

ADLPartner: NET SALES AT 30 SEPTEMBER 2009 UP 8.6%

Paris, 29 October 2009 (5:45 pm) – ADLPartner continued with its development during the third quarter of 2009, with its gross sales volume¹ climbing 7.3% to €74.2 million and net sales² coming in at €33.3 million, up 4.5% compared with the same period the previous year. Over the first nine months of 2009, net sales totaled €98.6 million, representing an increase of 8.6% in relation to the previous year.

Change in business (consolidated data)

At 30 September	2009	2008 restated ³	Change
Gross sales volume (€ million)	220.7	202.8	8.9%
1 st quarter	77.0	73.1	+5.3%
2 nd quarter	69.6	60.5	14.9%
3 rd quarter	74.2	69.1	7.3%
Net sales (€ million)	98.6	90.8	8.6%
1 st quarter	34.1	34.5	-1.1%
2 nd quarter	31.2	24.5	27.4%
3 rd quarter	33.3	31.9	4.5%

Continued growth

Growth continued over the third quarter of 2009, with the gross sales volume up 7.3% and net sales 4.5%.

The active open-ended subscription portfolio is up 5.8% to 2.99 million units at 30 September 2009, compared with 2.83 million at 30 September 2008.

Developments for each region

At 30 September	2009	2008 restated ³	Change
Active subscriptions (units)	2,994,800	2,830,352	5.8%
France	2,681,762	2,481,945	8.1%
International	313,038	348,407	-10.2%
Gross sales volume (€ million)	220.7	202.8	8.9%
France	203.8	188.0	8.4%
International	16.9	14.8	14.4%
Net sales (€ million)	98.6	90.8	8.6%
France	89.0	83.7	6.3%
International	9.6	7.1	35.4%

In France, the gross sales volume has climbed 8.4% since the start of the year, with net sales up 6.3%. In the third quarter of 2009 alone, the gross sales volume increased by 8.9% to €69.7 million, with net sales rising 5.5% to €31.0 million.

In Germany, as a result of the early transfer of financial rights from the subscription portfolio in the second quarter, business saw a 42.8% increase in net sales over the first nine months of the year. However, in the third quarter alone, net sales dropped 14.4% in relation to last year.

In Spain, the Group's selective investments paved the way for 17.5% net sales growth over the first nine months of 2009.

Change in the product mix

At 30 September	2009	2008 restated ³	Change
Gross sales volume (€ million)	220.7	202.8	8.9%
Open-ended subscriptions	137.6	123.5	11.4%
Fixed-term subscriptions	49.8	49.8	0.0%
Books, merchandise, audio and video	28.5	25.3	12.7%
Other	4.7	4.1	16.0%
Net sales (€ million)	98.6	90.8	8.6%
Open-ended subscriptions	46.6	40.3	15.9%
Fixed-term subscriptions	24.5	26.0	-6.1%
Books, merchandise, audio and video	23.5	21.1	11.4%
Other	4.0	3.4	16.7%

The open-ended subscription offering posted an 11.4% increase in its gross sales volume, rising to €137.6 million, with net sales up 15.9% over the first nine months; this trend is being driven by the quality of the partnerships and the strengthening of marketing techniques across all distribution channels.

The Group's efforts to build up more in-depth offerings are reflected in the development of the books, merchandise, audio and video line, with net sales surging 11.4% since the start of the year.

Ofup's sales (gross sales volume up 31% to €4.3 million) contributed to the better performance achieved by the fixed-term subscription business during the third quarter of 2009. Set against this backdrop, since the start of the year the gross sales volume on the entire fixed-term subscription offering is stable, with net sales contracting by 6.1%.

Outlook

ADLPartner expects to maintain its growth over the coming months. The quality of its fundamentals should enable it to continue developing positively over the medium term.

NEXT DATE: 2009 NET SALES ON 28 JANUARY 2010

Information on the company

As a specialist in relational marketing, ADLPartner designs, markets and implements customer relation management and loyalty services on its own behalf or on behalf of its major partners (banks, retailers, etc.). Capitalizing on its experience on magazine press and enhancing its wide range of offers, aimed at managing, reactivating or ensuring the loyalty of its customers, ADLPartner has established itself as the European number one for loyalty marketing with press subscriptions.

ADLPartner is listed on Euronext Paris - Compartment C - (Codes: FR0000062978 - ALP)

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¹ Gross sales volume represents the value of subscriptions and other products sold.

² Net sales (determined in line with the French professional status for subscription sales) only include the amount of compensation paid by magazine publishers; for subscription sales, net sales therefore correspond to a gross margin, deducting the cost of magazines sold from the amount of sales recorded.

³ As announced previously, the Brazilian subsidiary was classed as discontinued activities or activities being sold in 2008. The figures at 30 September 2009 are therefore compared against restated figures for the same period in 2008.