



PRESS RELEASE

**NOT FOR DISTRIBUTION IN THE UNITED STATES OF AMERICA, CANADA, AUSTRALIA
OR JAPAN**

Paris, April 8, 2013

Lagardère launches a private placement in order to sell all its EADS's shares

Lagardère announces that it intends to sell circa 61 million EADS shares, representing approximately 7.35% of the share capital of the company, through a private placement to qualified investors by way of an accelerated bookbuilding.

EADS will participate in the placement by placing an order in the book of 500 million euros subject to allocations.

Following this sale, Lagardère will no longer own shares in EADS.

This will result in a significant increase of EADS' free float.

The price will be determined at the end of the bookbuilding, and the result of the placement will be announced in due time.

Disclaimer

This announcement is for information purposes only and does not constitute an offer to sell or a solicitation to buy any securities, and the offer of EADS shares by Lagardère does not constitute a public offering in any jurisdiction, including in France.

This communication is for distribution in the United Kingdom only to (i) investment professionals falling within article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order") or (ii) high net worth entities and other persons to whom it may lawfully be communicated, falling within article 49(2)(a) to (d) of the Order (all such persons together being referred to as "relevant persons").

This announcement is not an offer for sale of securities in the United States. The offer and sale of the securities referred to in this announcement has not been, nor will be, registered under the United States Securities Act of 1933 (the "Securities Act") and the securities may not be offered or sold in the United States absent such registration or an applicable exemption from the registration requirements of the Securities Act. There will be no public offering of the securities in the United States in connection with this transaction.

Any investment decision to buy shares in EADS must be made solely on the basis of publicly available information regarding EADS. Such information is not the responsibility of Lagardère.

Release, publication or distribution of this press release is forbidden in any country where it would violate applicable laws or regulations.

*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.*

Press Contacts

Thierry FUNCK-BRENTANO tel. +33 (1) 40 69 16 34 tfb@lagardere.fr

Ramzi KHIROUN tel. +33 (1) 40 69 16 33 rk@lagardere.fr

Investor Relations Contact

Anthony MELLOR tel. +33 (1) 40 69 18 02 amellor@lagardere.fr