

La Presse partners with mediarithmics to offer unified first party profiles to its advertisers

MONTREAL, September 30, 2020 - With the clear objective of remaining a reference in the creation of strong digital audiences for its advertisers, La Presse is partnering with the agile European data marketing platform mediarithmics. This new partnership will enable La Presse to offer a brand-new audience targeting model supported by the technology behind the Gravity Alliance, the largest advertising group in France. La Presse thus innovates once again and offers a cutting-edge response to the disappearance of third-party identifiers while maintaining the highest standards of protection for the privacy of its readers thanks to the most modern and up-to-date data security practices.

In concrete terms, the implementation of the mediarithmics tool, combined with the arrival of a robust unique identifier on all La Presse platforms, will make it possible to centralize reader profiles while at the same time increasing advertisers' targeting capabilities on first party data. Among other things, advertisers will be able to access the social demographic profiles and fields of interest of La Presse's audiences, in addition to the behavioural and intention segments already available.

"The use of this new tool is an opportunity for us to provide unified ecosystem profiles to our advertisers thanks to our teams' use of an integrated platform that covers the entire marketing data value chain," said Laurent Benamou, Vice President, of Sales and Operations at La Presse.

A first customer in Canada

La Presse becomes mediarithmics' first customer in Canada. "To be associated with a brand as innovative as La Presse is a privilege. We want to offer them our state-of-the-art solution so that they can optimize their knowledge of the Quebec consumer market," said Stéphane Dugelay, founder and CEO of mediarithmics. The French-based solution is planning to strengthen its presence and teams in Canada in the near future, and several recruitments are planned.

About La Presse

La Presse is Canada's French-language news medium of record, whose content is distributed on several platforms, including a digital edition for tablets, mobile applications and the Web. La Presse is known for its distinctive, rich and diversified coverage of news and current events. The recipient of numerous awards for the quality of its content and its design, La Presse is also known for its in-depth series and special reports, as well as for the large amount of space it devotes to discussion and debate. La Presse+, its free-subscription digital tablet edition, fully leverages the

multifunction capabilities of tablets to deliver the most comprehensive news and information experience ever from Québec's largest newsroom.

About mediarithmics

mediarithmics is an open SaaS platform allowing digital leaders (Media, E-commerce, Telecom) to quickly realize a multitude of Data Marketing use cases. Thanks to the mediarithmics infrastructure, companies can more easily personalize their acquisition or CRM campaigns but also better value their data assets, in full compliance with user data legislation. The company's customers include La Presse, Channel4, France Télévisions, Vivendi, Coca-Cola European Partners and Cdiscount.

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