

## **ADLPartner: €29.2 MILLION IN NET SALES FOR THE FIRST QUARTER OF 2013**

*Paris, 25 April 2013 (5:45 pm) – ADLPartner recorded a gross sales volume<sup>i</sup> of €70.4 million for the first quarter of 2013, down 5.5% compared with the same period in 2012, with net sales<sup>ii</sup> dropping 5.2% to €29.2 million.*

### **Business developments**

The economic environment remained difficult at the start of 2013, marked by the significant volatility of commercial returns. In this context, ADLPartner has continued moving forward with its policy for tradeoffs in favor of open-ended subscriptions based on partnerships, with this business more resilient and offering stronger added value.

In this way, the open-ended subscription range, the Group's primary business (71% of gross sales volume and 57% of net sales at 31 March 2013), recorded a limited contraction in its gross sales volume, down 3.1%, with its net sales stable. The active open-ended subscription portfolio represented 3.1 million units at 31 March 2013.

More sensitive to economic conditions, the fixed-term subscription range and books, merchandise, audio and video lines are down, factoring in the voluntary reduction in the volumes of customers prospected and the scaling down of promotional investments to support mailing campaigns.

Alongside this, ADLPartner has continued to develop its new digital marketing activities.

### **Consolidated data**

<b>At 31 March</b>	<b>2013</b>	<b>2012</b>	<b>Change</b>
<b>Active open-ended subscriptions (units)</b>	<b>3,071,642</b>	<b>3,193,623</b>	<b>- 3.8%</b>
France	2,881,085	3,001,204	- 4.0%
Spain	190,557	192,419	- 1.0%
<b>Gross sales volume (€ million)</b>	<b>70.4</b>	<b>74.5</b>	<b>- 5.5%</b>
France	68.2	72.6	- 6.1%
Spain	2.2	2.0	+ 10.0%
<b>Net sales (€ million)</b>	<b>29.2</b>	<b>30.8</b>	<b>- 5.2%</b>
France	28.0	29.9	- 6.4%
Spain	1.2	0.9	+33.3%

## Change in the product mix

At 31 March	2013	2012	Change
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<b>Gross sales volume (€ million)</b>	<b>70.4</b>	<b>74.5</b>	<b>- 5.5%</b>
Open-ended subscriptions	49.7	51.3	- 3.1%
Fixed-term subscriptions	12.9	15.0	- 14.0%
Books, merchandise, audio and video	6.9	7.7	- 10.4%
Other	0.9	0.5	+ 80.0%

<b>Net sales (€ million)</b>	<b>29.2</b>	<b>30.8</b>	<b>- 5.2%</b>
Open-ended subscriptions	16.8	16.8	-
Fixed-term subscriptions	6.0	7.0	- 14.3%
Books, merchandise, audio and video	5.8	6.6	- 12.1%
Other	0.8	0.4	+100.0%

## Outlook

ADLPartner's ambition is to improve its potential for growth and profitability over the medium and long term. With this in mind, it is rolling out a strategy to further strengthen and generate value through its know-how in order to ramp up its development on new media.

**Next date: general meeting on 14 June 2013**

## Company information

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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**ADLPartner is listed on NYSE-Euronext Paris - Compartment C**  
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<sup>i</sup> Gross sales volume represents the value of subscriptions and other products sold.

<sup>ii</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.