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**CONTACT CORPORATE:** ALAIN LEVY - +33 1 53 19 21 40 - MAIL: ALAIN@WEBORAMA.COM

**CONTACT FINANCE:** DANIEL SFEZ - +33 1 53 19 21 40 - MAIL: DANIEL@WEBORAMA.COM

## **WEBORAMA: ACCELERATION OF THE ORGANIC GROWTH (49%\*) OF THE REVENUE FOR Q2 2011**

Weborama revenue for Q2 2011 has reached 5,568 K€, versus 3,748 K€ over the same period in 2010. This is a 49% growth.

For H1 2011, the consolidated revenue amounts to 9,690 K€ vs 6,900 K€ in 2010, which is a 40% consolidated growth which is to be compared to a 12% growth of the advertising market in France (source: SRI/Cap Gemini/Udecam)

This dramatic acceleration of the growth validates the strategic position of **Weborama**, at the heart of the ad technology market. The progression of behavioural advertising, of online video formats and of the ad exchanges requires more technology. Weborama technologies (adserving, analytics, data, rich media solutions) are essential tools for optimizing advertisers and publishers' ROI.

All **Weborama** products and services have been successful.

On the media side, the highlights of the quarter were the progression of data and rich media. New advertisers have joined the platform (Monoprix, Carrefour, Pepsico, La Poste, IBM...) An alliance has been signed with Glam Media, with the creation of « Women First », an offer dedicated to the French feminine audience. Reaching 16.7 million UU each month, it is the most powerful offer on the French market.

On the technology side, the volumes managed by **Weborama** adserving suite Adperf have grown substantially. Key partnerships were renewed and major pitches were won (PMU in France, El Corte Ingles in Spain, and Vodafone in Italy). The company has pursued its investments in its international development, leading to new contracts in the UK (Starcom for Blackberry) and in Italy (P&G). As a result, the share of international business has grown to 36.5% in H1 2011 versus 30% in H1 2010.

**Weborama** has been investing in technology in order to enable Adperf tools to be efficient on mobile devices (first iPad campaign in HTML5) and to further develop rich media and video capabilities (creation of a full page HD video format). More investment has been made into the technical architecture in order to better connect with ad exchanges (google, yahoo, etc), and DSPs (Invite, MediaMath...). Finally, **Weborama** data are being used with major trading desks throughout Europe (AOD de Vivaki, Xaxis de WPP, Affiperf/Havas, Matiro...)

For Alain Levy, **Weborama** CEO: *"Once more, the company has showed its capacity to grow much faster than the market. This dramatic organic growth is the result of our investment in R&D, in international talent. This strengthens our convictions and we keep on gaining market shares. With the excellent performance of our international business, we are confident that Weborama is on the right path to becoming a major European ad technology player."*

*\*Non-audited figures*

