



Sales of the 2nd quarter 2011/12 Good orientation of the activity

Business Unit (BU) (K€)	Q.2 2011/12 (Oct. – Dec.)	Q.2 2010/11 (Oct. – Dec.)	Change (K€)	Q.1 2011/12 (July – Sept.)	Change (K€)
Community services	620	576	+44	607	+13
BtoO activities (Operators)	564	723	-159	637	-73
BtoB activities	1 117	1 317	-200	1 056	+61
Well-Being	225	274	-49	205	+20
Mass Market	51	84	-33	66	-15
Online games	30	0	+30	24	+6
Total	2 607	2 974	-367	2 595	+12

The sales of the 2nd quarter 2011/12 performed by Index Multimedia of € 2 607 K remain stable compared with the previous quarter. The Group dedicates now its efforts to the development of new high value added services.

Thus, the *Community Services* activity boosted by the achievement of Tchatche.com advertising revenues at the end of the year, show an increase of more than 7% of its sales compared with Q2 2010/11 with € 620 K. Services such as the vocal Chat prevail now over less profitable services, WAP portals or Gallery, illustrating perfectly the reorientation of Index Multimedia.

The *BtoB*, *BtoO*, *Well-Being* and *Mass Market* activities reflect the scheduled decrease of their sales linked to the termination of some less profitable partnerships and services (audiotel & SMS, answering & messages services, Mobivillage...). These arbitrations have had an impact during this quarter which will continue over the 3rd quarter 2011/12. Nevertheless the *BtoB* and *BtoO activities* remain the solid base of Index Multimedia's business with 64% of the sales and should benefit very soon from the acceleration of the deployment of the Group in the *Digital Business*.

As far as «Tower of Druaga », Index Multimedia first online game, is concerned, it successfully continues its growth and shows for this 2nd quarter 2011/12 sales of € 30 K. This promising progression of + 25 % compared with the previous quarter is sustained by a number of active payers regularly increasing and by different promotional operations launched during the quarter.

With stabilized sales and its good orientation of its markets, Index Multimedia will continue to deploy its new activities in the *Social Gaming and Digital Business*.

INDEX MULTIMEDIA is specialized in the development and sale of multimedia products and services
.INDEX MULTIMEDIA is listed at Euronext Paris compartment C under ISIN code: FR0004061513 - Reuters Code: INDM.PA - Bloomberg Code: MUL:FP

Contacts:

INDEX MULTIMEDIA

Kiichiro Imamura : kiichiro.imamura@indexmultimedia.com

Danielle Louis-Barthélémy : danielle.barthelemy@indexmultimedia.com

AELIUM

J.Gacoin : jgacoin@aelium.fr

Tel : 01 44 91 52 49