

# PRESS RELEASE 2<sup>nd</sup> FEBRUARY 2012

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**FINANCE CONTACT:** DANIEL SFEZ TEL.: 01 53 19 21 40 - MAIL: DANIEL@WEBORAMA.COM

**PRESS CONTACT:** GUILLAUME MENET, LES ROIS MAGES MAIL: GUILLAUME.MENET@LESROISMAGES.FR

## **WEBORAMA: 46% ORGANIC GROWTH IN Q4**

**Weborama** consolidated revenue in Q4 2011 amounted to 7,623 K€, 46% over Q4 2010. This 46% growth is organic.

The full year revenue was 22,430 K€, a 46% growth over 2010. This strong growth can be compared to a 14% growth of the French display market (source SRI-Cap Gemini).

The international revenue accounted for 36% of the global revenue. It was 32% in 2010.

**Behavioral targeting** and the progression of **automated ad trading** were two major trends of 2011. Both trends had been anticipated by **Weborama**, which has benefited greatly from its **long lasting positioning on the advertising data market**.

**Weborama** platform has greatly advanced in 2011: more profiles (200Mn in Europe), more advertisers (adserving, branding and performance) and more publisher partners.

During the last quarter, **Weborama** has **interfaced its technology with Google's DSP: Invite Media**. Agencies (Isobar, Vivaki, Netbooster...) have bought **Weborama data on the Google platform**. **Weborama** is going to do more similar partnerships so that many players (advertisers, agencies and publishers) can easily access and buy **Weborama** data.

**An international partnership has been signed with Vivaki (Publicis) in October 2011**, which will allow Vivaki Audience on Demand Platform (AOD) to optimize their audience trading with **Weborama** data.

**French business has been very good. Strong growth on the targeted media side and on the technology side.** Rich Media sales have peaked (including the development of Woman First with Glam Media). Performance business was strong (Banque Postale, SFR...); so was targeted branding (Microsoft, Nokia...). Adserved volumes have grown substantially: 35 of top 100 advertisers in France (Kantar) are running on **Weborama's Adperf™**.

The Rich Media leader in the Netherlands, **Weborama NL has gained a good market share in the adserving business** with major wins (including KPN, largest online advertiser in the Netherlands).

**In South Europe (Spain, Italy and Portugal), the last quarter has witnessed lots of partnerships with Adperf™** new business (Europ Assistance, Aventis...), advertisers (Microsoft, Porsche, Iberia...) and publishers (20minuten, publico.es...).

In the UK, **the acquisition by Weborama of a 50% stake in Hi-Media UK** will accelerate the development of operations in targeted media, technology (Rich Media) and data.

**Weborama** has been fostering **the development of its main products (Techno, Media, Data)** on a European scale and has increased substantially its investment in the data market which is growing along with the automation of advertising buying and selling.



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WEBORAMA: FROM DATA TO VALUE

**Weborama** is the European leader in technologies and data for online advertising. Launched in 1998 in Paris, the company employs 135 people across six countries (France, Spain, Portugal, Italy, Netherlands and UK), providing over 300 key advertisers and agencies with innovative solutions to manage, target and optimise their online marketing investments.

**Weborama** has been listed on NYSE Euronext's Alternext market in Paris (ALWEB) since 2006 and had revenues of 22.4M€ in 2011.

Website: [www.weborama.com](http://www.weborama.com)