

ADLPartner: €82.1 MILLION IN NET SALES AT 30 SEPTEMBER 2013

Paris, 24 October 2013 (5:45pm) – ADLPartner recorded a gross sales volumeⁱ of €198.6 million at 30 September 2013, down 2.9% in relation to 30 September 2012. Net salesⁱⁱ for the first nine months of 2013 came to €82.1 million, compared with €84.1 million for the same period in 2012.

Quarterly business trends

At 30 September	2013	2012	Change
Gross sales volume (€ million)	198.6	204.6	-2.9%
1st quarter	70.4	74.5	-5.5%
2nd quarter	64.7	66.5	-2.7%
3rd quarter	63.5	63.6	-0.2%
Net sales (€ million)	82.1	84.1	-2.4%
1st quarter	29.2	30.8	-5.2%
2nd quarter	26.3	26.6	-1.1%
3rd quarter	26.6	26.7	-0.4%

The third quarter's performance reflects the Group's good level of resilience faced with an unfavorable economic environment.

Developments for each region

At 30 September	2013	2012	Change
Active open-ended subscriptions	3,004,071	3,120,770	-3.7%
France	2,829,047	2,922,268	-3.2%
Spain	175,024	198,502	-11.2%
Gross sales volume (€ million)	198.6	204.6	-2.9%
France	192.5	198.6	-3.1%
Spain	6.1	6.0	+1.7%
Net sales (€ million)	82.1	84.1	-2.4%
France	78.8	81.3	-3.1%
Spain	3.3	2.8	+17.9%

Change in the product mix

At 30 September	2013	2012	Change
Gross sales volume (€ million)	198.6	204.6	-2.9%
Open-ended subscriptions	145.8	149.8	-2.7%
Fixed-term subscriptions	30.4	32.4	-6.2%
Books, merchandise, audio and video	19.2	20.4	-5.9%
Other	3.2	2.0	+60.0%
Net sales (€ million)	82.1	84.1	-2.4%
Open-ended subscriptions	49.9	50.5	-1.2%
Fixed-term subscriptions	13.3	14.6	-8.9%
Books, merchandise, audio and video	16.1	17.3	-6.9%
Other	2.7	1.7	+58.9%

The open-ended subscription range recorded a solid level of business, buoyed by the optimization of prospecting campaigns. Alongside this, ADLPartner has supported the development of its new digital marketing activities, with promising progress made, particularly in Spain.

Outlook

ADLPartner expects its commercial indicators to remain volatile over the short term. To improve its potential for growth and profitability over the medium and long term, ADLPartner is implementing a strategy to further strengthen and capitalize on its know-how in order to step up its development on new media.

Next date: 2013 net sales on 30 January 2014 (after close of trading)

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.