

ADLPartner: End of commercial investments in Germany

Paris, 21 December 2009 (5:45 pm) – ADLPartner is announcing the end of commercial investments and the scaling down of operations in its German subsidiary, Abo Service International.

In view of the current situation and the outlook for the development of the German distance selling market, ADLPartner has decided to wind up commercial investments in its German subsidiary, Abo Service International.

Alongside the scaling down of operations in Germany, the subsidiary is being restructured, which will result in a certain number of non-current expenses in ADLPartner's consolidated annual accounts for 2009. These will also reflect the decision to depreciate the balance of deferred tax assets in Germany for €0.9 million.

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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