

## ADLPartner: €28.3 MILLION IN NET SALES FOR THE FIRST QUARTER OF 2014

Paris, 29 April 2014 (5:45 pm) – ADLPartner recorded a gross sales volume<sup>i</sup> of €68.4 million for the first quarter of 2014, down 2.8% compared with the same period in 2013, with net sales<sup>ii</sup> dropping 3.1% to €28.3 million.

In an economic environment marked by the volatility of consumption, ADLPartner has continued to optimize its prospecting campaigns in favor of open-ended subscriptions based on partnerships, with this business more resilient and offering stronger added value.

The open-ended subscription range recorded a limited contraction in its gross sales volume, down 1.8%, with its net sales stable. Alongside this, ADLPartner has continued to develop its new digital marketing activities.

### Consolidated data

At 31 March	2014	2013	Change
<b>Active open-ended subscriptions (units)</b>	<b>2,958,209</b>	<b>3,071,642</b>	<b>- 3.7 %</b>
France	2,798,251	2,881,085	- 2.9 %
Spain	159,958	190,557	- 16.1 %
<b>Gross sales volume (€ million)</b>	<b>68.4</b>	<b>70.4</b>	<b>- 2.8 %</b>
France	66.3	68.1	- 2.6 %
Spain	2.0	2.2	- 9.1 %
<b>Net sales (€ million)</b>	<b>28.3</b>	<b>29.2</b>	<b>- 3.1 %</b>
France	27.1	28.0	- 3.2 %
Spain	1.2	1.2	-

### Change in the product mix

At 31 March	2014	2013	Change
<b>Gross sales volume (€ million)</b>	<b>68.4</b>	<b>70.4</b>	<b>- 2.8 %</b>
Open-ended subscriptions	48.8	49.7	- 1.8 %
Fixed-term subscriptions	12.5	12.9	- 3.1 %
Books, merchandise, audio and video	6.1	6.9	- 11.6 %
Other	0.9	0.9	-
<b>Net sales (€ million)</b>	<b>28.3</b>	<b>29.2</b>	<b>- 3.1 %</b>
Open-ended subscriptions	16.7	16.7	-
Fixed-term subscriptions	5.7	6.0	- 5.0 %
Books, merchandise, audio and video	5.1	5.8	- 12.1 %
Other	0.8	0.8	-

## Outlook

ADLPartner is continuing to move forward with its value creation strategy, focusing on generating value through its know-how on new media. The actions taken are also supporting the development of new drivers in digital marketing.

**Next date: general meeting on 13 June 2014**

## Company information

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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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**ADLPartner is listed on NYSE-Euronext Paris - Compartment C**  
ISIN: FR0000062978-ALP - Bloomberg: ALP:FP – Reuters: ALDP.PA  
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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.