



The French news website devoted to financial professionals

MARKET POSITION:

L'Agefi.fr is an essential tool for investors and fund managers. It is mostly aimed at senior management within banks, insurance companies and corporations (89%). It is the website for the financial community that targets 264 000 finance professionals in France. Internet is now an indispensable method of delivering real time information for financial professionals. Therefore *L'Agefi* has developed an e-daily online edition and reviewed its website to offer even more up-to-date information than any other financial title.

	Agefi.fr
Unique Visitors	190,600
Impressions	1,200,000
Time spend per month per UV	0:09:00

Source: Xiti 2009

EDITORIAL PROFILE:

L'Agefi has completely adapted its editorial offer in order to keep abreast of its readers' expectations (52% read online news). *L'Agefi.fr* will deliver real time information and latest updates on the stock market, news on the business world and people on the market place. It also provides exclusive hot information and devotes a large area to forum and interactivity between the financial professionals.

In April 2009, a new version of the ACTIFS channel on *L'Agefi.fr* will be launched which will have the fresher info with top news and images. In addition, more people will move in line with the Actifs brand territory and more recruitment ads will be in line with the Actifs brand territory. The creation of the Weekly Private Assets dossier will also be cooperation with Cofidroit. The daily newsletter of Actifs will become weekly – every Tuesday for subscribers whereas non subscribers will receive a newsletter every Friday.

TECHNICAL SPECIFICATIONS:

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