

ADLPartner: €111.5 MILLION IN NET SALES FOR 2013

Paris, 30 January 2014 (5:45 pm) – ADLPartner recorded a gross sales volume⁽ⁱ⁾ of €268.3 million at 31 December 2013, down 2.8% on 2012. Net sales⁽ⁱⁱ⁾ for 2013 came to €111.5 million, compared with €113.8 million in 2012.

Quarterly business trends

At 31 December	2013	2012	Change
Gross sales volume (€ million)	268.3	276.0	-2.8%
1st quarter	70.4	74.5	-5.5%
2nd quarter	64.7	66.5	-2.7%
3rd quarter	63.5	63.6	-0.2%
4th quarter	69.7	71.4	-2.4%
Net sales (€ million)	111.5	113.8	-2.0%
1st quarter	29.2	30.8	-5.2%
2nd quarter	26.3	26.6	-1.1%
3rd quarter	26.6	26.7	-0.4%
4th quarter	29.4	29.8	-1.3%

In an economic environment marked by the volatility of commercial returns, ADLPartner's business is showing a good level of resilience, with a limited contraction in net sales.

Developments for each region

At 31 December	2013	2012	Change
Active open-ended subscriptions	3,051,674	3,184,116	-4.2%
France	2,878,193	2,966,200	-3.0%
Spain	173,481	217,916	-20.4%
Gross sales volume (€ million)	268.3	276.0	-2.8%
France	260.0	267.5	-2.8%
Spain	8.3	8.5	-2.4%
Net sales (€ million)	111.5	113.8	-2.0%
France	106.9	109.6	-2.5%
Spain	4.6	4.3	+7.0%

Change in the product mix

At 31 December	2013	2012	Change
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Gross sales volume (€ million)	268.3	276.0	-2.8%
Open-ended subscriptions	194.6	201.1	-3.2%
Fixed-term subscriptions	42.0	44.3	-5.2%
Books, merchandise, audio and video	26.5	27.7	-4.3%
Other	5.2	3.9	+33.3%

Net sales (€ million)	111.5	113.8	-2.0%
Open-ended subscriptions	66.7	67.9	-1.2%
Fixed-term subscriptions	18.2	19.3	-5.7%
Books, merchandise, audio and video	22.2	23.3	-4.7%
Other	4.4	3.3	+33.3%

ADLPartner has continued to optimize its prospecting campaigns, focusing in priority on partnership-based open-ended subscriptions, with this business proving more resilient and offering stronger added value. Alongside this, ADLPartner has supported the development of its new digital marketing activities, which are performing well in Spain.

Outlook

ADLPartner's ambition is to improve its potential for growth and profitability over the medium and long term. With its sound financial position, ADLPartner plans to continue rolling out a strategy to further strengthen and generate value through its know-how.

Next date: 2013 full-year earnings on 20 March 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.