



10/13/14

# PRESS RELEASE



## **PUBLICIS GROUPE PROPELS INTO THE FUTURE OF PERFORMANCE-BASED ADVERTISING WITH A STRATEGIC INVESTMENT IN MATOMY, THE WORLD LEADER IN “PURE” PERFORMANCE BASED ADVERTISING**

**Publicis Groupe [Euronext Paris: FR0000130577, CAC 40]** has sealed a strategic partnership with the world’s leading digital performance-based advertising company, Matomy Media Group Ltd., by acquiring 20% of Matomy’s shares at a price of 227 pence per share. In addition, Publicis Groupe has been granted an irrevocable option to acquire a further 4.9% of Matomy’s shares. Through this investment, Publicis Groupe, known for pioneering innovation, will continue to build the largest palette of top-performing, world-class marketing tools for its clients.

With a market capitalization of \$327 million, Matomy is a global leader in digital performance-based advertising, one of the most complex facets of online marketing, requiring an intricate understanding of customer behavior and acquisition in the digital age. Founded in 2007 and headquartered in Tel Aviv, Matomy has grown rapidly in recent years, maintaining a sustainable and highly profitable financial model that has enabled the company to achieve positive adjusted EBITDA every year since 2008.

The company is today present around the world, counting nearly 400 experts worldwide. Matomy boasts more than 1,600 active clients, including American Express, HSBC and Experian, in addition to 16,000-plus registered digital media sources and operations in more than 100 countries.

Matomy’s performance-based approach to digital advertising includes an integrated multi-channel performance platform, proprietary core technology and tools for third-party media sources. Through this approach, advertisers have a single point of contact across all major digital media channels, fueled by big data that reaches targeted consumers and provides measurable results. Matomy charges its customers only if it achieves certain pre-defined measurable results — such as sales, consumer acquisitions, leads and mobile app installations — or “pure” performance. The “pure” performance model is currently a \$12 billion market, forecast to reach \$45 billion–\$60 billion by 2020, according to the IAB Online Performance Marketing Study.

In July 2014, Matomy completed its initial public offering on the London Stock Exchange, and since has seen its first-half net profit quadruple, boosted by increased mobile and video activity. For the three-year period ended December 31, 2013, Matomy's revenues increased to \$193.5 million from \$106.7 million, i.e. a capitalized growth rate of 34.7%. This increase in revenues primarily reflects \$50.4 million of revenues contributed by the 2013 Acquisitions, of which the majority related to the MediaWhiz business, commencement of activity in the video media channel and growth driven by the significant increase over the period in the number of its active customers to 1,557 from 861, and an increase in the average spend per customer. Matomy had a strong first half of 2014, with revenue improving by \$10.3 million, to \$107.6 million on a US GAAP basis (H1 2013: \$97.3 million).

Matomy Chairman Ilan Shiloah said: *"We are seeing an impressive transformation in the digital advertising industry, and the pure performance advertising space is an area of high growth potential fueled by innovation and technology across all channels. Our vision is to build the best performance media company in the world, and together with Publicis Groupe becoming our largest shareholder, we will be able to create a more mature and sustainable ecosystem, providing marketers with an unprecedented ability to accurately engage, acquire and retain customers."*

Maurice Lévy, Chairman and CEO, Publicis Groupe, added: *"Tel-Aviv is second only to the Silicon Valley in technological innovation and patents. Matomy is fueled by the innovators and technology experts of Israel and has quickly risen to the top of this important market by creating a world leading, state of the art platform. At Publicis Groupe, we make it a priority to invest in the brightest and most promising talents and technology that will give our clients around the world unrivaled access to these services. We have pioneered and invested in new technology, open platforms, and partnerships. With Matomy, we will continue to build and promote an open environment for the exchange of ideas and innovation, essential to staying on top in today's transformational digital age."*

Rothschild acted as the exclusive financial advisor to Matomy core shareholders.

## About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBi, Razorfish, Rosetta, VivaKi, Nurun), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs 63,000 professionals.

[www.publicisgroupe.com](http://www.publicisgroupe.com) | Twitter: @PublicisGroupe | Facebook: [www.facebook.com/publicisgroupe](http://www.facebook.com/publicisgroupe) | LinkedIn: Publicis Groupe | <http://www.youtube.com/user/PublicisGroupe> |

*Viva la Difference !*

## About Matomy

Matomy Media Group (LSE: MTMY) is a global digital performance-based advertising company. Working across Web, social media and mobile platforms, Matomy Media Group offers advertisers, networks and publishers a range of opportunities integrated through one gateway, including an award-winning affiliate network, display ad network, mobile advertising solutions, email marketing, search and social marketing, video and virtual currency platforms.

For more information visit [www.matomy.com](http://www.matomy.com) and follow Matomy on Facebook [www.facebook.com/matomymediagroup](http://www.facebook.com/matomymediagroup).

---

## Contacts

### Publicis Groupe

Peggy Nahmany

Corporate Communications

+ 33 (0)1 44 43 72 83

Martine Hue

Investor Relations

+ 33 (0)1 44 43 65 00

Stéphanie Constand

Investor Relations

+ 33 (0)1 44 43 74 44

### Matomy Media Group

Keith Trivitt

VP, Global Marketing

+ 1 646 264 0144