

## auFeminin.com relaunches the site Bildderfrau.de in Germany



auFeminin.com is relaunching the website bildderfrau.de in Germany, the online version of Germany's leading women's magazine, BILD der FRAU, which has almost 6 million readers and a circulation of more than one million copies per week.

## auFeminin.com strengthens its leadership of the women's online audience in Germany

The auFeminin Group boasts a total audience of 3.43 million monthly unique visitors in Germany, giving it the leading female audience in this market. This is particularly thanks to goFeminin.de, the leading German women's portal, and Onmeda.de, the number 1 German health portal. With Bildderfrau.de, the Group is strengthening its audience leadership, and its position as one of Germany's foremost players in on-line advertising targeting women, by offering a new value proposition to the BILD der FRAU magazine's advertisers.

## Axel Springer supports the international development of auFeminin.com

BILD der FRAU is part of the Axel Springer Group, which is the majority shareholder of auFeminin.com. The relaunch of bildderfrau.de illustrates the many synergies introduced in 2009 to support the international development of auFeminin.com. It follows on from the creation of MyBeautyCase.de, an on-line cosmetics guide developed by Axel Springer's "New Media" team, and from the joint venture between the two groups for the launch of a women's portal in Poland, oFeminin.pl.

Bertrand Stephann, CEO of Feminin.com, explains that: "*BILD der FRAU, the leading German women's magazine, is extremely well known by the market and we are very pleased to be able to welcome such a brand within our Network. Through the launch of the bildderfrau.de site we are consolidating our leadership position on the German market and are pursuing our strategy of strengthening our international positions.*"

\*source: AGOF, 3<sup>rd</sup> quarter 2009

## **About auFeminin.com**

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82%-owned by the Axel Springer Group, the auFeminin.com Group is No. 1 in online content for women in Europe, with operations in France, Germany, the UK, Belgium, Spain, Italy, Switzerland, Canada, Morocco and Vietnam. Its audience in Europe totals 21.9 million unique visitors (1) and 672 million pages viewed(3).

In France, the Group operates the country's leading network of women's websites, the "auFeminin Network", whose audience equals 11.3 million unique visitors(2) and 416 million pages viewed(3). This includes:  
- auFeminin Brand: auFeminin.com, Marmiton.org and the 5 other women's websites published by the Group, with an audience of 10.5 million unique visitors(2) and 300 million pages viewed(3);  
- auFeminin Partners: women's blogs and websites whose audience of 2.9 million unique visitors (3) and 116 million pages viewed(3) is marketed by the auFeminin Group.

The Group also develops and markets Smart Adserver, the foremost independent advertisement server in Europe.

The Group generated turnover of €24.7m and operating income of €9.5m in 2008.

auFeminin.com is listed in compartment C of NYSE-Euronext Paris (ISIN: FR0004042083, Ticker: FEM).

(1) source: Comscore September 2009

(2) source: Nielsen NetRatings September 2009

(3) source: SmartAdserver September 2009

## **About Bild der Frau**

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Established in 1983, Bild der Frau is now Germany's No. 1 women's weekly, with almost 6 million readers and a circulation of more than 1 million copies per week.

Bild der Frau is part of the Axel Springer Group.

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