

ADLPartner: 2014 NET SALES UP 6% TO €118.2 MILLION

Paris, 30 January 2015 (5:45 pm) – ADLPartner recorded a gross sales volume⁽ⁱ⁾ of €281.5 million at 31 December 2014, up 4.9% on 2013, with net sales⁽ⁱⁱ⁾ growth of 6.0% for 2014 compared with 2013.

Quarterly business trends

At 31 December	2014	2013	Change
Gross sales volume (€ million)	281.5	268.3	+4.9%
1st quarter	68.4	70.4	-2.9%
2nd quarter	70.5	64.6	+9.0%
3rd quarter	67.4	63.6	+6.1%
4th quarter	75.2	69.7	+7.9%
Net sales (€ million)	118.2	111.5	+6.0%
1st quarter	28.3	29.2	-3.1%
2nd quarter	29.2	26.3	+11.1%
3rd quarter	28.7	26.6	+8.0%
4th quarter	32.0	29.4	+8.8%

The fourth quarter's performances followed on from the previous two quarters, based in particular around the development of new promotional offers in France. The gross sales volume is up 7.9%, with net sales growth of 8.8% versus the same period the previous year.

Developments for each region

At 31 December	2014	2013	Change
Active open-ended subscriptions	3,065,957	3,051,674	+0.5%
France	2,933,353	2,878,193	+1.9%
Spain	132,604	173,481	-23.6%
Gross sales volume (€ million)	281.5	268.3	+4.9%
France	272.7	260.0	+4.9%
Spain	8.8	8.2	+6.7%
Net sales (€ million)	118.2	111.5	+6.0%
France	112.5	106.9	+5.3%
Spain	5.6	4.6	+23.5%

Change in the product mix

At 31 December	2014	2013	Change
Gross sales volume (€ million)	281.5	268.3	+4.9%
Open-ended subscriptions	208.5	194.6	+7.1%
Fixed-term subscriptions	41.4	42.0	-1.3%
Books, merchandise, audio and video	24.4	26.5	-8.0%
Other	7.2	5.2	+37.2%
Net sales (€ million)	118.2	111.5	+6.0%
Open-ended subscriptions	74.3	66.7	+11.4%
Fixed-term subscriptions	17.5	18.2	-4.0%
Books, merchandise, audio and video	20.4	22.2	-8.0%
Other	6.0	4.4	+36.2%

In 2014, ADLPartner focused on developing its open-ended subscription range, with a new marketing mix rolled out. Open-ended subscription lines represented 74% of the gross sales volume and 63% of net sales at 31 December 2014.

The contraction in fixed-term subscription offers and the books, merchandise, audio and video range reflects the reduced level of prospecting on these product lines in a difficult economic environment.

In 2014, ADLPartner continued to diversify its activities, particularly in digital marketing services. More specifically, these new sources of growth have performed well in Spain.

Outlook

ADLPartner is developing a strategy to further strengthen and create value through its know-how, aiming to reinforce and diversify its longstanding market positions.

Next date: 2014 full-year earnings on 18 March 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.).

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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 remuneration 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.