



PRESS RELEASE

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Proxistore announces official opening in France, seals marketing agreement with Geolid group.

Proxistore (32% owned by Roularta Media Group), the market leader in local "display" advertising on Internet, announces the opening of its services in France, in the wake of Germany and Belgium. Using its own surfer geolocation engine (via wifi, 3G, 4G, GPRS and IP) and acting in conformity with privacy legislation, Proxistore offers local advertisers a highly effective presence on high traffic websites, enabling online publishers to earn more from their audiences in the local advertising segment. In order to provide very large and high-quality local audiences, Proxistore will work with the French websites of major media groups like **Amaury** (lequipe.fr) **Roularta** (lexpress.fr, lexpansion.fr ...), **Prisma Media** (TéléLoisirs , Télé2semaines), **Groupe Marie Claire - GMC Connect** (cosmopolitan.fr, marieclaire.fr ...), **20minutes.fr** or **Lagardère** (doctissimo.fr). Other well-known publishers could still join the network in the coming weeks.

Currently, the total audience should make it possible to reach over 60% of the French population over a one month period, in any selected communication zone.

The commercial launch in France began on 1 October 2013 thanks to collaboration with **Geolid**, a French company that specializes in geolocalized communications solutions on Internet. Geolid has more than eight local offices and 120 employees covering the whole of France.

Technically, Proxistore offers many tools and options that enable advertisers, among other things, to identify precisely their catchment area (or communication zone) through circles of selected radius or by postal codes. The tool provides real-time information on audiences and displays available in the selected zone well as information on the number of real inhabitants of the area.

Proxistore is also one of the "**Red Herring Top 100**" for 2013. This ranking selects innovative European startups that exhibit the greatest potential for change and growth.

With Proxistore, Roularta Media Group continues to develop its 360° strategy. Roularta is already very active in the local advertising market via the free newspapers De Streekkrant (distribution of 2,539,813 copies), De Zondag (600,000 copies), Steps (710,127 copies), Tam-Tam, the vlan.be classified ads site (immovlan, autovlan), streekpersoneel.be (job classifieds), Google Adwords and events (such as Steps Shopping Days). Proxistore clearly reinforces Roularta's leadership in this segment.

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