

## ADLPartner: €120.2 MILLION IN NET SALES FOR 2010

Paris, 27 January 2011 (5:45 pm) – ADLPartner is announcing a gross sales volume<sup>1</sup> of €284.2 million for 2010, up 1.9% in relation to 2009, with net sales<sup>2</sup> climbing 0.3% to €120.2 million.

### Change in business (consolidated data)

	2010	2009 <sup>3</sup> (restated)	Change
<b>Gross sales volume (€ million)</b>	<b>284.2</b>	<b>278.8</b>	<b>+1.9%</b>
1st quarter	76.5	74.3	2.9%
2nd quarter	65.7	63.5	+3.6%
3rd quarter	70.9	69.5	+1.9%
4th quarter	71.0	71.5	-0.6%
<b>Net sales (€ million)</b>	<b>120.2</b>	<b>119.8</b>	<b>+0.3%</b>
1st quarter	32.8	32.6	+0.5%
2nd quarter	26.4	26.9	-2.0%
3rd quarter	31.5	30.6	2.9%
4th quarter	29.6	29.7	-0.5%

In the fourth quarter, the gross sales volume totaled €71.0 million, down 0.6% compared with the fourth quarter of 2009, while net sales are virtually stable at €29.6 million.

Over the full year, the active open-ended subscription portfolio grew by 6.6% to 3.20 million units at 31 December 2010, compared with 3.01 million at 31 December 2009.

### Developments for each region

At 31 December	2010	2009 <sup>3</sup> (restated)	Change
<b>Active open-ended subscriptions</b>	<b>3,203,722</b>	<b>3,006,773</b>	<b>+6.6%</b>
France	2,983,520	2,812,111	+6.1%
Spain	220,202	194,662	+13.1%
<b>Gross sales volume (€ million)</b>	<b>284.2</b>	<b>278.8</b>	<b>+1.9%</b>
France	277.2	271.2	2.2%
Spain	7.0	7.6	-8.6%
<b>Net sales (€ million)</b>	<b>120.2</b>	<b>119.8</b>	<b>0.3%</b>
France	117.1	116.5	+0.5%
Spain	3.1	3.3	-5.2%

In France, the gross sales volume contracted by 0.7% during the fourth quarter of 2010, coming in at €69.2 million, while net sales were down 0.4% to €28.7 million. Over the full year, the gross sales volume increased by 2.2% to €277.2 million in 2010, with net sales rising 0.5% to €117.1 million.

Spain saw an upturn during the fourth quarter of 2010, with the gross sales volume coming in 1.7% higher than for the fourth quarter of 2009. Over the full year, the gross sales volume is down 8.6%, with net sales falling 5.2%.

## Change in the product mix

At 31 December	2010	2009 <sup>3</sup> (restated)	Change
<b>Gross sales volume (€ million)</b>	<b>284.2</b>	<b>278.8</b>	<b>+1.9%</b>
Open-ended subscriptions	190.1	175.5	+8.3%
Fixed-term subscriptions	54.6	61.5	-11.1%
Books, merchandise, audio and video	35.8	38.6	-7.1%
Other	3.6	3.3	+8.9%
<b>Net sales (€ million)</b>	<b>120.2</b>	<b>119.8</b>	<b>+0.3%</b>
Open-ended subscriptions	62.7	56.9	+10.1%
Fixed-term subscriptions	25.3	28.8	-12.2%
Books, merchandise, audio and video	29.2	31.3	-6.8%
Other	3.0	2.8	+8.8%

The open-ended subscription business has been driven by the increase in commercial investments in France, leading to growth in the subscription portfolio. The gross sales volume is up 8.3% to €190.1 million, with a 10.1% increase in net sales to €62.7 million.

The fixed-term subscription offering has been affected by a trade-off between its product lines in favor of open-ended subscriptions, combined with an unfavorable environment. Over 2010, the gross sales volume contracted by 11.1% to €54.6 million, while net sales came to €25.3 million, down 12.2%.

The books, merchandise, audio and video range generated €29.2 million in net sales, 6.8% lower than in 2009.

### Outlook

In light of the quality and recurrent nature of its open-ended subscription portfolio, ADLPartner is well positioned to continue developing in 2011.

**Next date:** 2010 full-year earnings on 22 March 2011

### Information on the company

As a specialist in relational marketing, ADLPartner designs, markets and implements customer relation management and loyalty services on its own behalf or on behalf of its major partners (banks, retailers, etc.). Capitalizing on its experience on magazine press and enhancing its wide range of offers, aimed at managing, reactivating or ensuring the loyalty of its customers, ADLPartner has established itself as the European number one for loyalty marketing with press subscriptions.

ADLPartner is listed on Euronext Paris - Compartment C - (Codes: FR0000062978 - ALP)

### Contacts:

#### ADLPartner

Investor Relations & Financial Information

[relations.investisseurs@adlpartner.fr](mailto:relations.investisseurs@adlpartner.fr)

tel: +33 1 41 58 72 03

#### Calyptus

Cyril Combe

[cyril.combe@calyptus.net](mailto:cyril.combe@calyptus.net)

tel: +33 1 53 65 68 68

[www.adlpartner.com](http://www.adlpartner.com)

1 Gross sales volume represents the value of subscriptions and other products sold.

2 Net sales (determined in line with the French professional status for subscription sales) only include the amount of compensation paid by magazine publishers; for subscription sales, net sales therefore correspond to a gross margin, deducting the cost of magazines sold from the amount of sales recorded.

3 As announced previously, the German subsidiary and OFUP's network business have been classed as discontinued operations or operations currently being sold off. The figures at 31 December 2010 are therefore compared against restated figures for the same period in 2009.