



Civrieux d'Azergues, January 12, 2011

**2010 Sales: €351.4 millions (-2.1 %)**  
**Frozen Foods business: €331.1 millions (-2.6 %)**  
**Fresh Foods and Groceries business: €20.3 millions (+5.6 %)**

### Sales (unaudited)

2010 sales amounted to €351.4 million, down 2.1 % compared to 2009. 4th quarter sales amounted to €98.3 million, down 2.0%.

(€ millions)	4th quarter 2009	4th quarter 2010	% change	31/12/2009 (12 months)	31/12/2010 (12 months)	% change
Frozen Foods	95.2	92.8	- 2.5 %	339.9	331.1	- 2.6 %
Fresh Foods and Groceries	5.1	5.4	+ 6.6 %	19.2	20.3	+ 5.6 %
<b>Group Total</b>	100.3	98.3	- 2.0 %	359.1	351.4	- 2.1 %

### **Frozen Foods business**

2010 sales for the “Frozen Foods” business were down 2.6%, to €331.1 million. The average shopping basket was up 1.2%, to €47.2, while order numbers were down 3.5%. Increased difficulty in prospecting new customers (-48,000 creations compared to 2009) and a drop in loyalty among customers created the previous year explain this business trend.

### **Fresh Foods and Groceries business**

2010 sales were up 5.6%, to €20.3 million, mainly due to the 4.8% rise in the shopping basket, to €53.7. This is the result of both the extension of the product range and of the development of the e-commerce site, where the average shopping basket is more than twice the size of those purchased over the phone.

### Upcoming events

- Publication of 2010 financial statements on 23 February 2011 (after stock market closing),
- Meeting of analysts and fund managers: 24 February 2011 at 11:00 AM at the Palais Brongniart in Paris.

*Toupargel, the specialist in home delivery of food products to individual customers*  
 Euronext Paris B compartment – CAC Small 90 – SBF 250 – Gaia Index  
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