



## **TOUTABO: 2008 Net sales increased by of 32 % and adjusted Net Income was 25 K Euros**

Paris, 31 December 2009 - TOUTABO (FR0010621722 - MLABO) held its General Shareholder Assembly December 31st.

The Assembly was held late because of significant organizational changes in the company's IT system which led to delays in integrating the 2008 accounts.

The main financial elements for the fiscal year 2008 are:

Net sales were 1,980 926 Euros, showing an increase of 32 % compared with 2007 and in line with the budget.

2008 has been marked by the following events:

- acquisition of the internet site Presse de France.com
- distribution agreement with Press Index on sites Discountpresse.com and KiosquePro.com
- dispute resolution with the journalists of Monkiosque.fr, the internet site acquired late 2007
- listing on the Paris OTC Euronext market
- € 1.1 million equity increase

Once again, as in 2007, the business acceleration was especially significant during the last four months of the year during which the company recorded more than 50 % of its annual revenues of the year.

The contract with the Initiatives et Development group, signed in 2006, on credit card holders club animation should lead to an increase in activity in the following years.

Adjusted Net Income (adjusted for non recurring items) is € 25 164

The exceptional items for the fiscal year 2008 were:

- Fees related to the Monkiosque dispute and listing on Euronext: € 60 500
- Direct costs linked to the listing on Euronext and fundraising costs: € 106 062
- Non amortized costs linked to the acquisition of Presse de France Press: € 16 400
- Litigation of Monkiosque: € 16 500

Net income for fiscal year 2008 was -174 298 euros.

Cash and cash equivalent was 1 250 000 euros.

### **About TOUTABO – Your Magazine Subscription Center - [www.toutabo.com](http://www.toutabo.com):**

TOUTABO was created in February 2005 with the goal of being a key actor in the consumer loyalty programs based on the sale of magazine subscriptions.

The company is the editor of the internet sites [www.toutabo.com](http://www.toutabo.com) for its subscription offer (over 750 titles sold by subscription and over 4000 titles sold by the issue) and [www.monkiosque.fr](http://www.monkiosque.fr) for its digital press offer.

The trademarks "Toutabo", "Abonnement Presse", "Abonnement Magazine", "Abonnement Enfant", "Monkiosque.fr" and [www.pressefrance.com](http://www.pressefrance.com) are trademarks property of the Toutabo Company, registered with the INPI

The company is listed on the Marché Libre of the Nyse EURONEXT Paris, Code ISIN: FR0010621722 - Mnemonic code MLABO

It is reminded that the direct or indirect sale to the public of financial instruments giving access to the equity shares of TOUTABO is limited to qualified Investors (art 411-2 of the French financial monetary code).

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