

## ADLPartner: €122.2 MILLION IN NET SALES FOR 2011

Paris, 26 January 2012 (5:45 pm) – ADLPartner is announcing a gross sales volume<sup>1</sup> of €288.2 million for 2011, up 1.4% in relation to 2010, with net sales<sup>2</sup> up 1.7% to €122.2 million.

### Change in business (consolidated data)

	2011	2010	Change
<b>Gross sales volume (€ million)</b>	<b>288.2</b>	<b>284.2</b>	<b>+1.4%</b>
1st quarter	77.9	76.5	+1.9%
2nd quarter	68.3	65.7	+3.9%
3rd quarter	68.1	70.9	-3.9%
4th quarter	73.8	71.0	+3.8%
<b>Net sales (€ million)</b>	<b>122.2</b>	<b>120.2</b>	<b>+1.7%</b>
1st quarter	33.7	32.8	+2.9%
2nd quarter	28.1	26.4	+6.7%
3rd quarter	29.4	31.5	-6.5%
4th quarter	30.9	29.5	+4.8%

ADLPartner recorded growth in its business during the fourth quarter of 2011, with its gross sales volume up 3.8% and net sales coming in 4.8% higher than the fourth quarter of 2010.

### Developments for each region

At 31 December	2011	2010	Change
<b>Active open-ended subscriptions</b>	<b>3,284,901</b>	<b>3,203,722</b>	<b>+2.5%</b>
France	3,060,456	2,983,520	+2.6%
Spain	224,445	220,202	+1.9%
<b>Gross sales volume (€ million)</b>	<b>288.2</b>	<b>284.2</b>	<b>+1.4%</b>
France	280.5	277.2	+1.2%
Spain	7.7	7.0	+9.8%
<b>Net sales (€ million)</b>	<b>122.2</b>	<b>120.2</b>	<b>+1.7%</b>
France	118.8	117.0	+1.5%
Spain	3.4	3.1	+10.1%

France accounted for more than 97% of consolidated net sales at 31 December 2011.

## Change in the product mix

At 31 December	2011	2010	Change
<b>Gross sales volume (€ million)</b>	<b>288.2</b>	<b>284.2</b>	<b>+1.4%</b>
Open-ended subscriptions	200.1	190.1	+5.3%
Fixed-term subscriptions	48.1	54.6	-12.0%
Books, merchandise, audio and video	35.4	35.8	-1.1%
Other	4.5	3.6	+23.8%
<b>Net sales (€ million)</b>	<b>122.2</b>	<b>120.2</b>	<b>+1.7%</b>
Open-ended subscriptions	66.9	62.7	+6.8%
Fixed-term subscriptions	22.2	25.3	-12.0%
Books, merchandise, audio and video	29.3	29.2	+0.4%
Other	3.8	3.0	+24.7%

The increase in the active subscription portfolio reflects the development of the open-ended subscription range, with its gross sales volume climbing 5.3% to €200.1 million and net sales 6.8% to €66.9 million.

The contribution by the fixed-term subscription range is down, factoring in the tradeoff between product lines. In this way, its gross sales volume shows a drop of 12.0% to €48.1 million, with net sales contracting 12.0% to €22.2 million.

Net sales for the books, merchandise, audio and video range are stable in relation to 2010.

## Outlook

ADLPartner is continuing to roll out its long-term strategy for profitable growth, benefiting from the recurrent nature of its open-ended subscription portfolio and creating value through its expertise.

**Next date:** 2011 full-year earnings on 15 March 2012

## 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.

## Contacts

### ADLPartner

Investor Relations & Financial Information

[relations.investisseurs@adlpartner.fr](mailto:relations.investisseurs@adlpartner.fr)

tel: +33 1 41 58 72 03

### Calyptus

Cyril Combe

[cyril.combe@calyptus.net](mailto:cyril.combe@calyptus.net)

tel: +33 1 53 65 68 68

**ADLPartner is listed on NYSE-Euronext Paris – Compartment C**  
ISIN: FR0000062978–ALP - Bloomberg: ALP:FP – Reuters: ALDP.PA  
[www.adlpartner.com](http://www.adlpartner.com)

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.