

Boulogne-Billancourt, 28<sup>th</sup> July 2009

## RESULTS FOR THE FIRST HALF OF 2009

### H1 2009 revenue: €70.1 million Sharp improvement in profitability – Doubling of EBITDA

MEETIC (FR0004063097 – MEET), the European leader in online dating, today announces its audited half-year results for the first six months of the year to 30<sup>th</sup> June 2009.

#### □ Consolidated revenue

<i>In millions of euros IFRS</i>	<b>30<sup>th</sup> June 2009<sup>(1)</sup> (consolidated)</b>	<b>30<sup>th</sup> June 2008 (consolidated)</b>	<b>Δ %</b>	<b>30<sup>th</sup> June 2009<sup>(1)</sup> (constant forex)</b>	<b>Δ % (constant forex)</b>
<b>Internet</b> <i>% of total revenue</i>	<b>67.3</b> 96%	60.1 95%	+11.8%	69.2	+15.0%
<b>Mobile</b> <i>% of total revenue</i>	<b>1.8</b> 3%	1.9 3%	-4.2%	1.8	-3.7%
<b>Other</b> <i>% of total revenue</i>	<b>1.0</b> 1%	1.0 2%	2.1%	1.0	+4.6%
<b>Total</b>	<b>70.1</b>	<b>63.0</b>	<b>+11.2%</b>	<b>72.0</b>	<b>+14.3%</b>

(1) Integration of Match.com Europe in consolidated accounts from 1<sup>st</sup> June 2009

Revenue for the first half of 2009 totalled €70.1 million, up +11.2% on the same period of last year, and up +14.3% at constant forex because of the negative evolution of the pound / euro parity and the increase in the Group's exposure to the UK currency following the integration of Match.com's European activities from 1<sup>st</sup> June 2009.

First-half revenue includes a month of Match.com Europe's activities to the tune of €4.9 million.

#### • Internet revenue

Revenue from Internet activity for the first half of 2009 was up +11.8% at €67.3 million, and up +15.0% at constant forex.

Excluding deferred revenue, subscription sales excluding the contribution of Match.com Europe came to €64.6 million over the half or €66.1 million at constant forex, compared to €61.7 million over the first half of 2008, giving growth of +7.2%.



- **Subscriber indicators**

As announced following the first quarter of 2009, the Group is now pursuing a strategy that focuses on the optimal transfer of traffic into money by combining its Dating and Matchmaking offers and by developing sophisticated self-advertising strategies between its various products and brands. Over the first half of this year, subscriber indicators were hence as follows:

- **Subscriber numbers:** a total of 945,000 subscribers at 30<sup>th</sup> June 2009, consisting of 669,000 subscribers to all of the Group's Internet activities excluding Match.com Europe and 276,000 subscribers to Match.com's European activities.  
Excluding the acquisition of Match.com's European base, the number of subscribers saw a net increase of 24,000 over the second quarter. The pricing changes instigated in mid-February were in large part responsible for this increase.
- **ARPU (Average Revenue Per User):** monthly revenue per user (including the Matchmaking activity) was up to 18.10 euros for the first half of 2009 vs. 17.66 euros for the second half of 2008. Recent pricing changes for Dating were thus comfortably offset by the increase in the value of Matchmaking over the half.
- **Churn (rate of cancelled subscriptions):** the churn was 15% over the first half of 2009, compared to 14.3% over the previous half, and was therefore slightly up.

□ **Consolidated half-year results**

<i>In millions of euros IFRS</i>	<b>30<sup>th</sup> June 2009 <sup>(1)</sup> (consolidated)</b>	<b>30<sup>th</sup> June 2008 <sup>(1)</sup> (consolidated)</b>	<b>Δ%</b>
<b>Revenue</b>	<b>70.1</b>	63.0	+11.2%
<b>EBITDA* before the cost of free shares</b>	<b>10.5</b>	5.5	+91.4%
<i>% of total revenue</i>	<i>15.0%</i>	<i>8.7%</i>	
<b>EBITDA*</b>	<b>8.8</b>	<b>4.1</b>	<b>+117.0%</b>
<i>% of total revenue</i>	<i>12.6%</i>	<i>6.4%</i>	
<b>Operating profit</b>	<b>7.5</b>	2.8	+164.4%
<i>% of total revenue</i>	<i>10.7%</i>	<i>4.5%</i>	
<b>Net profit from continuing activities</b>	<b>3.9</b>	1.4	+178.8%
<b>Net profit on discontinued activities</b>	<b>0.6</b>	-1.1	+155.6%
<b>Net profit</b>	<b>4.5</b>	0.3	NA
<i>% of total revenue</i>	<i>6.5%</i>	<i>0.6%</i>	

