

ADLPartner RETURNS TO GROWTH IN THE SECOND QUARTER OF 2014

Paris, 24 July 2014 (5:45 pm) – ADLPartner recorded a gross sales volumeⁱ of €138.8 million for the first half of 2014, up 2.7% on the first half of 2013, with net salesⁱⁱ climbing 3.4% versus the first half of 2013 to €57.5 million.

Quarterly business trends

	H1 2014	H1 2013	Change
Gross sales volume (€ million)	138.8	135.1	+2.7%
1st quarter	68.4	70.4	-2.8%
2nd quarter	70.5	64.7	+9.0%
Net sales (€ million)	57.5	55.6	+3.4%
1st quarter	28.3	29.2	-3.1%
2nd quarter	29.2	26.3	+11.0%

The second quarter saw sustained growth, with the gross sales volume up 9.0% and net sales up 11.0% compared with the previous year.

Developments for each region

	H1 2014	H1 2013	Change
Active open-ended subscriptions (units)	2,992,394	3,077,612	-2.8%
France	2,848,340	2,879,869	-1.1%
Spain	144,054	197,743	-27.2%
Gross sales volume (€ million)	138.8	135.1	+2.8%
France	135.0	130.8	+3.2%
Spain	3.9	4.4	-11.4%
Net sales (€ million)	57.5	55.6	+3.4%
France	55.2	53.1	+4.0%
Spain	2.3	2.4	-4.2%

Change in the product mix

	H1 2014	H1 2013	Change
Gross sales volume (€ million)	138.8	135.1	+2.7%
Open-ended subscriptions	104.7	99.5	+5.2%
Fixed-term subscriptions	19.5	20.0	-2.5%
Books, merchandise, audio and video	11.9	12.8	-7.0%
Other	2.7	2.8	-3.6%

Net sales (€ million)	57.5	55.6	+3.4%
Open-ended subscriptions	36.8	33.8	+8.9%
Fixed-term subscriptions	8.5	8.6	-1.2%
Books, merchandise, audio and video	9.9	10.7	-7.5%
Other	2.3	2.4	-4.2%

First-half growth for the open-ended subscription range reflects the increase in commercial investments, combined with work to enhance the marketing mix and the development of new promotional packages. Open-ended subscription lines represented 75% of the gross sales volume and 64% of net sales at 30 June 2014.

The fixed-term subscription range and books, merchandise, audio and video lines are down, factoring in the planned reduction in the volumes of customers prospected on these product lines.

Alongside this, ADLPartner has continued moving forward with the diversification of its business into digital marketing.

Outlook

The strategy to create value through ADLPartner's know-how is contributing towards further strengthening positions on its longstanding business lines, while also developing new sources of growth.

Next date: 2014 half-year earnings on 28 August 2014

Company information

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.).

Contacts

ADLPartner

Investor Relations & Financial Information
relations.investisseurs@adlpartner.fr
tel: +33 1 41 58 72 03

Calyptus

Cyril Combe
cyril.combe@calyptus.net
tel: +33 1 53 65 68 68

ADLPartner is listed on NYSE-Euronext Paris - Compartment C
ISIN: FR0000062978–ALP - Bloomberg: ALP:FP – Reuters: ALDP.PA
www.adlpartner.com

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.