

Press release

Paris, September 20th 2011

First semester 2011 revenue and results increase

The Board of Directors of LeGuide.com met on September 20th, 2011 to approve the group's half year accounts, which had been subject to limited review by the External Auditors.

The first semester 2011 has seen continued revenue (wholly organic growth of + 7.5%) and results growth.

The increase of marketing expenses during the first-half has a low impact on the operating margin, which stands out with a 35% high level.

€ m unaudited accounts (limited review)	June 30, 2011	June 30, 2010	Chg.
Revenue	14.0	13.0	+7.5%
Operating income <i>% revenue</i>	4.9 35.1%	4.7 35.8%	+5.4%
Current result before tax	5.1	4.7	+7.8%
Income before goodwill amortization	3.5	3.1	+11.0%
Net income	2.7	2.4	+14.6%

Margin levels remain very high

LeGuide.com group achieved an operating margin of 35.1%. Marketing investments increased during the first-half while having a limited impact on the operating income which stands out with €4.9m, a 5.4% increase compared to last year.

After taking into account a positive financial income of €0.2m, tax costs of 1.7M€ and goodwill amortization of €0.8m, net income is €2.7m, up 14.6%.

The important level of net cash, €28.5m, gives the group a very solid financial footing.

Strong audience growth: + 22%

LeGuide.com Group's audience in Europe increased by 22% over the year and peaked at 15.3 million unique visitors in June 2011*. This strong audience proves the Group's sites are attractive and know how to establish customers' loyalty.

LeGuide.com Group also attracts a growing number of merchants: 72 000, a 16% progress in a year.

Outlook for the second half of 2011: maintain a good operating margin whilst increasing marketing spending.

As expected, Google has rolled out its new algorithm across Europe on August 12th, 2011. In France, the group's main market, LeGuide.com managed to limit the impact on the site's audience by diversifying its sources of traffic. International operations have seen a stronger effect.

Since June, LeGuide.com accelerated its audience acquisition plan and will keep going during the whole second-half. This should contribute to limit the slowdown in the activity but will impact the operating margin level.

Third-quarter 2011 revenue figures due out on October 20th, 2011 after the market close

About LeGuide.com

LeGuide.com, a publisher of online shopping guides, comparison websites, shopping search engines and platforms for consumer ratings, has a total audience of 15,3 million unique visitors. LeGuide.com is present in 14 European countries through a multi-site strategy surrounding a brand portfolio, including leguide.com, dooyoo.com, mercamania.com and antag.com. LeGuide.com generated €26.8m in revenue in its 2010 financial year and has a team of 99 employees as of December 31, 2010. LeGuide.com has been certified as an "Innovative company" by OSEO (a French public agency that supports SMEs) and is listed on the **Alternext** board of NYSE Euronext Paris (ticker: ALGUI; ISIN code: FR0010146092).*

** source: Comscore, June 2011*

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