



## First quarter 2010/11 revenue

Sponsoring-advertising revenue bounced back, rising 24%

Revenue excluding player trading: €29.4m (€32.1m in 2009/10)

Player trading: €5.4m (€14.0m in 2009-10)

### Lyon, 8 November 2010

First-quarter revenue is usually not representative of full-year trends. Nevertheless, there were three important developments:

- Revenue from sponsoring and advertising rose sharply, because new contracts were signed and also because OL players were able to display the BetClic sponsor on their shirts;
- Media rights were impacted by interim sporting results, which fell short of those of the previous season;
- Summer trading was particularly sluggish owing to the World Cup and finalisation of "Financial Fair Play" rules.

### Breakdown by business segment (1 July to 30 September)

in € m	30/09/2010*	30/09/2009	% change
Ticketing	4.1	4.2	-2.4%
Sponsoring - Advertising	4.6	3.7	+24.3%
Media rights	15.8	18.9	-16.4%
Brand-related revenue	4.9	5.3	-7.5%
<b>Revenue from businesses, excluding player trading</b>	<b>29.4</b>	<b>32.1</b>	<b>-8.4%</b>
Revenue from sale of player registrations	5.4	14.0	-61.4%
<b>Total revenue from businesses</b>	<b>34.8</b>	<b>46.1</b>	<b>-24.5%</b>

\* preliminary, estimated and unaudited figures



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### Revenue from businesses, excluding player trading

- Receipts from ticketing totalled €4.1 million, down only slightly (€0.1 million), even though one less match was played. In the first quarter of the previous financial year, OL had benefited from the preliminary round of the Champions League.
- Revenue from sponsoring and advertising totalled €4.6 million, rising 24.3%. New contracts were signed with adidas, Groupama, MDA, Keolis, Renault Trucks and the US group Huntsman via its Araldite brand. In addition, OL Groupe was able to take full advantage of the contract with Mangas Gaming (BetClic and Everest Poker brands).
- Media rights (LFP, FFF, UEFA) totalled €15.8 million, vs. €18.9 million from the year-earlier period. Sporting results in the first part of the season (18<sup>th</sup> vs. 2<sup>nd</sup> place) reduced these revenues compared to the year-earlier period. In the 1<sup>st</sup> quarter of 2009/10, OL Groupe had also earned some media rights connected to the club's participation in the preliminary round of the UEFA Champions League.
- Brand-related revenue totalled €4.9 million, down €0.4 million. In the year-earlier period, Olympique Lyonnais had participated in the Peace Cup and recognised revenue of €0.8 million therefrom. Excluding the revenue tied to this biennial competition, brand-related revenue rose 8.9%.

### Revenue from sale of player registrations

Revenue from the sale of player registrations was €5.4 million and reflected the transfers of Mathieu Bodmer to PSG, Frédéric Piquionne to West Ham and Jean-Alain Boumsong to Panathinaikos, including incentives.

### Professional squad

For the 2010/11 season, with Jimmy Briand and Yoann Gourcuff having joined the club, OL has a professional side of 26 players, all internationals (28 in the previous season). Their average age is 24.

In addition, young players still in training, such as Lacazette and Pied, will gradually play in the professional team's official matches.

### Sporting results to date

In the Champions League, OL has turned in an excellent performance, placing first in its group.

In French Ligue 1 play, OL is currently in 11<sup>th</sup> place.

The women's team is still in first place in its championship and will play against Moscow in the return match of the Women's Champions League round of 16 on 10 November, after winning the first match 6-1.

*The Annual Shareholders Meeting will be held on 16 December 2010 at 11 am.*

*Next publication: the publication date for first-half results will be announced once the schedule of Champions League matches is known.*



# OL GROUPE

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