



- Press release -

First-half 2010 sales figures up by 11.2%

Numerous innovations
during Q2

2010 targets confirmed

Pursued recovery
of property resales

Paris, 19 July 2010 – Consolidated sales for the first-half 2010 have increased by 11.2% to € 39.4m.

(All changes are on a comparison with the same period in 2009, unless stated otherwise).

Revenues (€'000)	As of 30 th of June 2010	As of 30 th of June 2009	Change	
Classified ads	30,732	27,618	3,115	+11.3%
- Paris area	14,204	13,281	923	+7.0%
- Regions	16,528	14,337	2,191	+15.3%
Online advertising and partnerships	1,839	1,629	210	12.9%
Direct services to internet users	641	624	17	+2.7%
Total classified ads and media	33,213	29,871	3,342	+11.2%
Services: agency website design and listing	3,143	2,540	604	+23.8%
Real estate software Périclès	3,081	3,065	16	+0.5%
TOTAL revenues	39,438	35,476	3,962	+11.2%

“The positive trend noted during the first three months of the year is fully confirmed in the second quarter. There is a steady gain in new clients. The increase in the average basket reflects the efficiency of our sales policy. Real estate professionals continue to favour the Internet vehicle for their communication at the expense of print. **During the second quarter, we have recorded an acceleration of activity in practically all lines of business.** We are fully in-line with our annual targets fixed at the beginning of the year » declared Roland Tripard, Chairman of the SeLoger.com Managing Board.

- **Ever increasing traffic.** All Group website traffic indicators are on a positive trend as in previous quarters. The number of unique visitors during the month of May 2010 has exceeded the 3 million mark despite seasonal factors. The time spent by viewers on our pages remains the highest in the sector (18 minutes against 3 to 10 minutes for competitors).

		June-10	June-09	Change
Time spent per unique user*	minute	18:28	16:53	+ 9%
Number of unique visitors*	million	3,1	2,9	+ 9%
Number of visits	million	14,1	10,9	+ 29%
Number of pages viewed	million	178,7	128,8	+ 39%

Source : Google Analytics, *: Mediamétrie // NetRatings : figures for May, June not yet available.

- **A quarter of novelties.** In order to outpace our competitors for services, a new tab “Biens vendus” (recently sold properties) has been added to the www.seloger.com website. It informs Internet users on recent prices obtained for property corresponding to their search criteria. For estate agents, this tab offers an additional showcase on their completed transactions. The Group is following its plan to enhance its websites. In the wake of www.seloger.com and www.bellesdemeures.com overhauls which took place in 2009, new versions of www.selogerneuf.com and www.agorabiz.com were unfurled in June. The iPad application itself became available from the first day of iPad sales in France. At the end of June 2010, the total number of downloads of the SeLoger application, still the leading application in the field, (iPhone + iPad) has exceeded 1 million.

- **Growth of 11.3% in sales during the first-half 2010 of classified ads to € 30.7m. Property resales pursue its recovery; renewed estate agent confidence is materialised by a net gain of 388 clients during the second-quarter 2010, broken down geographically as follows: 117 clients in the Paris region and 271 in the Province.**

The average basket totals € 395 at the end of the second-quarter on a domestic level. It is experiencing a yearly increase of 4.2% in the Paris region standing at € 493 and 10.8% in the Province totalling € 341. These figures validate our sales policy; pricing schedules according to the number of ads posted on-line and sale of supplementary services to clients. **The accelerated increase in sales in the Province, (+18.5% in Q2 against +12.0% in Q1) confirms the Group’s significant growth resources outside the boundaries of the Paris region.**

	June-10	March-10	Dec-09	Sept-09	June-09
Paris area					
Number of customers	4,802	4,685	4,580	4,549	4,607
ARPU in Euros	493	487	481	481	473
Regions					
Number of customers	8,771	8,500	8,168	8,010	8,075
ARPU in Euros	341	328	320	319	308
TOTAL					
Number of customers	13,573	13,185	12,748	12,559	12,682
ARPU in Euros	395	385	378	378	368

- **12.9% increase of online advertising and partnerships.** Advertisers remain cautious budget-wise but still favour the Internet for their communication. The unique positioning of the Group property websites has led to a double-digit growth.

- **23.8% increase on agency website design and listing.** The accelerated growth in the second quarter is due to a steady gain of new clients.

- **Recovery of growth for Péricle’s property software.** The winning over of new clients has, as expected, produced its first effects; i.e. a positive trend in sales figure, +1.1% in Q2.

Outlook for 2010

At the end of the first-half 2010 the Group is able to confirm announced annual targets, that is to say a sales figure between € 81m and € 84m with Ebitda* between € 42m and € 44m.

Roland Tripard, Chairman of the Managing Board of Seloger.com concludes: "We are happy to be in-line with this year's roadmap in terms of quality and quantity. Nevertheless, we remain cautious about possible future macro-economic developments.

As announced, during this quarter, our teams have made great strides in innovation within the group to the benefit of Internet users and professionals alike. Our latest websites offer new design and added features. Additional visibility to our clients is provided by the "Biens vendus" heading on the www.seloger.com website. I attribute this success to all of our Group teams. Close collaboration and the support of each of us enables the Group to place itself, each day ever more, as the real estate benchmark in France, to the benefit of our clients, to the benefit of Internet users and to the benefit of our shareholders."

First-Half 2010 Consolidated Sales by quarter

Revenues (€'000)	Q2-2010	Q2-2009	Change	Q1-2010	Q1- 2009
Classified ads	15,821	14,034	+12.7%	14,911	13,584
- Paris area	7,199	6,760	+6.5%	7,003	6,520
- Regions	8,622	7,274	+18.5%	7,908	7,064
Online advertising and partnerships	978	878	+11.4%	861	751
Direct services to internet users	314	331	-5.1%	328	293
Total classified ads and media	17,113	15,243	+12.3%	16,100	14,628
Services: agency website design and listing	1,611	1,280	+25.9%	1,533	1,260
Real estate software Périclès	1,533	1,517	+1.1%	1,548	1,548
TOTAL revenues	20,257	18,039	+12.3%	19,181	17,436

Coming event

2010 First-Half results: 9 September 2010 (after market closing)

* Ebitda : Earnings before interest, tax, depreciation and amortization, post IFRS 2.

About Seloger.com

SeLoger.com has been the leader of on-line real estate in France for the past 18 years. Its websites are available on any screen (mobile, TV with Samsung, and computer) and every day millions of French Internet users view the 1.1 million plus property ads posted by estate professionals at any time, from wherever they may be.

Be it a purchase or rental, resale or property development, in France or abroad, a business location or a *demeure de charme*, everyone can satisfy their property project through one of the Group's 5 websites (www.seloger.com, www.selogerneuf.com, www.immostreet.com, www.bellesdemeures.com and www.agorabiz.com).

The Group also provides real estate professionals the broadest visibility of their ads with an audience of 3 million unique visitors and close to 20 minutes viewing per visitor via its different websites.

It is also the number-one supplier of Internet websites for real estate agencies and software transaction design for professionals with Périclès (Source: Mediamétrie // Nielsen Netratings).

SeLoger.com has been listed on Euronext Paris (compartment B) since 30 November 2006 and is part of the following indexes: SBF 250, CAC MID 100, CAT IT and Euronext 100.

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