

- NEWS RELEASE -

January 2011

Information Technology: Acquisition of WOKUP by the listed company WEDIA

WEDIA: Cross-media publishing software for marketing and communication

WEDIA is the leading developer of software solutions for Web content management and cross-media publishing (web, print, mobile) dedicated to Marketing and Communication Departments and to the Press.

WEDIA enables companies to create marketing contents and publish them on all communication channels whether print collateral (flyers, brochures, catalogues...) or digital (e-mailings, websites, banners, social networks...).

WEDIA solutions help clients to meet their strategic marketing challenges of winning new clients and developing customer loyalty, while controlling their budget and optimizing their ROI.

WOKUP, a complementary offer

For its part, Wokup provides a comprehensive offer of software and services for cellular phones: mobile websites optimized for all terminals, applications for iPhone, Androïd, Windows Phone, Blackberry, etc.

Just like WEDIA, Wokup solutions have already conquered many prestigious and diversified large accounts (HSBC, Société Générale, LCL, Française des Jeux, Club Med, Météo France, etc.) and major French media (JDD, Voici, Ouest France, Europe1, etc.).

The unique print / web / mobile offer on the market

The two ISV offers' complement each other. The acquisition of WOKUP will allow WEDIA to integrate the mobile channel in its solutions to better address the market concerns about mobility.

The WEDIA offer will henceforth be print + Web + mobile!

Through this acquisition WEDIA invests on a booming sector and strengthens its development potential

This union forms a leading player in the publishing software market of about 70 persons and turnover of €7.5 million with a presence across all channels. Part of the acquisition is settled in cash and the balance in WEDIA shares (quoted on Alternext). 34,000 new shares were issued to remunerate the historic shareholders of Wokup who now hold 5.7% of the capital of WEDIA and will remain associated and involved in the development of the new group.

Upon completion of this acquisition, the financial structure of WEDIA remains solid with significant positive net cash enabling it to quickly plan new acquisitions.

LINKERS, advisor to the Buyer

LINKERS advised WEDIA in its acquisition of Wokup.

WEDIA's advisors:

financial: LINKERS (Jerôme Luis)

legal: ROLAND & DUJARDIN (Marc Dujardin)

Advisors to the Seller:

financial: Laurent Martineau

legal: Laurent Marciano

LINKERS draws on the experience of its 11 consultants to assist companies from all sectors and offer them personal advises concerning:

- **Financial Engineering:** valuations (fairness opinion), MBO & OBO packages
- **Mergers & Acquisitions:** selling and buying mandates, transmissions to heirs ...
- **Fund Raising:** selection and contact of investors, supervision of legal documentation (shareholders agreements, protocols...)
- **Financial Training for Executives:** Cegos, Les Echos Formation.