

Rousset (France), May 19th, 2015

**1st Half 2015 - Turnover : €9.67M (+2,2% vs 2014)  
(+ 1% organically)**  
**A managed refocusing of the group**

CUSTOM SOLUTIONS (ISIN: FR0010889386 - Ticker: ALSOL) major player in France of Operational Marketing Solutions announces today its consolidated (unaudited) turnover for the 1<sup>st</sup> half 2015 (from Oct 1<sup>st</sup>, 2014 until Mar 31<sup>st</sup>, 2015).

**1st Half 2015 - Turnover**

The presented figures are extracted from unaudited half year accounts.

In million euros	H1 2015	H1 2014	Variation 2015/2014
Marketing	7,99	6,04	<b>+32,3%</b>
<b>% of total TU</b>	<b>83%</b>	<b>64%</b>	
Supply Chain	1,68	3,42	<b>-50,9%</b>
<b>% of total TU</b>	<b>17%</b>	<b>36%</b>	
<b>Total Turnover</b>	<b>9,67</b>	<b>9,46</b>	<b>+2,2%</b>

Revenues for the first half 2015 (period from 1 October 2014 to 31 March 2015) amounted to € 9,67M, increasing by 2.2% with regard to previous year.

The marketing, the group's core business, increased by 32.3% and now represents the Group biggest activity with 83%. As such, the next communications on the group turnover will no longer be detailed by activity.

## A FIRST HALF 2015 HIGHLY IMPACTED BY THE GROUP'S STRATEGICAL REFOCUSING

The strong growth in the marketing activity is explained by the consolidation of two acquisitions realized on March 31, 2014: the French group "APP" (brand Flexistart) and the "Lojaali" digital agency in the Nordics.

The sharp decline of 50.9% of the logistics business is the result of the sale of logistics activity. This transaction was completed on October 1, 2014. It allows the Group to focus on its marketing activities and focus its management efforts and investment on international and digital, the main axes of the RIO 2016 project.

The promotional logistics activities, attached to the headquarters in Rousset (13) and allowing internalized promotional offers management is retained, and now only represents 17% of total sales.

On a comparable basis, ie excluding divested logistics and excluding acquisitions, the group recorded organic growth of 1% in H1 2015, thanks to the growth of digital activities which compensates for the declines in non-digital historical promotional marketing activities .

## IMPORTANT FACTS OF THE FIRST HALF YEAR

The turnover of this first half highlights:

- A strategic focus on marketing and digital with the sale of logistics on 1 October 2014, representing 2 M € turnover in H1 2014, offset by realized acquisitions,
- A slight growth of organic activity, despite the difficulties of historical Group customers including the mass electronics on deflationary markets, reflecting the commercial team performance and the relevance of the proposed solutions,
- Good growth abroad, which accounted for 8% of sales in H1 2015 against 1.5% in H1 2014,
- Commercial and operational synergies with the APP Group and Lojaali, with the opening of offices in Paris involving APP, Custom Solutions Gecip, and the sales development division of Custom Solutions,
- The opening of the Danish subsidiary "Loyaltic Denmark", 100% owned by Lojaali in January 2015,
- The closure of offices in Poland, Spain, Italy and Benelux with a centralization of the sales follow up in France for these countries,
- The renewal of the "Innovative Company" qualification by Bpifrance, linked to the proactive investment policy in the Group's innovation



**PERSPECTIVES 2015**

The organic TU (on a like-for-like basis) should remain stable. The total revenue expected in H2 will be slightly lower due to the sale of the logistics, not offset in time by new acquisitions.

The group has accelerated its investment in digital including through an ambitious recruitment plan launched late 2014 and continues its marketing and digital targeted research in France and Europe.

**Cédric Reny, CEO of CUSTOM SOLUTIONS** comments :

*"The successful refocusing is a true performance of the group's teams and demonstrates its ability to adapt to the market quickly with a major strategic refocusing which did not affect our overall business volume. Our activities in Europe required an organizational adjustment. However, they are driving growth, the demand for digital products being important. The potential is there, our efforts on international therefore remain sustained. The sale of the logistics business will allow us to focus our human and financial resources on our marketing and digital innovations that are already the group's growth drivers in a decreasing traditional market. Finally, we demonstrate our ability of consolidation by external growth.»*

**NEXT PRESS RELEASE****1<sup>st</sup> Half 2015 - RESULTS****June 16<sup>th</sup>, 2015**

(After market close)



## ABOUT CUSTOM SOLUTIONS

Custom Solutions is a major player in Operational Marketing Solutions, based in Aix-en-Provence. Founded in 1997, the company supports its customers in designing, deploying and analysing promotional campaigns to recruit and retain consumers and motivate their sales teams.

With 18 years of expertise and diverse skills poles, Custom Solutions has acquired a solid reputation among 300 major brands, including Sony, Michelin, Nokia, Total, Kärcher, Butagaz ...

In October 2013, the company introduced a 3-year strategic plan, the "RIO 2016" Project, which aims to make of Custom Solutions a leading player of operational marketing in Europe by 2016.

The project is based on three strategic levers: external growth, marketing and digital innovation and international expansion.

It is in this light that Custom Solutions acquired in 2014 70% of the French marketing group APP, specialised in packaged solutions (including the "Flexistart" trademark), and 55% of the Finnish digital promotion agency "LOJAALI" and its Swedish antenna "LOYALTIC".



Listed on Euronext's Alternext Paris  
 ISIN : FR0010889386 – Mnemonic : ALSOL  
 Eligible to PEA-PME  
 Labelized « Innovative Company » by BPIFRANCE

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