



Reworld Media becomes the new principal owner of Tradedoubler

- acquiring Monterro's 18% stake in Tradedoubler.

Reworld Media (quoted on Alternext Paris under ticker ALREW) is becoming the largest shareholder in Nasdaq OMX listed Tradedoubler by acquiring Monterro's 18% stake in the company.

Tradedoubler, an international leader in performance-based digital marketing and technology

Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe and remains the most successful pan-European performance marketing company, combining strategic international insight with detailed in-country expertise. It helps 2,000 advertisers achieve their business goals through its high quality network of 140,000 publishers and was the first to offer an integrated e- and m-commerce offering to help advertisers extend their online programs to users on mobile devices. The company generated revenues of SEK 1,743m for its fiscal year 2014 (c. 190 M€).

Reworld Media, a high growth multichannel media group

Reworld Media is specialized in brand content and content commerce through the use of media brands. Founded in France in 2012, the group covers themes such as fashion, beauty, cooking, lifestyle and entertainment. Reworld Media owns some 15 well known and established media brands like Marie France, Be, Auto Moto, Le Journal de La Maison, Maison&Travaux, TELE Magazine, Gourmand, Pariscope, and others. They develop through all channels: websites, newsletters, social networks, print, e-commerce and events, in Europe and in Asia. Reworld Media has some 200 employees and generates revenues of about €70m.

Reworld Media aims at contributing synergies to Tradedoubler in the areas of:

- Premium network and performance network,
- Brand content management and data management technology,
- Global European and Asian expert team.

Pascal Chevalier (chairman) and Gautier Normand (CEO) of Reworld Media : *"We are proud that Monterro has trusted us to come in as the new principal owner of Tradedoubler. Monterro has completed an important improvement phase in Tradedoubler's history. Together with the Tradedoubler management team and the other shareholders, our ambition is to continue developing Tradedoubler and its performance. An alliance between Reworld Media and Tradedoubler is highly strategic to warrants an equity stake. It shows our dedication to a strategy where content drives monetization".*

"We see Reworld Media's investment in Tradedoubler as a highly positive move. Reworld Media is extremely well placed to actively support the company's development and future growth", states Peter Larsson, managing partner at Monterro.

For further information, contact Reworld Media

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