



- Press release -

First quarter 2010 sales figures up by 10%

All time audience record during March

Confirmation of FY 2010 forecast

Property resales bounce back

Paris, 4 May 2010 – Consolidated sales for the first quarter 2010 increased by 10% to € 19.2m.

(All figures are based on a comparison with the same period in 2009, unless otherwise stated)

Consolidated Revenues (€ million)	As at 31st March 2010	As at 31st March 2009	Change	
Classified ads	14.911	13.584	1.327	+9.8%
- Paris area	7.003	6.521	481	+7.4%
- Regions	7.908	7.063	846	+12.0%
Online advertising and partnerships	861	751	110	+14.7%
Direct services to internet users	328	293	35	+11.8%
Total classified ads and media	16.100	14.628	1.472	+10.1%
Services: agency website design and listing	1.533	1.260	273	+21.6%
Real estate software Péricleès	1.548	1.548	0	0.0%
TOTAL revenues	19.181	17.436	1.744	+10.0%

“Several factors contribute to the current rebound in real estate transactions: interest rates are at a historic low, transaction prices appear to be stabilizing, and the comparison base is favourable. This market environment means our professional agency clients are in better financial condition.

As announced, we returned to double-digit growth in our sales figures during the first quarter 2010. All the Group businesses have contributed to this performance. This advance, along with the recurrent effect of subscriptions has consolidated our optimism for the whole financial year”, comments Roland Tripard, Chairman of the Management Board of SeLoger.com.

- **Historical audience performance for the Group websites.** Internet traffic has reached the record figure of 3.3 million unique visitors for the SeLoger and Immostreet websites in March 2010. The time spent per visitor is the highest in the sector (16 minutes against 3 to 6 minutes for the competitors). The leap in the number of visits and pages viewed crowns the activity of the new version of the Seloger website launched in September 2009.

		March-10	March-09	Change
Time spent per unique user*	minute	16:23	19:25	-3:02
Number of unique visitors*	million	3.3	2.8	17%
Number of visits	million	15.9	11.1	44%
Number of pages viewed	million	211.2	162.1	30%

Source: Google Analytics and *: Mediamétrie // NetRatings.

iPhone application, number one in its class. The Group confirms its lead in the new mobile Internet territory, which rocketed with more than 15.5 million pages viewed in April 2010. The application has been downloaded on over 330,000 handsets (i.e. over 570,000 downloads including updates).

- **10.1% growth in sales during Q1 2010 for Classified Ads, totalling € 16.1m.**

The recovery of property resales results in the return of double-digit growth, as announced. The net gain of invoiced clients for the period amounts to 437 on a domestic level. This figure reveals our ability to win over new clients as well as the improvement of the financial situation of estate agents.

The average domestic basket has increased by 7.2% to € 385 compared with the end of March 2009. The average basket increased by 4.5% to € 487 in the Paris Region and by 10.2% in the province to € 328. **New clients are reacting positively to services additional to the posting of ads: 65% of subscribers have purchased at least one supplementary option.**

	March-10	Dec-09	Sept-09	June-09	March-09
Paris area					
Number of customers	4,685	4,580	4,549	4,607	4,558
ARPU in Euros	487	481	481	473	466
Regions					
Number of customers	8,500	8,168	8,010	8,075	7,928
ARPU in Euros	328	320	319	308	298
TOTAL					
Number of customers	13,185	12,748	12,559	12,682	12,486
ARPU in Euros	385	378	378	368	359

- **14.7% increase in Online advertising and partnerships;** in a context of moderate market recovery of online advertising, the Group benefits from robust growth, strengthening its ties with existing clients as well as pursuing the development of partnerships with new advertisers.

- **21.6% increase for the Agency website design and listing;** beyond the on line advertising of properties for sale, estate agents have resumed investments towards the regional recognition of their brand through the websites dedicated to their agencies.

- **Stabilisation for the real estate software activity Périclès:** as the other Group activities, Périclès has improved its quarterly performance by stabilizing its sales for the period. The winning over of new clients should have positive results during the coming quarters.

2010 Year Outlook

The turnover achieved as well as the sales results recorded during the first quarter confirm our full year targets i.e. a sales figure of between € 81m and € 84m and an Ebitda* of between € 42m and € 44m.

Roland Tripard, Chairman of the Management Board of Seloger.com concludes « *According to our expectations, the recovery of transactions has boosted growth for our professional agency clients and increased their appetite for supplementary options. Nevertheless, uncertainties surround the vigour of the economic recovery and the possible increase in long term interest rates at year-end reduces visibility on the financial year. The historic record reached in last March, demonstrates that **our attention remains focalised on the growth of our website audience** even though competition remains lacklustre.*

Innovation remains at the heart of our priorities: we will continue to propose new services which contribute in the growth of ARPU to our customers throughout the year. New coming features for users with added value will contribute to the divide with competing websites.”

Coming Events

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|--------------------------|---------------------------------------|
| - Annual General Meeting | : 27 May 2010 |
| - 2010 Q2 sales figure | : 19 July 2010 (after market closing) |

*EBITDA: Earnings before interest tax depreciation and amortization, post IFRS 2.

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 several leading sites www.seloger.com, www.immostreet.com, www.bellesdemeures.com and www.agorabiz.com. The group is also the leading provider in France for real estate transactions software solutions with Périclès.

The group gives internet users access to France's most extensive range of classified real estate ads, with more than 2.3 million ads. It also gives real estate professionals the largest platform in the market, with an audience consisting of around 3.3 million unique visitors spending an average time of 16 minutes (source: Mediametrie//Netratings March 2010).

SeLoger.com's business model is based on innovative services dedicated to real estate professionals. The company plans to maintain its growth strategy, which focuses on four main areas:

- continuing to add new estate agent customers, in both Paris and the Regions;
- improving its range of products and dedicated services for all types of 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.

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