



Confirmation of the return to growth

Business Unit (BU) (M€)	Q.1 2009/10* (July-Sept.)	Q.1 2008/09* (July-Sept.)	Change (M€)	Q4.4 2008/09* (April-June)
Well-Being	5,0	8,7	- 3,7	5,3
Indirect Sales	4,8	5,2	- 0,4	3,5
Mass Market	0,5	4,0	- 3,5	0,6
Business Development	1,2	0,2	+ 1,0	0,8
Total	11,5	18,1	-6,6	10,2

(*Non audited items)

As foreseen, the sales of the 1st quarter 2009/10 of €11.5M show a significant increase (+12.7%) compared with the sales of the last quarter (April-June 2009): €10.2M.

In line with its restructuring plan, Index Multimedia has intensified its withdrawal from advertising investments on the less profitable media. These actions have a direct impact on the decrease of the volume of sales of community and charm products and services, but also in a large extent on services dedicated to the mass market, such as interactive games, infotainment and mobile personalization. All these elements have generated a decrease of €6.6M of the revenue compared with the previous financial year.

Index Multimedia has achieved on one hand to confirm the development of its micropayment business within its BtoB activities (Indirect Sales), and on the other hand to strengthen its partnerships policy, especially on « Adults » products and services.

Capitalizing on its clients' database of qualified consumers and unique CRM tool, Index Multimedia accelerates over this first quarter 2009/2010 the development of its External CRM business. This new activity allows the Business Development Business units to increase its sales by 50% compared with the previous quarter. In parallel, the group continues monetizing its web assets on new promising markets.

Now in working order, Index Multimedia confirms its profitable growth strategy

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

INDEX MULTIMEDIA is listed at Euronext Paris Compartment C ISIN code: FR0004061513

Reuters code: INDM.PA - Bloomberg code: MUL :FP

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