

3rd February 2011

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## **Strong Q4 for weborama: +47%** **1/3 of the revenue is international**

**weborama consolidated revenue for the fourth quarter of 2010 reached 5,231 M€, 47% up from the same period in 2009.**

**Total 2010 consolidated revenue was 15,2 M€, up 40% from 2009.**

**The organic growth was +30% for Q4 and +24% for the year.** This compares to a growth of 12% on the display market in France (source: SRI-Cap Gemini)

**The international revenue has grown significantly to 32% of the consolidated revenue versus 23% in 2009.**

### **Highlights of 2010:**

- **The acquisition of Adrime™** : weborama had a good year in the Netherlands, with a nice growth and the consolidation of the relationship with major players in the market (Ebay, MSN...)
- **Further to the acquisition**, weborama has presented the new integrated technology offer to the european market. adperf™ has immediately obtained significant results:
  - **In France, weborama has gained several competitions** (among which Isobar, the digital arm of Aegis). weboarma is the technology partner of large advertisers, direct or through their agency: BNPP, Société Générale, Cetelem, Boursorama, L'Oréal, Nestlé, Danone, Dior, Bouygues Telecom, SFR, Coca Cola, Samsung, BMW...
  - **In Spain, weborama Iberica has won a major tender**: Vivaki Es (sole aderving & tracking partner) and signed a partnership with Orange.
  - **In the UK, weborama signed an aderving deal with the American agency iCrossing** (Lego, Epson, Toyota or MasterCard).
- On the media side, weborama continues to lead the surge of the targeted display market. 18 of the top 20 advertisers have subscribed to weborama behavioral targeting offer. The reach of the platform is now over 50 million Unique Visitors in Europe. In France only, it was 33 million Unique Visitors in December 2010, over 80% of the market (Nielsen Net Ratings) versus 24 million in December 2009. Partnerships with publishers have been signed and implemented (TF1, M6, CCM Benchmark Group, La Tribune, 20minutes, SPIR, MeteoFrance...) weborama also benefited from Adrime integration in the rich media space and has become the first company to offer targeted ads on rich media formats.

## Perspectives

With the development of the audience buying market, advertisers will communicate increasingly on a personal and individual basis. 2011 will be the launch year of the data market, which has been the focus of weborama for several years. weborama's ambition is to become a European leader in the data market. The company therefore continues the investments in R&D and technology: in 2010, the algorithmic platform has more profiles, more criteria. To face the increasing quantities of data, Weborama has migrated the infrastructure to the cloud.

To promote the growth of the international development, weborama will keep on strengthening the local sales teams.

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## About weborama

*weborama, an Internet pioneer since 1998, stays ahead of the curve, developing and supporting the evolution of interactive advertising for advertisers, agencies and website publishers. Its offering is based on the w.factory™ behavioral marketing marketplace:*

- a behavioral targeting platform with 23,4 Million UU (NNR - december 2009),
- the adperf™ Suite (adperf™ Publisher, adperf™ Advertiser and adperf™ Analytics) : adserving for advertisers, publishers, tracking & web analytics
- the Lab, weborama's marketing intelligence and research centre: trend analysis & targeting technologies for brands
- Adrime™, the rich media solution (creation, displaying, tracking and reporting).

*weborama supports more than 300 major accounts in France, Spain, UK, Portugal and the Netherlands.*

*It has been awarded the Oseo ANVAR Innovative Company label and is included in the French and European Deloitte Technology Fast rankings.*

*weborama has been listed on the Alternext since June 2006.*

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