



M6 GROUP ACQUIRES IGRAAL, THE FRENCH LEADER FOR CASHBACK

M6 Group is continuing its expansion into the digital sector with the acquisition, through its subsidiary M6 Web, of 51% of the share capital (as a first step) of **iGraal, the French leader for cashback**.

Cashback allows consumers to receive reductions on their online purchases, in the form of a pay-out in euros. It is now considered by online retailers as their primary marketing tool in terms of profitability (*2016 Xerfi study on cashback in France*) and generated almost €600 million in sales for e-tailers in 2015 (up 19% year-on-year).

The leader in this dynamic market thanks to its qualitative positioning and its best-in-market technology, iGraal, founded in 2006 by Christian Goaziou, is based in Boulogne-Billancourt, near Paris, and employs 49 staff. In 2015, its revenues totalled €16 million with positive operating profitability.

With this acquisition, M6 Web is strengthening its capacity for innovation in support of online retailers, expanding its range of “good deals” for consumers (Radins.com promo codes and price comparison services) and enriching its Data strategy by accessing highly qualified purchasing behaviour data.

By working with M6 Group, iGraal will be able to accelerate its development by benefiting from the promotional strength of the Group’s channels and websites.

Neuilly-sur-Seine, 30 November 2016

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