



Emakina takes over Toy Agency in Paris, strengthening its creative and advertising expertise

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Brussels, Paris, 27 June 2014 - Emakina Group today announced that its subsidiary Emakina.FR takes a 100% stake in Toy Agency, a creative digital agency based in Paris. With this move, the French division of the group, headed by Manuel Diaz, boosts its creative team and advertising expertise.



Emakina Group becomes a 100% shareholder in Toy Agency, through its subsidiary Emakina.FR. This takeover represents a cash investment of EUR 0.7 million (including EUR 0.5 million that is conditional to the performance of Toy Agency in 2014), to which annual price premiums should be added, based on performance in 2015, 2016 and 2017.

The annual turnover of Toy Agency for 2013 amounted to EUR 1.2 million. This acquisition is expected to have a positive financial impact on the consolidated EBITDA (operating result before depreciation) of Emakina Group in the second half of 2014.

With the arrival of Toy Agency in the Emakina family, group skills once more are enhanced, especially in the field of strategy and creative advertising designed for the digital world. **Nicolas de Dampierre**, founder of Toy Agency, joins the executive committee of Emakina.FR and will lead the creative management in France.

This operation is a new step in Emakina's European expansion plan, started more than 7 years ago with its IPO on Alternext of Euronext Brussels. It is subject to the usual terms of warranty and validation for this type of transaction.

Manuel Diaz, President of Emakina in France: "Advertising and digital are no longer separate realities. They are united in experiences everywhere. In today's world, communication has become complex, multidimensional, and it operates in real time. The acquisition of Toy Agency allows us to offer our customers an extremely creative global consumer-centric approach, in- and outside digital experiences. This acquisition demonstrates our commitment to invest in creation and technology, both essential ingredients for effective communication in the 21st century."

Nicolas de Dampierre, founder of Toy Agency comments enthusiasm on this happy marriage: "We are very pleased to join Emakina, a leading European independent agency that seamlessly integrates all aspects of digital communication, from creative ideas to technological development. Emakina's expertise is impressive. It covers strategic consulting, customer acquisition and retention, community creation and management, gamification, websites, e-commerce applications and mobile platforms. A great new adventure begins for us all! "



Nicolas de Dampierre, founder of Toy Agency, and Manuel Diaz, President of Emakina.FR

More information

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About Emakina

Emakina is a European group of digital agencies supporting their clients in maximising the opportunities of the new digital era. Its service portfolio is centred on five core activities: Integrated Communication, Web Building, Interactive Communication, Applications and Commerce. The group's agencies are Emakina (Brussels, Paris, Limoges, Amsterdam, Rotterdam, The Hague, Izmir, Geneva, and Lausanne), Your Agency (Waterloo), Robert & Marien (Brussels), The Reference (Ghent) and Design is Dead (Antwerp). Emakina's clients include many leading businesses, such as Audi, Baume & Mercier, Bavaria, BNP Paribas Fortis, Brussels Airlines, Caran d'Ache, Deutsche Bank, GDF Suez, Girard-Perregaux, ING, KPN, L'Oréal, Longines, Microsoft, Orange, Peugeot, Samsung Europe, Seat, SNCF, Thomas Cook, Volkswagen, and international institutions, such as the European Commission. The Emakina Group employs a staff of over 500 people, reported annual sales of €50,1 m in 2013 and is listed on Alternext of Euronext Brussels (mnemo: [ALEMK](http://www.emakina.com) - ISIN: BE0003843605).

www.emakina.com

About Toy Agency

Toy is a hyper-creative French agency with a strong digital focus and international orientation. The team of about 12 experts imagines, designs and builds sustainable strong campaigns for brands such as Attractive World, Solaris, Bic, Interbev, Lecab, TDF, Sofinco, and SNCF. Its strategy focuses on visibility, profitability, and tangible results.

www.toy-agency.com