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e-TF1: acquisition of majority stake in Bonzai Digital

e-TF1, a 100%-owned subsidiary of the TF1 group, announces that it has taken a majority stake in digital marketing company Bonzai Digital.

This investment reflects the Group's commitment to extending its footprint in non-media digital solutions. Coming a year after e-TF1's launch of the TF1 Conso drive-to-store offering, the deal enables e-TF1 to offer advertisers a full range of non-media solutions under the TF1 Agency brand. The aim is to enhance the support offered to advertisers keen to optimize performance by achieving the right balance between volume and targeting.

Olivier Ou Ramdane, Executive Vice President of e-TF1, says: *"This investment is not only important for the development of our business, but also moves us up a gear in Data. Over the years, Bonzai Digital has built a unique business bringing together hundreds of partners and attracting a loyal following among prestigious advertisers."*

For Etienne Nael and David Sitbon, the founders of Bonzai Digital, *"this deal with e-TF1 vindicates the top-end strategy followed by Bonzai Digital for over eight years, based on devising specifically tailored solutions for each client. e-TF1 will take us to a new level by deploying our proprietary technology and expertise as part of its global offering. Performance is a key challenge for advertisers today."*

About TF1 Agency

TF1 Agency is a one-stop agency offering consultancy, design and development of digital products to e-TF1 advertisers. The TF1 Agency global offering is based on four skill clusters: web development and production, digital promotion, dynamic advertising displays, and performance-based marketing. It enables brands and chains to tap in to TF1's unique know-how in digital (go to www.TF1agency.fr to view recent projects). e-TF1's main objective is to develop the TF1 group's activities on digital devices.

About Bonzai Digital

Bonzai Digital specialises in performance-based digital marketing, supporting brands in their strategies for capturing, locking in and generating qualified traffic. Bonzai Digital currently advises around one hundred major clients. Find our solutions on www.Bonzai.Digital.

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