



Ensemble pour réussir

Press release

Aix-en-Provence, 16 December 2008

Spir Communication continues to reorganise its free advertising press

Against the background of a lacklustre economic environment, Spir Communication has launched a restructuring plan for its historic free advertising press business.

The aim is to streamline the organisation of its network of local *Top Annonces* agencies and to implement a new Print + Web product strategy geared to a radically changing market.

The works council of Régicom, a Spir Communication subsidiary, has reviewed and approved the *Top Annonces* reorganisation plan.

> Optimisation of structures

At the end of the first half, the new management team implemented a new operational organisation for Spir Communication's core Media activities, designed to maximise synergies between its *Top Annonces* and *Logic-Immo* networks.

The restructuring plan presented today builds on the measures taken to cope with the current depressed economic environment. As part of the plan 85 jobs will be cut, mainly in the area of classifieds sales.

Spir Communication will be using its entire resources to assist all employees affected with internal and external mobility, back-to-work assistance and retraining.

The plan will generate an exceptional restructuring charge of about €2.8 m, which will be fully recognised in the 2008 financial year.

> A new Print + Web product strategy geared to a changing classified ads market

In addition to this reorganisation, Spir Communication is implementing a proactive bi-media strategy to drive the gradual migration of the classified ads model to the internet.

The *Top Annonces* brand has been given a new visual identity to strengthen its image in print and on the web. The new formula will be released on 5 January 2009.

Moreover, an entirely new version of *topannonces.fr* will be put online at the end of the first quarter of 2009. The group will further launch a site dedicated exclusively to local advertising and promotion. These web sites will be backed by call centres to attract and keep business and private customers.

Lastly, the group will introduce a new range of services for Large Advertisers, underpinned by a unified national Print et Web management team for *Top Annonces* et *Logic-Immo*.

Spir Communication is listed on Eurolist – Compartment B –
and is included in the SBF 250, CAC Mid 100, CAC Mid & Small 190, CAC Media, CAC Consumer Services and CAC All Shares indices
ISIN stock code: FR0000131732

Complete financial information on Spir Communication is available on www.spir.fr

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