



Q1 2009/10: Gratifying football performance and revenue in line with expectations

Total revenue from businesses: €46.1 million (€47.0 million in N-1)

Lyon, 13 November 2009

Revenue in the first quarter of 2009/10 was resilient in the face of economic conditions that remained depressed. Football performance was in line with the club's ambition. OL qualified for the Champions League for the 11th consecutive year, beating Anderlecht twice in the preliminary round, and stood in 2nd place in the French Ligue 1 at the end of the quarter.

Breakdown by business segment (1 July to 30 September)

In €m	30/09/2009*	30/09/2008	% change
Ticketing	4.2	4.6	-7.6%
Partnerships - Advertising	3.7	4.9	-24.8%
Media rights	18.9	18.4	+2.5%
Brand-related revenue	5.3	5.8	-8.1%
Revenue excluding player trading	32.1	33.7	-4.7%
Revenue from sale of player registrations	14.0	13.3	+5.7%
Total revenue from businesses	46.1	47.0	-1.7%

* preliminary, estimated and unaudited figures

Comparison of revenue with the year-earlier period yields the following highlights:

- Ticketing revenue totalled €4.2 million, down slightly from Q1 2008/09. OL's qualification for the Champions League round of 16 should give a fillip to this line item.
- Partnerships and advertising revenue totalled €3.7 million. Q1 2009/10 was a transition period, following the change in shirt sponsor and pending the vote on the law regarding online betting, which will enable OL to enjoy the full benefits of its contract with BetClic.
- Media rights (LFP, FFF, UEFA) totalled €18.9 million, up €0.5 million compared with the year-earlier period. At the end of the quarter, OL occupied second place in Ligue 1, compared with its first place position at 30 September 2008. OL Groupe was allocated media rights in connection with its participation in the



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preliminary round of the UEFA Champions League, whereas last year the team qualified directly.

- Brand-related revenue of €5.3 million was impacted by lacklustre consumer demand in merchandising and travel, despite revenue related to participation in the Peace Cup in July.
- Revenue from the sale of player registrations was €14.0 million, in line with the previous year. Three player transfers took place during the period: Keita transferred to Galatasaray; Grosso to Juventus and Mounier to Nice.

In addition, Olympique Lyonnais signed an important, long-term agreement with Adidas for the 2010/11 season, positioning it among the five largest "Adidas" clubs in Europe.

Football results to date

Olympique Lyonnais now occupies 2nd place in the French Ligue 1 standings, one point behind the leader and has qualified for the Champions League round of 16.

The women's team is in first place in the French women's league, and for the third consecutive time has qualified for the quarter-finals of the UEFA Women's Champions League after defeating Danish team Fortuna Hjørring.

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