

Lagardere Will Buy Nextedia Agency for as Much as EU100 Million
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By Sandrine Rastello

Aug. 29 (Bloomberg) -- Lagardere SCA, France's largest publisher, agreed to buy internet media agency Nextedia for as much as 100 million euros (\$137 million).

After an initial cash payment of 50 million euros, Paris-based Lagardere will make two additional payments, dependent on profits, in 2011 and 2013 up to a maximum 50 million euros, the company said in an e-mailed statement today.

--Editor: Rhinds.