

# PRESS RELEASE

Levallois, the 1<sup>st</sup> of July 2021



## Médiamétrie announces that Orange has joined the company as a shareholder

Orange now owns a 2.44% stake in the capital of Médiamétrie, the leading media audience measurement company in France. This stake has been acquired through the sale of part of the shares previously owned by the Union Des Marques [Union of Brands], who will remain a shareholder with a 9.33% stake in Médiamétrie.

For Jean-Luc Chetrit, Managing Director of the Union Des Marques and a member of the Board of Directors of Médiamétrie: *“The choice of the Union Des Marques fell on a major player in our sector who is developing significant expertise in the areas of technology and data. We are delighted that Orange is joining Médiamétrie as they will help to strengthen the voice of brands with regards to the evolution of audience measurements.”*

Orange will be represented on the Board of Directors of Médiamétrie by Michel Jumeau, Deputy Executive Director of Orange France: *“By becoming a Médiamétrie shareholder, Orange is also becoming a strategic partner of the television and digital advertising ecosystem and extending its commitment to targeted television advertising. By drawing on its data and client knowledge expertise, as well as its experience as an advertiser, Orange is happy to be able to contribute to the market challenges related to the evaluation of audience measurements and the effectiveness.”*

For Yannick Carriou, Chairman and CEO of Médiamétrie: *“Orange joining Médiamétrie as a shareholder marks the start of a new phase in the development initiated by Médiamétrie. Against a backdrop of accelerating changes in content offers and public behaviour, Orange will also participate in discussions on the strategic orientations of Médiamétrie with a view to developing the audience measurement methods of the future that will be innovative, sovereign and respectful of individuals and that will serve the media and advertising ecosystem.”*

65% of the share capital of Médiamétrie is held by the media and 35% by advertisers and their advisory media agencies. Médiamétrie's independence is guaranteed by the presence of all industries - media, advertisers, agencies - in each of its decision-making bodies as well as in its share capital. The terms of Orange's entry to the share capital of the company maintain this balance.

We must remember that the main task of Médiamétrie's Board of Directors is to define the strategic orientations of the audience measurement company and to ensure that major balances of the company are maintained.

However, the governance of these measures is guaranteed by the company's committees. At committee meetings, members come together to debate, define and decide on the evolution of measures for the media and advertising ecosystem. Globally, almost 200 professionals, representing 100 groups, companies or professional organisations from the media and advertising ecosystem, are involved in working on and developing these measures.

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## About the Union Des Marques



*The Union Des Marques is the organisation that represents brands in France. It has around 6600 members from 230 member companies of all sizes, statuses and from all sectors and it represents over 1500 brands.*

*The main mission of the Union Des Marques is to promote freedom of communication by developing responsible communication methods and to reinforce the effectiveness of marketing and communication actions.*

*The Union Des Marques is a platform for inspiration and exchanging ideas, for bringing people together, for support and for representation.*

*You can find more information about the Union des Marques here: [www.uniondesmarques.fr](http://www.uniondesmarques.fr)*

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## About Orange



*Orange is one of the world's leading telecommunications operators, with revenues of around €42.3 billion in 2020 and, as of the 31<sup>st</sup> of March 2021, 140 000 employees, 80 000 of which are based in France. The Orange Group served 262 million customers, as of the 31<sup>st</sup> of March 2021, with 217 million mobile phone customers and 22 million fixed broadband customers. The Group has a presence in 26 countries. Orange is also one of the world's leading providers of telecommunication services to multinational companies under the brand Orange Business Services. In December 2019, the Group presented its new strategic plan "Engage 2025" which, guided by social and environmental exemplarity, aims to reinvent its business as an operator. While accelerating in growth-generating territories and areas and placing data and AI at the heart of its innovation model, the Group intends to be an attractive and responsible employer, adapted to emerging professions.*

*Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).*

*You can find more information (online and on your mobile) here: [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com) or you can follow us on Twitter: @presseorange.*

*Orange, and all other Orange products and services mentioned in this press release are brands owned by Orange or Orange Brand Services Limited.*

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*The French industry leader in media research, Médiamétrie measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad. You can find more information about Médiamétrie here: [www.mediametrie.fr](http://www.mediametrie.fr) or you can follow us on Twitter: @Mediametrie or Instagram. Mediametrie.official*

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