



La solution pour être vu sur le net

PRESS RELEASE

## Referencement.com acquires Agorad and Daooda to become a new e-marketing heavyweight in Europe

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**PARIS, November 26<sup>th</sup>, 2007** – The Referencement.com Group (Euronext: MLREF), number one on the French listing market, is today announcing the acquisition of a 100% stake in Agorad, the leading independent interactive media agency (*TNS Secodip, Sept. 2007*), and Daooda, one of Europe's top advertising agencies. Thanks to these operations, the Referencement.com Group is now able to offer a unique range of services on the market, meeting all of the requirements of its clients, from key accounts through to small and medium-sized businesses.

### ▪ **A complete and unique e-marketing and e-advertising offering**

This range of services, available immediately, is built around the following activities:

- Natural listing: management and optimization of sponsored links
- Media agency: advice, buying, affiliation, performance marketing
- Advertising agency: international advertising network focused on the ROI
- Technology: publisher of the Holosfind Adisem Suite, the search marketing software available in Full and Self Service

Agorad and Daooda have been acquired from their managers and founders, Dimitri Ducourtieux and Michaël Amar.

Created in 2005, Agorad is the leading independent interactive media agency (*TNS Secodip, Sept. 2007*). With expertise on strategic consulting, internet space purchasing, sponsored links and performance marketing, Agorad has successfully accompanied a number of major e-commerce players, including 3 Suisses, Intermarché, Monabanq, Daniel Jouvance, Kiabi, Becquet, Cofidis and Yves Rocher.

Created in 2000, Daooda is one of Europe's leading advertising networks, with its inventory giving access to global coverage and over one hundred million unique visitors. A pioneer for innovative advertising and marketing solutions, Daooda enables its clients to combine intensity and affinity for their campaigns in order to improve visibility, generate qualified traffic and performance recruitment on the internet.

With their teams' know-how and expertise dovetailing so effectively, Agorad and Daooda represent the Referencement.com Group's new media division, making it possible to offer all of its clients major business synergies in order to guarantee the success of their internet strategies.

Already based in Paris, Bucharest, London, New York and Los Altos (CA), the Referencement.com Group is in this way continuing with its international expansion under excellent conditions.

After working with Referencement.com's managers, Michaël Amar and Dimitri Ducourtieux, over the last five years, the managers of Agorad and Daooda will be heading up the Group's new media division, with ambitious objectives to conquer new markets.

*"Joining Referencement.com represents a major step forwards for the development of Daooda and Agorad. In this way, we are strengthening our international expertise, while adding a first-rate search marketing and technology component to our offering, with more means to satisfy our clients",* explain Michaël Amar and Dimitri Ducourtieux

Sylvain Bellaïche, the Referencement.com Group's Chairman and Chief Executive Officer, concludes that: *"I am very delighted and satisfied that Dimitri Ducourtieux and Michaël Amar will now be heading up our new media division. The acquisition of Agorad and Daooda is crucial to the expansion of our European platform for e-marketing and e-advertising solutions. It also represents a great operation for our teams and a major industrial and economic step forwards. Indeed, we are now able to offer our clients a range of unique service solutions on the market to meet all of their needs in France and Europe. Our strategic sites in the US mean that we are also able to benefit from highly advanced market-leading technologies at all times".*

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## **ABOUT REFERENCEMENT.COM**

The Referencement.com Group, the French listing market leader, is today able to offer its clients, from key accounts through to small and medium-sized businesses, a unique range of solutions, covering all of their e-marketing and e-advertising requirements through its various subsidiaries and brands: Referencement.com, the European specialist for natural listing, Agorad, the media consultancy, Daooda, the online advertising agency, HolosFind Software, the on-demand software publisher. All of the products and services offered by each one of the Group's companies are available in Full and Self Service. Today, the Group provides strong value-added services to over 1,000 clients, including The Walt Disney Company SAS, Hachette, Éditions Atlas, 3 Suisses, Pfizer, GlaxoSmithKline, Yves Rocher, Mairie de Paris, Ricoh, Agnès B, Orange Business Services, Kiabi, Becquet, Cofidis, Siemens, FagorBrandt, Morgan, Véolia Environnement and AXA Santé.

Referencement.com, founded in June 1996, has been listed on Euronext Paris (ticker: MLREF, ISIN: FR0010446765) since March 27<sup>th</sup>, 2007. [www.referencement.com](http://www.referencement.com),

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