

**ADLPartner :
€84.1 MILLION IN NET SALES AT 30 SEPTEMBER 2012**

Paris, 25 October 2012 (5:45pm) – ADLPartner is announcing a gross sales volume¹ of €204.6 million at 30 September 2012, down 4.6% compared to 30 September 2011. Net sales came to €84.1 million at 30 September 2012, compared with €91.3 million at 30 September 2011.

Change in business for each quarter

At 30 September	2012	2011	change
Gross sales volume (€)	204.6	214.4	-4.6%
1 st quarter	74.5	77.9	-4.4%
2 nd quarter	66.5	68.3	-2.6%
3 rd quarter	63.6	68.1	-6.6%
Net sales (€ million)	84.1	91.3	-7.9%
1 st quarter	30.8	33.7	-8.6%
2 nd quarter	26.6	28.1	-5.3%
3 rd quarter	26.7	29.4	-9.2%

Since the beginning of 2012, ADLPartner has scaled down its mailing campaigns on certain product lines. It initiated simultaneously innovative developments with the launch of new online media platforms, such as HubWin or Hellodeal.

Developments for each region

At 30 September	2012	2011	change
Active open-ended subscriptions	3 120 770	3 170 737	-1.6%
France	2 922 268	2 968 127	-1.5%
Spain	198 502	202 610	-2.0%
Gross sales volume (€ million)	204.6	214.4	-4.6%
France	198.6	208.7	-4.8%
Spain	6.0	5.6	+ 7.1%
Net sales (€ million)	84.1	91.3	-7.9%
France	81.3	88.8	-8.4%
Spain	2.8	2.5	+12.0%

Change in the product mix

At 30 September	2012	2011	Change
Gross sales volume (€ million)	204.6	214.4	-4.6%
Open-ended subscriptions	149.8	148.8	+0.7%
Fixed-term subscriptions	32.4	36.0	-10.0%
Books, merchandise, audio and video	20.4	26.8	-23.9%
Other	2.0	2.8	-28.6%
Net sales (€ million)	84.1	91.3	-7.9%
Open-ended subscriptions	50.5	49.6	+1.8%
Fixed-term subscriptions	14.6	17.3	-15.6%
Books, merchandise, audio and video	17.3	22.0	-21.4%
Other	1.7	2.4	-29.2%

In a difficult economic climate, ADLPartner has continued in the third quarter to focus its development on the open-ended subscriptions based on partnerships.

Outlook

ADLPartner confirms its long term profitable growth potential through the enhancement of its expertise in new media and investments in new sales and marketing approaches.

Next date: 2011 net sales on 31 January 2013, after close of trading

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 (bank, retailers, services, e-commerce, etc).

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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.