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Reworld Media welcomes Hera Capital, the Singapore-based fund in its capital

Reworld Media (MLREW), a multichannel media group, widens its shareholders' base with the arrival of Hera Capital, an investment fund focused on growth companies in South East Asia.

Based in Singapore since 2012, Reworld Media is growing in Asia through the brand marie france and especially its website mariefranceasia.com, with more than one million newsletters' subscribers and soon a printed English version of the magazine. Asia enjoys strong growth potential. It is a priority for the group international expansion, and a region where it intends to soon establish several others of its brands.

Hera Capital invests €2m in Reworld Media especially through a capital increase at a share price of €1.40. Hera Capital equity investment fits perfectly into the group expansion strategy. Specialised in high growth companies focused on South East Asia, the fund management company will assist Reworld Media with its expansion in Asia by sharing its experience of doing business in the region, applying its active hands-on support approach with its companies in portfolio, while opening its extended networks from Singapore to China to Hong-Kong and South East Asian countries.

Sébastien Guillaud, Managing Partner at Hera Capital says: *"We are pleased to join Reworld Media's shareholders and founders. We will bring our support, on the ground, to accelerate the group's business growth on the Asian markets. South East Asia alone represents more than 600 million people, already 190 million Internet users and 180 million smartphone users. This region shows a gigantic growth potential for Reworld Media."*

Pascal Chevalier, Chairman at Reworld Media adds: *"Hera Capital is a key partner for our Asian development. We are ambitious for our brands in this region; marie france leading the way with success and we should very soon launch Gourmand, then others. Teams within our Singapore subsidiary have been recently reinforced; Asia should represent, in a three year time, a very significant part of our business."*

Hera Capital becomes Reworld Media's shareholder alongside the founders, majority shareholders, as well as Truffle Capital and ID Invest, two investment funds which are also shareholders of the group since 2012.

About Reworld Media:

Reworld Media is a multichannel media group building relationships between consumers and brands through an innovative editorial process. The group operates proprietary media brands, such as marie france, Télé Magazine, Gourmand, Papilles, Vie Pratique Féminin et Vivre en Grand, on their historical channel to then add digital channels such as websites, newsletters, social media networks and mobile applications. Founded in 2012, the group has 125 employees both in France and internationally (Spain, England, Belgium, Italia and Asia). Growing at a fast pace, it achieved an estimated annual revenue of €40million pro forma in 2013.

www.reworldmedia.com

Euronext Paris, FR0010820274, MLREW.

About Hera Capital :

Hera Capital is a fund management company based in Singapore and specialised in Private Equity transactions in South East Asia. The company invests from US\$1 million to US\$10 million in high growth potential companies which are either established in the region or willing to accelerate in that part of the world. Hera Capital provides capital, strategic advice, networks and expertise to its portfolio companies.

www.Hera-capital.com

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