

Paris, 31 July 2013.

Dynamic activity and improvement in the gross margin in H1 2013

LeadMedia Group (FR0011053636, ALLMG) – a digital marketing group specializing in data marketing – today announces its sales and gross margin for the 1st half to 30 June 2013.

Consolidated half-year sales to 30 June 2013 (unaudited)

| € thousands | Pro forma (*) H1 2013 (6 months) | Consolidated (**) H1 2013 (6 months) | Consolidated (***) H1 2012 (6 months) |
|--|--|--|---|
| SALES | 11,765 | 9,733 | 10,722 |
| <i>Change vs. consolidated H1 2012(%)</i> | <i>10.0%</i> | <i>-9.2%</i> | |
| GROSS MARGIN | 7,680 | 6,808 | 5,723 |
| <i>Change vs. consolidated H1 2012 (%)</i> | <i>34.2%</i> | <i>19.0%</i> | |
| <i>Gross margin rate (%)</i> | <i>65.3%</i> | <i>69.9%</i> | <i>53.4%</i> |

(*) including Shoptbot and Gammed!

(**) including Shopbot, acquired in July 2012, but excluding Gammed!, which will be consolidated from S2 2013

(***) excluding Shoptbot and Gammed!

Pro forma sales to 30 June 2013 totaled €11.8 million, an increase of +10.0% compared with consolidated sales to 30 June 2012 of €10.7 million. The gross margin came to €7.7 million over the same period, an increase of +34.2%.

Dynamic activity in France and abroad

The growth in pro forma sales over H1 2013 illustrates the success of LeadMedia's sales efforts, driven by the continual improvement in its data marketing expertise in the Group's traditional markets, i.e. France, Brazil, North America and Australia. It should also be noted that these figures covering the Group's activity over the 1st half of 2013 do not include the new Data Driven Advertising offer, whose implementation follows the acquisition of Gammed! in June 2013. Recently enhanced following the launch of proprietary mobile tracking technology, this solution allows advertisers to optimally leverage their data via a Big Data platform (Data Management Platform) and to direct the delivery of real-time customized messages (RTB). Given its particularly innovative nature, this solution will ultimately represent a major growth engine in France and abroad.

Substantial improvement in the gross margin

The satisfactory sales level recorded over H1 2013 was nevertheless affected by factors such as the negative evolution of the Real/Euro exchange rate over the period and the loss of a major client in Brazil following its decision to internalize its digital marketing activities. Furthermore, the Group has favored certain contracts with a higher gross margin to the detriment of sales growth alone. Lastly, a change in the rules governing the way media purchases are written down in Brazil is due shortly, and should mechanically slow sales growth but enhance the gross margin, which remains the best indicator for monitoring the Group's activity and growth.

Outlook

Stéphane DARRACQ, CEO of LeadMedia Group, comments: *"The satisfactory growth in our business, combined with the improvement in the growth margin over the 1st half of 2013, is in line with the Group's development plans following the acquisition of Gammed! and the operational integration of Score MD and Graph Insider within our unique platform of intelligent data marketing offers. LeadMedia is at a key phase in its development and has the necessary technological and marketing assets, following the acquisition of Gammed!, and financial assets, following the success of its recent rights issue, an operation during which our historic shareholders reaffirmed their trust and support in the Group's strategy. Despite the ongoing difficult economic context, we remain confident in our ability to win over new clients, notably thanks to the imminent launch of our unique Data Management Platform (DMP) offer."*

About LeadMedia Group:

An expert in data marketing technologies and services, LeadMedia Group provides advertisers with a comprehensive technological platform to steer their client-winning campaigns and CRM strategy. This platform incorporates exclusive algorithms that analyze, enhance and segment all of the advertiser's data to continually improve the targeting of customized messages sent to every consumer of their marketing strategy.

Founded in 2008 and listed in Paris on the NYSE Alternext market, LeadMedia Group operates in France, Brazil, Canada and Australia on behalf of leading advertisers who put data at the heart of their marketing strategy. In 2012, the Group recorded pro forma sales of €25.6 million, up +34% compared with 2011. The Company was granted the OSEO innovative enterprise status in March 2011.

**Next press release: H1 2013 results
14 October 2013**

LeadMedia Group is listed on the NYSE Alternext market in Paris
For further information, please visit: www.leadmedia-group.com

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