



2009/2010 sales in line with the action plan Signature of a draft agreement

| In € million | 2009/10 (July – June) | 2008/09 (July – June) |
|-------------------|--------------------------|--------------------------|
| 1st Quarter sales | 11,5 | 18,0 |
| 2n Quarter sales | 10,2 | 16,4 |
| 3rd quarter sales | 9,0 | 14,1 |
| 4th quarter sales | 7,1 | 10,2 |
| Total | 37,8 | 58,7 |

(non audited figures including € 21.3M on discontinued activities* in 2009/10 and € 34.8M in 2008/09)
(* Cf our press release « Quarterly Financial Information – 3rd quarter 2009/2010 » dated May 17, 2010)

The Index Multimedia group registers an annual revenue 2009/10 of €37.8M out of which €16.5M for continued activities. As expected, it integrates the decrease of activities becoming non strategic in the recovery and development plan.

Breakdown of the sales per Business Unit

| Business Unit (BU) (M€) | Q.4 2009/10 (April - June) | Q.4 2008/09 (April - June) | change (M€) | Q.3 2009/10 (January - March.) | change (M€) |
|----------------------------|----------------------------------|----------------------------------|----------------|--------------------------------------|----------------|
| Well Being | 2,7 | 5,3 | - 2,6 | 3,6 | - 0,9 |
| Indirect sales | 3,2 | 3,5 | - 0,3 | 4,4 | - 1,2 |
| Mass Market | 0,2 | 0,6 | - 0,4 | 0,3 | - 0,1 |
| Business Development | 1,0 | 0,8 | + 0,2 | 0,7 | + 0,3 |
| Total | 7,1 | 10,2 | - 3,1 | 9,0 | - 1,9 |

Thus the selective withdrawal and reinforced costs optimisation concerning the Well Being and Mass Market products resulted in an important advertising disengagement and a strong reduction of partnerships on these businesses weighing 44 % of the 2009/2010 revenue.

It has allowed the group focussing its efforts on the main profitable growth drivers:

- The Indirect Sales activity, with € 3.2 M in Q4 remains stable. It is supported by the BtoB micro-payment services, strongly increasing on all these markets during this period.
- The Business Development activity with € 1 M in Q4 continues its regular progression benefiting from the combined increase of external CRM and WEB products (Tchatche.com). Spearhead of the new configuration of the group, it is mainly supported by the progress in the analysis of the client relationship on the web services.

The major strategic refocusing aiming at implementing a new business model, allows Index Multimedia putting itself in a new growth dynamic process. With solid basics, new range of services, innovative growth drivers in the games, social networks and online gambling domains, the group should as soon as 2010/2011 benefit from the first fruits of this redeployment.

As announced on May 17, 2010, the group is finalizing the negotiations for the sale of its direct marketing activities of the Well-Being and Mass Market Business Units. A draft agreement was signed on August 13, 2010 with the Japanese company T2 Consulting. This sale will constitute the last major step of the refocusing operation of the group.

The new configuration of the group would allow Index Multimedia confirming the improvement of its gross margin ratio and the start of its return to profitability according to its strategic plan.

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

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Reuters Code: INDM.PA - Bloomberg Code: MUL :FP

Contacts:

INDEX MULTIMEDIA

Kiichiro Imamura: k-imamura@index-hd.com
Danielle Louis-Barthelemy: danielle.barthelemy@indexmultimedia.com
www.indexmultimedia.com

AELIUM - ALTEDIA FINANCE

J.Gacoin: jgacoin@aelium.fr
Tel: 01 44 91 52 49