message personalisation (DCO). Its solutions, available at a range of prices, bring genuine insights to optimise advertisers' global digital marketing strategies. Gammed! has already successfully optimised more than 2500 programmatic campaigns in nearly 80 countries and every month delivers over 3 billion personalised advertising messages for its clients. The company, which has 90+ employees and 8 offices in France and abroad (Belgium, Switzerland, United Arab Emirates, Brazil, Malaysia) manages more than 400 client accounts including SeLogger, L'Occitane, Allianz, Monoprix, EDF, BMW, SNCF, LeLynx, Intersport, Fortuneo, PMU and Orange.

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