

## ADLPARTNER: NET SALES GROWTH FOR THE FIRST QUARTER OF 2016

ADLPartner is reporting net sales<sup>1</sup> of €29.8 million for the first quarter of 2016, up 1.1% from the first quarter of 2015, with its gross sales volume<sup>2</sup> contracting 2% to €68.2 million.

Net sales growth has been driven by the development of the marketing mix for the open-ended subscription range, with its portfolio up 1.8% at end-March 2016. This has been combined with the positive trend for sales of marketing services, particularly in Spain.

The subsidiary ADLP Assurances is moving forward with its prospecting campaigns on the direct marketing insurance brokerage market, aiming to build up a portfolio of policies that will generate future revenues. This business line's contribution to net sales is still marginal at this stage.

### Developments for each region

At 31 March	2016	2015	Change
<b>Active open-ended subscriptions (units)</b>	<b>3,063,861</b>	<b>3,009,321</b>	<b>+1.8%</b>
France	2,972,603	2,887,464	+2.9%
Spain	91,258	121,857	-25.1%
<b>Gross sales volume (€ million)</b>	<b>68.2</b>	<b>69.5</b>	<b>-2.0%</b>
France	65.7	67.1	-2.1%
Spain	2.5	2.4	+1.1%
<b>Net sales (€ million)</b>	<b>29.8</b>	<b>29.4</b>	<b>+1.1%</b>
France	27.9	27.8	+0.5%
Spain	1.8	1.7	+10.4%

### Change in the product mix

At 31 March	2016	2015	Change
<b>Gross sales volume (€ million)</b>	<b>68.2</b>	<b>69.5</b>	<b>-2.0%</b>
Open-ended subscriptions	50.0	50.7	-1.4%
Fixed-term subscriptions	10.7	11.7	-8.1%
Books, merchandise, audio and video	4.9	5.3	-7.0%
Other	2.5	1.8	+37.6%
<b>Net sales (€ million)</b>	<b>29.8</b>	<b>29.4</b>	<b>+1.1%</b>
Open-ended subscriptions	18.4	18.2	+1.1%
Fixed-term subscriptions	4.9	5.2	-6.8%
Books, merchandise, audio and video	4.3	4.5	-4.5%
Other	2.2	1.5	+44.2%

## OUTLOOK

ADLPartner is moving forward with its strategy to expand its business and create value through its know-how in new high-growth markets. In 2016, this has been confirmed with the development of ADLPerformance, the BtoB commercial brand that brings together all the Group's integrated customer marketing solutions.

**Next date: general meeting on 17 June 2016**

### ADLPartner in brief

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With its extensive track record in performance marketing, ADLPartner designs, markets and implements customer relationship management and loyalty services on its own behalf or for its major partners (banks, retailers, services, e-commerce, etc.) across all distribution channels.

ADLPartner is listed on the regulated market Euronext Paris – Compartment C.

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<sup>1</sup> 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.

<sup>2</sup> Gross sales volume represents the value of subscriptions and other products sold.