



Civrieux d'Azergues, 14 January 2013

## 2012 Sales: €327.1 million (-3.6%)

### Sales (unaudited)

2012 sales amounted to €327.1 million, down 3.6 % compared to 2011. 4th quarter sales amounted to €90.7 million, down 5.9%.

(€ m)	4th quarter 2011	4th quarter 2012	% change	31/12/2011 (12 months)	31/12/2012 (12 months)	% change
Frozen Foods	90.8	84.7	- 6.7 %	318.5	304.9	- 4.3 %
Groceries	5.6	6.0	+ 7.1 %	20.7	22.2	+ 7.1 %
<b>Group Total</b>	96.4	<b>90.7</b>	<b>- 5.9 %</b>	339.2	<b>327.1</b>	<b>-3.6 %</b>

### **Frozen Foods business**

In Q4 2012, during which the calendar was equivalent to that of Q4 2011, sales declined by 6.7% from €90.8 million to €84.7 million. December sales were disappointing and suffered, as in the rest of the industry, from an unfavourable economic environment, despite attractive offers in terms of price and quality.

Over all of 2012, sales declined by 4.3% to €304.9 million. The average shopping basket rose by 1.6% to €49.1. The number of orders contracted by 5.9%, however, as it was more difficult to obtain repeat business from new customers. New sales channels (internet and incoming calls) represented 4.6% of sales, vs. 4.1% in 2011.

### **Groceries business**

In Q4 2012, during which the calendar was equivalent to that of Q4 2011, sales advanced by 7.1% to €6.0 million. Over all of 2012, sales also advanced by 7.1% to €22.2 million. The number of orders increased by 4.2%, while the average shopping basket increased by 2.9% to €57.9. The “Groceries” product line (Place du Marché brand) was extended to 11 new delivery locations. The “Frozen foods” (Toupargel brand) and “Groceries” ranges are now offered jointly by 37 locations, which cover the eastern half of France.

As part of the “Cap 2013” strategic plan, the Group will continue offering the groceries product line to frozen foods customers in new regions of the country over the next few months.

### Upcoming events

- Publication of 2012 financial statements on 25 February 2013 (after stock market closing),
- Meeting of analysts and fund managers: 26 February 2013 at 11.00 am at the Palais Brongniart in Paris.

*Toupargel, the specialist in home delivery of food products to individual customers*

*Nyse Euronext Paris C compartment*

*CAC® All-Share, Gaia Index*

*Isin FR 0000039240 – Bloomberg: TOU – Reuters: TPGEL.PA*

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