



Strong growth in 2017

A 13% increase in income to 32.7 M€

Press Release - Paris, February 7, 2018, 5:45 PM

Weborama (FR0010337444 - ALWEB - PEA PME), a global leader in Data Science at the service of customer knowledge, is reporting its annual income today for the fiscal year 2017 ending at December 31, 2017.

A +13% increase in income in 2017

Weborama's growth continued in 2017 with a +13% increase in income to 32.74 M€, due to the start of its operations in the United States and its landing a number of major clients in France and Europe.

in M€	2017	2016	Var.
Data Strategy	22.18	17.37	+28%
Advertising	10.56	11.69	-10%
Total	32.74	29.05	+13%

Figures currently subject to audit

The Group earned 70% of its income abroad in 2017 (compared to 68% in 2016). The growth is mainly driven by the United States business.

The Data Strategy division leads the way with strong growth

In accordance with the Group's decision to focus on its Data Strategy business, income in the Advertising division has fallen by 10% to 10.6 M€. Instead, the Data Strategy division recorded a very strong growth in income, reaching 22.2 M€ (+28%).

With more than twenty new, major clients won in 2017 (including Ikea, Hearst, Henkel, Bouygues Telecom, Edf, L'Occitane, and others), Weborama has consolidated its position as Europe's leader in data marketing technologies with over 300 client companies in all.

DMP Weborama Audience Manager, together with the Weborama database, remains the main European alternative to American solutions as it continues to win tender after tender.

The Weborama database has passed the 1 billion mark and now comprises 1.3 billion profiles. The 500 million US profiles represents a strong asset. Having launched its US business in late 2016, it began

landing its first major contracts in 2017, which brought in almost 3.5 M€ in income. Weborama has also begun several very promising pilot projects that should bring in even more business in 2018.

The 2017 earnings show a substantial improvement in the Group's gross margin over 2016.

International conquest and strong growth expected for 2018

In 2017, the Group demonstrated its capacity to accelerate the development of its Data Strategy division. It plans to continue along this path in 2018 by increasing its market share in Europe and extending its presence internationally. Weborama has already begun to sign contracts with several major brands with a strong international footprint.

These first wins reaped in the US in 2017 validate the strategic decision to establish a business unit in the country that is by far the world's leading digital marketing market.

Weborama is planning to enter the Chinese market in 2018 and has already created a platform in Mandarin that will be operated from France.

The new contracts garnered, a successful international development strategy, and its increasingly recurrent business model have led the Group to project a strong growth in income for 2018.

In 2018, Weborama will continue to pursue its policy of investing in the future. Amidst a highly dynamic and constantly changing business environment, Weborama plans on maintaining its leadership position by strengthening its data platform and increasing its offerings with new solutions based on artificial intelligence and data science.

Next press release: 2017 annual result, on March 22, 2018

Weborama is a worldwide leader in Data Science at the service of customer knowledge and data management technologies. We support companies in their marketing strategies, both in terms of innovation and optimization (data strategy), and in their quest for relevance and heightened effectiveness in their digital communications (advertising). Weborama provides the tools and methods for organizing, developing and growing clients' data assets, and it implements the most operational, innovative, and diverse scenarios available on the market today.

Weborama's products consist of several proprietary technologies (including, in particular, a DMP, or data management platform) fed by an independent customer behavior database, called BigSea, one of the most sophisticated in the world (1.3 billion profiles, of which 100 million are in France). Our solutions are based on an exclusive Data Science that marries Automatic Language Processing and Machine Learning to collect and sort lexical data in a Big Data environment. The qualification of the content thus obtained represents a source of unprecedented knowledge and the ensuing usage of the user profiles constitutes a powerful performance tool for our clients.

The core of our practice consists of our clients' appropriation of the performance vectors generated by our technologies and algorithms. We help them secure their data and manage it in the utmost respect of people's privacy.

Listed in Paris on the Euronext Growth™ exchange, Weborama has developed its expertise in over thirty countries with the support of its 250 person-strong team. Weborama is an authorized research entity in France and a member of the BPI France Excellence Club, which awarded it the "Innovative Company" label.

Contact:

WEBORAMA - Alain Levy / Daniel Sfez - +33.1.53.19.21.40 - finance@weborama.com

CALYPTUS - Sophie Levesque / Mathieu Calleux - +33.1.53.65.68.68 - weborama@calyptus.net