



**Sales for 1<sup>st</sup> quarter 2009/2010**

- Sales: up 3.5% to € 68.3 million
- Business volume\*: up 11.6% to € 76.0 million

**Saint-Ouen, 28 July 2009 – 5.45pm**

---

Over the first quarter of the 2009/2010 financial year, starting on 1 April 2009 and ending on 31 March 2010, RueDuCommerce achieved consolidated sales of € 68.3 million, which is an increase of 3.5% compared with the previous year. On a like-for-like basis (excluding the acquisition of TopAchat and Clust, integrated in March 2009), the evolution would have been -10.3%.

Over the period, the business volume\*, which includes all the sales of La Galerie's partners, totalled € 76.0 million, an 11.6% increase compared with the previous year.

**Consolidated data**

(€ millions)	1 <sup>st</sup> quarter 2009/10 (April to June)	1 <sup>st</sup> quarter 2008/09 (April to June)	% change
Sales	68.3	66.0	+3.5%
Business volume	76.0	68.1	+ 11.6%

Commenting on these figures, Gauthier Picquart, Chairman and CEO, declared: *“This quarter highlighted the 3 mainstays of our business model: High Tech products, which held up well with continuing growth within a difficult environment, La Galerie, a true growth accelerator, and lastly the advertising agency, which will benefit from the significant increase in the Group’s audience.*

*As had been indicated when the annual results were published last June, the difficult economic climate should have an adverse impact on operating profit for the current first half-year.”*

\* See Glossary at end of document

## **Good resilience of High Tech products**

Against a difficult consumption background, especially for High Tech product sales, RueDuCommerce proved rather resilient, posting growth of 3.5%. The latter was based on an adapted product and price mix and an ever-growing reputation.

High Tech sales may be analysed by family of products as follows: IT & Telephone: 57% (vs. 52% in the 1<sup>st</sup> quarter of the previous year); Digital Photo & Video: 13% (vs. 16%); TV & DVD players: 17% (vs. 16%) and Other Products: 13% (vs. 16%).

## **Accelerated growth by La Galerie**

Over the quarter, sales generated by La Galerie rose from € 2.2 million to € 8.3 million. This strong growth was supported by an extended product offering (600,000 products for sale, excluding those of Alapage.com, which are added to the 15,000 products listed by RueDuCommerce), as well as improvements introduced to the technical platform (integration of new research criteria, ease of interface...).

At 30 June 2009, La Galerie totalled 520 active web merchant partners and more than 900 contracts had been signed. The best-performing segments were The Home (which represented 9% of La Galerie sales) and High Tech products (6%).

## **RueDuCommerce Group further increased its audience**

Via its various websites (RueDuCommerce.com, TopAchat.com and Clust.com), Overall Group Traffic\* (excluding Spain) amounted to 155 million at 30 June, as against 150 million at end March 2009.

In addition, as announced in the press release of 2 July 2009, the acquisition of Alapage.com enabled RueDuCommerce to rise to the top 3 e-commerce audiences in France. The Group's audience will thus increase from close to 6 million to 8 million unique visitors per month.

## **The integration of acquisitions is in line with the progress plan**

The integration of the TopAchat and Clust websites is unfolding in line with the progress plan established by RueDuCommerce. Lastly, as announced, the acquisition of Alapage will take effect by 1 September 2009.

Note that the La Galerie model as a virtual shopping centre will be implemented on the Alapage.com website, both for RueDuCommerce's product families (High Tech, fashion, electrical goods...) and to the cultural product selling business.

\* See Glossary at end of document

## Shareholders' agenda (after close of trading)

**12 November 2009:** 2009/2010 Q2 sales

**26 November 2009:** 2009/2010 HY1 results

## Glossary

**Business volume:** includes consolidated high tech product and service sales, plus sales of La Galerie's partners.

**Overall Group Traffic:** the number of visits, being the number of individual sessions initiated by all website visitors.

**Group Transactions:** the number of orders taken by the BtoC business.

**Group Average Buying Behaviour:** total orders of the BtoC business divided by the number of orders.

## About RueDuCommerce

Established 10 years ago, RueDuCommerce is the leading independent e-commerce Group quoted on the Paris Stock Exchange.

The RueDuCommerce Group:

- Comprises four flagship brands: RueDuCommerce.com, TopAchat.com, Clust.com and Alapage.com
- Is in the top 3 e-commerce sites in terms of audience
- Has a customer base of 3 million
- Offers close to 2 million products for sale extending to High Tech, Beauty, Fashion, Home, Electrical Goods, Toys & Games, Sport & DIY and Cultural Products.

As the only ISO 9001-certified after-sales-service French e-commerce website, RueDuCommerce was voted the web users' favourite website in 2008.

The Group is listed on Compartment C of the NYSE Euronext Paris Stock Exchange  
(ISIN: FR0004053338 – Ticker: RDC)

Please visit our website for more information: [www.rueducommerce.com/corporate](http://www.rueducommerce.com/corporate)

## Contacts

### Investor relations

Laurent Bertin – Chief Financial Officer  
[Laurent.bertin@rueducommerce.com](mailto:Laurent.bertin@rueducommerce.com)

Arnaud Salla  
Quadrant Finance  
Tel: +33 1 77 68 64 71  
[arnaudsalla@quadrant-finance.com](mailto:arnaudsalla@quadrant-finance.com)

### Press relations

Marie-Laure Jozeau  
[marie-laure.jozeau@rueducommerce.com](mailto:marie-laure.jozeau@rueducommerce.com)

Agnès Gilbert  
Eudoxie PR  
Tel: +33 1 47 53 03 82 / +33 6 84 61 30 71  
[a.gilbert@eudoxie-pr.com](mailto:a.gilbert@eudoxie-pr.com)