

Rousset (France), June 16th, 2015

## RESULTS 1<sup>st</sup> HALF 2015

**Income before employee profit-sharing : € 721K€ (+13.4%)**

**Net consolidated income (group share) : € 554k (+1%)**

CUSTOM SOLUTIONS (ISIN: FR0010889386 - Ticker: ALSOL) major player in France of Operational Marketing Solutions announces today its consolidated (unaudited) results for the 1<sup>st</sup> half 2015 (from Oct 1<sup>st</sup>, 2014 until Mar 31<sup>st</sup>, 2015).

### 1st Half 2015 – RESULTS

The presented figures are extracted from unaudited half year accounts.

<i>En thousands of euros</i>	2015	2014	Variation 2015/2014
<b>Sales Turnover</b>	9 668	9 461	<b>+2.2%</b>
<b>Income before employee profit-sharing</b>	721	636	<b>+13.4%</b>
In % of sales TU	7.5%	6.7%	
<b>Income after employee profit-sharing</b>	507	636	<b>-20.2%</b>
In % of sales TU	5.2%	6.7%	
<b>Financial Result</b>	356	551	<b>-35.4%</b>
In % of sales TU	3.7%	5.8%	
<b>Current result before tax</b>	863	1 187	<b>-27.3%</b>
In % of sales TU	8.9%	12.5%	
<b>Exceptional result</b>	809	-97	
In % of sales TU	8.4%	-1.0%	
Corporate tax	-889	-357	
<b>Net income prior to amortization of goodwill</b>	783	732	<b>+7.0%</b>
In % of sales TU	8.1%	7.7%	
<b>Amortization Goodwill</b>	-175	-161	
Results of equity affiliates	-17	-21	
<b>Net consolidated income</b>	591	550	<b>+7.5%</b>
In % of sales TU	6.1%	5.8%	
<b>Minority interests</b>	-37		
In % of sales TU			
<b>Net consolidated income (group share)</b>	<b>554</b>	<b>550</b>	<b>+1%</b>
In % of sales TU	<b>5.7%</b>	<b>5.8%</b>	



## RETURN TO GROWTH IN OPERATING INCOME : +13,4% at €721K

The results of the 1<sup>st</sup> Half take advantage of the growth of 2.2 % of sales and of the increase of the 3 points gross margin related to the strategic refocusing operated in 2014: the sale of the group's logistic activities on October 1st, 2014 and the acquisition of the companies "Securised Guarantee Promotion" (SGP, formerly APP) and Lojaali, consolidated for the first time on H1. This refocusing allows to show a return in the growth of the operating profit which turns to 7,5 % of sales.

The financial result is established in 3,7% of sales, decreasing by 20.2 %, because of an unfavorable base effect, the H1 2014 having been impacted by strong added values sales of financial products. The group waits however for a more homogeneous distribution of its financial products between H1 and H2, contrary to 2014 (71 % of the financial result of 2014 had been made on H1).

The exceptional result, in sharp increase, is established in +€ 809k against -€ 97k in 2014. Almost all of the result is bound to the sale of the logistic activities. This operation highlighted a strong taxable increase in value, what explains the very sharp increase in the corporate tax on the 1st half-year 2015.

Goodwill amortizations, as well as results of equity companies are stable with regard to 2014 and allow to reach a consolidated net income of € 591k against € 550K in 2014, increasing by 7.5 %.

The minority interests correspond to the companies "Neodata" (45 % of part.), SGP (70 %) and Lojaali (55 %).

The consolidated net income attributable to the Group stands out in very light growth in € 554K in 2015, against € 550K in 2014, that means an increase of 1 %.

## • IMPORTANT FACTS OF THE FIRST HALF YEAR

- The result of the group in the 1st half-year was marked by:
- The 3 points rise of the GM rate in 66 % (against 63 %) bound to the refocusing of the activities towards the marketing and the increase of the digital activities
- The rebilling of invoices concerning the buyer of the logistic activities (delay taken in the changes of the billing entity) having impacted at the level of € 351k on the " other products " and " other purchases and external costs " posts
- A control of our costs and particularly a strong reduction in the temporary work. On a like-for-like basis (excluding the sale of logistics), the accumulated reduction in the expenses of external staff is 11 %.
- The renewal of the " Innovative Company" qualification by Bpifrance, as well as the validation of our expenses and the Research Tax Credit file during the last tax audit, validating the relevance of the works of the group on these domains.



- An economic environment in Europe urging the ECB (EUROPEAN CENTRAL BANK) to maintain its interest rates at a low level, impacting unfavorably on the financial result of the group (reduction noticed of a 0.4pt average on the investments products compared with March, 2014).
- The consideration of the employee profit-share in the results (€ 214K) because of the sale of the logistic activities
- An always high net cash position (27,9M€), on the increase with regard to H1 2014 (€ 3.9M) (+16 %, impact of the net cash of the acquisitions and the sale of logistics), strengthening the means of the Group in its growth perspectives.

## PERSPECTIVES 2015

The Group is going to pursue and to strengthen its focusing on the marketing and the digital. The last commercial successes with the industrial sector demonstrate the relevance of the Group's innovations, which also plans to accelerate the synergies with subsidiaries. The Group continues the reorganization of its decreasing traditional activities. The investments in the digital products are going to be accelerated to answer the high demand of innovation made by the market towards digital. These investments are going to continue to press on the level of profitability of the Group, on the short-term, but the transformation towards the digital technology is accelerating and the growth of the results should be confirmed in 2016, in line with the "RIO 2016 project".

**Cédric Reny, Chief Executive Officer of Custom Solutions**, comments :

*"Our business is experiencing a strong transformation towards Big Data, and Custom Solutions is in the heart of the successful marketing digital innovations. We are again going to accelerate our investments to win in added value while reducing our costs on the historical activities. Our voluntarist policy of innovations is going to allow us to live a successful transition. The Group has increased and substantial financial resources and has found organic growth. These increasing results consolidate us in the committed strategy launched 2 years ago. "*

**NEXT PRESS RELEASE**

**Annual TU 2015**

**December 8th, 2015**

(After market close)



## ABOUT CUSTOM SOLUTIONS

Custom Solutions is a major player in Operational Marketing Solutions, based in Aix-en-Provence. Founded in 1997, the company supports its customers in designing, deploying and analysing promotional campaigns to recruit and retain consumers and motivate their sales teams.

With 18 years of expertise and diverse skills poles, Custom Solutions has acquired a solid reputation among 300 major brands, including Sony, Michelin, Nokia, Total, Kärcher, Butagaz ...

In October 2013, the company introduced a 3-year strategic plan, the "RIO 2016" Project, which aims to make of Custom Solutions a leading player of operational marketing in Europe by 2016.

The project is based on three strategic levers: external growth, marketing and digital innovation and international expansion.

**C'est dans cette optique que Custom Solutions a acquis en 2014 70% du groupe marketing français de solutions packagées Securised Guarantee Promotion (SGP, dont la marque Flexistart), et 55% de l'agence de promotion digitale finlandaise LOJAALI et de son antenne suédoise LOYALTIC et cédé ses activités logistiques.**

It is with this in mind that Custom Solutions acquired in 2014 70% of the French marketing group "Securised Guarantee Promotion" (SGP, including the "Flexistart" trademark), specialized in packaged solutions, and 55% of the Finnish digital promotion agency "LOJAALI" and its Swedish antenna "LOYALTIC", and sold its logistics activities.



Listed on Euronext's Alternext Paris  
ISIN : FR0010889386 – Mnemonic : ALSOL  
**Eligible to PEA-PME**  
Labeled « Innovative Company » by BPIFRANCE

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