

M6 GROUP ACQUIRES OXYGEM



Through its subsidiary M6 Web, M6 Group has concluded the acquisition of the entire share capital of French media group Oxygem, which operates various websites (CuisineAZ.com, Passeportsante.net, Radins.com, Meteocity.com and Fourchette-et-bikini.fr).

This acquisition confirms M6 Group's position as a leading Internet player in France, with a total of 15 million unique visitors per month for the new combined entity, and positions it as the 8th biggest Internet media group in France.

The acquisition of Oxygem will allow M6 Group to extend the range of topics covered by its websites and will significantly boost its digital development. Complementary audiences, content and expertise will result in the implementation of many more synergies, particularly in the fields of video content and price comparison search engines.

The transaction will also enable M6 to strengthen its technological expertise in performance-based marketing and data exploitation.

Lastly, M6 Publicité Digital will consolidate its position as a key player in the online advertising market by increasing both its power and the diversity of its digital channels.

Neuilly-sur-Seine, 12 January 2015

About M6 Web

M6 Web is responsible for the digital and interactive portfolios, supporting the M6 Group's brands and channels in extending their services to offer innovative content on new screens (PC, IPTV, tablets and smartphones). In parallel with this, M6 Web publishes a package of themed websites that are the leaders in their category, as well as the price comparison website AchetezFacile. The telecommunications service M6 Mobile by Orange is also part of the subsidiary.

In November 2014, M6 Web's average overall audience reached 11.1 million unique visitors (Médiamétrie Net Ratings, excluding Mobile).

M6 Web generated revenue of €96 million and EBITA of €32 million in 2013. During the first-half year 2014, M6 Web recorded an operating profit of €17.5 million, up +11.1%, for €45 million of revenue.

About Oxygem

Created in 1998 and based in Roubaix, Oxygem combines website publishing operations with e-marketing services. Every month, 7.3 million unique visitors (Médiamétrie Net Ratings, November 2014, excluding Mobile) visit the various Oxygem websites (CuisineAZ.com, Passeportsante.net, Radins.com, Meteocity.com, and Fourchette-et-Bikini.fr), whose editorial lines are geared towards everyday topics, such as cookery, health, shopping and best deals, weather, beauty and slimming, etc. and are aimed mainly at women under 50. OXYGEM is distinguished by its established technological expertise and knowledge of performance marketing and data exploitation.

Oxygem generated revenue of €11 million in 2013, along with operating profitability.

M6 Métropole Télévision is listed on Euronext Paris, Compartment A.
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