



## myTaste: 28 million visitors in October (+7% YoY)

The number of visitors to myTaste in October totalled just over 28 million globally, which is an upswing of 7% year-on-year. Meanwhile the number of members continued to grow steadily and passed the 7 million mark during this period.

“The underlying reason for the decline in traffic growth compared to previous months is that our organic search engine traffic has declined in all countries apart from two since Google’s latest algorithm update. These two countries, which are the only ones where we have previously test-launched our new platform, experienced an increase in traffic following the update. This is positive as we can now identify with some certainty the measures that are required to restore growth in traffic in the remaining countries. The decline in traffic means that our previously communicated traffic and member targets will be delayed, but the fact that Google updates its algorithms is essentially positive, as it rewards the user-friendly look that we’re focusing on as we further develop myTaste. Our objective is for the new platform to go live in all countries in Q4 and for us to see the results of this as early as Q1,” says myTaste’s CEO Aage Reerslev.

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### **About myTaste**

myTaste is one of the world’s biggest social networks for food and cooking, with visitors from more than 50 countries. Our users discover, save and share 6 million recipes from more than 35,000 food blogs around the world. Read more about myTaste [here](#).

### **About 203 Web Group AB (publ)**

203 Web Group is a publicly traded Swedish media group operating sites in 50 countries. Read more about 203 Web Group [here](#).