

## ADLPartner: €90.6 MILLION IN NET SALES AT 30 SEPTEMBER 2010

Paris, 28 October 2010 (5:45 pm) – ADLPartner recorded a 2.8% increase in its gross sales volume<sup>1</sup> at 30 September 2010, up to €213.1 million, with €90.6 million in net sales<sup>2</sup>, an increase of 0.6% in relation to the previous year.

### Change in business (consolidated data)

At 30 September	2010	2009 restated <sup>3</sup>	Change
<b>Gross sales volume (€ million)</b>	<b>213.1</b>	<b>207.3</b>	<b>+2.8%</b>
1st quarter	76.5	74.3	+2.9%
2nd quarter	65.7	63.5	+3.6%
3rd quarter	70.9	69.5	+1.9%
<b>Net sales (€ million)</b>	<b>90.6</b>	<b>90.1</b>	<b>+0.6%</b>
1st quarter	32.8	32.6	+0.5%
2nd quarter	26.4	26.9	-2.0%
3rd quarter	31.5	30.6	+2.9%

During the third quarter of 2010, the gross sales volume increased by 1.9% compared with the same period of the previous year, with net sales coming in at €31.5 million, 2.9% higher than the third quarter of 2009.

The active open-ended subscription portfolio grew by 5.7% to 3.05 million units at 30 September 2010, compared with 2.89 million at 30 September 2009.

### Developments for each region

In France, the gross sales volume has climbed 3.2% since the start of the year, with net sales up 0.7%. In the third quarter of 2010 alone, the gross sales volume increased by 2.3% to €69.2 million, with net sales rising 3.2% to €30.8 million.

In Spain, net sales are down 5.5%, in view of the lower volumes for operations carried out.

At 30 September	2010	2009 restated <sup>3</sup>	Change
<b>Active subscriptions (units)</b>	<b>3,051,899</b>	<b>2,886,255</b>	<b>+5.7%</b>
France	2,859,302	2,681,762	+6.6%
Spain	192,597	204,493	-5.8%
<b>Gross sales volume (€ million)</b>	<b>213.1</b>	<b>207.3</b>	<b>+2.8%</b>
France	208.0	201.5	+3.2%
Spain	5.1	5.8	-11.9%
<b>Net sales (€ million)</b>	<b>90.6</b>	<b>90.1</b>	<b>+0.6%</b>
France	88.3	87.7	+0.7%
Spain	2.3	2.4	-5.5%

### Change in the product mix

Business has been driven by the increase in commercial investments in France focusing on the open-ended subscription range, reflected in 9.3% growth for the gross sales volume and 10.7% for net sales at 30 September 2010. As a result, the product mix is changing in favor of this business line, which contributed

51.2% of net sales over the first nine months of 2010, compared with 46.5% for the same period of the previous year.

In a difficult economic climate, fixed-term subscriptions recorded an 11.5% contraction in the gross sales volume, while net sales are down 12.4%.

The books, merchandise, audio and video business picked up again during the third quarter, with net sales growth of 3.5% for the period. Over nine months, net sales are down 5.4%.

At 30 September	2010	2009 restated <sup>3</sup>	Change
<b>Gross sales volume (€ million)</b>	<b>213.1</b>	<b>207.3</b>	<b>+2.8%</b>
Open-ended subscriptions	141.4	129.4	+9.3%
Fixed-term subscriptions	42.1	47.6	-11.5%
Books, merchandise, audio and video	27.2	28.3	-3.6%
Other	2.3	2.1	+10.5%
<b>Net sales (€ million)</b>	<b>90.6</b>	<b>90.1</b>	<b>+0.6%</b>
Open-ended subscriptions	46.4	41.9	+10.7%
Fixed-term subscriptions	20.3	23.1	-12.4%
Books, merchandise, audio and video	22.0	23.3	-5.4%
Other	2.0	1.8	+9.9%

## Outlook

In light of the quality and recurrent nature of its open-ended subscription portfolio, ADLPartner is confident that it will be able to continue developing over the medium term.

**NEXT DATE: 2010 NET SALES ON 27 JANUARY 2011**

### 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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<sup>1</sup> Gross sales volume represents the value of subscriptions and other products sold.

<sup>2</sup> 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.

<sup>3</sup> As announced previously, the German subsidiary and OFUP's network business have been classed as discontinued operations or operations currently being sold off. The figures at 30 September 2010 are therefore compared against restated figures for the same period in 2009.