

[22.06.22] **PRESS RELEASE**

THE TF1 GROUP ANNOUNCES THE SALE OF GAMNED! TO HLD FUND

The HLD fund has acquired from TF1 Group, Gammed!, the digital marketing expert in programmatic advertising.

Gammed! combines human expertise and cutting-edge technologies to offer its clients such as AXA, But, Orange, Macif or Jaguar Land Rover, multi-channel digital campaigns (display, video, social, SEA, TV, DOOH, etc.) thanks to a targeted approach facilitated by programmatic buying.

This deal will enable Gammed! to accelerate its development by addressing new growth paths and strategic markets, supported by the resources and expertise of the HLD fund, in order to answer advertisers need to transform their marketing and communications strategy. The fund has both substantial financial means and a strong experience regarding the integration of cutting edge expertise companies, in order to support an ambitious consolidation project around Gammed!.

About the TF1 group:

The TF1 group is a major player in the production, publication and distribution of content. Our raison d'être: to positively inspire society. Our operations are split between two divisions: The Media division is home to: our five free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI); our four theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club); our on-demand content platforms (MYTF1, TFOU MAX and Salto); our iconic digital brands (including Marmiton, aufeminin, Doctissimo and Les Numériques); and the TF1 PUB advertising airtime sales house. We also operate in music production and live shows with Muzeek One. The Production division, with Newen Studios, is home to 40 creative companies and labels in France and abroad. The division creates and distributes programmes across all genres and for all media industry players, from public-service and private-sector broadcasters to online platforms. The TF1 group has operations in 20 countries, and employed 3,380 people as of 31 December 2021. In 2021, the Group generated revenue of €2,427m (Euronext Paris, compartement A: ISIN FR0000054900).

About Gammed!:

Founded in 2009, Gammed! is a programmatic expert pioneer in digital advertising campaigns. Gammed! combines human expertise and cutting-edge technologies to provide multi-channel campaigns (desktop, mobile, social media, native, video, radio...) providing audience targeting and real-time message personalisation (DCO). The company counts 160+ employees in 7 countries, including Belgium and abroad (France, Netherlands, Switzerland, United Arab Emirates, Brazil, Malaysia) and manages over 250 clients (Orange, AXA, Jaguar Land Rover, Macif, etc.). Gammed! has been part of TF1 Groupe since 2018.



About the HLD fund:

Created in 2010 and specialized in private equity, HLD invests in companies seeking to support their growth in Europe and internationally, without time constraints, in an effort to strengthen their leadership and foster their development. HLD has experienced a tremendous growth in twelve years thanks to increased financial means as new European shareholders have joined historical investors, allowing the group to invest up to 500 million euros per company.

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