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VIVAKI NERVE CENTER ANNOUNCES EUROPEAN STRATEGIC PARTNERSHIP WITH WEBORAMA

25th October 2011: London - VivaKi's dedicated R&D entity, the Nerve Center, today announced a **strategic partnership throughout Europe** with **Weborama**, a leader in Technology & Data solutions. **Weborama** will provide invaluable localized media, data and technology assets across Europe for VivaKi Nerve Center's market leading Audience On Demand™ (AOD) trading desk.

AOD is a proprietary addressable media capability which aggregates precisely defined audiences from data sources and enables marketers to reach relevant audiences through a digital interface. The AOD product is leveraged by VivaKi agencies, which include Starcom MediaVest Group, ZenithOptimedia, Razorfish and Digitas and to date has served a total of **72+ billion impressions** across **265 advertisers** and **11,000+ campaigns**, across the **US and EMEA**.

Weborama is the European leader in online Campaign Management, Profiling & Targeting solutions and currently a partner to VivaKi agencies in France and Spain. The strategic partnership will extend the current relationship to **cover all key European countries where AOD is live** including the UK, Netherlands and Germany. The partnership with **Weborama** is VivaKi Nerve Center's first to span Europe, outside of existing partnerships with Google and Microsoft.

Marco Bertozzi, EMEA Managing Director for the VivaKi Nerve Center says: *"Our strategy has always been to deliver a consistent global approach to AOD, partnering with the strongest local companies to deliver the most advanced data solutions for our clients. In the exchange environment too many companies offer data and inventory either locally on a country specific basis, or globally but with a key focus on the States. **Weborama has a unique offer providing advanced technologies and the very best data**, as demonstrated by their recent partnership with Hi-media, across Europe. This ensures we really are delivering the best solutions for our clients."*

Alain Levy, CEO of **Weborama** says: *"This partnership with the VivaKi Nerve Center will allow us to **leverage the success stories we've had with the agencies in France and Spain** and to extend the relationship to other European countries where we operate. VivaKi has been at the forefront of the Ad Trading game with the Audience On Demand™ platform, they've pushed us forward to deliver the best possible technology, data and media solutions to their clients, so we look forward to expanding this successful relationship with them."*



VivaKi is part of Publicis Groupe (Euronext Paris Exchange: FR0000130577; and part of the CAC 40 index) the world's third largest communications group. VivaKi aggregates the marketplace influence of four autonomous brands, including two global media agency networks: ZenithOptimedia and Starcom MediaVest Group; and two leading digital marketing agencies: Digitas and Razorfish. On behalf of its agency brands and their clients, VivaKi faces the market to help identify and build technology, message distribution, audience aggregation and content solutions for the future.

Sitting at the core of VivaKi is the VivaKi Nerve Center, which serves as a think tank, R&D center and testing ground to activate new pathways for clients to connect with consumers in an increasingly digital world. VivaKi also includes a Talent & Transformation Practice, which leverages the scale of the VivaKi brands to develop and deliver tools and approaches designed to attract, develop, train, motivate and reward the world's best people.

Website: www.vivaki.com



WEBORAMA: FROM DATA TO VALUE

Weborama is the European leader in Campaign Management and Behavioural Advertising services. The company's Technology & Data positioning has proven to be very successful since 1998, when the company was created in Paris. It has now more than 120 employees and operates across 6 countries (France, Spain, Portugal, Italy, the Netherlands and the UK), providing over 300 key accounts with innovative solutions to manage and optimize their online marketing investments.

Weborama has been listed on NYSE Euronext's Alternext market in Paris (ALWEB) since 2006 and had revenues of 15.2M€ in 2010.

Website: www.weborama.com