



OL GROUPE

PRESS RELEASE

## Great success of OL Groupe's Initial Public Offering

**Lyon, February 8<sup>th</sup>, 2007** - OL Groupe's Initial Public Offering on Eurolist by Euronext™ Paris has been a great success among institutional investors both in France and abroad, resulting in an over-subscription of 6.5 times. In addition, 14,000 retail investors have subscribed to the Offer, resulting in an over-subscription of the retail offering of 4.3 times. OL Groupe shares are scheduled to begin trading on the Eurolist by Euronext™ (compartment B) on February 9, 2007 at 11.00 am (Paris Time) (ticker symbol: OLG; ISIN code FR0010428771. Settlement and delivery of the French Public Offering (*Offre à Prix Ouvert*) and International Offering is scheduled on February 13, 2007.

### Offer price

- The price of the French Public Offering and the International Offering is set at 24.00 euros per share.

### Allocation (excluding over-allotment option)

- 90% of shares were allocated to the International Offering (representing 3,318,293 shares or 79.6 million euros).
- 10% of shares were allocated to the French Public Offering (representing 368,700 shares or 8.8 million euros). The orders of the employees and of the members of the OL Club have been fully filled. The A1 orders (up until 250 shares) have been filled at 25.03% and the A2 orders (more than 250 shares) have not been filled.

The Offering will consist of a total of 3,686,993 shares, representing approximately 28.36% of share capital and 17.09% of voting rights of OL Groupe, excluding the exercise of the over-allotment option. Gross proceeds of the Offering (before exercise of over-allotment option) represent approximately 88.4 million euros consisting of a capital increase. OL Groupe has granted the Joint Global Coordinators and Joint Bookrunners an over-allotment option until March 9, 2007, to purchase additional shares from the issuer, equal to up to 15% of the number of shares initially offered in the International Offering and the French Public Offering or a maximum of 553,048 additional new shares. In case of full exercise of the over-allotment option, the Offering will amount to 101.8 million euros, on the basis of the offer price, and 31.29% share capital and 19.16% of voting rights of OL Groupe.

BNP Paribas and Calyon act as Joint Global Coordinators and Joint Bookrunners.

Jean-Michel Aulas, Chairman and CEO of OL Groupe, declared: *"The great success of OL Groupe's IPO clearly shows that both French and foreign institutional investors, as well as retail investors, support the "sportainment" project we have been implementing for many years. At this important juncture in our history, we are fully aware of the new responsibilities that come with this support. We are more than ever determined to develop our business model of sustainable and profitable growth, for the benefit of all those who have shown us their trust over many years."*

## About OL Groupe

Built around Olympique Lyonnais, the French soccer club founded in 1950 and managed by Jean-Michel Aulas since 1987, OL Groupe has established itself as a major player in media and sports entertainment on the French market since its creation in 1999. The group has built its strategy on a business model focused both on increasing its financial resources through the development of the OL brand and the diversification of its activities and continuing to enable the club to be successful on the pitch thanks to targeted investments. A forerunner in France, the group has implemented a model of development which combines growth and diversification of revenues, recurrent profitability and a healthy financial structure, which has enabled OL Groupe to obtain regular success in sports (ahead of the 2006/7 season, Olympique Lyonnais won 5 consecutive French Championship titles and qualified for the UEFA Champions League for 7 seasons in a row). In the year to end-June 2006, it has a turnover of €166.1m and net income of €15.9m. Revenue streams include TV rights, ticket sales, partnership and advertising, player transfer income and other activities such as branded products, travel agency, catering, etc.

## Public information

This prospectus, in French language, is composed of a “*document de base*” registered on 9 January 2007 under number I.07– 002 and a “*note d’opération*” which received visa no. 07 – 028 dated 25 January 2007 from the AMF. This prospectus is available free of charge, upon request, from the OL Groupe head office (350, avenue Jean Jaurès - 69007 Lyon - France) or from the websites of OL Groupe ([www.olweb.fr](http://www.olweb.fr)) and the AMF ([www.amf-france.org](http://www.amf-france.org)), or also from the Joint Global Coordinators and Joint Bookrunners. The attention of the public is directed to the description of the risk factors in the section 4 of the *document de base* and in the section 2 of the *note d’opération*.

A notice will be published in the *Bulletin des Annonces légales obligatoires* on 29 January 2007.

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**For additional information:**

**OL Groupe**

Olivier Blanc, Deputy Managing Director, in charge of communications

Tel: +33 4 26 29 67 30 - Fax : +33 4 26 29 67 13

e-mail : oblanc@olympiquelyonnais.com

**Brunswick**

Jérôme Biscay ([jbiscay@brunswickgroup.com](mailto:jbiscay@brunswickgroup.com))

Aurélia de Lapeyrouse ([adelapeyrouse@brunswickgroup.com](mailto:adelapeyrouse@brunswickgroup.com))

Tel: +33 1 53 96 83 83