

## weborama acquires Adrime, the rich media advertising leader in the Netherlands

weborama, a European leading company in behavioural targeting, announces the acquisition of Dutch rich media advertising specialist Adrime.

Adrime, a Dutch company founded in 2005, has developed an innovative technology for managing rich media advertising campaigns. **The Adrime platform supports to creation, displaying, tracking and reporting of original high-impact (rich media) advertising campaigns.**

**This acquisition gives weborama a unique offering in the European digital advertising market:**

- by combining rich media and behavioural targeting, weborama takes the display market to a new level. weborama now offers its clients a way to target high-impact messages in an original format.
- Adrime is able to extend its solutions for setting up sophisticated rich media campaigns to weborama's publisher clients, giving them the full advantage of these new innovative formats.

adperfer advertiser, weborama's adserver for advertisers and agencies, will use the Adrime solution to support rich media campaigns and the full range of indicators needed to analyse them.

weborama becomes a European digital advertising leader with offices in Paris, Madrid, Amsterdam, Milan and London. With this acquisition, weborama welcomes a highly talented team that rounds out the group's range of expertise.

**weborama Chairman and CEO Alain Levy:** "Rich media is a rapidly expanding market that by nature complements the weborama offering. The alliance we are forging with Adrime will save years of development work and give us the benefit of high-level expertise. We will be able to offer our clients and partners a radically innovative range of services across Europe."

**Adrime Chairman and CEO David de Jong:** "The technologies developed by our two companies are a natural fit. The tie-up with weborama will enable Adrime to accelerate its growth and expand its international reach."

**The Adrime company exhibits strong profitable growth.** In 2009 it generated €650,000 of operating profit on revenue of €1.3 million.

The price of the acquisition is €3.2 million in cash. A supplement may be paid depending on the future performance (growth and operating profit) of the company.

**This acquisition is immediately accretive for weborama shareholders.**

### About weborama

*weborama, an Internet pioneer since 1998, stays ahead of the curve, developing and supporting interactive advertising for advertisers, agencies and website publishers. Its offering is based on the w.factory™ behavioral marketing marketplace:*

- a behavioral targeting platform;
- the adPerf™ suite (adPerf™ Publisher, adPerf™ Advertiser and adPerf™ analytics), used to track, manage and optimise web-based performance
- the Lab: weborama's marketing intelligence and research centre "enables you to speak Internet" for purposes of targeting, trend research, and advertising analysis, especially to support brands.

*weborama supports more than 300 major accounts in France, Spain, Portugal and the Netherlands. It has been awarded the Oseo ANVAR Innovative Company label and is included in the French and European Deloitte Technology Fast rankings. weborama has been listed on the Alternext since June 2006.*

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