



2009/2010 half-year results

- Doubling Group audience
- Good resilience of gross profit
- Maintained sound financial position

Saint-Ouen, 26 November 2009 – 5.45pm

The Board of Directors of RueDuCommerce, chaired by Gauthier Picquart, Chairman and Chief Executive Officer, approved the consolidated financial statements for the first half of the 2009/2010 financial year (1 April to 30 September 2009) on 25 November 2009.

Main consolidated indicators (summary financial statements attached)

(€ millions)	HY1 2009/2010	HY1 2008/2009	FY 2008/2009
Business volume*	155.5	143.8	338.0
Sales	139.1	138.4	319.7
Gross profit	21.6	23.0	51.7
Gross profit as % of sales	15.5%	16.6%	16.2%
Net profit	(0.7)	0.6	2.1
Equity (end of period)	30.9	31.8	32.5
Net cash position	20.0	21.8	20.7

Commenting on these results, Gauthier Picquart declared: *“The overall performance of the 1st half-year must be put into the context of both a particularly difficult consumption background, especially in the sale of High Tech products, and the Group and its personnel’s significant activity in relation to strategic acquisitions and their successful integration. These acquisitions enabled the Group to rise to be among the top five strongest e-commerce audiences in France.*

Against this background, the capacity to maintain gross profit as a percentage of sales at a level close to that of the previous half-year, while very significantly increasing the Group’s scope in terms of audience, customer base and number of products listed, demonstrates the soundness of the RueDuCommerce business model. The combination of the distributor and online shopping centre models has boosted audience levels and opened up sound prospects for the advertising company business.

As regards the future, the sustained growth dynamics of La Galerie should continue and lead to it generating a profit over the next financial year. Lastly, the RueDuCommerce Group is confident in its capacity to generate profit over the full current financial year.”

* See Glossary at end of document

Significant increase in the Group's critical mass in terms of audience, customer base, business volume and number of products listed

At 30 September 2009, the cumulative audience was 7.6 million unique visitors on all platforms vs. 3.6 million at 30 September 2008. There were 424,000 new customers and the Group's Average Buying Behaviour* was € 184, compared to € 194 over the same period of the previous financial year.

RueDuCommerce achieved consolidated sales of € 139.1 million over the first half-year, an increase of 0.4% compared to the previous year. On a comparable group structure basis (excluding the acquisition of the goodwill of TopAchat and Clust, integrated in March 2009 and the Alapage brand, integrated from 1 September), sales would have been € 122.3 million, down 11.6%.

Furthermore, the business volume*, which includes all sales of La Galerie's partners, totalled € 155.5 million over the period, which is growth of 8.1% compared to the previous financial year. The trebling of the business volume of La Galerie (€ 17.6 million vs. € 5.8 million in the 1st half-year 2008/09) confirmed the strong growth from one quarter to another.

At 30 September, the Group's websites as a whole listed 2 million products (spread over the High Tech, Beauty, Fashion, Electrical Goods, Toys and Games, Sport, DIY and Cultural Goods segments).

Good resilience of gross profit against a highly weakened environment and a sustained strategic acquisition campaign

Gross profit was € 21.6 million. It represented 15.5% of sales, which is a level close to that of the 2nd half-year 2008/2009, remaining higher than the levels achieved over the four quarters of the 2006/2007 and 2007/2008 financial years. Against the background of the severe crisis that defined the first 9 calendar months of 2009, the decline by only one percentage point in gross margin compared to the 1st half-year 2008/2009 was all the more performance since RueDuCommerce carried out several strategic acquisitions over the period.

External charges were reduced by € 1 million to € 13.5 million in spite of higher logistic costs (the number of parcel shipments increased by 7.1% over the period) and technical expenditure relating to the acquisitions of TopAchat, Clust and more recently Alapage.

Personnel costs rose by 8.5%, reflecting the Group's growing size. The average workforce was 327 over the 1st half-year, compared to 293 over the 1st half of the previous financial year.

* See Glossary at end of document

The loss from ordinary activities was € 0.96 million, compared to a profit of € 0.71 million over the 1st half of the previous financial year.

After taking into account of a net financial income of € 0.14 million and an income tax charge of € 0.06 million, the net loss amounted to € 0.66 million, compared to a net profit of € 0.63 million in the 1st half of the previous financial year.

Sharp decline in working capital requirements, maintained strong net cash position and sound financial position

The working capital requirements were significantly reduced over the period, by € 1.9 million. The payment of income tax, for the first time in RueDuCommerce's history (€ 1.8 million) reduced net cash flows from operating activities accordingly, which totalled € 0.4 million.

Net cash flows used in investing activities were € 1 million, including the acquisition at 30 September 2009, for a consideration of € 250,000, of property, fixtures and equipment and intangible assets that represent the business of the Alapage.com website. This acquisition was self-financed by the Company.

At 30 September 2009, equity totalled € 30.9 million. The net cash position was € 20 million.

Shareholders' agenda (after close of trading)

Thursday 28 January 2010: sales for the 3rd quarter of the 2009/2010 financial year

Glossary

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

Overall Group Traffic: the number of visits, i.e. the number of individual sessions initiated by all website visitors (excluding Spain).

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:

- Includes 4 flagship brands: RueDuCommerce.com, TopAchat.com, Clust.com and Alapage.com
- Was visited more than 160 million times over the past 12 months
- Has a customer base of nearly 8 million
- Markets more than 2 million products from a product offering extending to High Tech, Beauty, Fashion, Electrical Goods, Toys and Games, Sport, DIY and Cultural Goods.

