

Press release, Paris, 10 January 2020

## The ePresse digital kiosk goes live and launches a new version of its article feed

ePresse (published by Toutabo SA (FR0010621722 - MLBO), a leading player in the French digital press, is launching a new version of its "Article" feed to improve the user experience. This new service allows readers to access easily to all the news from the 1,300 press titles (newspapers and magazines) present on the ePresse kiosk.

It includes:

- A live AFP feed with articles on all the themes updated every quarter of an hour,
- A "Headlines" page and thematic categories of all the newspapers and magazines updated before 5 am,
- Access to a "curated" version of newspapers and magazines which respects the editorial line of the titles,
- A search engine on the whole "Article" database

The service is built on a paywall that starts at the 1st article: the articles are only readable in their entirety as part of the unlimited reading subscription at 9.99 € per month.

A non-subscribed user has access only to the titles and subtitles of the articles.

"Access to an article feed service and to newspapers in a curated version responds to a significant demand stemming from new reading habits coming from information aggregators. It makes it possible to reconcile both the reading of full content from newspapers and magazines and the need to have access to live information "comments Jean-Frédéric LAMBERT, President of ePresse

### **About TOUTABO – Your Magazine Subscription Center - [www.toutabo.com](http://www.toutabo.com) – [www.epresse.fr](http://www.epresse.fr) :**

TOUTABO was created in February 2005 with the goal of being a key actor in the consumer loyalty programs based on the sale of magazine subscriptions.

The company is the editor of the internet sites [www.toutabo.com](http://www.toutabo.com) for its subscription offer (over 1000 titles sold by subscription and over 4000 titles sold by the issue) and [www.monkiosque.fr](http://www.monkiosque.fr) for its digital press offer.

The activities of the kiosk ePresse created in 2012 by Le Figaro, Les Echos, L'Equipe, Le Parisien and Liberation L'Express, L'Observateur and Le Point, were acquired in July 2015 by Toutabo.

The ePresse kiosk distributes the French press in digital format on all media (computer, smartphone, tablet). With over 1000 titles including most of the national and regional French newspapers, the kiosk ePresse managed to take over 15% market share in less than 3 years (according to a survey conducted by the ACPM)

The trademarks "Toutabo", "Inter-Magazines", "Monkiosque.fr" and "PresseFrance" are trademarks property of the Toutabo Company, registered with the INPI

The company is listed on EURONEXT ACCESS Paris, Code ISIN: FR0010621722 - Mnemonic code MLABO  
It is reminded that the direct or indirect sale to the public of financial instruments giving access to the equity shares of TOUTABO is limited to qualified Investors (art 411-2 of the French financial monetary code).



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