

Médiaperformances accelerates international expansion with the opening of five subsidiaries in Europe



Paris, 8 September 2026 – Médiaperformances has reached a new milestone in its development with the opening of subsidiaries in Spain, Poland, Portugal, Italy and the United Kingdom. This acceleration reflects the Group's ambition to strengthen its position in the European retail media market and support retailers and brands in new markets and sectors.

Under the leadership of Claire Koralewski, CEO of Médiaperformances, the Group is continuing to roll out its model internationally. The International Division, headed by Stefano Ghidoni, is tasked with steering and accelerating this European expansion, working closely with local teams and management.

A new European dimension for Médiaperformances

This international acceleration forms part of a growth trajectory already underway and driven by several key market wins. Beyond its long-standing expertise in the food retail sector, Médiaperformances is now extending its know-how into new retail and consumer sectors, including DIY and beauty. New retailers will thus gradually enrich the Group's portfolio across these various European markets.

This diversification, combined with the opening of these five subsidiaries, will enable Médiaperformances to deploy its expertise on a larger scale while drawing on local teams and an in-depth understanding of the specific characteristics of each market.

"The simultaneous opening of five subsidiaries marks an important milestone in Médiaperformances' history. Our international expansion is now a reality, driven by the trust of major retailers, the strength of our business model and our ability to extend it to new markets and sectors. We are becoming Europe's leading omnichannel Retail Media player, combining scale, innovation and performance with close relationships with retailers and brands," said Claire Koralewski, CEO of Médiaperformances

An International Division to accelerate the Group's expansion

To support this new phase of growth, Médiaperformances has appointed Stefano Ghidoni to lead the Group's International Division. He will report directly to Claire Koralewski, President of Médiaperformances International.

With over 30 years' experience in retail, e-commerce and the media, Stefano Ghidoni has developed recognised expertise in digital transformation, omnichannel innovation and international development. He has notably held senior management positions at MediaShopping, Auchan Retail France and Italy, Imediacycenter and Baro Cosmetics.

His role will be to lead Médiaperformances' international development, support the growth of its various subsidiaries and facilitate the rollout of a common model tailored to the specific requirements of each market. He will also directly oversee the development of the Italian market.

"I am delighted to have been entrusted with leading Médiaperformances' international development. Our ambition is clear: to build a high-performing and responsible European Retail Media model that combines a global strategic vision with local operational excellence, while creating sustainable value for both retailers and advertisers," said Stefano Ghidoni, International Director at Médiaperformances

Médiaperformances scales up across Europe

With five European subsidiaries, a growing presence across new retailers and verticals, and rollouts already under way in several countries, Médiaperformances is entering a new phase of its development.

This expansion builds on the core strengths of its model: more than 40 years of in-store expertise, Retail Media solutions combining technology, data and performance measurement, and the ability to deploy large-scale solutions while addressing the specific needs of each retailer and each market

One ambition: make the store the most effective media channel, both in France and across Europe.

About Médiaperformances

As the European leader in in-store retail media, Médiaperformances connects brands with consumers at the key moment in their shopping journey. For over 40 years, the company has been supporting retailers in transforming their points of sale into drivers of growth for brands and enabling advertisers to run more relevant, measurable and effective campaigns. Drawing on one of Europe's most advanced media and IT ecosystems, Médiaperformances develops omnichannel solutions combining AI, data, in-store digital devices and performance measurement, with one ambition: to make the shop the most effective medium.

As the first French media agency to be certified as a B Corp in 2021 – a certification renewed in 2025 – Médiaperformances places responsible innovation at the heart of its development and aims to create sustainable and positive value for retailers, brands, consumers and society

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