



**Sales of the 3<sup>rd</sup> quarter  
Reinforcing of the equity  
Grant of an exclusive license  
Restructuring project**

Business Unit (BU) (€M)	Q.3 2009/10* (January - March)	Q.3 2008/09* (January - March)	Change (€M)	Q. 1-2-3 2009/10* (Juil. - Mars.)	Q.1-2-3 2008/09* (Juil. - Mars.)
Well-being	3.6	6.1	- 2.5	12.8	21.2
Indirect sales	4.4	5.8	- 1.4	13.3	16.5
Mass market	0.3	1.1	- 0.8	1.0	7.1
Business Development	0.7	1.1	- 0.4	3.7	3.7
<b>Total</b>	<b>9.0</b>	<b>14.1</b>	<b>- 5.1</b>	<b>30.8</b>	<b>48.5</b>

(\*non audited figures)

The new perimeter of the Group integrates the scheduled downgrading of historical businesses. Thus, the sales of the 3rd quarter of Index Multimedia are amounting to € 9M, i.e. a decrease of 36.2% compared with the previous financial year.

Adult community services of the Well-Being Business Unit show a limited decrease compared with the previous financial year of €2.5M with the positive impact of adults downloadable products and a sustained investment on charm products.

The difficult economic context, associated with the strengthening of the operators' regulations, has led to a slowing down of the external CRM activity over the 3rd quarter. The « Business Development » BU shows a decrease of €-0.4 M which could not be compensated by the development of new web services.

The « Mass Market » and « Indirect Sales » Business Units benefiting from new partnerships show a limited decrease of €2.2M in total compared with the previous financial year.

Nevertheless the third quarter does not include yet the new growth drivers such as the online sports gambling and the launch of the online game « Tower of Druaga » and the expected impact of the opening of Tchatche.com to OpenSocial.

### Reinforcing of equity

The financial structure was reinforced during the period further to a capital increase of €7.154 M (capital and share premium), mainly subscribed by the Japanese parent company Index Holdings, by capitalisation of the total debt hold on the Company.

## Exclusive license for Digital Kreis

In line with its strategy, Index Multimedia continues valuating its assets in granting an exclusive license to the Japanese company Digital Kreis for €1.5 M (not included in the revenue of the period).

This operation concerns the use by Digital Kreis of the *SMS Premium system*, developed by Index Multimedia, on the Japanese territory. Digital Kreis, specialized in the development and sale of multimedia services in Japan, will then propose this SMS Premium technology to all Japanese operators (NTT DOCOMO, EMOBILE...).

Index Multimedia will continue improving its business model and proceed to a strategic refocussing. In order to restore the operating performance of the Group, the Board of Directors meeting of May 17, 2010 has decided to study a restructuring project which would consist first in the transfer to a subsidiary of the direct marketing activities of the Well-Being and Mass Market businesses representing a significant share of the global revenue with the purpose of finding a buyer for this entity.

**INDEX MULTIMEDIA** is specialized in the development and sale of multimedia products and services.  
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