

## weborama 2010 : revenue grows 40% EBIT grows 37%

### 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 w.Factory, 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, Italy, 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.

(K€)	2010	2009	var
Consolidated revenue	15 211	10 840	+40%
Ebit	2 887	2 111	+37%
EBIT margin	19%	19,5%	
Net result	2 714	1 938	+40%
Net margin	17,8%	17,9%	
Net result (group shares)	2 395	1 634	+47%
Shareholders' equity	13 217	9 035	
Cash	5 650	3 245	
Financial debt	3 420	0	

**weborama consolidated revenue for 2010 amounted to 15,211 K€ against 10,840 K€ in 2010, a 40% growth.**

The consolidation perimeter increased after the acquisition of the dutch rich media company Adrime™ in February 2010.

**The consolidated EBIT grows 37% to 2,887 K€.**

The EBIT Margin is about stable at 19% (19,5% in 2009). This relative stability can be explained by the large investments that were made in 2010: technology investments (technical integration of Adrime™, new « cloud » architecture) and commercial investments on international sales teams.

Those investments have allowed to complete the good integration of Adrime™ and to put to work the three anticipated synergies:

**-Technology:** the integration of Adrime™'s rich media capabilities has given adperf™ the possibilities to compete on the highest European level. In 2010, weborama has won some major adserving competitions: Isobar (Aegis) in France, Vivaki (Publicis) in Spain, iCrossing in the United Kingdom.

**-Offers:** weborama has launched the first offer that combines rich media and behavioral targeting. And thus gained numerous new advertisers (automotive, food or retail). In France, **18 of the top 20 Kantar Internet advertisers worked with weborama in 2010**, against 9 in 2009\*.

**-Intetnational:** in 2010, weborama has kept on developing its international business, which reached 32% of the global revenue versus 23% in 2009. weborama Iberica and Netherlands had a strong growth. Two new offices were started in London and Milano with senior profiles joining (ex Starcom, Google or Adconion).

\*Source : Top 100 advertising investments, Kantar Media, gross investments.

weborama further development focus will be threefold:

**-Acceleration of international development.**

**-More technological innovations** that should 1. allow adperf™ to continue gaining market shares and 2. develop a new optimization engine that will help accelerate the development of the performance side of the media business.

**-Build a data offer on a European scale** with the development of marketing profile databases in Italy, the Netherlands, and the United Kingdom.

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