

## ADLPartner: GROWTH IN NET SALES FOR THE FIRST QUARTER OF 2017

ADLPartner is reporting €31.3 million in net sales<sup>1</sup> for the first quarter of 2017, with 5.3% growth versus the first quarter of 2016. The gross sales volume<sup>2</sup> is up 4% to €70.9 million.

This progress has been supported by strong growth in sales of marketing services, particularly in Spain, and a scope effect (+€0.5 million) linked to the consolidation of sales for the company Activis since October 2016. It also factors in the increase in sales of open-ended subscriptions, at the expense of fixed-term subscription offers and the books, merchandise, audio and video products, on which prospecting volumes were scaled back significantly over the period.

The subsidiary ADLP Assurances is moving forward with its major commercial investments in the direct marketing insurance brokerage market, aiming to build up a portfolio of policies that will generate future revenues.

### Developments for each region

At 31 March	2017	2016	Change
<b>Active open-ended subscriptions (units)</b>	<b>3,027,095</b>	<b>3,063,861</b>	<b>-1.2%</b>
France	2,956,305	2,972,603	-0.5%
International	70,790	91,258	-22.4%
<b>Gross sales volume (€ million)</b>	<b>70.9</b>	<b>68.2</b>	<b>+4.0%</b>
France	68.0	65.7	+3.5%
International	2.9	2.5	+17.3%
<b>Net sales (€ million)</b>	<b>31.3</b>	<b>29.8</b>	<b>+5.3%</b>
France	29.0	27.9	0.5%
International	2.3	1.8	10.4%

### Change in the product mix

At 31 March	2017	2016	Change
<b>Gross sales volume (€ million)</b>	<b>70.9</b>	<b>68.2</b>	<b>+4.0%</b>
Open-ended subscriptions	52.7	50.0	+5.4%
Fixed-term subscriptions	9.7	10.7	-9.5%
Books, merchandise, audio and video	4.0	4.9	-18.5%
Other	4.5	2.5	+76.7%
<b>Net sales (€ million)</b>	<b>31.3</b>	<b>29.8</b>	<b>+5.3%</b>
Open-ended subscriptions	19.5	18.4	+6.0%
Fixed-term subscriptions	4.4	4.9	-10.3%
Books, merchandise, audio and video	3.5	4.3	-18.7%
Other (insurance and marketing services)	4.0	2.2	+79.8%

## OUTLOOK

The ADLPartner Group is rolling out a strategy to create value and capitalize on its marketing expertise and solutions in developing markets. By further strengthening the efficiency of its offers and diversifying its activities, the Group will be able to sustainably consolidate its potential for growth and profitability.

**Next date: general meeting on 16 June 2017**

### 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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[www.adlpartner.com](http://www.adlpartner.com)

### CONTACTS

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#### ADLPartner

Investor Relations & Financial Information

tel: +33 1 41 58 72 03

[relations.investisseurs@adlpartner.fr](mailto:relations.investisseurs@adlpartner.fr)

#### Calyptus

Cyril Combe

tel: +33 1 53 65 68 68

[adlpartner@calyptus.net](mailto:adlpartner@calyptus.net)

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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. For acquisition and management commissions linked to sales of insurance policies, net sales comprise current and future commissions issued, acquired by the accounting reporting date, net of cancellations.

<sup>2</sup> Gross sales volume represents the value of subscriptions and other products sold. It is equal to net sales for the insurance business.