

ADLPartner: 2016 first-half net sales up 3.4%

The ADLPartner Group is reporting €59.3 million in net sales¹ for the first half of 2016, up 3.4% from the first half of 2015. The gross sales volume² came to €135.4 million, down 0.3%.

Quarterly business trends

At 30 June	2016	2015	Change
Gross sales volume (€ million)	135.4	135.8	-0.3%
1st quarter	68.2	69.5	-2.0%
2nd quarter	67.3	66.3	+1.4%
Net sales (€ million)	59.3	57.4	+3.4%
1st quarter	29.8	29.4	+1.1%
2nd quarter	29.6	27.9	+5.9%

First-half net sales growth has been driven by the good performance on open-ended subscription sales, with this portfolio in France up 1.2% at end-June 2016. It has been supported by the development, particularly in Spain, of the range of marketing services, boosted at the start of the year by the successful launch of ADLPerformance, the new BtoB commercial brand.

Alongside this, the ADLPartner Group has continued moving forward with its commercial investments in ADLP Assurances, its subsidiary specialized in direct marketing insurance brokerage. The major prospecting campaigns rolled out aim to develop a portfolio of contracts that will generate future revenues.

Developments for each region

At 30 June	2016	2015	Change
Active open-ended subscriptions (units)	3,056,497	3,048,529	+0.3%
France	2,971,172	2,935,058	+1.2%
Spain	85,325	113,471	-24.8%
Gross sales volume (€ million)	135.4	135.8	-0.3%
France	129.3	131.1	-1.4%
Spain	6.2	4.8	+28.9%
Net sales (€ million)	59.3	57.4	+3.4%
France	54.5	54.0	+1.0%
Spain	4.8	3.3	+43.4%

Change in the product mix

At 30 June	2016	2015	Change
Gross sales volume (€ million)	135.4	135.8	-0.3%
Open-ended subscriptions	101.2	103.0	-1.7%
Fixed-term subscriptions	16.8	18.2	-7.3%
Books, merchandise, audio and video	9.6	10.1	-5.3%
Other	7.8	4.6	+68.8%
Net sales (€ million)	59.3	57.4	+3.4%
Open-ended subscriptions	37.3	37.2	+0.1%
Fixed-term subscriptions	6.9	7.6	-8.8%
Books, merchandise, audio and video	8.3	8.6	-3.8%
Other	6.8	3.9	+75.1%

The ADLPartner Group has focused on open-ended subscription sales, based on effective marketing mixes. In a volatile economic environment, prospecting has been limited for fixed-term subscription offers and the books, merchandise, audio and video range. Growth in other offers has been marked primarily by the increase in sales of marketing services for third parties and, to a lesser extent, the development of ADLP Assurances.

OUTLOOK

The ADLPartner Group is moving forward with a strategy to expand its business and create value through its know-how in new high-growth markets. Despite the good level of net sales for the first half of 2016, the commercial investments launched, particularly on ADLP Assurances, are expected to continue having an impact on results, as in 2015. Over the longer term, the Group's ambition is to consolidate its capacity for growth and profitability on a sustainable basis.

Next date: 2016 half-year earnings on 30 September 2016 (after close of trading)

ADLPartner in brief

With its extensive track record in performance marketing, ADLPartner designs, markets and implements customer relationship management and loyalty services on its own behalf or for its major partners (banks, retailers, services, e-commerce, etc.) across all distribution channels.

ADLPartner is listed on the regulated market Euronext Paris – Compartment C.

ISIN: FR0000062978–ALP - Bloomberg: ALP:FP – Reuters: ALDP.PA

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¹ Net sales (determined in line with the French professional status for subscription sales) only include the amount of remuneration 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.

² Gross sales volume represents the value of subscriptions and other products sold.