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WEBORAMA BOASTS SUSTAINED GROWTH IN 2016

€ 29.06 M IN REVENUE, UP BY 11%

The Weborama group consolidated its role as the leading independent technological data marketing player in Europe with consolidated revenues of € 29.06 M as compared to € 26.18 M in 2015, an increase of 11%.

At constant exchange rates and after neutralising the effect of the depreciation of the Rouble over the period, increase in revenue **stood at +13% in 2016.**

The first half of the year saw sustained growth in the data **strategy** business, particularly in France and Russia, while the **data advertising** activities continued to flourish in other regions. This trend was enhanced in the last six months of 2016, turning in **consolidated revenues of € 15.48 M.**

In 2016, the part of international activities remained stable and accounted for 68% of total revenue. In the very end of the year, Weborama group achieved its first figures from activities in the USA.

Weborama benefits from such major competitive advantages as the performance of its technological platform, excellent service, strict respect of the right to privacy and, finally, its independence and guarantees with regard to data security.

This financial year allowed Weborama to establish its Audience Manager DMP as the foremost European alternative to United States offers. The behavioural database - the most extensive in Europe with 500 million anonymous profiles - is currently used by some 300 brands in over 20 countries. It is a central element in the data strategy of a growing number of "consumer-centric" companies.

Competitions won by Weborama allow the group to enhance its expertise in various sectors such as insurance, the food and drink industry, household care products and public companies.

Either directly or via its media agency partners, both internationally and in France, Weborama won many new clients in 2016 including EDF, COVEA, Nestlé, Reckitt Benckiser, Unilever, PepsiCo, Heinz, Domino's, Quiksilver, Heineken, Red Bull, Barilla and Bayer.



Specialising in data marketing solutions, Weborama owns the most extensive independent behavioural database in Europe, operates various proprietary technologies, including a DMP, and offers data science services to “consumer-centric” businesses.

The Weborama behavioural database - with 500 million profiles - serves as the basis for the digital advertising of hundreds of brands throughout Europe. Selected by dozens of large companies, the Weborama Audience Manager is the leading DMP amongst the European solutions currently on the market.

Listed on Alternext in Paris and operating in 20 countries out of eight offices in Europe and Latin America, Weborama is a French company with 220 employees.

www.weborama.com