

ADLPartner: press release

Paris, 15 December 2009 (5:45 pm) – ADLPartner is today announcing the redeployment of OFUP's activities to focus on direct marketing; in addition, the Group has dissolved its subsidiary in the UK.

Redeployment of OFUP's activities

The Group has decided to redeploy OFUP's activities to focus exclusively on direct marketing and internet channels, drawing on the proven know-how of ADLPartner's teams.

In line with this, ADLPartner is acquiring the assets relating to its direct marketing business from its subsidiary OFUP, primarily its customer database and the OFUP brand. The price for this transfer was €1.5 million, paid in full by offsetting with ADLPartner's current account debt on OFUP.

Furthermore, under IFRS, OFUP's earnings forecasts for future financial years will result in the depreciation of the brand for €1.1 million in ADLPartner's 2009 consolidated annual accounts on the one hand, and on the other €0.8 million in deferred tax assets, which had been recorded on OFUP's tax loss carried forward at 31 December 2008.

Liquidation of the UK subsidiary

Following the end of trading in the UK in July 2007 and the sale of its residual subscription portfolio in April 2009, ADLPartner wound up its UK subsidiary on 8 December 2009. This liquidation will have a non-recurring positive impact for around €2 million on the Group's net income for FY 2009.

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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