

Paris, 20 January 2010, at 18H00

## Revenue for 2009: €177.7 million

- Strong 4<sup>th</sup> quarter growth in Manufacture's operations: + 38.8%
- Sustained level of Distribution activity despite the exceptional level of the 4<sup>th</sup> quarter of 2008

## Renewed confidence in the Group's outlook

For the 4<sup>th</sup> quarter of 2009, ModeLabs Group recorded consolidated revenue of €55.5 million as compared with €68.4 million for the 4<sup>th</sup> quarter of 2008, a period of particularly intense activity as a result of an exceptional promotional campaign deployed in conjunction with a mobile phone manufacturer.

After adjustment for the non-recurring revenue of the order of €18 million generated by this operation, ModeLabs Group's 4<sup>th</sup> quarter 2009 revenue may be considered to have grown by about 10.1%.

For the year as a whole, the Group's revenue reached €177.7 million in 2009 as compared with €182.2 million in 2008 on a like-for-like basis, a decrease of 2.5%.

<i>in millions of euro</i>	Q4 2009	Q4 2008	Change	2009	2008	Change
<b>Manufacture</b>	6,8	4,9	38,8%	17,9	16,3	9,8%
<b>Distribution</b>	48,7	63,5	-23,3%	159,8	165,9	-3,7%
<b>Like for like total (1)</b>	<b>55,5</b>	<b>68,4</b>	<b>-18,9%</b>	<b>177,7</b>	<b>182,2</b>	<b>-2,5%</b>
Modelabs Technologie (2)	0	-0,6	NA	0	5,5	NA
<b>Total</b>	<b>55,5</b>	<b>67,8</b>	<b>-18,1%</b>	<b>177,7</b>	<b>187,7</b>	<b>-5,3%</b>

*Unaudited figures*

(1) Adjusted for ModeLabs Technologies, deconsolidated with effect from 1<sup>st</sup> October 2008

(2) Third party contribution of ModeLabs Technologies, deconsolidated with effect from 1<sup>st</sup> October 2008

### Manufacture: success of the Group's new very exclusive products

The increase in the Group's luxury mobile manufacturing capacity has enabled ModeLabs Manufacture to pursue deployment of its sales network, thereby increasing its sales of exclusive mobiles and better responding to customer demand.

The business has reaped the benefit of new commercial successes:

- The launch of new jewellery collections for Dior (the Nacre and Black & Gold versions) and of a Tag Heuer Automobili Lamborghini limited edition;
- In our Lifestyle category, the launch in October of the new MTV 4.0 model in conjunction with SFR.

As a result, Manufacture revenue for the 4<sup>th</sup> quarter of 2009 reached €6.8 million, increasing by 38.8% over the 4<sup>th</sup> quarter of 2008 and 33.3% over the 3<sup>rd</sup> quarter of 2009. For the year as a whole, ModeLabs Manufacture's revenue rose by 9.8% to €17.9 million.

This performance highlights the progressively increasing weight of luxury product sales within the Group's overall activity.

### **Distribution: a sustained level of activity despite the exceptional level of the 4<sup>th</sup> quarter of 2008**

ModeLabs Distribution achieved 4<sup>th</sup> quarter 2009 revenue of €48.7 million compared with €63.5 million for the 4<sup>th</sup> quarter of 2008, a period of particularly intense activity (+ 64.6%) as a result of an exceptional promotional campaign. After adjustment for this item, Distribution revenue grew by 7% in the 4<sup>th</sup> quarter of 2009 compared with the 4<sup>th</sup> quarter of 2008, within a European mobile phone market disclosing a gradual upward trend during the final months of 2009.

The Studio Licensing business, launched in the autumn of 2009, began well with the success of the Zadig & Voltaire collection and the Eden Park mobile.

### **An improved outlook**

ModeLabs Group expects a positive result for 2009, following its large loss for 2008, as a result of its strategy of rationalising its operations and thanks to the positive trend in its sales.

The Group's Manufacture Division has just announced the acquisition of a new worldwide and exclusive licence with VERSACE, the major Italian luxury brand possessing strong international notoriety. Given its ever-increasing visibility within a market equally subject to strong growth, the Group's target is for Manufacture to reach breakeven point within two years.

In parallel, our Distribution Division continues to innovate and its expected to maintain a satisfactory level of profitability within a market experiencing an earlier upturn than previously anticipated.

**Next dates in our calendar:** Publication of the Group's annual results for 2009 on Wednesday 17 March 2010.

#### About ModeLabs Group:

ModeLabs Group, creator of tailor-made handsets and telecom distributor, is a new generation player in the mobile phone sector. The company designs, develops and markets mobile phone handsets, accessories and services in an integrated and flexible manner for mobile phone operators, retailers and major brands. Its activities are structured within two strategic divisions:

- *ModeLabs Manufacture* integrates conception and design expertise and technological know-how to give luxury (TAG Heuer, Dior, VERSACE) and lifestyle (Lacoste, MTV...) brands the opportunity to create their own range of mobile phones, accessories and services, and ensures qualitative and selective distribution over three continents in department stores, fashion stores and watch and jewellery stores;
- *ModeLabs Distribution*, specialist and leader in France in the distribution of mobile phones and accessories, is present in each distribution sector: networks, MVNO, mass merchandisers, multi-specialists, telecom specialists, other retailers and e-business.

**ModeLabs Group is listed on the NYSE Euronext-Paris Eurolist**

**Isin: FR 0010060665, Mnemo: MDL, Reuters: MDLB.PA, Bloomberg: MDL:FP**

**For more information: [www.modelabs.com](http://www.modelabs.com)**

#### **Contacts:**



**Françoise Grand**  
Tel: + 33 1 43 12 12 12  
[finance@modelabs.com](mailto:finance@modelabs.com)



**Edouard Miffre/Gilles Broquelet**  
Tel: + 33 1 80 81 5000  
[emiffre@capvalue.fr](mailto:emiffre@capvalue.fr) - [gbroquelet@capvalue.fr](mailto:gbroquelet@capvalue.fr)