

## ADLPartner: NET SALES GROWTH FOR THE FIRST QUARTER OF 2015

*Paris, 29 April 2015 (5:45 pm) – ADLPartner is reporting a gross sales volume<sup>i</sup> of €69.5 million for the first quarter of 2015, up 1.7% versus the same period in 2014, with net sales<sup>ii</sup> climbing 4.0% to €29.4 million.*

ADLPartner has maintained its arbitrage policy, optimizing its prospecting approach on the most buoyant segments, and has focused on growing its open-ended subscription business, driven by the development of a new marketing mix for this range.

Alongside this, ADLPartner has continued to diversify its activities. The Group has ramped up its commercial investments and tests on the direct marketing insurance brokerage market, which will impact the profitability of its subsidiary ADLP Assurances. Digital marketing solutions have developed, particularly with sustained sales growth in Spain.

### Business trends for each region

As of March 31 <sup>st</sup>	2015	2014	Change
<b>Active open-ended subscriptions (units)</b>	<b>3,009,321</b>	<b>2,958,209</b>	<b>+ 1.7%</b>
France	2,887,464	2,798,251	+ 3.2%
Spain	121,857	159,958	- 23.8%
<b>Gross sales volume (€ million)</b>	<b>69.5</b>	<b>68.4</b>	<b>+ 1.7%</b>
France	67.1	66.3	+ 1.2%
Spain	2.4	2.0	+ 18.9%
<b>Net sales (€ million)</b>	<b>29.4</b>	<b>28.3</b>	<b>+ 4.0%</b>
France	27.8	27.1	+ 2.4%
Spain	1.7	1.2	+ 42.2%

### Change in the product mix

As of March 31 <sup>st</sup>	2015	2014	Change
<b>Gross sales volume (€ million)</b>	<b>69.5</b>	<b>68.4</b>	<b>+ 1.7%</b>
Open-ended subscriptions	50.7	48.8	+ 3.8%
Fixed-term subscriptions	11.7	12.5	- 6.2%
Books, merchandise, audio and video	5.3	6.1	- 13.6%
Other	1.8	0.9	+ 97.7%
<b>Net sales (€ million)</b>	<b>29.4</b>	<b>28.3</b>	<b>+ 4.0%</b>
Open-ended subscriptions	18.2	16.7	+ 8.9%
Fixed-term subscriptions	5.2	5.7	- 8.2%
Books, merchandise, audio and video	4.5	5.1	- 12.8%
Other	1.5	0.8	+ 99.9%

## Outlook

ADLPartner is moving forward with its development by further strengthening its know-how in its traditional business lines, and investing in new sales and marketing approaches.

**Next date: general meeting on 12 June 2015**

## 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

---

### ADLPartner

Investor Relations & Financial Information  
[relations.investisseurs@adlpartner.fr](mailto:relations.investisseurs@adlpartner.fr)  
tel: +33 1 41 58 72 03

### Calyptus

Cyril Combe  
[cyril.combe@calyptus.net](mailto:cyril.combe@calyptus.net)  
tel: +33 1 53 65 68 68

**ADLPartner is listed on NYSE-Euronext Paris - Compartment C**  
ISIN: FR0000062978–ALP - Bloomberg: ALP:FP – Reuters: ALDP.PA  
[www.adlpartner.com](http://www.adlpartner.com)

---

<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.