

## ADLPartner: €85.2 MILLION IN NET SALES FOR THE FIRST NINE MONTHS OF 2015

Paris, 29 October 2015 (5:45 pm) – Over the first nine months of the year, ADLPartner recorded a gross sales volume<sup>i</sup> of €201.2 million, down 2.5%, with net sales<sup>ii</sup> contracting 1.2% from the previous year to €85.2 million.

### Quarterly business trends

At 30 September	2015	2014	Change
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<b>Gross sales volume (€ million)</b>	<b>201.2</b>	<b>206.3</b>	<b>-2.5%</b>
1st quarter	69.5	68.4	+1.7%
2nd quarter	66.3	70.5	-5.9%
3rd quarter	65.3	67.4	-3.1%

<b>Net sales (€ million)</b>	<b>85.2</b>	<b>86.2</b>	<b>-1.2%</b>
1st quarter	29.4	28.3	+4.0%
2nd quarter	27.9	29.2	-4.3%
3rd quarter	27.8	28.7	-3.1%

Since the start of the year, ADLPartner has continued moving forward with its policy for tradeoffs in favor of open-ended subscriptions, reflected in 3% growth for the overall portfolio compared with 2014.

ADLPartner has also supported the development of its digital marketing solutions, particularly with strong growth in sales in Spain.

Alongside this, ADLPartner has embarked on major commercial investments in ADLP Assurances, its subsidiary specialized in direct marketing insurance brokerage, in order to build up a portfolio of contracts, driving future revenues.

### Developments for each region

At 30 September	2015	2014	Change
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<b>Active open-ended subscriptions</b>	<b>3,006,286</b>	<b>2,918,505</b>	<b>+3.0%</b>
France	2,903,001	2,786,026	+4.2%
Spain	103,285	132,479	-22.0%

<b>Gross sales volume (€ million)</b>	<b>201.2</b>	<b>206.3</b>	<b>-2.5%</b>
France	194.2	199.8	-2.8%
Spain	7.0	6.5	+7.4%

<b>Net sales (€ million)</b>	<b>85.2</b>	<b>86.2</b>	<b>-1.2%</b>
France	80.3	82.0	-2.2%
Spain	4.9	4.1	+18.3%

### Change in the product mix

At 30 September	2015	2014	Change
<b>Gross sales volume (€ million)</b>	<b>201.2</b>	<b>206.3</b>	<b>-2.5%</b>
Open-ended subscriptions	151.7	154.1	-1.6%
Fixed-term subscriptions	28.2	30.0	-6.1%
Books, merchandise, audio and video	14.9	17.6	-15.3%
Other	6.4	4.6	+40.6%
<b>Net sales (€ million)</b>	<b>85.2</b>	<b>86.2</b>	<b>-1.2%</b>
Open-ended subscriptions	54.9	54.6	+0.7%
Fixed-term subscriptions	12.1	13.1	-7.8%
Books, merchandise, audio and video	12.7	14.7	-13.6%
Other	5.5	3.8	+43.1%

Growth in portfolio and sales of the open-ended subscription range is being driven by the development of the new marketing mix, which was launched in 2014.

In a challenging economic environment, prospecting on the fixed-term subscription range and books, merchandise, audio and video lines has been scaled back.

### Interest acquired in the startup LEOO

To support its diversification into digital marketing, ADLPartner has just acquired a minority interest in LEOO, a company specialized in designing and managing bespoke loyalty programs for its customers.

Founded in 2009, LEOO has developed an innovative marketing and technological model for effectively processing and analyzing multichannel customer marketing data. With its team of marketing, web, mobile and e-money experts, LEOO enables leading brands to enhance their customer experience.

LEOO's business combination with ADLPartner should enable it to further strengthen its potential for growth, while its expert capabilities will enable ADLPartner to enhance its loyalty services and know-how for its longstanding partners in France and Spain.

LEOO will be consolidated in the accounts for 2015 on an equity basis. The acquisition of this interest has been self-financed by ADLPartner.

### Outlook

ADLPartner is rolling out a strategy to expand its business and create value through its know-how. As previously announced, the commercial investments in the ADLP Assurances subsidiary will have a significant impact on full-year earnings for 2015.

**Next date:** 2015 full-year net sales on 28 January 2016 (after close of trading)

### 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**  
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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.