PRESS RELEASE

Paris, October 17, 2012

Successful launch of the bond issue

The Lagardère group successfully launched today a €500m, 5-year (due in October 2017) bond issue, with an annual coupon of 4.125%.
The order book reached an amount higher than €4.5bn, nearly 9 times oversubscribed.

The success of the launching of this bond issue illustrates investors' confidence in the Lagardère group's strategy and in the soundness of the company's financial profile.

The proceeds of this bond issue are intended to be used for the refinancing of a part of the €1bn bonds due in 2014, and to general corporate purposes for the remaining part.

This bond issue will enable Lagardère SCA to pursue the diversification of its funding sources, to lengthen the maturity of his debt profile and to maintain its liquidity on the long run.

HSBC and Crédit Agricole CIB are acting as coordinators on this bond issue, also conducted by BNP Paribas, Commerzbank, ING, Mizuho, Natixis and Société Générale.

Lagardère is a world-class pure-play media group (Book and e-Publishing; Press, Audiovisual, Digital and Advertising Sales Brokerage; Travel Retail and Distribution; Sport Industry and Entertainment).
With a holding of around 7.5%, Lagardère jointly controls EADS.
Lagardère shares are listed on Euronext Paris.

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