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

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RueDuCommerce Group
Consolidated Income Statement (€ thousands)
Approved by the Board of Directors

	6 months	12 months	6 months
	30 Sept. 2008	31 March 2009	30 Sept. 2009
Net sales	138,435	319,727	139,079
of which Merchandise sales	131,839	305,001	131,823
of which Provision of services	6,596	14,726	7,256
Other revenue from ordinary activities	56	92	9
Purchases consumed	(115,442)	(268,161)	(117,510)
Gross profit	23,049	51,658	21,577
Personnel costs	(6,746)	(14,988)	(7,320)
External costs	(14,545)	(31,937)	(13,525)
Taxes and duties	(517)	(1,223)	(624)
Amortisation and depreciation charges	(403)	(817)	(493)
Impairment and net provision charges	(68)	(414)	(567)
Other income from ordinary activities	16	90	49
Other expenses from ordinary activities	(73)	(144)	(56)
Profit/(loss) from operations	713	2,225	(958)
Other operating income	0	381	155
Other operating expenses	0	0	0
Operating profit/(loss)	713	2,606	(803)
Income from cash and cash equivalents	395	643	137
Gross cost of financial debt	(32)	(60)	(1)
Net financial income	363	583	136
Other financial income	19	175	93
Other financial expenses	(22)	(163)	(26)
Pre-tax profit/(loss)	1,073	3,201	(599)
Income tax	(442)	(1,081)	(63)
Net profit/(loss) from continuing ordinary activities	631	2,120	(662)
Profit from discontinued operations or operations held for disposal	0	0	0
Net profit/(loss) for the period	631	2,120	(662)
Group share	631	2,120	(662)
Minority interests			
	30 Sept. 2008	31 March 2009	30 Sept. 2009
Average number of shares outstanding	10,994,023	11,041,886	11,089,748
Earnings/(loss) per share	€ 0.06	€ 0.19	(€0.6)
Dilution: potential number of new shares	11,602,233	11,536,721	11,438,448
Diluted earnings/(loss) per share	€ 0.05	€ 0.18	(€0.06)

RueDuCommerce Group
Consolidated Balance Sheet (€ thousands)
Approved by the Board of Directors

ASSETS	30 Sept. 2008	31 March 2009	30 Sept. 2009
Goodwill	91	91	91
Intangible assets	77	769	1,250
Property, facilities and equipment	735	861	1,106
Long-term investments	214	228	310
Deferred tax assets	207	329	228
Other non-current assets	0	0	0
NON CURRENT ASSETS	1,324	2,278	2,984
Inventories	21,080	20,374	30,208
Trade receivables (net)	18,319	16,744	16,070
Other receivables and accruals	3,483	5,424	6,980
Cash and cash equivalents	21,834	20,686	19,969
CURRENT ASSETS	64,716	63,228	73,227
TOTAL ASSETS	66,040	65,506	76,211

EQUITY AND LIABILITIES	30 Sept. 2008	31 March 2009	30 Sept. 2009
Share capital	2,772	2,772	2,772
Share premium	23,242	23,450	23,323
Consolidated reserves	4,208	4,185	6,320
Net profit for the year	631	2,120	(662)
EQUITY	30,853	32,527	31,754
Financial debt (non-current portion)	0	0	0
Deferred tax liabilities	0	185	224
Provision liabilities and charges	85	131	202
Other non-current liabilities	0	0	0
NON-CURRENT LIABILITIES	85	316	426
Financial debt (current portion)	57	25	22
Trade payables (net)	26,840	21,978	36,286
Other payables and accruals	8,205	10,660	7,724
CURRENT LIABILITIES	35,102	32,663	44,032
TOTAL EQUITY AND LIABILITIES	66,040	65,506	76,211

RueDuCommerce Group
Consolidated cash flow statement (€ thousands)
Approved by the Board of Directors

	30 Sept. 2008	31 March 2009	30 Sept. 2009
Consolidated net profit of companies included in Group structure	631	2,120	(662)
Attributable to minority interests	0	0	0
Consolidated net profit, including portion attributable to minority interests	631	2,120	(662)
+ / - amortisation, depreciation and provision charges/(reversals)	470	1,233	1,065
+ / - expense (income) relating to stock options	238	422	63
+ / - Capital gain (loss) on disposals	0	(46)	55
+ / - Other income and expenses		(387)	(269)
Free cash flow after net cost of financial debt and income tax charge	1,339	3,342	252
+ / - Net cost of financial debt	(363)	(583)	(136)
+ / - Income tax charge (including deferred taxation) (increase)/decrease	442	1,087	101
Free cash flow before net cost of financial debt and income tax charge	1,418	3,846	217
+ / - Taxes paid / refunded	0	0	(1,764)
- Increase in working capital requirements from operations	388	(2,749)	1,918
Net cash flows generated (used in) operating activities	1,806	1,097	371
Purchase of PFE and intangible assets	(284)	(945)	(949)
Proceeds from disposal of PFE and intangible assets	0	0	0
Change in loans and advances granted	(8)	(22)	(82)
+ / - Impact of changes in Group structure	0	0	0
Net cash flows used in investing activities	(292)	(967)	(1,031)
+ / - Proceeds from issuance of share capital	294	294	0
- Cash dividends paid to equity holders of the parent company	0	0	0
- Cash dividends paid to minority interests	0	0	0
+ / - Buyback of treasury shares	(12)	35	(190)
Lease repayments	(19)	(50)	(3)
+ / - Translation adjustment	0	0	0
+ / - Movements in current accounts	0	0	0
+ / - Proceeds from new borrowings and repayment of borrowings	0	0	0
Net financial income	363	583	136
Net cash flows generated by financing activities	626	862	(57)
Total increase (decrease) in cash and cash equivalents	2,140	992	(717)
Opening balance	19,694	19,694	20,686
Closing balance	21,834	20,686	19,969
Total increase (decrease) in cash and cash equivalents	2,140	992	(717)