

Boulogne, 9 January 2020

MARTIN BORONSKI APPOINTED CHIEF TECHNICAL OFFICER

Effective 6 January 2020, Martin Boronski is joining Unify as Chief Technical Officer (CTO). He reports to Unify's CEO Olivier Abecassis, and will sit on the Management Committee.

Martin's mission is to develop and deploy technical solutions that capitalise on the editorial and commercial synergies unlocked by the creation of Unify.

His role includes:

- Upgrading the technical platforms inherited from the acquisitions of Aufeminin, Marmiton, Doctissimo, Beauté Test and Parole de Mamans, in both France and Europe, so that they are aligned with each brand's ambitions and exploit the synergies developed by Unify.
- Developing monetisation solutions (especially header bidding) for use by all Unify publishers in France and across Europe.
- Working with the teams at MyLittleParis to develop Unify's social e-commerce platform.
- Providing leadership for all the technical teams at Unify companies.

Olivier Abecassis says "I'm delighted to welcome Martin on board. He has exactly what we need to help Unify grow its business in an international market: technical expertise, an appetite for innovation, and an in-depth understanding of web publisher business models."

Martin Boronski: After beginning his career at the advertising agency Publicis Modem (now Nurun), Martin became CTO at M6 Web, where he drove the development of the 6play platform from 2007 to 2018. At the start of 2018, Martin was appointed VP Technology at RTL Group (Luxembourg), where he co-ordinated a number of cross-disciplinary platform and monetisation projects (including addressable TV).

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, Parole de Mamans, MyLittleParis, Beauté Test, Les Numériques, Cnet, Zdnet, Gamekult, Vertical Station, Studio71, Magnetism, Ykone, Gamned!, 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.

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