

## ADLPartner: 2012 FULL-YEAR EARNINGS

### YEAR IMPACTED BY INCREASED INVESTMENTS TO DRIVE GROWTH

Paris, 13 March 2013 (6:30 pm) - ADLPartner is releasing its full-year earnings for 2012. Operating income totaled €9.7 million, representing 8.5% of revenues, while net income (Group share) came to €5.7 million, representing €1.42 per share.

#### BUSINESS DEVELOPMENTS

ADLPartner recorded a gross sales volume<sup>1</sup> of €276.0 million in 2012, down 4.2% in relation to 2011, with net sales<sup>2</sup> dropping 6.9% from €122.2 million in 2011 to €113.8 million.

In a difficult economic environment, marked by the volatility of commercial returns, ADLPartner has optimized its prospecting campaigns across its various product lines, while preparing for the deployment of new activities.

ADLPartner has significantly ramped up its investments in new media, reflected in the launch of new online platforms such as Hubwin ([www.hubwin-mamans.com](http://www.hubwin-mamans.com)) and Hellodeal ([www.hellodeal.fr](http://www.hellodeal.fr)). They have also been combined with external growth operations, including the acquisition of a stake in the digital marketing agency Activis<sup>3</sup> in December 2012.

#### PROFITABILITY TRENDS

Profitability during the year was affected by the new activities starting up and the investments made. Nevertheless, operating income shows a good level of resilience, with an operating margin of 8.5%, compared with 10.2% in 2011.

Net income from continuing operations came to €6.0 million in 2012, compared with €8.3 million in 2011.

Net income from discontinued operations or operations held-for-sale shows a loss of €0.4 million for 2012, compared with a loss of €0.6 million in 2011.

After factoring in the percentage attributable to minority interests, net income (Group share) represents €5.7 million for 2012 (€1.42 per share), compared with €8 million in 2011.

Consolidated data (€ million)	2012	2011
<b>Net sales</b>	<b>113.85</b>	<b>122.24</b>
<b>Operating income</b>	<b>9.67</b>	<b>12.46</b>
% of net sales	8.5%	10.2%
<b>Consolidated net income</b>	<b>5.62</b>	<b>7.73</b>
% of net sales	4.9%	6.3%
<b>Net income (Group share)</b>	<b>5.71</b>	<b>7.99</b>
% of net sales	5.0%	6.5%

## FINANCIAL STRUCTURE

Consolidated shareholders' equity represented €15.2 million at 31 December 2012, down €0.8 million in relation to 31 December 2011, taking into consideration earnings for the year, the ordinary dividend paid out in June 2012 and the various share buybacks.

The Group's cash position remains strong, with €24.9 million at 31 December 2012, versus €29.1 million at 31 December 2011.

Net asset value<sup>4</sup> (group share), calculated based on shareholders' equity and the value of the active open-ended subscription portfolio, is up 2.5% to €113.2 million, compared with €110.5 million at 31 December 2011.

## PROPOSED DIVIDEND OF €1 PER SHARE

The Management Board will be submitting a proposal at the General Shareholders' Meeting on 14 June 2013 for a dividend of €1 per share, with an ex-dividend date of 18 June 2013, followed by payment on 21 June 2013.

## OUTLOOK

To improve its potential for growth and profitability over the medium and long term, ADLPartner is implementing a strategy to develop and capitalize on its know-how on new media.

In 2013, faced with a still difficult environment, the Group will continue to optimize its existing operations while developing new digital marketing activities.

## ADDITIONAL INFORMATION

The consolidated financial statements for 2012 were approved by the Management Board on 6 March 2013 and checked and controlled by the Supervisory Board during its meeting on 13 March 2013. The audit procedures on the consolidated accounts have been completed. The certification report is currently being issued.

**FINANCIAL DIARY:** 2013 first-quarter net sales on 25 April 2013 (after close of trading)

### Information on the company

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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.).

### Contacts

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ISIN: FR0000062978–ALP – Bloomberg: ALP:FP – Reuters: ALDP.PA  
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<sup>1</sup> Gross sales volume represents the value of subscriptions and other products sold.

<sup>2</sup> 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.

<sup>3</sup> Activis is consolidated on an equity basis. As it was acquired during the second fortnight of December, the close of accounts only takes into consideration the balance sheet consolidation.

<sup>4</sup> Net asset value represents the amount of equity plus the discounted value of future net revenues generated by the active open-ended subscription portfolio.