

## ADLPartner: €33.7 MILLION IN NET SALES FOR THE FIRST QUARTER OF 2011

Paris, 28 April 2011 – ADLPartner is announcing a gross sales volume<sup>1</sup> of €77.9 million for the first quarter of 2011, up 1.9% in relation to the same period in 2010, with net sales<sup>2</sup> climbing 2.9% to €33.7 million.

### Consolidated data

At 31 March	2011	2010	Change
<b>Active open-ended subscriptions (units)</b>	<b>3,217,857</b>	<b>3,060,796</b>	<b>+ 5.1%</b>
France	2,998,360	2,855,619	+ 5.0%
Spain	219,497	205,177	+ 7.0%
<b>Gross sales volume (€ million)</b>	<b>77.9</b>	<b>76.5</b>	<b>+ 1.9%</b>
France	76.0	74.8	+ 1.7%
Spain	1.9	1.7	+ 8.5%
<b>Net sales (€ million)</b>	<b>33.7</b>	<b>32.8</b>	<b>+ 2.9%</b>
France	32.9	31.9	+ 3.2%
Spain	0.8	0.9	- 6.3%

The active open-ended subscription portfolio grew by 5.1% to 3.2 million units at 31 March 2011, compared with 3.06 million at 31 March 2010.

France represents close to 98% of consolidated net sales at 31 March 2011.

### Change in the product mix

At 31 March	2011	2010	Change
<b>Gross sales volume (€ million)</b>	<b>77.9</b>	<b>76.5</b>	<b>+ 1.9%</b>
Open-ended subscriptions	49.2	46.8	+ 5.0%
Fixed-term subscriptions	17.0	20.0	- 15.1%
Books, merchandise, audio and video	11.0	8.8	+ 25.4%
Other	0.7	0.9	- 15.8%
<b>Net sales (€ million)</b>	<b>33.7</b>	<b>32.8</b>	<b>+ 2.9%</b>
Open-ended subscriptions	16.0	14.8	+ 8.5%
Fixed-term subscriptions	8.3	10.1	- 17.8%
Books, merchandise, audio and video	8.8	7.2	+ 22.6%
Other	0.6	0.7	- 15.9%

The open-ended subscription offering is being sustained by growth in the active subscription portfolio over 2010. With the gross sales volume climbing 5.0% and net sales up 8.5%, this business line accounted for 47.5% of consolidated net sales at 31 March 2011, compared with 45.1% the previous year.

For fixed-term subscriptions, the gross sales volume is down 15.1% to €17.0 million. Net sales came to €8.3 million, 17.8% lower than 31 March 2010. This change should be evaluated in view of the trade-offs made in favor of the books, merchandise, audio and video line, which recorded a 22.6% increase in net sales to €8.8 million.

## Outlook

ADLPartner is continuing to roll out a long-term strategy for profitable growth, based on the recurrent nature of its open-ended subscription portfolio and its sound financial resources.

**NEXT DATE: GENERAL MEETING ON 17 JUNE 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.