

ADLPartner: €55.6 MILLION IN NET SALES FOR THE FIRST HALF OF 2013

Paris, 25 July 2013 (5:45 pm) – For the first half of 2013, ADLPartner is reporting a gross sales volumeⁱ of €135.1 million, down -4.2% from the first half of 2012. Net salesⁱⁱ came to €55.6 million, -3.1% lower than the first half of 2012.

Quarterly business trends

	H1 2013	H1 2012	Change
Gross sales volume (€ million)	135.1	141.0	-4.2%
1st quarter	70.4	74.5	-5.5%
2nd quarter	64.7	66.5	-2.7%
Net sales (€ million)	55.6	57.4	-3.1%
1st quarter	29.2	30.8	-5.2%
2nd quarter	26.3	26.6	-1.1%

Despite an economic environment that has continued to be difficult, with consumption relatively sluggish, ADLPartner's business showed a good level of resilience during the second quarter, buoyed by the strategy for tradeoffs between its product lines and the optimization of its prospecting campaigns.

Developments for each region

	H1 2013	H1 2012	Change
Active open-ended subscriptions (units)	3,077,612	3,204,202	-4.0%
France	2,879,869	2,970,606	-3.1%
Spain	197,743	233,596	-15.3%
Gross sales volume (€ million)	135.1	141.0	-4.2%
France	130.8	137.1	-4.6%
Spain	4.4	3.9	+12.8%
Net sales (€ million)	55.6	57.4	-3.1%
France	53.1	55.6	-4.5%
Spain	2.4	1.8	+33.3%

Change in the product mix

	H1 2013	H1 2012	Change
Gross sales volume (€ million)	135.1	141.0	-4.2%
Open-ended subscriptions	99.5	103.0	-3.4%
Fixed-term subscriptions	20.0	22.0	-9.1%
Books, merchandise, audio and video	12.8	14.3	-10.5%
Other	2.8	1.7	+64.7%

Net sales (€ million)	55.6	57.4	-3.1%
Open-ended subscriptions	33.8	34.1	-0.9%
Fixed-term subscriptions	8.6	9.7	-11.3%
Books, merchandise, audio and video	10.7	12.1	-11.6%
Other	2.4	1.4	+71.4%

Sales for the partnership-based open-ended subscription range (74% of the gross sales volume and 60% of net sales at 30 June 2013) are down, with a slowdown less marked during the second quarter than the previous quarter. The active open-ended subscription portfolio represented 3.1 million units at 30 June 2013.

The fixed-term subscription offers and the books, merchandise, audio and video range reflect the continued economic slowdown in France and the voluntary reduction in the volumes of customers prospected on these product lines.

Alongside this, ADLPartner has capitalized on the first half of the year to further strengthen the development of its new digital marketing activities, which are notably seeing encouraging results in Spain.

Outlook

ADLPartner 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 and improve its potential for growth and profitability over the medium and long term.

Next date: 2013 half-year earnings on 29 August 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.).

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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.