



Civrieux d'Azergues, 30 October 2014

**SALES FOR FIRST NINE MONTHS OF 2014: €219.2 MILLION (+3.9%)**

**CUSTOMER LOYALTY CONTINUES TO IMPROVE THANKS TO  
THE “CUSTOMER COMMITMENT” PLAN**

**DIFFICULT MARKET IN 3RD QUARTER**

### **Sales (unaudited)**

(€ m)	2013	2014	% change
1 <sup>st</sup> quarter	74.1	68.9	-7.0 %
2nd quarter	71.4	79.9	+11.9 %
3rd quarter	65.5	70.4	+7.5 %
<b>Group Total (9 months)</b>	<b>211.0</b>	<b>219.2</b>	<b>+3.9 %</b>

In the third quarter, as the home delivery market suffered greatly due to unfavourable weather conditions for seasonal products such as ice cream and barbecued goods, sales progressed 7.5% to €70.4 million, based on a trading calendar equivalent to that of Q3 2013 for Toupargel, and activity decreased in August for Eismann in its current structure. Excluding acquisitions, sales were down 7.6%.

Sales for the first nine months totalled €219.2 million, up 3.9% compared to the year-earlier period. This amount includes contributions from acquisitions, Le Comptoir du Surgelé and Eismann of €23.5 million. These companies have been consolidated since 1 January 2014 and 1 April 2014, respectively. Excluding acquisitions, sales for the first nine months were down 7.3% based on a trading calendar equivalent to that of 2013.

### **“Customer commitment” plan**

The positive effects of the "Customer Commitment" plan on Toupargel's activity continued to be observed, with loyalty continuing to rise in all customer segments and across all regions. The average shopping basket is, nonetheless, still on the decline.

### **Eismann**

The merger of Eismann and Toupargel is in active implementation. Our principal value-creation focus is on switching from the “drop-off” to tele-delivery strategy, requiring individual order preparation. Accordingly, the plan to close Eismann's logistics platform at the beginning of 2015 and to group order preparations into four "frozen goods" platforms instead of five, has been presented as part of the plan to adapt its organisation, which will affect 29 people. Synergies in the areas of procurement, sales and logistics have also been implemented.

### **Upcoming event**

- Q4 2014 sales on 10 February 2015 (after stock market closing),

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

*Nyse Euronext Paris segment C*

*CAC®All-Share, CAC® All-Tradable, CAC®Mid & Small, CAC®Small, Gaia Index*

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

*Financial reporting – [infofinanciere@toupargel.fr](mailto:infofinanciere@toupargel.fr)*

*or +00 33 (0)4.72.54.10.00*

*Press relations – [laure.thalamy@toupargel.fr](mailto:laure.thalamy@toupargel.fr)*

*Analysts & shareholders relations – [cyril.tezenas@toupargel.fr](mailto:cyril.tezenas@toupargel.fr)*

