



- Press release -

## ***Roland Tripard appointed CEO of SeLoger.com***

**Paris, 3 November 2008 – Roland Tripard has been appointed CEO of SeLoger.com. He replaces Jean-Fabrice Mathieu, who will leave the group at the end of the year after overseeing a transitional period.**

**Roland Tripard** graduated from elite business school HEC in 1993. He was previously a **senior manager of WStore.com**, which distributes IT products and services to companies in France and the UK (2007 revenues: €275m, 440 employees).

After spending four years working in marketing at **Procter & Gamble**, in 1998 Mr Tripard joined **Boston Consulting Group**, where he worked on reorganising Volkswagen France's distribution. In 1999, he joined forces with the founders of WStore, an internet start-up that had been set up a few months previously, taking charge of its **marketing and development department**. In late 2001, he set up I-COM Software, a specialist e-commerce software subsidiary, which he managed and developed until 2004. In 2005, WStore acquired Inmac, a leading French player in IT distance selling, and Mr Tripard became **Deputy CEO of InmacWStore**, the group's main entity.

*"We are delighted to welcome Roland Tripard as CEO of SeLoger.com,"* commented the founders of the group, Denys Chalumeau (Chairman of the Management Board) and Amal Amar (Chairman of the Supervisory Board). *"During his career he has developed top-class expertise in marketing, strategic development and management in the internet field, and he will manage our group with great talent. We would like to thank Jean-Fabrice Mathieu for his major role in developing SeLoger.com, and for the remarkable work he has done."*

Jean-Fabrice Mathieu added *"SeLoger.com has been a wonderful adventure for me. I have now decided to pursue other projects. I would like to thank all of SeLoger.com's staff for their hard work, along with Amal Amar, Denys Chalumeau and our shareholders for their trust and loyalty."*

**Forthcoming event:  
Fourth-quarter 2008 revenues: February 12th 2009 (after market close)**

**About SeLoger.com**

The SeLoger.com group is France's leading online real estate player, with websites and services aimed at internet users and real estate professionals.

It has become France's benchmark online marketplace for real estate classified ads with its two leading sites [www.seloger.com](http://www.seloger.com) and [www.immostreet.com](http://www.immostreet.com).

The group gives internet users access to France's most extensive range of classified real estate ads, with more than 2.4 million ads. It also gives real estate professionals the largest platform in the market, with an audience consisting of more than 2.5 million unique visitors (source: Mediametrie//Netratings August 2008) and an exclusive distribution network.

SeLoger.com's business model is based on a range of services based around online classified real estate ads. The company plans to maintain its rapid growth strategy, which focuses on four main areas:

- continuing to win new estate agent customers, in both Paris and the Regions;
- improving its range of products and services for real estate professionals;
- introducing innovative new services for individuals planning a real estate transaction;
- making selective acquisitions.

SeLoger.com has been listed on Euronext Paris (compartment B) since 30 November 2006 and is part of the following indexes: SBF 250, CAC SMALL 90, CAT IT and Euronext 100.  
ISIN code: FR0010294595

**Contacts SeLoger.com**

**Investor relations:** **Laurence Bégonin Maury**  
+33 1 53 38 29 00  
[Laurence.maury@seloger.com](mailto:Laurence.maury@seloger.com)

**Corporate communication:** **Karine Reffet**  
[Karine.reffet@seloger.com](mailto:Karine.reffet@seloger.com)

**[www.groupe-seloger.com](http://www.groupe-seloger.com)**