



**OL GROUPE**

## **Revenue for the first nine months of 2015/16**

### **OL GROUPE REVENUE DOUBLED TO €153 MILLION (€76.2 MILLION IN FIRST NINE MONTHS OF 2014/15)**

### **OL PARK ENTERS INTO SERVICE AND FORMS BASIS OF GROUP'S NEW BUSINESS MODEL**

**Lyon, 13 May 2016**

The principal event of Q3 2015/16 was the early completion of the Olympique Lyonnais Park, inaugurated on 9 January 2016 before more than 55,000 spectators with a Ligue 1 match against Troyes, followed by a Will.i.am DJ set. OL Groupe is now the only club in France with a 100% privately-owned, ultra-modern, connected stadium with 59,186 seats in a multi-functional park open 365 days a year.

The inauguration of OL Park also marked the beginning of OL's new economic momentum, the results of which are already visible in the Q3 2015/16 ticketing sales, partnerships and brand-related revenue, which have all increased significantly. In Q3 2015/16, the average attendance at French Ligue 1 matches was 45,369 spectators, i.e. 23% higher than at equivalent matches at Gerland during the previous season, with record levels of attendance at the match against Troyes (55,168 spectators), OM (56,506 spectators) and PSG (56,662 spectators).

For the first nine months of 2015/16, total revenue amounted to €153.0 million, up €76.8 million, or 101%, from the year-earlier period. Revenue excluding player trading increased significantly to €121.9 million, vs. €72.3 million in the first nine months of 2014/15 (up €49.5 million or 68%). Revenue from the sale of player registrations totalled €31.1 million, up €27.2 million from €3.9 million in the year-earlier period.

As of the date of this press release, the Olympique Lyonnais men's team occupied second-place in the French Ligue 1 following its victory against AS Monaco on matchday 37, and is now three points ahead of Monaco, with a positive goal difference of 22 with one match remaining to be played (OL's match is scheduled for Saturday, 14 May 2016 in Reims). If OL retains its second-place ranking following this match, the club will automatically qualify for the group stage of the 2016/17 Champions League.

Olympic Lyonnais' women's team continued to notch up successes, securing their title as French champions for the tenth consecutive year following their victory in Soyaux on 8 May 2016, one matchday before the end of the championship. Furthermore, having won against PSG at home in the first leg of the UEFA Women's Champions League semi-finals in front of 22,000 spectators, the women's team qualified on 2 May for the final, which will be played against Wolfsburg on 26 May. The women's team will also play in the Coupe de France final against Montpellier on 15 May.

## 1/ Revenue doubled to €153.0 million (up 101%)

Breakdown of revenue (nine-month period from 1 July 2015 to 31 March 2016)

(in € m)	9 mos. to 31/03/16*	9 mos. to 31/03/15	Chg. in €m	% chg.
Ticketing	<b>21.3</b>	<b>8.1</b>	<b>+13.2</b>	<b>+163%</b>
<i>of which French Ligue 1</i>	18.1	7.6	+10.5	
<i>of which European play</i>	2.6	0.2	+2.4	
<i>of which other matches</i>	0.5	0.3	+0.2	
Sponsoring - Advertising	<b>18.9</b>	<b>17.6</b>	<b>+1.3</b>	<b>+8%</b>
Media and marketing rights	<b>68.8</b>	<b>34.6</b>	<b>+34.2</b>	<b>+99%</b>
<i>of which LFP-FFF media rights</i>	31.6	32.6	-1.0	
<i>of which UEFA</i>	37.2	2.0	+35.2	
Brand-related revenue	<b>12.9</b>	<b>12,1</b>	<b>+0.8</b>	<b>+7%</b>
<b>Revenue excluding player trading</b>	<b>121.9</b>	<b>72.3</b>	<b>49.5</b>	<b>+68%</b>
Revenue from sale of player registrations	<b>31.1</b>	<b>3.9</b>	<b>+27.2</b>	
<b>Total revenue</b>	<b>153.0</b>	<b>76.2</b>	<b>+76.8</b>	<b>+101%</b>

\*figures are preliminary, estimated and unaudited

A better illustration of the Group's comparable performance since the stadium entered into service can be seen in the difference in its top line between Q3 2014/15 and Q3 2015/16. In Q3 2015/16, revenue totalled €45.2 million, vs. €23.7 million in Q3 2014/15, i.e. an increase of €21.5 million:

Q3 revenue (1 January - 31 March 2016)

(in € m)	Q3 2015/16*	Q3 2014/15	Chg. in €m	% Change
Ticketing	<b>13.7</b>	<b>3.1</b>	<b>10.6</b>	<b>346%</b>
Sponsoring - Advertising	<b>7.8</b>	<b>5.1</b>	<b>2.7</b>	<b>54%</b>
Media and marketing rights	<b>14.2</b>	<b>11.7</b>	<b>2.5</b>	<b>21%</b>
Brand-related revenue	<b>4.5</b>	<b>3.8</b>	<b>0.7</b>	<b>17%</b>
<b>Revenue excluding player trading</b>	<b>40.2</b>	<b>23.7</b>	<b>16.5</b>	<b>70%</b>
Revenue from sale of player registrations	<b>5.0</b>	<b>0.0</b>	<b>5.0</b>	
<b>Total revenue</b>	<b>45.2</b>	<b>23.7</b>	<b>21.5</b>	<b>91%</b>

\*figures are preliminary, estimated and unaudited



*Until 31 December 2015, revenue from sponsoring and advertising was recognised net of fees paid to the sports marketing company Lagardère Sports.*

*Since January 2016, pursuant to the new contractual terms applying as of the opening of OL Park, gross revenues from sponsoring and advertising are included in revenue and the related fees are recognised in external expenses.*

