

## ADLPartner: NET SALES GROWTH IN Q3 2014

Paris, 23 October 2014 (5:45 pm) – Over the first nine months of 2014, ADLPartner recorded a gross sales volume<sup>i</sup> of €206.3 million, up 3.9% on the previous year, with net sales<sup>ii</sup> climbing 5.0% to €86.2 million.

### Quarterly business trends

At 30 September	2014	2013	Change
<b>Gross sales volume (€ million)</b>	<b>206.3</b>	<b>198.6</b>	<b>+3.9%</b>
1st quarter	68.4	70.4	-2.9%
2nd quarter	70.5	64.6	+9.0%
3rd quarter	67.4	63.6	+6.1%
<b>Net sales (€ million)</b>	<b>86.2</b>	<b>82.1</b>	<b>+5.0%</b>
1st quarter	28.3	29.2	-3.1%
2nd quarter	29.2	26.3	+11.1%
3rd quarter	28.7	26.6	+8.0%

In line with the second quarter, ADLPartner recorded sustained growth in the third quarter, with its gross sales volume up 6.1% and net sales up 8.0% compared with the previous year.

### Developments for each region

At 30 September	2014	2013	Change
<b>Active open-ended subscriptions</b>	<b>2,918,505</b>	<b>3,004,071</b>	<b>-2.8%</b>
France	2,786,026	2,829,047	-1.5%
Spain	132,479	175,024	-24.3%
<b>Gross sales volume (€ million)</b>	<b>206.3</b>	<b>198.6</b>	<b>+3.9%</b>
France	199.8	192.5	+3.8%
Spain	6.5	6.1	+6.1%
<b>Net sales (€ million)</b>	<b>86.2</b>	<b>82.1</b>	<b>+5.0%</b>
France	82.0	78.8	+4.1%
Spain	4.1	3.3	+27.0%

## Change in the product mix

At 30 September	2014	2013	Change
<b>Gross sales volume (€ million)</b>	<b>206.3</b>	<b>198.6</b>	<b>+3.9%</b>
Open-ended subscriptions	154.1	145.8	+5.7%
Fixed-term subscriptions	30.0	30.4	-1.2%
Books, merchandise, audio and video	17.6	19.2	-8.6%
Other	4.6	3.2	+42.7%
<b>Net sales (€ million)</b>	<b>86.2</b>	<b>82.1</b>	<b>+5.0%</b>
Open-ended subscriptions	54.6	49.9	+9.3%
Fixed-term subscriptions	13.1	13.3	-1.9%
Books, merchandise, audio and video	14.7	16.1	-8.8%
Other	3.8	2.7	+42.1%

Business growth has been driven by the development of a new marketing mix for the open-ended subscription range. In a difficult economic climate, market prospecting on the fixed-term subscription range and books, merchandise, audio and video lines was scaled back.

## Outlook

ADLPartner is rolling out a strategy to expand its business and create value through its know-how. This strategy is helping further strengthen positions on its longstanding business lines, while also ramping up its development on new sources of growth.

**Next date:** 2014 net sales on 30 January 2015 (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.).

## Contacts

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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.