



UNIFY ENGAGES FOR LA MAISON DES FEMMES
FROM 27 FEBRUARY
LAUNCH OF THE #BESOIN DE SAVOIR PREVENTION CAMPAIGN



Unify is pleased to announce it has entered into partnership with the charity La Maison des Femmes, which houses victims of violence at a single refuge and assistance centre. It reaffirms the commitment of Unify, the TF1 group's digital division, to give a platform to all women in all their struggles, through its media brands, its communities and its events. From 27 February, Auféminin, My Little Paris and Doctissimo are together launching #Besoin de savoir, a major campaign of prevention and awareness-raising around violence against women, as well as a call for funds to support the charity's activities.

#BESOIN DE SAVOIR: A CAMPAIGN FOR PREVENTION AND AWARENESS-RAISING...

Because young women in particular are affected by sexist and sexual violence in their daily lives, both on- and off-line, and because these aggressions aren't always identified as such by the victims and the aggressors, Unify is keen to take action in the areas of education and prevention. In partnership with La Maison des Femmes, Unify is launching an awareness campaign mainly for 15-35 year-olds, called #besoindesavoir, which addresses questions around sexuality and consent.

TO BE ROLLED OUT ON AUFEMININ, DOCTISSIMO, MY LITTLE PARIS AND TIK TOK

The campaign features 14 all-new videos designed as an educational tool accessible to all, which will be rolled out from 27 February on Auféminin, Doctissimo and My Little Paris. The videos will be posted on their respective websites and social media. They will raise awareness and shine a light on the work of La Maison des Femmes through portraits of their team and the women they help. In parallel, Unify will launch a challenge on the Tik Tok platform to encourage young communities to share and exchange on themes of consent and cyber bullying.

UNIFY SUPPORTS THE ACTIVITIES OF LA MAISON DES FEMMES

Inaugurated on 27 February, the partnership also aims to give a platform to women and to provide financial support for the charity, which was created and is led by Dr Ghada Hatem. Situated at St Denis in the Paris suburbs, the refuge welcomes women who are vulnerable or victims of physical or psychological violence, and makes available to them a multi-disciplinary team which simultaneously gives support in the areas of health, prevention and training. To enable the charity to continue what it does, Unify engages and calls on its communities to follow the movement by making a donation via the Lydia app, or online on the HelloAsso site; Unify match-funds every donation (up to 50,000 euros). This call for donations will be relayed through all the content produced by the #besoindesavoir campaign. And a second campaign will be organised between now and the end of March with Charidy to enable other donors (individual and/or corporate) to join Unify in match-funding internet users' donations.

Olivier Abecassis, Chairman & CEO of Unify says: “This partnership between Unify and La Maison des Femmes is absolutely in line with the values and commitments conveyed every day by our media brands. For the first time since we launched Unify, we are mobilising our outstanding resources to harness the power of our female communities in support of this prevention campaign: raising money for the charity, but above all giving a platform to the great work being done by La Maison des Femmes. We are also giving our own employees the opportunity to donate work time to La Maison des Femmes. That’s a strong commitment from all of our people.”

About Unify

Unify brings together the TF1 group’s expanding digital operations. Operating in France and internationally, Unify is home to a range of media brands and services: Aufeminin, Marmiton, Doctissimo, MyLittleParis, Parole de Mamans, Beauté Test, Les Numériques, Cnet, Zdnet, Gamekult, Vertical Station, Studio71, Magnetism, Ykone, Gammed!, and Unify Digital Factory. A leader in key verticals (women, health, food and lifestyle), Unify reaches 48 million unique visitors in France through its brands (91% reach), and more than 100 million unique visitors in other countries. As a top-rank digital group built around engaged communities, original productions, and popular events, Unify can leverage its strong expertise to help brands re-invent themselves through media, e-commerce, influencers, data, content, and social networks. Unify companies operate in three core businesses: publishers, brand solutions and services, and social e-commerce.

The in-house ad sales arm, Unify Advertising, is a one-stop shop for agencies and advertisers to access all of Unify’s media brands and services.

About La Maison des Femmes

La Maison des Femmes, which opened in 2016, provides a safe space for vulnerable or abused women, offering them a full healthcare pathway plus support in navigating the welfare and legal systems. La Maison des Femmes has become a resource centre, where patients are not only looked after physically but can also access a range of self-esteem workshops. The centre is currently attended by 50 to 70 women every day.