

ADLPartner: €30.8 MILLION IN NET SALES FOR THE FIRST QUARTER OF 2012

Paris, 26 April 2012 – ADLPartner recorded a gross sales volumeⁱ of €74.5 million for the first quarter of 2012, down 4.4% versus the same period in 2011, with net salesⁱⁱ dropping 8.6% to €30.8 million.

Change in business

ADLPartner has continued to realign its business around strong value-added activities and the development of open-ended subscriptions, with its active open-ended subscription portfolio representing 3.2 million units, close to the previous year's level.

In this way, open-ended subscription lines reported 4.3% growth in their gross sales volume and 5.0% in net sales at 31 March 2012. This business represented 54.5% of consolidated net sales at 31 March 2012, compared with 47.5% the previous year.

While ADLPartner is preparing to launch innovative projects on new media shortly, particularly with books, merchandise, audio and video products, the first quarter of 2012 was marked by a reduction in advertising investments to support mailing campaigns and the optimization of the volumes of customers prospected. In this context, net sales on fixed-term subscriptions and books, merchandise, audio and video lines are down compared with the previous year.

In this way, the gross sales volume is down 11.8% for the fixed-term subscription range, with net sales contracting by 15.7%. Books, merchandise, audio and video net sales came in 25.0% lower compared with a high first quarter in 2011, which saw 22.6% growth.

Consolidated data

At 31 March	2012	2011	Change
Active open-ended subscriptions (units)	3,193,623	3,217,857	- 0.8%
France	3,001,204	2,998,360	+ 0.1%
Spain	192,419	219,497	- 12.3%
Gross sales volume (€ million)	74.5	77.9	- 4.4%
France	72.6	76.0	- 4.5%
Spain	2.0	1.9	+ 5.3%
Net sales (€ million)	30.8	33.7	- 8.6%
France	29.9	32.9	- 9.1%
Spain	0.9	0.8	+ 12.5%

Change in the product mix

At 31 March	2012	2011	Change
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Gross sales volume (€ million)	74.5	77.9	- 4.4%
Open-ended subscriptions	51.3	49.2	+ 4.3%
Fixed-term subscriptions	15.0	17.0	- 11.8%
Books, merchandise, audio and video	7.7	11.0	- 30.0%
Other	0.5	0.7	- 28.6%

Net sales (€ million)	30.8	33.7	- 8.6%
Open-ended subscriptions	16.8	16.0	+ 5.0%
Fixed-term subscriptions	7.0	8.3	- 15.7%
Books, merchandise, audio and video	6.6	8.8	- 25.0%
Other	0.4	0.6	- 33.3%

Outlook

ADLPartner is continuing to roll out a long-term strategy for profitable growth, built around generating value through its know-how, as well as the recurrent nature of its open-ended subscription portfolio and its sound financial resources.

Next date: general meeting on 15 June 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.

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ISIN: FR0000062978–ALP - Bloomberg: ALP:FP – Reuters: ALDP.PA
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ⁱ Gross sales volume represents the value of subscriptions and other products sold.

ⁱⁱ 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.