

Press release
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TimeOne, THE NEW FRENCH MARKETING SERVICES GIANT

Public-Ideas and Place des Leads / Khing—specialists in mobile and performance marketing—have announced their alliance and the creation of a new group: TimeOne. TimeOne—the new French online marketing giant—focuses on content, data and a new form of marketing referred to as "prescriptive", while attaching great importance to innovation and scientific research.

The founders of the two companies are reinvesting heavily in the capital, accompanied by the independent private investment company Ardian, which is investing €5 million in this transaction.

From January, TimeOne will be strengthening its content offering by amalgamating with VariousAD, a company specialising in the publication of high added-value websites. Other alliances will follow in the coming weeks.

Here's an overview of this innovative new French company that creates value by interlinking content, data and technologies.

ALLIANCE AND ACQUISITION

This operation, motivated by the complementarity of both companies' activities, allows for the formation of a French group with **consolidated turnover of nearly €50 million.**

This new group heralds **the change from a business-activity vision to a multidisciplinary vision.** By combining its different skills, **TimeOne** offers a very wide range of online marketing services with active coverage of the **mobile, programmatic, native, marketplace and performance sectors.**

TimeOne is also taking over VariousAD, a company created in 2008 that specialises in the publication of high added value websites. Its Director—Julien Vottero, is joining the **TimeOne** management team as Chief Content Officer and will be in charge of **TimeOne – Publishing.**

TimeOne – Publishing, the group's publishing Business Unit, is being consolidated and is incorporating websites positioned in the final "touches" before conversion. By offering specialist services, the Group is seeking to become the "go-to" operator in sectors such as motor vehicles, insurance and finance.

SIX BUSINESS ACTIVITIES BUT ONE VISION

The approaches employed by the six other business activities thus place a comprehensive range of solutions at our clients' disposal, i.e.

TimeOne – Native, which produces content for brands while using storytelling based on conversational principles. By using a Content Discovery approach, **TimeOne** promotes a more respectful communication model in which Web users becomes stakeholders in their relationship with the brand.

TimeOne – Performance, at the data crossroads between publishers and advertisers. The Group thus proposes ground-breaking services in acquisition, turnover generation, sleeper reactivation and Web user engagement.

TimeOne – Market Place aggregates, analyses, checks and scores the profiles provided on a Marketplace.

TimeOne – Programmatic—the Group's programmatic service—has the ability to implement media and provide access to a qualified audience on different channels (Display, Video, Social, etc.). This is why programmatic are incorporated transversally throughout **TimeOne**'s different business activities.

TimeOne – Mobile, the mobile specialist that combines programmatic and performance in order to cover the entire mobile conversion tunnel.

Programmatic, a scientific approach and technologies allow the Group to give an industrial dimension to all of its bespoke schemes.

Sylvain Gross—co-chairman of **TimeOne**—explains: "*With **TimeOne**, we're creating a powerful entity that offers clients a rejuvenated vision of online marketing. We are committed to creating a major group focused on content, data and prescriptive marketing.*"

USING SCIENCE TO IMPROVE MARKETING

By implementing a common technological core (Data Management Platform - DMP) for all of the Group's different business activities, **TimeOne** aims to facilitate the exploitation of raw data by the Group's different Business Units. This DMP—named "T1"—collects and processes huge volumes of data transversally. This platform is supplied with data from numerous, qualitative, recent and exclusive sources.

Data scientists and mathematicians apply layers of Marketing Automation and Prescriptive Marketing to T1. This combination of processing operations is particularly beneficial in allowing for the qualification of Web users so that "business" decisions can be made. Data are thus processed, clustered and made accessible to form the core of the media strategy.

TimeOne places innovation at the heart of its strategy and is developing extensive Research and Development activities. In partnership with research laboratories and prestigious *Grandes Écoles* (top French universities), such as Centrale Paris, a Scientific Committee will be managing the Group's dedicated team.

By combining expertise in content creation, machine learning, prescriptive marketing, performance and real-time activation, TimeOne is adding new value to media and creating a new Marketing Services ecosystem.

As Ralph Ruimy—co-chairman of **TimeOne**—states: *"Our data-centric approach is going to redefine the interactions between advertisers and Web users. We believe in adopting a conversational marketing approach that's capable of defining a new exchange with the consumer."*

ABOUT TIMEONE

Created in 2016, **TimeOne** is a marketing services group. The group's activities are focused on two main areas: Content and Data. With its firm commitment to prescriptive marketing and a common technological core (DMP), **TimeOne** relies on major innovations made possible by its extensive Research and Development activities.

TimeOne covers all online marketing solutions: Programmatic, Native, Performance, Marketplace, Publishing and Mobile. The company is active in France, the United Kingdom, Spain, Italy, South Africa, Asia and South America.

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