



HOME SHOPPING SERVICE ACQUIRES A 51% EQUITY STAKE IN BEST OF TV



The M6 Group, through its subsidiary Home Shopping Service (Ventadis Division), has today finalised the acquisition of a 51% equity stake in Best of TV, a French company that imports and distributes products sold via home shopping to points of sale.

With this acquisition, HSS confirms its position as a key player in home shopping in France by widening the distribution network for its home shopping products.

The alliance of HSS and Best of TV will mean that the entire life cycle of the home shopping product, from broadcast on the channel through to distribution at points of sale, can be managed and monitored. With their complementary expertise and their close relationships with suppliers of home shopping products, the two companies will be able to put synergies into place and accelerate their development.

The Group is delighted to welcome the two founders, Jean-Camille Raymond and Bruno Raymond, whose experience and success will benefit HSS.

Neuilly sur Seine, 8 January 2014

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About Home Shopping Service

Founded in 1987, Home Shopping Service is the leading home shopping company in France. HSS initially developed its activity thanks to the daily programme M6 Boutique broadcast on M6, and then diversified its operations thanks in particular to M6 Boutique & Co, the only home shopping channel in France, as well as a catalogue, website, and physical shops. Home Shopping Service is part of Ventadis, the Distance Selling division of M6 Group, along with Mistergooddeal, one of the pioneers of e-commerce in France, and Monalbumphoto.fr, the leading website for personalised photo books.

In 2012, Ventadis generated revenues of €267 million and an operating profit of €12.9 million.

About Best of TV

Since its launch in 2009, Best of TV has been importing and distributing home shopping products through physical marketing channels. The Company showcases the best home shopping products, giving them pride of place in points of sales with the endorsement "The Original, as Seen on TV!". Best of TV offers original and innovative products in a variety of areas, such as beauty, fitness, wellbeing, cookery, home, etc.

Best of TV has been knowing a strong growth since its launch in 2009, and generated revenues of €19 million in 2012. The firm has been profitable since its launch.

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M6 Métropole Télévision is listed on Euronext Paris, Compartment A
Ticker MMT, ISIN Code: FR0000053225 - www.groupem6.fr

