

## Press release

Paris, July 23rd 2010

### Progression of the 1<sup>st</sup> half year revenue 2010: + 16.4%

The company's growth strategy was once again confirmed by strong first semester 2010 performance.

- Having started the year with a 15% growth for the first quarter 2010, the 2<sup>nd</sup> quarter was once again marked by strong growth, showing an increase of 17.8%. For the first half year, the revenue growth was entirely organic and totaled 13 M€\*, up 16.4% compared to 2009.
- Throughout the past 12 months, the number of unique visitors has gone up by 23.3% (May 2009/2010)<sup>1</sup>, thus confirming LeGuide.com's position as the n°2 shopping guide in Europe since the beginning of the year.

#### First half year 2010 revenue: highly dynamic growth in France

Consolidated revenues reached 6.64 M€\* for the first quarter and 6.35 M€\* for the 2<sup>nd</sup> quarter, equaling 13.0 M€\* for the semester as a whole.

A main driver of this growth was the efficiency of the click-based business model, core activity of the group, which accounts for 94% of total revenues, as well as a very dynamic French market.

On an international level, the difficult market environment in the United Kingdom and a change in management of dooyoo as well as the integration of its technological platform have not yet shown their full effect for the first half year.

#### LeGuide.com confirms its position as the n°2 shopping guide in Europe

With an audience of 13.1 million unique visitors in May 2010<sup>1</sup>, LeGuide.com occupies the n°2 shopping guide in Europe since the beginning of the year. In France, LeGuide.com remains market leader with 5 million unique visitors<sup>2</sup>.

By the end of June, the group LeGuide.com listed 62,000 merchants, 135 million offers, 1.5 million members and 2.3 million product reviews.

#### Objective 2010: growth and profitability

The operational margin ratio for the 1<sup>st</sup> half year 2010 should be up compared to the first half year 2009. Due to these strong performances, LeGuide.com confirms its objective to pursue the company's growth while maintaining a high level of profitability.

The group continues to investigate opportunities for targeted acquisitions.

*Publication of 2010 H1 results on September, 20th. 2010 after stock market close*

#### About LeGuide.com

*LeGuide.com, operator of Internet shopping guides, price comparison websites, shopping search engines and platforms for consumer ratings, is the French leader and n°2 European player with a reach of 13.1 million unique visitors<sup>1</sup>. LeGuide.com is operational in 14 European countries with a multi-website strategy and a portfolio of brands, amongst which leguide.com, dooyoo.com, mercamania.com and antag.com. LeGuide.com's revenue for the fiscal year 2009 was 23.0M€. The company*

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\* unaudited figures

<sup>1</sup> Source : Comscore, May 2010

<sup>2</sup> Source : Nielsen, June 2010

counts 102 people as of January 1st 2010. LeGuide.com S.A. is qualified as "Innovative Business" by OSEO and is listed on Alternext on NYSE-Euronext Paris stock exchange (mnemonic code ALGUI, ISIN code FR0010146092).

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**LeGuide.com**

Astrid Canevet (+33) 1 55 43 36 10

[finance@leguide.com](mailto:finance@leguide.com)

**Actifin**

Anaïs de Scitiaux (+33) 1 56 88 11 14

[adescitiaux@actifin.fr](mailto:adescitiaux@actifin.fr)