



## Third Quarter 2008/2009 Activity – October to December 2008

### Third Quarter Driven By Christmas Sales

- 5.4% increase in sales to €112 million
- 8.9% growth in business volume to €117.5 million\*

*“RueDuCommerce saw a successful Christmas season, with business volume of €117.5 million for the third quarter 2008/09. At a time when traditional retailers are experiencing difficulties and consumers have reduced their Christmas budgets, RueDuCommerce reports 8.9% growth, once again demonstrating the resilience of its business model.*

*This growth was achieved respecting the regular advertising expenditure budget and did not dilute the gross profit margin.*

*RueDuCommerce possesses all the strengths needed to continue implementing its profitable growth policy in 2009.”*

Gauthier Picquart, Chairman and CEO

### Analysis of consolidated sales

(€ millions)	2007/08	2008/09	% change
1 <sup>st</sup> quarter (April-June)	60.6	66.0	8.9%
2 <sup>nd</sup> quarter (July-September)	74.1	72.4	(2.3%)
3 <sup>rd</sup> quarter (October-December)	106.3	112.0	5.4%
<b>Cumulative 9-month sales</b>	<b>241.0</b>	<b>250.4</b>	<b>3.9%</b>

Third quarter sales for RueDuCommerce totalled €112 million, an increase of 5.4%. Business volume\* for the quarter grew by 8.9% to €117.5 million. Over the first nine months of the year, sales were up 3.9% to €250.4 million with business volume\* up 7.6% to €261.3 million.

### RueDuCommerce enjoys renewed growth despite a tough market background

Following a disappointing summer, RueDuCommerce reported further strong growth during the most important quarter of the year (1/3 of full-year sales in 2007/08). After a negative growth rate of - 2.3% in the second quarter, the Company announces growth of + 5.4%, i.e. a 7.7 point rebound.

(\*)Business volume: consolidated sales of high tech products and service provision + sales of La Galerie's partners

Quarterly sales advanced in a difficult environment: traditional retail either suffered a decline in sales or sustained levels by implementing very aggressive promotional pricing, resulting in a detrimental effect on profit margins. Internet sales grew but the average gift buying budget decreased from €226 (Christmas 2007) to €216 (Christmas 2008) \*\*.

In this environment, RueDuCommerce pursued the development of new operations such as La Galerie and the “€1 euro packs”, and continuously sought the best High Tech deals thus benefiting from renewed growth without reducing its profit margin.

### 2009: ten years of e-commerce for RueDuCommerce

Faced with the current slowdown in consumption, RueDuCommerce continues, ten years after its creation, to implement its business plan and to develop its profitable growth model, in order to become the leading e-commerce platform in France.

At the same time, RueDuCommerce’s financial position remains as solid as ever (strong cash position and lack of debt), which enables the Company to study potential acquisitions to develop its operations and benefit from growth opportunities that may arise in the market.

### Shareholders’ agenda

- |  |              |
|--|--------------|
| o 4 <sup>th</sup> quarter sales (January – March 2009) | 5 May 2009   |
| o 2008/2009 full-year results                          | 9 June 2009  |
| o 1 <sup>st</sup> quarter sales (April - June 2009)    | 28 July 2009 |

(\*\*) source Fevad 16/01/09

### About RueDuCommerce

Established in 1999, RueDuCommerce is a French leader in e-commerce via the [www.rueducommerce.com](http://www.rueducommerce.com) website. RueDuCommerce is positioned at the core of two fast-growing markets: online shopping and consumer IT and electronic products. The website offers more than 15,000 references at highly competitive prices: IT, digital photo and video, hi-fi and digital sound, as well as numerous associated services.

RueDuCommerce has expanded its operations since July 2007, by uniting commercial sites to enhance its product offering in beauty, fashion, home, electrical goods, toys and games, travel, sport and DIY.

With 4 to 6 million monthly visitors, the [www.rueducommerce.com](http://www.rueducommerce.com) website was elected “Best website for customer relations management” in 2006 by Journal Du Net.

RueDuCommerce achieved 2008 sales in excess of € 300 million and is listed on Compartment C of the NYSE Euronext Paris Stock Exchange.

**ISIN code: FR0004053338 – Ticker: RDC**

### Contacts

#### Investor relations

##### **RueDuCommerce**

Laurent Bertin

[investisseurs@rueducommerce.com](mailto:investisseurs@rueducommerce.com)

##### **Citigate Dewe Rogerson**

Agnès Villeret

+33 (0)1 53 32 78 88

[agnes.villeret@citigate.fr](mailto:agnes.villeret@citigate.fr)

#### Press relations

##### **RueDuCommerce**

Marie-Laure Jozeau

[presse@rueducommerce.com](mailto:presse@rueducommerce.com)

##### **Citigate Dewe Rogerson**

Servane Taslé

+33 (0)1 53 32 78 88

[servane.tasle@citigate.fr](mailto:servane.tasle@citigate.fr)

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