

[28.06.22] **PRESS RELEASE**

TF1 GROUP SIGNS AN AGREEMENT WITH THE REORLD MEDIA GROUP WITH A VIEW TO THE SALE OF UNIFY'S WEB PUBLISHER OPERATIONS

The TF1 group announces that it has today signed an agreement with a view to the sale of Unify's web publisher operations to the Reworld Media Group.

Over the last four years, the TF1 group has developed a digital publishing division, built around a technological platform, while also creating a one-stop ad sales house (Unify Advertising). The division includes some of France's favourite online brands: Marmiton, aufeminin, Doctissimo and Les Numériques. Between them, they attract 25 million unique visitors a month, and record more than 200 million page views each year. The division now also includes 100% social media brands with extended communities (such as Vertical Station, Fraîches and Hero); a creation and production studio (Garage); and an influencer business (Studio Fy, home to 150 influencers, of whom around 30 are on exclusive deals).

The TF1 group is looking to focus on its content publisher, multi-channel streaming and production interests, while the online ad sector (display and special campaigns) is undergoing further change and a wave of consolidations. In this context, the TF1 group received several expressions of interest, and settled on Reworld Media's offer as the best fit.

Reworld Media is well established in the French media landscape. It is growing fast, and its brands offer a good fit with TF1 group brands in fields such as women's interests, food, health/wellness, and hi-tech/gaming. That's why it is seen as the best partner to take Unify Publishers forward.

Reworld Media is a leading print media and online player in France with over 60 media brands, including iconic publications such as Maison & Travaux, Grazia, Marie-France, Auto Plus, Gourmand, Pleine Vie, Top Santé, Science & Vie, Télé Star and Télé Magazine. The group has also built up a B2B business with all the levers needed to support companies as they take their communication strategies online.

The Reworld Group has also agreed to take over all of Unify Publisher's employees. The proposed deal has been presented to the employee representative bodies of the TF1 group. Closing of the transaction remains subject to the customary conditions precedent, in particular regulatory clearance from the French competition authority.

Gilles Pélisson, Chairman & CEO of the TF1 group, says: *“Reworld Media’s interest in Unify Publishers is the mark of the attractiveness of our brands, the expertise that underpins them, and their growth potential. I would like to thank everyone at Unify for all their hard work and commitment, which have enabled us to build a unique business over these last four years. If the deal goes through, Reworld Media, with its market insight and know-how, will be the best partner to support the company and its talent in their sustainable growth”.*

About the TF1 group

The TF1 group is a major player in the production, publication and distribution of content.

Our raison d’être: to positively inspire society.

Our operations are split between two divisions:

The Media division is home to: our five free-to-air channels (TF1, TMC, TFX, TF1 Séries Films, LCI); our four theme channels (Ushuaia TV, Histoire TV, TV Breizh, Série Club); our on-demand content platforms (MYTF1, TFOU MAX and Salto); our iconic digital brands (including Marmiton, aufeminin, Doctissimo and Les Numériques); and the TF1 PUB advertising airtime sales house. We also operate in music production and live shows with Muzeek One.

The Production division, with Newen Studios, is home to 40 creative companies and labels in France and abroad. The division creates and distributes programmes across all genres and for all media industry players, from public-service and private-sector broadcasters to online platforms.

The TF1 group has operations in 20 countries, and employed 3,380 people as of 31 December 2021. In 2021, the Group generated revenue of €2,427m (Euronext Paris, compartment A: ISIN FR0000054900).

<https://groupe-tf1.fr/>

About the Reworld Media group

Reworld Media is a fast-growing business with interests in both the B2C and B2B markets.

- B2C: content, services and product offers delivered to a captive audience of over 30 million readers, supporting them as they shift to online consumption.

- B2B: using all the levers of corporate communication to help businesses take their communication efforts online, with a focus on brand marketing and performance marketing solutions.

Reworld Media is home to 62 high-quality multi-media/multi-format brands (print, online, video, audio, TV, live events), generating audiences across a range of special interests (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Gourmand, Top Santé, Télé Magazine, etc.). It also has a high-powered proprietary tech platform (180,000 affiliated sites worldwide). Founded in 2012, Reworld Media generates annual revenues of €470m, has operations in 11 countries, and employs 1,052 people.

Euronext Growth Paris – ALREW – ISIN code: FR0010820274.

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