

Paris, January 19th, 2012

## Revenues 2011 up 5.3%: €28.2 million

LeGuide.com generated fourth quarter 2011 revenues of €7.9 million which represents a growth of 2.3% compared to the fourth quarter of 2010. This increase of activity has been realised despite the deployment of the Google algorithm in Continental Europe since August 2011.

Over the financial year, LeGuide.com records a wholly organic growth of its activity of 5.3% with €28.2 million revenues compared to €26.8 million in 2010.

### Audience increase of +1%: 15.25 million unique visitors in Europe\*

The audience of LeGuide.com increased during the financial year in France as well as in Europe where the group respectively counts 7.3\*\* and 15.2\* million unique visitors for November 2011 showing a good resistance of the group within this new market environment.

LeGuide.com has also developed its network of e-merchants that has now reached the level of 74 500 against 67 000 a year earlier. With 164 million offers, LeGuide.com still proposes the largest offer of the market and counts 1.5 million members.

### Perspective

Despite an acceleration of the audience acquisition plan during the second half year, LeGuide.com expects high profitability throughout the financial year 2011 with an operating margin over 30%. Net income, that will remain positive, will be however impacted by an exceptional goodwill depreciation of around €4.5 million due to the decrease of activity and profitability of the dooyoo subsidiary.

On December 20<sup>th</sup> 2011, LeGuide.com announced the signature of a purchase agreement with Microsoft regarding the acquisition of its online shopping guide Ciao. With this operation, subject to legal precedent conditions, LeGuide.com would become the 1<sup>st</sup> online shopping guide in Europe.

### **About LeGuide.com Group**

*LeGuide.com Group, a publisher of online shopping guides, comparison websites, shopping search engines and platforms for consumer ratings, has a total audience of 15,25 Million Unique Visitors. LeGuide.com is present in 14 European countries through a multi-site strategy surrounding a brand portfolio, including leguide.com, dooyoo.com, mercamania.com and antag.com. LeGuide.com generated €28.2 million in revenue in its 2011 financial year and has a team of 107 employees as of December 2011. LeGuide.com has been certified as an “Innovative company” by OSEO (a French public agency that supports SMEs) and is listed on the Alternext board of NYSE Euronext Paris (ticker: ALGU; ISIN code: FR0010146092).*

\* source : Comscore, November 2011

\*\* source : Médiamétrie Netratings, November 2011

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