

Press release, Paris, 4th April 2018

The French Digital Newsstand ePresse will launch 5th April a new “unlimited reading” offer

ePresse, the French reference digital Newsstand (Edited by the company Toutabo SA (FR0010621722-MLABO)) will launch April 5th its new offer: “The ePresse Premium kiosk”. This offer will provide unlimited reading access to more than 300 French newspapers and magazines in their digital version. It will be marketed at a price of 9.99 euros per month and is built on a subscription model that encourages the reading of press in digital format without restriction.

Of the 300 titles available on smartphones, tablets and computers, subscribers will find the bulk of the national and regional French daily press, as well as all the major weekly and monthly magazines.

« We have tested this offer for 6 months with our exclusive partner the Telco Orange. The results obtained during this period have exceeded our expectations with more than 60 000 downloads per day and over 300 000 active users. Our offer is in line with readers’ expectations, which has led us to design the new ePresse Premium kiosk » said Jean-Frédéric LAMBERT, CEO of ePresse.

The offer has been built with the main French press editors and the fruit of specific distribution agreements.

The distribution agreement ensures a double advantage for the editors: they receive a satisfactory price per copy and the volume of audience is integrated to their official reading audience.

« Our Partnership with the Press Editors is a success because we have demonstrated that this new consumption mode has not negatively impacted the sales of the paper versions of the newspapers and magazines and is therefore complementary to their own sales» added Jean-Frédéric LAMBERT.

In the future, ePresse intends to furthermore increase its catalog and implement new reading and search features to improve the user experience.

About TOUTABO – Your Magazine Subscription Center - www.toutabo.com – 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 for its subscription offer (over 1000 titles sold by subscription and over 4000 titles sold by the issue) and 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 around 850 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 “PressedeFrance” 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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