



1st QUARTER 2016 SALES: +61%

Growth in Payment sales revenue: +90%

Volume of payments collected: +105%

Growth in Telecom sales revenue: +63%

Brussels, 03 May 2016 at 05:35pm

Regulated information

Dalenys (ISIN BE0946620946 -- Mnemo NYS) has announced 2016 first quarter sales of €16.6m, an increase of 61% compared to the first quarter 2015.

Activity in the first quarter 2016

<i>In thousands of euros</i>	Q1 2016	Q1 2015 (*)	Variation
Dalenys	16,560	10,267	61%
Payment	4,515	2,374	90%
Marketing	1,457	1,416	3%
Telecom	10,588	6,477	63%

(*): excluding the BtoC division disposed of in 2015, effective as of 1st July. The revenue published for Q1 2015, including the BtoC division, amounted to €17.8m.

Thibaut Faurès Fustel de Coulanges, Chief Executive Officer of Dalenys, states: "This growth is sane and demonstrates the attractiveness of our offer as well as our ability to attract large merchants in France and abroad. The stable level of our commission rates perfectly illustrates the merchants' recognition for the added value of our solutions."

PERFORMANCE PER ACTIVITY

Accelerated growth for the Payment activity, stability of the average rate of commission

In the first quarter of 2016, the Payment activity recorded sales revenue of €4.5m, up by 90% compared to the same period of the 2015 financial year.

This sharp increase illustrates the commercial pulling power of Be2bill, combining a rise in the critical mass of existing clients and the signing of new clients.

On March 2016, Be2bill participated to the "E-commerce One-To-One" in Monaco, one of the main European events on E-commerce. Among the 300 merchants participating, 10% are already customers of Be2bill, it illustrates the position the platform has among the most important accounts in E-commerce.

Revenues actually received in the first quarter 2016 amount to €375m, an increase of 105% compared to revenues received in the first quarter of 2015.



The *Run Rate* (*) on 31 March 2016 therefore amounts to €1.5 billion, up 122.8% compared to 31 March 2015 and there was even an increase on the *Run Rate* recorded on 31 December 2015, despite the seasonal effect of end-of-year sales.

Furthermore, on 1st March, the platform registered a new record of activity with a volume of payments of €5.5m collected on that day alone.

To support this strong growth, Dalenys is constantly improving its platform and its features. Thus, the time required to install new customers' wired connections has again been reduced and, during this first quarter Be2bill launched an offer specifically for marketplaces integrating on-boarding management and regulatory constraints. This offer, available in euros and other currencies, gives merchants an effective, easy-to-use way of managing their incoming and outgoing payments. Tested at the end of last year this offer is now proposed in France and abroad.

The technological advance, the quality and the reliability of its platform enable Dalenys to acquire new customers, major key accounts and thus to grow while maintaining a stable average commission of about 1.2%.

(*Run rate = volume of payments collected in March projected over a full year).

Renewed growth for the Marketing activity

In line with expectations, the Marketing division's sales revenue for the first quarter 2016 sees a return to growth and stands at €1.5m, a rise of 3% compared to the first quarter 2015. This performance mainly results from the vitality of the retargeting activity, which recorded a 15% growth in sales compared to the first quarter 2015.

Strong growth for the Telecom activity: +63% and progress with the strategic alliance project

Over the first quarter 2016, the Telecom activity achieved sales of €10.6m, up 63% compared to the same period of 2015. This strong growth demonstrates the robustness of the partnership contracted with media groups that use Dalenys' interactive services.

Moreover, the project of joint venture, announced in March, will soon be finalized and a definitive memorandum of understanding should be in place by the end of June 2016 at the latest, in accordance with timetable provided.

This joint venture aims to create a major player in telecom services, an activity with fixed costs where economies of scale enable a leverage effect on profitability.

ACTIVATION OF THE STRATEGIC PLAN

Last March, Dalenys presented its strategic plan entitled "Force 5", the goal of which is to reach €5 billion worth of transactions between now and 2018, achieved organically with the recruitment of more than 60 people, an increase in marketing investment and the launch of new offers.



The group is working to implement this strategic plan, which is already well advanced. A quarter of the new employees have already been recruited, the sales and marketing teams have been brought together and the international offering has almost been finalised.

Likewise, synergies have been established between the Payment and Marketing divisions, illustrated by the centralization of technical developments and the gathering of project management teams. This functional organization is expected to be finalized before the end of the first half of 2016.

These synergies are intended to boost the development of "*Payment marketing*" solutions, which allow merchants to increase revenue and reduce fraud for equivalent traffic levels, via the pairing of transactional and marketing data.

Next financial communication:

General Meeting: 30 May 2016

Publication of 2016 half-year results: 30 August 2016 in the morning.

Find the press release on the Dalenys website:

<https://www.dalenys.com/en/news/2016-05-03-1st-quarter-2016-sales.html>

About Dalenys

Founded in 2002 by Jean-Baptiste Descroix-Vernier, Dalenys -NYS- (formerly Rentabiliweb) offers *Payment Marketing* solutions that aim to increase revenues for online and point-of-sale merchants. These solutions integrate transactional and marketing data to increase the conversion of the customers during their purchasing path. With over 200 employees in France and abroad, publicly traded on Euronext Brussels and Paris (C compartment), the company rigorously applies the ten principles laid out by the UN Global Compact and is eligible to the FCPI investment funds and to the French PEA-PME savings plan. Company website: www.dalenys.com

Investor Relations

CALYPTUS

Mathieu Calleux

mathieu.calleux@calyptus.net

+33 1 53 65 37 91

Corporate Communications

IMAGE SEPT

Anne Auchatraire

aauchatraire@image7.fr

Simon Zaks

szaks@image7.fr

+33 1 53 70 74 70