

ADLPartner: 2011 FIRST-HALF NET SALES UP 4.6% TO €61.9 MILLION

Paris, 28 July 2011 – ADLPartner is announcing a gross sales volume¹ of €146.2 million for the first half of 2011, up 2.8% in relation to the first half of 2010, with net sales² coming in at €61.9 million, 4.6% higher than the first half of 2010.

Change in business for each quarter

	H1 2011	H1 2010	Change
Gross sales volume (€ million)	146.2	142.2	+2.8%
1st quarter	77.9	76.5	+1.9%
2nd quarter	68.3	65.7	+3.9%
Net sales (€ million)	61.9	59.1	+4.6%
1st quarter	33.7	32.8	+2.9%
2nd quarter	28.1	26.4	+6.7%

During the second quarter of 2011, the gross sales volume climbed 3.9% compared with the second quarter of 2010, with net sales up 6.7% to €28.1 million.

Developments for each region

	H1 2011	H1 2010	Change
Active open-ended subscriptions (units)	3,259,283	3,119,247	+4.5%
France	3,041,536	2,915,457	+4.3%
Spain	217,747	203,790	+6.8%
Gross sales volume (€ million)	146.2	142.2	+2.8%
France	142.4	138.7	+2.7%
Spain	3.8	3.5	+9.5%
Net sales (€ million)	61.9	59.1	+4.6%
France	60.2	57.5	+4.6%
Spain	1.7	1.6	+4.5%

Over the half-year period, the active open-ended subscription portfolio grew by 4.5% to 3.26 million units at 30 June 2011, compared with 3.12 million at 30 June 2010.

France accounted for more than 97% of consolidated net sales over the first half of 2011.

Change in the product mix

	H1 2011	H1 2010	Change
Gross sales volume (€ million)	146.2	142.2	+2.8%
Open-ended subscriptions	101.1	95.2	+6.2%
Fixed-term subscriptions	24.2	27.8	-13.0%
Books, merchandise, audio and video	18.6	17.4	+7.3%
Other	2.3	1.9	+21.9%
Net sales (€ million)	61.9	59.1	+4.6%
Open-ended subscriptions	33.2	30.6	+8.4%
Fixed-term subscriptions	11.4	13.0	-12.0%
Books, merchandise, audio and video	15.3	13.9	+9.8%
Other	2.0	1.6	+21.4%

Buoyed by growth in the active subscription portfolio, the open-ended subscription offering achieved 6.2% growth in its gross sales volume and 8.4% in net sales. This business represented 53.6% of consolidated net sales for the first half of 2011, compared with 51.8% the previous year.

Set against a tradeoff between product lines, the fixed-term subscription range is down, with its gross sales volume contracting by 13.0% and net sales by 12.0% in relation to the first half of 2010.

The books, merchandise, audio and video line shows an improvement in its performances, with net sales up 9.8% compared with the first half of 2010.

Outlook

ADLPartner is continuing to roll out its long-term strategy for profitable growth, based on first-rate fundamentals, including its active subscription portfolio and sound financial resources.

NEXT DATE: 2011 HALF-YEAR EARNINGS ON 31 AUGUST 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 a leading European player for loyalty marketing with press subscriptions.

ADLPartner is listed on Euronext Paris – Compartment C - (codes: FR0000062978 – ALP).

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¹ Gross sales volume represents the value of subscriptions and other products sold.

² 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.