

ADLPartner: €57.4 MILLION IN NET SALES FOR THE FIRST HALF OF 2015

Paris, 30 July 2015 (5:45 pm) – For the first half of 2015, ADLPartner is reporting a gross sales volumeⁱ of €135.8 million, down 2.1% from the first half of 2014. Net salesⁱⁱ came to €57.4 million, contracting 0.2% from the previous year.

Quarterly business trends

	H1 2015	H1 2014	Change
Gross sales volume (€ million)	135.8	138.8	-2.1%
1st quarter	69.5	68.4	+1.7%
2nd quarter	66.3	70.5	-5.9%
Net sales (€ million)	57.4	57.5	-0.2%
1st quarter	29.4	28.3	+4.0%
2nd quarter	27.9	29.2	-4.3%

ADLPartner recorded a contraction in second-quarter net sales faced with a high basis for comparison in 2014 (2014 second-quarter net sales grew 11% versus 2013).

Developments for each region

	H1 2015	H1 2014	Change
Active open-ended subscriptions (units)	3,048,529	2,992,394	+1.9%
France	2,935,058	2,848,340	+3.0%
Spain	113,471	144,054	-21.2%
Gross sales volume (€ million)	135.8	138.8	-2.1%
France	131.1	135.0	-2.9%
Spain	4.8	3.9	+23.6%
Net sales (€ million)	57.4	57.5	-0.2%
France	54.0	55.2	-2.1%
Spain	3.3	2.3	+45.0%

Change in the product mix

	H1 2015	H1 2014	Change
Gross sales volume (€ million)	135.8	138.8	-2.1%
Open-ended subscriptions	103.0	104.7	-1.7%
Fixed-term subscriptions	18.2	19.5	-7.1%
Books, merchandise, audio and video	10.1	11.9	-14.8%
Other	4.6	2.7	+70.1%

Net sales (€ million)	57.4	57.5	-0.2%
Open-ended subscriptions	37.2	36.8	+1.3%
Fixed-term subscriptions	7.6	8.5	-11.1%
Books, merchandise, audio and video	8.6	9.9	-13.1%
Other	3.9	2.3	+71.8%

ADLPartner has continued rolling out new marketing mixes for the open-ended subscription range, achieving growth in terms of both net sales and its total portfolio compared with 2014. Net sales growth for open-ended subscription products, up 1.3%, came in lower than 2014, with a more limited additional impact for the new marketing mixes compared with the previous year.

In a difficult economic environment, prospected volumes have been scaled down for fixed-term subscription offers and the books, merchandise, audio and video range.

In terms of its new business lines, ADLPartner has continued moving forward with its investments in ADLP Assurances, its subsidiary specialized in direct marketing insurance brokerage. Alongside this, digital marketing solutions are seeing strong sales growth, particularly in Spain.

Outlook

ADLPartner is developing a strategy to capitalize on its know-how in order to further strengthen positions on its longstanding business lines, while also developing new sources of growth. Considering the scale of the commercial and marketing investments made to develop the subsidiary ADLP Assurances, the Group's consolidated earnings for the first half of 2015 are expected to come in significantly lower than 2014.

Next date: 2015 half-year earnings on 30 September 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.).

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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.