

Weborama : a sharp increase in revenue (+31%*) in the first quarter of 2011

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:

-the adperf™ Suite (adperf™ Publisher, adperf™ Advertiser and adperf™ Analytics) : aderving for advertisers, publishers, tracking & web analytics,

-a Media offering, with a behavioral targeting network,

-Adrime™, the rich media solution (creation, displaying, tracking and reporting),

-the w.Factory™, Weborama's marketing intelligence and research centre: trend analysis & targeting technologies for brands.

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.

Weborama's consolidated revenue for the first quarter of 2011 rose to 4,111 K€, against 3,150 K€ over the same period in 2010, a 31%* growth versus Q1 of 2010.

Pro-forma growth for the first quarter was 26%.

During this solid first quarter, Weborama's Media and Technologies operations have both progressed, in France as well as abroad.

In the Media section, Weborama has signed a number of framework agreements which confirm that the services it offers correspond well to the advertising policy of agencies and advertisers. In particular, Weborama's services were chosen by OMG and Alliance (Renault-Nissan) in 2011.

New advertisers have joined Weborama during this period and the company has recently launched its Regions program, offering geolocation of all targeting services.

By creating new "rich media" formats, Weborama has launched the first video network of audience purchasing.

In the Technologies section, AdPerf™ has become the benchmark adserver on the French market, used by 31 of the top 100 advertisers**.

Buying space is fast becoming buying an audience, and the speed of change is accelerating. In order to answer the needs of some clients who are finding the market of advertising technology increasingly complex, Weborama has strengthened its strategy of openness and has created a bridge with the web analytics solution proposed by AT Internet, leader on the French market.

Weborama is continuing its strategy of getting a foothold in the domain of data, by associating with the different agency trading desks among which Vivaki's "Audience on Demand" platform.

On the international front, Weborama has had new openings for AdPerf™ : Viajes El Corte Ingles in Spain, Manzoni in Italy and MediaBrands in Portugal.

*Non-audited data

** Kantar's Top 100 internet advertisers, January-December 2010

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