

ADLPartner: €113.8 MILLION IN NET SALES FOR 2012

Paris, 31 January 2013 (5:45 pm) – ADLPartner is announcing a gross sales volumeⁱ of €276.0 million for 2012, down 4.2% in relation to 2011. 2012 net salesⁱⁱ came to €113.8 million, compared with €122.2 million in 2011.

Change in business for each quarter

At 31 December	2012	2011	Change
Gross sales volume (€ million)	276.0	288.2	-4.2%
1st quarter	74.5	77.9	-4.4%
2nd quarter	66.5	68.3	-2.6%
3rd quarter	63.6	68.1	-6.6%
4th quarter	71.4	73.8	-3.3%
Net sales (€ million)	113.8	122.2	-6.9%
1st quarter	30.8	33.7	-8.6%
2nd quarter	26.6	28.1	-5.3%
3rd quarter	26.7	29.4	-9.2%
4th quarter	29.8	30.9	-3.6%

In a difficult economic environment, ADLPartner optimized its prospecting campaigns in 2012 across its various product lines in order to tackle the volatility of commercial returns.

Alongside this, ADLPartner has stepped up its investments in new media, while its offers have been enhanced with the launch of new online platforms. Several strategic business combinations, including the recent acquisition of a stake in the agency Activis, have been carried out to support the development of digital marketing expertise.

Developments for each region

At 31 December	2012	2011	Change
Active open-ended subscriptions (units)	3,184,116	3,284,901	-3.1%
France	2,966,200	3,060,456	-3.1%
Spain	217,916	224,445	-2.9%
Gross sales volume (€ million)	276.0	288.2	-4.2%
France	267.5	280.5	-4.6%
Spain	8.5	7.7	+10.4%
Net sales (€ million)	113.8	122.2	-6.9%
France	109.6	118.8	-7.7%
Spain	4.3	3.4	+26.5%

Change in the product mix

At 31 December	2012	2011	Change
Gross sales volume (€ million)	276.0	288.2	-4.2%
Open-ended subscriptions	200.1	200.1	+0.0%
Fixed-term subscriptions	44.3	48.1	-7.9%
Books, merchandise, audio and video	27.7	35.4	-21.8%
Other	3.9	4.5	-13.3%
Net sales (€ million)	113.8	122.2	-6.9%
Open-ended subscriptions	67.9	66.9	+1.5%
Fixed-term subscriptions	19.3	22.2	-13.1%
Books, merchandise, audio and video	23.3	29.3	-20.5%
Other	3.3	3.8	-13.2%

All offers were affected in 2012 by the market's difficulties; however, the partnership-based open-ended subscription range benefited from trade-offs in its favor.

Outlook

ADLPartner is continuing to move forward with a long-term strategy for profitable growth, based on the recurrent nature of its open-ended subscription portfolio, its sound financial resources and the generation of value through its know-how relating to online channels.

Next date: 2012 full-year earnings on 13 March 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 (banks, 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.