



2014 HALF YEAR REVENUES: EUR 48.0 MILLION

About Audika:
With more than 460 centers in 91 different regions, Audika is the number one network offering hearing correction consulting and solutions in France. The Group has also been present in Belgium since 2013 (six centers). Positioned on the market for hearing correction solutions for senior citizens, Audika aims to consolidate its leadership in a sector that remains highly fragmented. Audika is listed on Euronext Paris, Segment C.

Audika Group will publish its results for the first half of 2014 on 15 September 2014 after market close.

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Audika by e-mail, go to:
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ISIN FR0000063752-ADI
Reuters DIKA.PA
Bloomberg ADI:FP
Number of shares:
9,450,000

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In EUR millions	2013	2013 restated(*)	2014 (**)	Change
First quarter	23,081	21,175	22,208	+4.9%
Second quarter	27,135	25,302	25,753	+1.8%
First half	50,216	46,477	47,961	+ 3.2%

(*) Revenues restated for activity in Italy, which was sold in April 2014.

(** *) 2014 revenues presented according to IFRS 5 (excluding activity in Italy, which was sold in April 2014). The contribution of activity in Italy before the sale is included in discontinued activity.

During the first half of 2014, Audika Group posted revenues of EUR 48.0 million, an increase of 3.2% (up 2.2% in organic terms). Despite a persistently sluggish context and a particularly unfavorable calendar effect in May, the Group confirmed its return to growth, thanks to marketing initiatives in France begun in the first half, which helped to increase in-store traffic.

The contribution from Belgium in the first half was EUR 0.4 million, with activity in line with expectations. At the end of the half-year, the Group also strengthened its Belgian presence by opening two new centers, bringing the total number there to six.

Outlook

The Group intends to strengthen this positive momentum over the second half. Audika will rely on a new marketing campaign that starts in September. It will be centered on the Group's new brand ambassador, Anny Duperey, and will feature new video ads. A complete communications system will also help boost in-store traffic.

Audika also confirmed that it intends to gradually begin actively developing its French network again. The Group estimates it could ultimately have approximately 700 centers, compared to 460 centers today. It will develop the network by opening new centers and acquiring existing ones. Some potential acquisitions are currently being studied.