



Sales of the financial year 2010/11
Increasing trend of the community services
Strengthened deployment of online games

Sales after discontinued operations

Business Unit (BU) (M€)	Q4 2010/11 (April – June)	Q4 2009/10 (April – June)	Change (M€)	Q3 2010/11 (Jan. – March)	Change (M€)
Community services	0.6	0.6	0.0	0.5	0.1
BtoO (Business with Operators)	0.6	0.7	-0.1	0.8	-0.2
BtoB	1.1	2.0	-0.9	1.6	-0.5
Well-Being	0.2	0.2	0.0	0.2	0.0
Mass Market	0.1	0.1	0.0	0.1	0.0
Online games	0.0	0.0	0.0	0.0	0.0
Total	2.6	3.6	-1.0	3.2	-0.6

Business Unit (BU) (M€)	2010/11 12 months (July – June)	2009/10 12 months (July – June)	Change (M€)
Community services	3.1	2.5	0.6
BtoO (Business with Operators)	2.9	3.1	-0.2
BtoB	5.5	9.9	-4.4
Well-Being	0.9	0.7	0.2
Mass Market	0.3	0.3	0.0
Online games	0.0	0.0	0.0
Total	12.7	16.5	-3.8

The sales of Index Multimedia for the year totalized 12.7M€ including 2.6 M€ during the 4th quarter 2010/2011.

The group recorded a growth of 24% of its “Community services” business with a revenue of 3.1M€ over the year. This nice progression benefits from the success of Tchatche.com – 1st chat site for the teenagers and from animation actions carried out on chat WAP sites (Vodafone, Orange World) during the month of March.

Since the sale during Q2 2010/2011 of its CAT subsidiary and of its historical direct marketing business, Index Multimedia is now focussed on its higher added value activities. Thus, the **“BtoB” activities** of the Group, mainly marked by the forecast decrease of media and independent clients (historical activities) and micro-payment business, registered a revenue of 5.5M€ during the 2010/2011 financial year. Also, the **“BtoO” activities**, superseded by the active development of smartphones and the lower use of the WAP, slightly decreased to 2.9M€.

The **“Well-Being” activity** shows an increase of 22% over the year with revenues of 0.9M€. But, the **“Mass Market” activity** remains stable compared with the financial year 2009/2010 totalizing 0.3M€.

Strengthened deployment of online games

As forecast, the turnaround of Index Multimedia to the Digital Entertainment domain could take shape through the launch at the beginning of Q3 of the paying version of its online game “The Tower of Druaga”. First online game of the Group, “The Tower of Druaga” has already generated revenues of 30K€ within 6 months in line with the action plan.

This first online game, together with Tchatche.com, prefigures the new scope of business of Index Multimedia. The Group having an historical know-how in digital marketing is positioning itself in a new development dynamic on high potential markets.

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

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