



## 2009/2010 full-year sales

- RueDuCommerce significantly consolidated its positions in a year of crisis
  - Consolidated full-year sales: up 10.3%
  - Full-year business volume\* up 16.8%
  - Continuing growth by La Galerie: up 131%
  - 4<sup>th</sup> quarter: sales up 28.6% ; Business volume up 33.8%
  
- Confirmation of a profitable 2009/2010 financial year

**Saint-Ouen, 12 May 2010 – 5.45pm**

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RueDuCommerce reports consolidated sales of € 352.6 million for its financial year running from 1 April 2009 to 31 March 2010, a 10.3% increase compared to the previous year. Over the fourth quarter only, sales totalled € 89.2 million, an increase of 28.7%.

On a constant group structure basis, (excluding the acquisition of the business goodwill of TopAchat and Clust, integrated in March 2009 and the Alapage brand, integrated on 1 September 2009), sales would have totalled € 308 million, in moderate decline compared to the previous year. Note that the French high tech market retreated by nearly 9% over the same period.

This performance illustrates the relevance of the controlled growth strategy adopted last year by RueDuCommerce, as demonstrated by marked growth in the full-year business volume\*, which includes all sales generated by La Galerie partners: up 16.8% to € 394.7 million, and up 33.8% over the 4<sup>th</sup> quarter only.

(€ millions)	2009/10	2008/09	% change
1 <sup>st</sup> quarter (April – June)	68.3	66.0	3.5%
2 <sup>nd</sup> quarter (July. – Sept.)	70.8	72.4	(2.3%)
3 <sup>rd</sup> quarter (Oct. – Dec.)	124.3	112.0	11.0%
4 <sup>th</sup> quarter (Jan. – March)	89.2	69.3	28.7%
<b>Full-year sales</b>	<b>352.6</b>	<b>319.7</b>	<b>10.3%</b>
<b>Full-year business volume</b>	<b>394.7</b>	<b>338.0</b>	<b>16.8%</b>

\* See Glossary at end of document

## 4<sup>th</sup> quarter featuring accelerating growth compared to previous quarters

RueDuCommerce achieved consolidated sales of € 89.2 million over the fourth quarter of its 2009/2010 financial year, which is an increase of 28.7% compared to the same period of the previous year. Note that 11% growth had been reported in the third quarter of the financial year being considered, following a 2.3% decline over the second quarter.

The business volume\* featured the same accelerating growth, totalling € 102.6 million in the fourth quarter 2009/2010, an increase of 33.8% compared to the same quarter of the previous year, following growth of 16.3% and 5% in the third and second quarters 2009/2010, respectively.

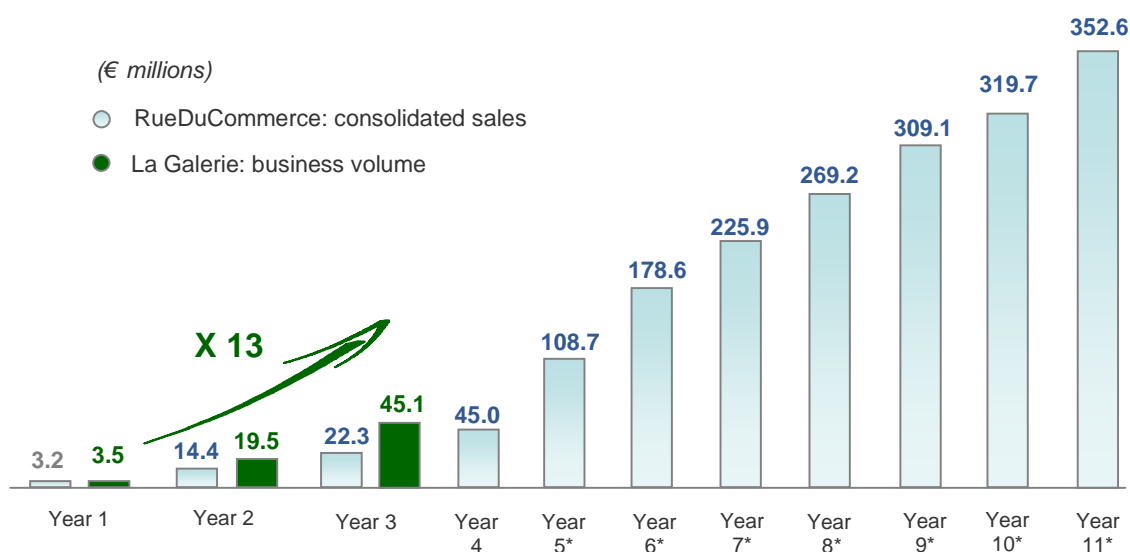
Sales generated by La Galerie partners amounted to € 14.4 million, an 83% increase compared to the fourth quarter 2008/2009. The continuing development of La Galerie was illustrated by sequential sales growth of nearly 10% compared to the third quarter 2009/2010, whereas consolidated sales concurrently declined, as every time after the peak Christmas season, by 28.3%.

## RueDuCommerce consolidated its positions over the 2009/2010 financial year and illustrated the relevance of the La Galerie model

Over the full financial year (April 2009 to March 2010), consolidated sales grew by 10.3% to € 352.6 million. The business volume totalled € 394.7 million, up 16.8%.

Continuing stringent selection of La Galerie partners and the development of RueDuCommerce's marketing power generated a 131% increase in full-year sales generated by the latter (€ 45.2 million vs. € 19.5 million), based on a virtually unchanged number of e-merchant websites (just under 500) from one financial year to another.

The continuing growth by La Galerie is evidenced by the graph below, which illustrates the business model developed by RueDuCommerce:



\* Consolidated IFRS financial statements – Parent company for previous financial years

The number of Group transactions\* was 2.22 million, compared to 1.74 million over the previous financial year. The ex-VAT Average Buying Behaviour\* was € 174.

Sales may be analysed as follows by product family: IT & Telecoms: 58.1% (vs. 53.7% over the previous financial year); TV & DVD players: 17.7% (vs. 17.8%) Digital Photo & Video: 11.0% (vs. 13.8%); and Other Products: 13.2% (vs. 14.7%).

At 31 March 2010, the Group's websites as a whole listed close to 2 million products (spread over the High Tech, Beauty, Fashion, Electrical Goods, Toys and Games, Sport, DIY and Cultural Goods segments).

### **Audience: the RueDuCommerce Group is a leading e-commerce website in France**

Including all Group websites (RueDuCommerce.com, TopAchat.com, Clust.com and Alapage.com), le Overall Group Traffic\* (excluding Spain) totalled 174.7 million visits, compared to 150 million visits at end March 2009.

In March 2010, the cumulative audience was 6.9 million unique visitors, which was growth of 96% compared to 31 March 2009 (3.5 million), thereby confirming the Group's rank among the top e-commerce audiences in France. The Group, through its advertising agency, benefited from this growth and its status as a benchmark generalist e-commerce player in France. The Group recruited new advertisers, such as Canal +, the Banque Postale or Citroën.

### **Outlook**

As announced on the publication of its third quarter sales last January, the RueDuCommerce Group is confident in its capacity to generate a profit over the full financial year.

\* See Glossary at end of document

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### **Shareholders' agenda (after close of trading)**

**10 June 2010:** Results for the fourth quarter of the 2009/2010 financial year

### **Glossary**

**Business volume:** includes consolidated high tech 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 visitors to Group websites over the past 12 months.

**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 170 million times over the past 12 months
- Has a customer base of nearly 8 million
- Markets close to 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 best high tech product website by web users in 2009.

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](http://www.rueducommerce.com/corporate)

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