

ADLPartner: €118.4 MILLION IN NET SALES FOR 2015

ADLPartner is reporting €118.4 million in net sales⁽ⁱ⁾, up 0.2% from 2014, with a gross sales volume⁽ⁱⁱ⁾ of €278.0 million, down 1.2% from 2014.

Quarterly business trends

At 31 December	2015	2014	Change
Gross sales volume (€ million)	278.0	281.5	-1.2%
1st quarter	69.5	68.4	+1.7%
2nd quarter	66.3	70.5	-5.9%
3rd quarter	65.3	67.4	-3.1%
4th quarter	76.8	75.2	+2.1%
Net sales (€ million)	118.4	118.2	+0.2%
1st quarter	29.4	28.3	+4.0%
2nd quarter	27.9	29.2	-4.3%
3rd quarter	27.8	28.7	-3.1%
4th quarter	33.2	32.0	+3.7%

ADLPartner achieved growth in both its gross sales volume (+2.1%) and its net sales (+3.7%) in the fourth quarter of 2015. This improvement has been driven by the positive trend for open-ended subscription sales, with the portfolio at end-2015 up 3.6% versus the end of 2014. This has been combined with the development of the range of marketing services, which have performed well, particularly in Spain.

Alongside this, the Group has continued moving forward with its major investments in ADLP Assurances, its subsidiary specialized in direct marketing insurance brokerage, aiming to build up a portfolio of contracts that will generate future revenues. As already announced, these investments will have a significant impact on the Group's earnings for 2015, which will be lower than 2014.

Developments for each region

At 31 December	2015	2014	Change
Active open-ended subscriptions (units)	3,174,811	3,065,957	+3.6%
France	3,077,132	2,933,353	+4.9%
Spain	97,679	132,604	-26.3%
Gross sales volume (€ million)	278.0	281.5	-1.2%
France	268.0	272.7	-1.7%
Spain	10.0	8.8	+13.6%
Net sales (€ million)	118.4	118.2	+0.2%
France	111.2	112.5	-1.2%
Spain	7.2	5.6	+28.0%

Change in the product mix

At 31 December	2015	2014	Change
Gross sales volume (€ million)	278.0	281.5	-1.2%
Open-ended subscriptions	207.8	208.5	-0.3%
Fixed-term subscriptions	39.1	41.4	-5.6%
Books, merchandise, audio and video	20.4	24.4	-16.3%
Other	10.7	7.2	+48.2%
Net sales (€ million)	118.4	118.2	+0.2%
Open-ended subscriptions	75.6	74.3	+1.7%
Fixed-term subscriptions	16.2	17.5	-7.1%
Books, merchandise, audio and video	17.4	20.4	-14.8%
Other	9.2	6.0	+53.0%

Open-ended subscription sales have benefited from the development of the new marketing mix launched in 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 challenging environment. The growth in other offers primarily factors in the development of marketing services for third parties.

Outlook

ADLPartner is moving forward with its strategy to expand its business and create value through its know-how in new high-growth markets. At the start of this year, this has been confirmed with the launch of ADLPerformance, the BtoB commercial brand that brings together all the Group's integrated customer marketing solutions.

Next date: 2015 full-year earnings on 25 March 2016 (after close of trading)

ADLPartner in brief

As a specialist in relational marketing, ADLPartner designs, markets and implements customer relation management and loyalty services on its own behalf or for its major partners (banks, retailers, services, e-commerce, etc.).

ADLPartner is listed on NYSE-Euronext Paris - Compartment C

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⁽ⁱ⁾ 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.

⁽ⁱⁱ⁾ Gross sales volume represents the value of subscriptions and other products sold.