\* Earnings Before Interest, Taxes, Depreciation and Amortization

(1) Integration of Match.com Europe in consolidated accounts from 1<sup>st</sup> June 2009



- **Sharp improvement in profitability**

Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) and before the cost of free shares came to €10.5 million for the first half of 2009 – 15% margin – versus €5.5 million for the first half of 2008, and thus doubled thanks to:

- a relative decrease in marketing investments compared to the first half of 2008, totalling €37.9 million over the period, or 54% of revenue versus 60% of revenue at 30<sup>th</sup> June 2008. The first half is traditionally, for the Group, a half with substantial advertising investments;
- the integration of Match.com Europe's EBITDA to the tune of €1.3 million (1 month of consolidation). With revenue of €4.9 million, Match.com Europe's EBITDA margin was thus 27.5% for the month of June.

Once we integrate personnel expenses of €13.5 million – including a €1.7 million non-cash charge associated with the valuation of free share allocation programmes – the Group's EBITDA margin came to 12.6% for the first half of 2009 compared to 6.4% for the first half of 2008.

Given all these factors, as well as the absence of costs for the eFriendsNet subsidiary divested in early January 2009 (reclassified as revenue from abandoned activities), net profit soared to €4.5 million at 30<sup>th</sup> June 2009 from €0.3 million at 30<sup>th</sup> June 2008.

- **Strengthening of the financial structure**

At 30<sup>th</sup> June 2009, the Group had a net cash surplus of €35 million.

The Group is still benefiting from an economic model that generates positive operating cash flow thanks to its subscription-based economic model. Operating cash flow thus totalled €14 million over the first half of 2009 (including the integration of Match International Limited into the Group's scope for a total of €4 million).

The only financial debt at 30<sup>th</sup> June 2009 was that relating to the Match International Limited acquisition, which came to an estimated €7.1 million.

## □ **Outlook**

The Group intends to accelerate its acquisition of market share on the Matchmaking segment, which has substantial growth opportunities, by continuing to deploy its Affinity sites in every country in which it is not yet present, to intensify its sales policy of advertising its Matchmaking activity on its Dating sites, and to use Match Europe's client base and brands to deploy the MatchAffinity offer in European countries where the Match brand has been chosen. MatchAffinity was thus launched on 1<sup>st</sup> July in the United Kingdom and will be launched in Scandinavia over the summer.

In terms of profitability, and beyond the increase in subscriber value associated with the deployment of Matchmaking, the Group will benefit from the integration of Match.com's European activities and from the resulting cost synergies, estimated by the Group at between 10 and 15 million euros over the first year.

In accordance with its strategy of diversifying its sources of revenue, notably towards mobile telephony, Meetic confirms that the Peexme, the "flirting" social network, was opened to the public on 22<sup>nd</sup> July 2009.

Subsequently, Meetic is anticipating further growth in activity and a further improvement in profitability over the second half, and is reaffirming its guidance of an EBITDA margin of between 20 and 25% for 2009 as a whole.

Marc Simoncini, CEO of Meetic, says: "We have concluded a first half that saw us make substantial strategic headway, and we are very pleased with the fine integration of Match.com's European activities, which we recently acquired. Backed by its status as a global player in online dating, by its twofold positioning on the Dating and Matchmaking segments and by its undisputed European leadership, the Group is thus entering a new phase in its history, and will henceforth focus on profitability and on generating cash."



**You can find MEETIC's full Half-Year Financial Report on the  
[www.meetic-corp.com](http://www.meetic-corp.com) website, in the Publications section**

Listed on **Euronext Paris - Compartment B** of the NYSE Euronext - ISIN: FR0004063097

**About Meetic, the European online dating leader ([www.meetic-corp.com](http://www.meetic-corp.com))**

*MEETIC manages two online dating and matchmaking services, mainly around the Meetic, Meetic Affinity and Match brands and markets two highly complementary economic models on the dating market, one based on internet use, the other on mobile phones.*

*By acquiring the European activities of world leader Match.com in June 2009, MEETIC has reinforced its first place on the continent. The group is currently established in 16 European countries, as well as in Latin America, and is available in 13 languages. From inception, the group has pursued a clear leadership strategy focusing on quality, innovative marketing and perfect technological expertise. MEETIC works hard to optimise service quality and to satisfy every possible expectation of its European subscribers. In 2008, MEETIC posted sales of € 133.6 million and an EBIT of € 12.5 million.*

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**Revenue for the third quarter of 2009 will be published on 9<sup>st</sup> November 2009  
(after market)**