



M6 GROUP ENTERS INTO EXCLUSIVE NEGOTIATIONS TO BUY OXYGEM

M6 Web has entered into exclusive negotiations to buy OXYGEM, the French website publishing and e-marketing services company.

Every month over 6 million unique visitors* go on the various OXYGEM websites (CuisineAZ.com, Passeportsanté.net, Radins.com, Météocity.com, etc.), whose editorial lines are geared towards everyday themes, such as cookery, health, consumer tips and bargains, weather, beauty and slimming, etc. and are aimed mainly at women aged under 50.

Moreover OXYGEM is distinguished by its established technological expertise and knowledge of performance marketing and data exploitation.

Founded in 1998 and based in Roubaix, the company has experienced significant growth in recent years and now employs approximately a hundred members of staff.

With this acquisition, which would greatly complement its own activities, M6 Web would boost its publishing line-up and raise its profile in the digital sector, both in terms of audience and monetisation and could rely on OXYGEM's knowledge of database management to develop its own websites.

It should be noted that this entry into exclusive negotiations has been agreed subject to compliance with Law no. 2014-856 of 31 July 2014.

Neuilly-sur-Seine, 26 November 2014

*Source: Mediamétrie Net Ratings, September 2014, excl. Mobile

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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 September 2014, M6 Web's average overall audience represented 9.2 million unique visitors (Mediamétrie Net Ratings, excl. Mobile).

M6 Web generated revenue of €96 million and EBITA of €32 million in 2013.

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