

LE PUBLIC SYSTEME REPORTS 2010 FIRST QUARTER REVENUE: GOOD DYNAMICS LEADING TO INCREASING RECOVERY OF OPERATIONS

Le Public Système (Euronext FR0000065278), France's top independent communications group and n°1 player in PR, Events and social media marketing, reported today first quarter revenue for the quarter ended March 31, 2010.

<i>In million euros</i> ⁽¹⁾	2010 1st quarter	2009 1st quarter	Change
Consolidated revenue	30.4	26.6	+ 14.3%
Gross margin ⁽²⁾	10.0	8.2	+ 22.0%

(1) *Figures are unaudited*

Heaven is 100%-consolidated since July 1, 2009

(2) *Gross margin corresponds to sales minus external operating expenses*

For the first quarter 2010, consolidated revenue increased by 14.3% compared to the first quarter 2009, to 30.4 million euros. Gross margin increased by 22.0% to 10.0 million euros compared to 8.2 million euros for the first quarter of 2009. The difference between the two growth rates comes from a change in product mix, especially with the integration of Heaven into the group's perimeter.

Without the contribution of Heaven which is consolidated since July 1, 2009, revenue and gross margin would have reached 28.4 million euros and 8.8 million euros respectively, up by 6.8% and by 7.3% respectively compared to the first quarter of 2009.

Le Public Système notes an increasing recovery of its operations, especially in activities such as conventions, team-buildings and incentives. On a proforma basis, the Group reached its activity level of the first half of 2008 that ensures a profitable business.

This trend should remain steady for the following periods, although economic conditions remain unpredictable.

As previously stated, Le Public Système has signed a protocol agreement with Hopscotch with a view to create a new group — Public System Hopscotch — that will become France's leading independent communications player with a number one position in public relations, events and a leader in digital communication and social media marketing. The operation should be completed in the second quarter of 2010.

Le Public Système will publish its second quarter sales for 2010 on August 4, 2010 after market close.

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A propos du Public Système

Depuis sa création en 1993, Le Public Système est un acteur majeur et indépendant du marché de la communication en France. Le Public Système propose une véritable alternative aux moyens et médias traditionnels en s'appuyant sur son savoir-faire dans le marketing de communautés à travers les métiers des Relations Publiques, de l'Événementiel de la Communication et du Digital. Coté sur Euronext Paris, Le Public Système, qui compte aujourd'hui près de 400 personnes, a publié au titre de l'exercice 2009 un chiffre d'affaires de 136,1 M € et une marge brute de 41,7 M €.

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