## Revenue excluding player trading

- Ticketing revenue in the first nine months of 2015/16 rose €13.2 million (up 163%) to €21.3 million, vs. €8.1 million in the year-earlier period. The increase was the result of a combination of several favourable factors:
  - Revenues increased significantly following the inauguration of OL Park on 9 January 2016, with seven Ligue 1 matches played in the new stadium during the third quarter. This increase was partly related to a volume effect (59,186 seats in OL Park vs. 40,450 seats in Gerland), and partly to a price effect, owing to an increase in the number of VIP seats (6,000 seats vs. 1,800 at Gerland). In Q3 2015/16 alone, ticketing revenue totalled €13.7 million, up €10.6 million from Q3 2014/15.
  - Aggregate attendance for the first seven Ligue 1 matches played in OL Park totalled 317,584 spectators compared with 259,086 spectators at equivalent matches played in the Gerland stadium, reflecting an increase of 23%.
  - Moreover, ticketing from European cup play totalled €2.6 million in the first nine months of 2015/16, reflecting the club's participation in the Champions League group stage, vs. €0.2 million in the year-earlier period.

During Q3 2015/16, the average matchday revenue in the French Ligue 1, including general public and VIP ticketing revenue (which includes services) as well as merchandising revenue on matchdays, is estimated at €2.1 million, vs €1.1 million for equivalent matches played at the Gerland stadium, representing an increase of 97%.

- Revenue from sponsoring and advertising increased by €1.3 million (up 8%) to total €18.9 million. It included €1.0 million in signing fees as of 31 March 2016, vs €3.0 million in the year-earlier period (new stadium catering). Excluding signing fees, revenue from sponsoring and advertising increased by 23%.
- Revenue from marketing and media rights doubled to €68.8 million, vs. €34.6 million in the first nine months of 2014/15 (up €34.2 million or 99%). The club's preliminary ranking in French Ligue 1 play as of 31 March 2016 (4<sup>th</sup> place vs. 2<sup>nd</sup> as of 31 March 2015) had a negative impact on domestic media rights (LFP, FFF), which totalled €31.6 million vs. €32.6 million in the year-earlier period. Internationally (UEFA), media and marketing rights rose €35.2 million from the year-earlier period to €37.2 million, owing to the club's participation in the group stage of the Champions League.



- Brand-related revenue totalled €12.9 million, increasing 7% from €12.1 million in the first nine months of 2014/15. Like-for-like revenue excluding M2A, a subsidiary which exited the scope of consolidation on 30 June 2015, increased by 31% with a sharp rise in merchandising revenue (up 36%). In Q3 2015/16 alone, (excluding M2A), brand-related revenue increased by 44% and included the revenue generated from conferences and seminars held at the OL Park. Nearly 100 B2B conferences and seminars have been organised at OL Park since it opened (including around 50% during the first quarter), and more than 16,000 people have attended these B2B events.

### Revenue from the sale of player registrations

Revenue from the sale of player registrations rose sharply to €31.1 million, from €3.9 million in the first nine months of 2014/15. It included the transfers of Benzia, Njie, Yattara, Zeffane and Beauvue for a total of €21.7 million, plus incentives totalling €9.4 million, of which €8.7 million came from the earn-out clause on Anthony Martial's transfer.

## 2) Football results as of 13 May 2016

### ▪ *Men's team:*

- French Ligue 1: 2<sup>nd</sup> place
- UEFA Champions League: Group stage – 4<sup>th</sup> place in group H (eliminated)
- Coupe de la Ligue: defeated by PSG in the quarter-final
- Coupe de France: defeated by PSG in the round of 16

### ▪ *Women's team:*

- French Ligue 1: French championship title won on 8 May 2016
- UEFA Women's Champions League: qualified for the final against Wolfsburg on 26 May 2016
- Coupe de France: qualified for the final against Montpellier on 15 May 2016

## 3/ New business model tied to the opening of OL Park

From mid-May 2016, several major events will be held at OL Park, including the two European Rugby Cup finals on 13 and 14 May, six Euro 2016 football matches in June and July, the Rhianna concert on 19 July and a Ligue Magnus ice hockey match in December 2016.

To date, over 514,352 spectators have attended OL Park, including over 55,000 spectators at five Ligue 1 matches. The average attendance at Ligue 1 matches is 48,057 spectators, up 31% compared to attendance at equivalent matches played at the Gerland stadium. Catering consumption has also risen considerably, in line with objectives based on observations from other large European stadiums.





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A number of seminars and conferences are scheduled to be held between now and the beginning of Euro 2016, and marketing continues to be successful for hospitality services, stadium visits and the fan wall (4,389 plates sold as of 30 April).

Alongside an increase in revenues relating to the stadium entering into operation, the Group also expects to see match organisation fees rise significantly owing to an increase in stadium capacity, as well as new expenses directly relating to OL Park entering into service.

OL Park is expected to generate additional receipts of around €70 million p.a. within the next 3-5 years, placing OL Groupe back among the top 20 revenue-earning clubs in Europe.

Separately, construction work on the new professional training grounds in Décines and the new OL Academy in Meyzieu is continuing on schedule. Launched in June and September 2015, respectively, they are expected to be delivered in the summer of 2016.

**Next press release:** Full-year 2015/16 revenue on 25 July 2016 after the market close.

**OL Groupe**

**Tel: +33 (0)4 26 29 67 00**

**Fax: +33 (0)4 26 29 67 18**

**Email:**

**dirfin@olympiquelyonnais.com**

**www.olweb.fr**

**Euronext Paris - Segment C**

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