

BOOKINGS AS AT MARCH 31st, 2011

By the end of March 2011, based on the October 1st until March 31st period, HOMAIR Vacances has recorded EUR 41.5 million of booked sales (including VAT), up 35% vs. the same period during the last fiscal year.

This performance includes the AI Fresco 2011 booked sales, which diminishes the relevance of the comparison vs. last year, as UK customers tend to book their vacations earlier.

Excluding the AI Fresco impact, cumulative booked sales up to March 31st 2011 are up 4.4% vs. the same period in 2010.

While seasonality patterns of the bookings cycle do not allow to extrapolate yet these results into a 12-months level, this performance to date is in line with HOMAIR Vacances' target of above 20% sales growth for 2011.

Half-year results will be communicated on May 12th, 2010. Based on the seasonality of the HOMAIR Vacances business, they will show a loss, as sales are accounted during the second half of the year while costs are spread over twelve months.

Next press release :

Half year results: May 12th, 2010 (after market closes)

ISIN code: FR0010307322

Ticker: ALHOM

Corporate website: www.homair-finance.com

E-commerce website: www.homair.com

Homair Vacances: a leading specialist in mobile-home holidays

The Group is the French leader (and the 3rd player in Europe) of the mobile-home holiday market in which it operates exclusively, with c.8,000 units for the 2011 season. In 2010, the Group reported revenue of €46.6 million. For the 2010 season the Group has offered holidays in over 6,600 mobile-homes spread across 101 selected or company-operated campsites.

A total of 92% of these stays is sold directly to customers via the Internet, catalogues and the telephone. Internet sales accounted for 64% of direct bookings in 2010, compared to around 34% in 2004.

The Company has leveraged its French customer base to expand its holiday parks offer in major Southern European countries (Spain, Italy, Portugal and Croatia), where it generated 27% of its revenue in 2010. It also sells holidays in Great Britain, Belgium, the Netherlands, Germany, Denmark Italy and Spain.

Note: fiscal year-end is September 30th ("year n" refers to fiscal year ended September 30th, n).

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