

ADLPartner: NET SALES UP 5.6% IN 2009

Paris, 28 January 2010 (5:45 pm) – The level of business recorded during the fourth quarter of 2009, both in France and internationally, made it possible to end the year with the gross sales volume¹ up 7.9% to €278.9 million, and net sales² climbing 5.6% to €120.4 million.

Change in business (consolidated data)

The figures at 31 December 2009 are compared against restated figures for 2008, factoring in the end of commercial investments in Germany and the redeployment of OFUP's activities, as announced previously. The German subsidiary and OFUP's network business have therefore been classed as discontinued operations or operations currently being sold off.

	2009	2008 ³ (restated)	Change
Gross sales volume (€ million)	278.9	258.4	+ 7.9%
1 st quarter	74.3	70.2	+ 5.8%
2 nd quarter	63.5	57.2	+ 11.0%
3 rd quarter	69.5	63.4	+ 9.6%
4 th quarter	71.6	67.6	+ 5.9%
Net sales (€ million)	120.4	114.0	+ 5.6%
1 st quarter	32.6	33.0	-1.1%
2 nd quarter	26.9	22.7	+ 18.3%
3 rd quarter	30.6	28.7	+ 6.4%
4 th quarter	30.2	29.5	+ 2.6%

Sales growth in Q4 2009

ADLPartner recorded growth in its business during the fourth quarter of 2009, with its gross sales volume up 5.9% and net sales coming in 2.6% higher than the fourth quarter of 2008.

Over the full year, the active open-ended subscription portfolio grew by 5.7% to 3.01 million units at 31 December 2009, compared with 2.84 million at 31 December 2008.

Developments for each region

At 31 December	2009	2008 ³ (restated)	Change
Active subscriptions (units)	3,006,773	2,844,744	+ 5.7%
France	2,812,111	2,604,107	+ 8.0%
Spain	194,662	240,637	-19.1%
Gross sales volume (€ million)	278.9	258.4	+ 7.9%
France	271.3	251.6	+ 7.8%
Spain	7.6	6.8	+ 11.1%
Net sales (€ million)	120.4	114.0	+ 5.6%
France	117.1	111.1	+ 5.3%
Spain	3.3	2.8	+ 16.2%

In France, the gross sales volume represented €69.8 million for the fourth quarter of 2009, a 6.1% increase, with net sales rising 2.4% to €29.4 million. Over the full year, the gross sales volume increased by 7.8% to €271.3 million in 2009, with net sales up 5.3% to €117.1 million.

Spain has continued to develop thanks to the continued policy for selective investments. The gross sales volume is up 11.1%, with net sales growth coming in at 16.2%.

Change in the product mix

At 31 December	2009	2008 ³ (restated)	Change
Gross sales volume (€ million)	278.9	258.4	+ 7.9%
Open-ended subscriptions	175.4	157.9	+ 11.1%
Fixed-term subscriptions	61.4	61.3	+ 0.1%
Books, merchandise, audio and video	38.5	35.7	+ 7.8%
Other	3.6	3.5	+ 2.8%
Net sales (€ million)	120.4	114.0	+ 5.6%
Open-ended subscriptions	56.9	50.8	+ 12.2%
Fixed-term subscriptions	28.9	30.5	-5.5%
Books, merchandise, audio and video	31.5	29.7	+ 6.1%
Other	3.0	2.9	+ 3.2%

The open-ended subscription product range continues to develop across all distribution channels, with an 11.1% increase of the gross sales volume to €175.4 million; net sales have increased by 12.2% to €56.9 million.

Growth in the books, merchandise, audio and video line reflects the Group's efforts to build up more in-depth offerings, with net sales increasing by 6.1% to €31.5 million in 2009.

The fixed-term subscription business is stable in terms of its gross sales volume, with net sales contracting 5.5% over the full year.

Outlook

In view of the commercial performances achieved in 2009, ADLPartner is well positioned to continue with its dynamic development in 2010.

Next date: 2009 full-year earnings on 25 March 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 The German subsidiary and OFUP's network business have been classed as discontinued operations or operations currently being sold off. The figures at 31 December 2009 are therefore compared against restated figures for the same period in 2008.