



Annual sales 2011/12

Sales in K€

Business Unit (BU) (K€)	Q.4 2011/12 (April – July)	Q.4 * 2010/11 (April – July)	Q.4 2010/11 (April – June)	2011/12 13 months (July – July)	2010/11 * 13 months (July-July)	2010/11 12 months (July – June)
Services Communautaires	711	834	617	2 578	3 335	3 118
Activités BtoO (Opérateurs)	440	859	645	2 031	3 098	2 884
Activités BtoB	968	1 514	1 141	3 811	5 899	5 526
Bien Etre	264	242	177	924	959	895
Grand Public	42	91	69	207	355	333
Jeux en ligne	45	29	20	133	39	29
Total	2 470	3 569	2 669	9 684	13 685	12 785

*Proforma data

Further to the change of the closing date of its financial year, Index Multimedia publishes exceptionally quarterly sales over 4 months and annual sales over 13 months.

The 2011/2012 annual sales of the Group are amounting to € 9.7 M.

In line with our forecast, the annual activity integrates the cyclical decrease of BtoO and BtoB historical activities, which continued over the 4th quarter.

As already disclosed in our press release of 06/22/2012, we remind that the companies CAT, TAKTIL and GENESIS are under the receivership scheme since 06/12/2012. Consequently no revenue was recognized over the quarter for these companies.

Now focused on its "IMM 2015" development plan, the Index Multimedia Group capitalizes on its know-how and the monetization of its strategic assets. The under way mutation of the BtoB and BtoO activities has promoted the development of new innovative services dedicated to the corporate sector. The latter, in a launch phase for most of them, should become a true leverage for the growth of the Group:

- **Community services:** regroup the whole range of services related to social networks and dating services for the mass market with as spearhead Tchatche.com, the flagship site of the Group. Except the impact of an exceptional sale during the last financial year, this activity is progressing with revenues of € 2.6M during the financial year 2011/2012, supported by its know-how in terms of monetization of the free audience
- **BtoB (Digital):** the evolution of the mobile/web services, products and solutions dedicated to businesses (Mobile marketing, CRM marketing, cloud offer ...) at the core of the « IMM 2015 » plan boost the redeployment of the BtoB services, such as:

- **Video mastering:** adaptation of video contents for the web and mobile (Smartphones and Tablets) from advice/audit to tailor made developments.
 - **Marketing/CRM:** audio but also on mobile and web (games/quizzes, SMS games, database qualification...),
 - **SAAS/Cloud:** hosting solutions and innovative applications (Planete SMS) for the corporate sector. Based on its leading datacenter, this offer dedicated to businesses looking for reliability and securitization of their data, has immediately registered its first hosting contracts during Q4 2011/2012.
 - **Digital innovation:** centralizes the whole range of creative solutions developed in the framework of R&D projects, such as the « augmented reality », true new generation marketing tool, making interactive any static object (buildings, books, posters...),
- **Gaming:** this offer composed of online games, marketing and social games on smartphones, continues its development with a constant progression of its sales. This promising market remains a mid and long term axis of development for the Group which should soon enlarge its offer.

In a difficult economic environment, Index Multimedia continues optimizing its costs and accelerating its renewed commercial offer.

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

INDEX MULTIMEDIA is listed at the Paris Stock Exchange Euronext compartment C under ISIN code: FR0004061513 - Reuters code: INDM.PA - Bloomberg code: MUL: FP

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