

FOR IMMEDIATE RELEASE

Matomy and Publicis Groupe Partner to Build Global Leader in Performance Advertising

Publicis Groupe to acquire up to 24.9% of Matomy, the global leader in 'pure' performance advertising

PARIS and TEL AVIV (13 October 2014) — [Matomy Media Group Ltd. \(LSE:MTMY\)](#), one of the world's leading digital performance-based advertising companies, has agreed to a strategic partnership with [Publicis Groupe \(Euronext Paris FR0000130577, CAC 40\)](#) through which Publicis Groupe will acquire 20% of Matomy's shares at a price of 227 pence per share. In addition, Publicis Groupe has been granted an irrevocable option to acquire a further 4.9% of Matomy's shares. Through this investment, Publicis Groupe and Matomy will together build the global leader in "pure" performance advertising.

Commenting on the investment, Maurice Lévy, Chairman and CEO, Publicis Groupe, said:

"Tel Aviv is second only to the Silicon Valley in technological innovation and patents. Matomy is fuelled by the innovators and technology experts of Israel and has quickly risen to the top of this important market by creating a world-leading, state-of-the-art platform. At Publicis Groupe, we make it a priority to invest in the brightest and most promising talent and technology that will give our clients around the world unrivalled access to these services. We have pioneered and invested in new technology, open platforms and partnerships. With Matomy, we will continue to build and promote an open environment for the exchange of ideas and innovation, essential to staying on top in today's transformational digital age."

Ilan Shiloah, Chairman of Matomy, added:

"We are seeing an impressive transformation in the digital advertising industry, and the 'pure' performance-based advertising space is an area of high growth potential fuelled by innovation and technology across all channels. Our vision is to build the best performance-based media company in the world, and with Publicis Groupe becoming our largest shareholder, we will be able to create a more mature and sustainable ecosystem, providing marketers with an unprecedented ability to accurately engage, acquire and retain customers."

With a market capitalization of \$327 million, Matomy is a global leader in digital performance-based advertising, one of the most complex facets of online marketing, requiring an intricate understanding of customer behavior and acquisition in the digital age. Founded in 2007 and headquartered in Tel Aviv, Matomy has grown rapidly in recent years, maintaining a sustainable and highly profitable financial model that has enabled the company to achieve positive adjusted EBITDA every year since 2008.

Publicis Groupe makes strategic investment in Matomy, page 2

The company is today present around the world, counting nearly 400 experts worldwide. Matomy boasts more than 1,600 active clients, including American Express, HSBC and Experian, in addition to 16,000-plus registered digital media sources and operations in more than 100 countries.

Matomy's performance-based approach to digital advertising includes an integrated multi-channel performance platform, proprietary core technology and tools for third-party media sources. Through this approach, advertisers have a single point of contact across all major digital media channels, fueled by big data that reaches targeted consumers and provides measurable results. Matomy charges its customers only if it achieves certain pre-defined measurable results — such as sales, consumer acquisitions, leads and mobile app installations — or “pure” performance. The “pure” performance model is currently a \$12 billion market, forecast to reach \$45 billion–\$60 billion by 2020, according to the IAB's Online Performance Marketing Study.

In July 2014, Matomy completed its initial public offering on the London Stock Exchange, and since has seen its first-half net profit quadruple, boosted by increased mobile and video activity. For the three-year period ended December 31, 2013, Matomy's revenues increased to \$193.5 million from \$106.7 million, i.e. a capitalized growth rate of 34.7%. This increase in revenues primarily reflects \$50.4 million of revenues contributed by the 2013 Acquisitions, of which the majority related to the MediaWhiz business, commencement of activity in the video media channel and growth driven by the significant increase over the period in the number of its active customers to 1,557 from 861, and an increase in the average spend per customer. Matomy had a strong first half of 2014, with revenue improving by \$10.3 million, to \$107.6 million on a US GAAP basis (H1 2013: \$97.3 million).

Rothschild acted as the exclusive financial advisor to Matomy core shareholders.

About Matomy Media Group Ltd.

Matomy Media Group Ltd. (LON:MTMY) is one of the world's leading digital performance-based marketing companies. Working across Web, social media and mobile platforms, Matomy offers advertisers, media partners and publishers a range of opportunities to generate risk-free performance-based results, delivering quality, scale and speed by providing a single gateway to all digital media channels. Matomy's marketing solutions include: a [display ad network](#); [mobile](#), [social](#) and [video](#) advertising; [email marketing](#); [search marketing](#) and [search engine optimization](#); a [virtual currency platform](#); and [domain monetization](#).

For more information:

www.Matomy.com

Facebook: www.facebook.com/MatomyMediaGroup

Follow us on Twitter: @MatomyGroup

LinkedIn: www.linkedin.com/company/matomy-media-group

About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is one of the world's leading communications groups. The Groupe offers a full range of services and skills: digital (DigitasLBI, Razorfish, Rosetta, VivaKi, Nurun), advertising (BBH, Leo Burnett, Publicis Worldwide, Saatchi & Saatchi), public affairs, corporate communications and events (MSLGROUP), media strategy, planning and buying (Starcom MediaVest Group and ZenithOptimedia), healthcare communications, with Publicis Healthcare Communications Group (PHCG), and finally, brand asset production with Prodigious. Present in 108 countries, the Groupe employs 63,000 professionals.

###

MEDIA CONTACT

Keith Trivitt | Vice President, Global Marketing
Matomy Media Group Ltd.
Ph: +1 417.299.5996 | E: ktrivitt@matomy.com

This press release does not constitute an offer to sell, or a solicitation of an offer to buy, Matomy Media Group Ltd. shares. If you wish to obtain more complete information about Matomy Media Group Ltd., please refer to our website www.Matomy.com under the "Investors" heading.

This press release may contain forward-looking statements. Although Matomy Media Group Ltd. believes any such statements are reasonable as of this release's publication date, they are by their very nature subject to risks and uncertainties that could cause the actual results to differ from those indicated or projected in these statements.

Matomy Media Group Ltd. operates in a dynamic marketplace, and new risks emerge from time to time. Matomy Media Group Ltd. assumes no obligation to update such forward-looking statements, whether to reflect new information, future events or other circumstances.