

## QUARTERLY INFORMATION

### Sales for the 4<sup>th</sup> quarter of 2011/2012

- **La Galerie had sales in excess of €100 million for the financial year**
  - Sales of e-merchant partners: €101.9 million (up 38.9% over the 12 months)
  - Commissions collected by RueDuCommerce: €8.4 million (up 54.6% over the 12 months)
  
- **Increase in the number of visitors: up 3% over the 12 months**

### Sales: consolidated data (unaudited)

| (€ millions)                          | 12 months<br>(April to March) |         |             | 4 <sup>th</sup> quarter<br>(January to March) |         |        |
|---------------------------------------|-------------------------------|---------|-------------|---|---------|--------|
|                                       | 2011/12                       | 2010/11 | %<br>change | 2011/12                                       | 2010/11 | %      |
| <i>Sales</i>                          | <b>290.9</b>                  | 312.4   | (6.9%)      | <b>69.5</b>                                   | 75.3    | (7.6%) |
| Of which La Galerie commissions       | <b>8.4</b>                    | 5.4     | 54.6%       | <b>2.3</b>                                    | 1.5     | 60.3%  |
| Of which distribution and other sales | <b>282.5</b>                  | 307.0   | (8.0%)      | <b>67.2</b>                                   | 73.8    | (9.0%) |
| Sales of La Galerie's e-merchants     | <b>101.9</b>                  | 73.3    | 38.9%       | <b>26.6</b>                                   | 19.6    | 35.5%  |

RueDuCommerce reports consolidated sales of €290.9 million for the financial year from 1 April 2011 to 31 March 2012, a 6.9% decline compared to the previous year.

Sales achieved by La Galerie e-merchants rose to over €100 million to €101.3 million, an increase of 38.9%. In accordance with the announced strategy, RueDuCommerce continues to redirect its own distribution model (primarily comprising high-tech products) towards La Galerie's general-interest model, thus allowing the collection of commissions on sales generated by hosted e-merchants. The commission rate is up sharply over the year, due to the change in La Galerie's product mix (growth of textile, home, gardening, etc.).

Over the financial year, RueDuCommerce's websites attracted an overall average monthly traffic of 5.6 million unique visitors<sup>1</sup>.

It should be noted that RueDuCommerce's La Galerie markets an unparalleled 2 million products on line and in inventory, from a range extending to furniture, gardening, interior decoration, DIY, car parts and accessories, cultural goods, toys, sport, fashion, IT, high-tech products, electrical goods, music, etc.

Following the completion of the takeover bid on 21 February 2012, the Altarea Cogedim Group owns 96.5% of the RueDuCommerce Group.

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#### About RueDuCommerce

Established in 1999, RueDuCommerce is a leading independent e-commerce player in France.

The RueDuCommerce Group:

- Includes 2 flagship brands: RueDuCommerce.com and TopAchat.com
- Was visited more than 170 million times over the past 12 months
- Has a customer base of more than 8 million
- Markets almost 2 million products from a product offering extending to High Tech, Beauty, Fashion, Electrical Goods, Toys and Games, Sport, DIY and Cultural Goods.

As the only ISO 9001-certified after-sales-service French e-commerce website, RueDuCommerce was voted best high tech product website by web users in 2011 (Favor'it/mediamétrie).

The Group is listed on Compartment C of the NYSE Euronext Paris Stock Exchange  
(ISIN: FR0004053338 – Ticker: RDC)

Please visit our website for more information: [www.rueducommerce.com/corporate](http://www.rueducommerce.com/corporate)

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<sup>1</sup> Unique visitors (UVs): number of web users who have visited a website at least once over a month-period. Data relates to the average monthly audience of all of the RueDuCommerce Group's websites over the 12 months of the financial year.