

ADLPartner: €57.4 MILLION IN NET SALES FOR THE FIRST HALF OF 2012

Paris, 26 July 2012 – ADLPartner is announcing a gross sales volumeⁱ of €141.0 million for the first half of 2012, down 3.6% compared with the first half of 2011. Net salesⁱⁱ came to €57.4 million, 7.3% lower than the first half of 2011.

Change in business for each quarter

	H1 2012	H1 2011	Change
Gross sales volume (€ million)	141.0	146.2	-3.6%
1st quarter	74.5	77.9	-4.4%
2nd quarter	66.5	68.3	-2.6%
Net sales (€ million)	57.4	61.9	-7.3%
1st quarter	30.8	33.7	-8.6%
2nd quarter	26.6	28.1	-5.3%

The second quarter of 2012 was marked by the development of new online media platforms, with the recent launch of HubWin and Helodeal. In this context, ADLPartner has scaled down its advertising investments to support mailing campaigns since the first quarter, while optimizing the volumes of customers prospected.

Developments for each region

	H1 2012	H1 2011	Change
Active open-ended subscriptions (units)	3,204,202	3,259,283	-1.7%
France	2,970,606	3,041,536	-2.3%
Spain	233,596	217,747	+7.3%
Gross sales volume (€ million)	141.0	146.2	-3.6%
France	137.1	142.5	-3.8%
Spain	3.9	3.8	+2.6%
Net sales (€ million)	57.4	61.9	-7.3%
France	55.6	60.2	-7.6%
Spain	1.8	1.7	+5.9%

In a difficult economic climate, the active portfolio represented 3.20 million units at 30 June 2012, down 1.7%.

Change in the product mix

	H1 2012	H1 2011	Change
Gross sales volume (€ million)	141.0	146.2	-3.6%
Open-ended subscriptions	103.0	101.1	+1.9%
Fixed-term subscriptions	22.0	24.2	-9.1%
Books, merchandise, audio and video	14.3	18.6	-23.1%
Other	1.7	2.3	-26.1%
Net sales (€ million)	57.4	61.9	-7.3%
Open-ended subscriptions	34.1	33.2	+2.7%
Fixed-term subscriptions	9.7	11.4	-14.9%
Books, merchandise, audio and video	12.1	15.3	-20.9%
Other	1.4	2.0	-30.0%

ADLPartner has focused on stronger value-added business lines, with the open-ended subscription range achieving 1.9% growth in its gross sales volume and 2.7% in net sales. This business represented 59.4% of consolidated net sales for the first half of 2012, compared with 53.6% the previous year.

Outlook

ADLPartner is continuing to move forward with an active strategy to generate value through its know-how on new media. The recurrent nature of its open-ended subscription portfolio and its sound financial resources are enabling it to support its potential for profitable growth by investing in new sales and marketing approaches.

Next date: 2012 half-year earnings on 31 August 2012

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, services, e-commerce, etc.).

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

ⁱⁱ 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.