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2008-2010 STRATEGIC PLAN: MEETIC ADDS A MEDIA DIVISION TO ITS BUSINESS ACTIVITIES

Launch of an editorial and traffic division

Six years on from its creation, MEETIC (ISIN: FR0004063097), the European leader in online dating, has announced a new strategic plan for 2008 and the creation of a major editorial and traffic division to enhance its pay services and mobile activities.

MEETIC, EUROPEAN LEADER IN ONLINE DATING

The quality of MEETIC's results in 2007, a year which saw some major strategic achievements, once again demonstrates the Group's very strong ability to anticipate and adapt to its markets. The acquisitions of DatingDirect.com and Neu.de have further strengthened MEETIC's leading position in Europe.

Meetic 2.0, launched in the first half of 2007, has proved highly successful. In France, where Meetic 2.0 was launched in February, almost 30% of new subscribers are women. Compared with 2006, the member-to-subscriber conversion rate has risen by 30%, revenue from new customers (excluding subscription renewals) has increased by 42%, churn has fallen by 4% and average revenue for the first profile month has risen by 70%.

At the same time, MEETIC continued to roll out its customer segmentation policy with the acquisition of Cleargay, while Meetic mobile revenues in Europe rose by 72%, illustrating the success of the Group's revenue diversification strategy.

MEETIC has built up a substantial asset base through its pioneering position in the fast-growing online dating market and rapid roll-out of its strategy. These assets not only underpin MEETIC's excellent brand awareness, which has reached almost 90% in France (*source Harris Interactive, February 2008*) but also its high traffic levels, with almost 6 million unique visitors and 1 billion page views on Meetic and partner sites in January 2008 (*source Comscore, January 2008*).

MEETIC now intends to leverage these assets to embark on the second chapter of its history. It aims to become a fully-fledged European media group with its business based on three key revenue sources:

- revenue from Internet-based pay services;
- revenue from mobile applications and services;
- advertising revenues through a new editorial and traffic division and the launch of **VIOO** and **PEEXME**.

□ **Pay services: continued development and segmentation of the offering**

Strengthening Meetic's European leadership:

A major effort will be targeted specifically at the United Kingdom and Germany, markets in which MEETIC has recently strengthened its position through acquisitions and which offer substantial growth potential.

Segmentation of the offering:

MEETIC will significantly increase its marketing spend on **ULTEEM**, in the key markets where it operates. The Group estimates the total European matchmaking market to be worth about €100 million in 2008 and intends to capture a substantial share in its key historical markets.

MEETIC will also launch a new premium 'by invitation only' dating site in 2008 called **Meetic VIP**, to complete the segmentation of its online dating business.

The group will therefore soon operate four pay services:

- **Meetic**: the Group's original online dating site
- **Ulteem**: a matchmaking site
- **Meetic Gay** (Cleargay): an online dating site for the gay community
- **Meetic VIP**: dating by invitation only

Launch of new applications:

Lastly and in line with its technical innovation strategy, MEETIC will add new features to its main site together with two new applications:

- **Meetic "DESKTOP"**: desktop installation of the MEETIC application so that users who are connected to the Internet but not to Meetic can stay in permanent contact.
- **Meetic "WIDGETS"**: a set of applications and API designed to integrate the Meetic universe with web 2.0 networks. The first versions are now becoming available on the web (FaceBook application due for launch in early April 2008) and by mobile (integration in Orange's MySocialPlace network since March). A Google OpenSocial version will be developed during 2008.

□ **Advertising revenues:**

Launch of the editorial division with VIOO, a web 2.0 site for women

VIOO is a community portal for women, combining editorial content, video and user-generated content. It will be launched during the second quarter of 2008.

- The **editorial content** will be provided by an internal team and some sixty freelancers, writers and bloggers.
- **Video** will constitute the core content of the portal's thirteen sections. Immediately upon launch, **VIOO** will offer over 200 videos based on subjects of interest to women.

- **User-generated content** will be housed within a new community editorial concept (groups), which allows users to become the editor of their own media outlet.

VIOO will initially be distributed to female users of MEETIC group sites and could subsequently benefit from investment in launch marketing. MEETIC aims to make **VIOO** one of Europe's main media community portals for women.

Launch of the traffic division with PEEXME, a social network

The high traffic generated by MEETIC is a means of self-promotion for new sites launched by the Group, and in particular for **PEEXME**, due for launch in 2008.

PEEXME is a social network aimed at users between the ages of 16 and 24 and can be used via web or mobile. **PEEXME** will be available from the outset in the main European languages and will benefit from strong self-promotion among MEETIC's youngest target user group. The **PEEXME** business model will be based on audience monetisation through advertising and mobile-generated revenues.

□ **Growth in mobile activities**

MEETIC will be able to adapt or offer its services or distribute its content to an even larger target audience thanks to its network of partnerships with mobile operators, its technical platform and invoicing solutions. Pay services and mobile-generated audience monetisation will continue to represent a large part of the Group's business activity (MEETIC's mobile services currently generate about 80 million page views a month in Europe - *source internal*).

□ **Investments geared to expansion plans**

The Group intends to support the implementation of this three-year strategy with a major investment programme, especially in marketing, which could be as high as €10 to 15 million a year.

Marc Simoncini, Chairman and Chief Executive Officer of MEETIC, comments: "*Leveraging our assets by creating a new editorial and traffic division to monetise our audience represents a major strategic milestone in MEETIC's history and is in full keeping with our expansion plans. MEETIC has the technology required to launch Internet sites and has unique expertise in subscriber management, purchasing online or offline space, purchasing keywords, customer relationship management, multi-lingual project management, integration of Internet sites and payment systems management. Our expertise and asset base will form the central pillar of a media and traffic strategy which will enable the Group to build up high-audience sites capable of generating substantial margins from the sale of Internet advertising or mobile activities. These margins will be in addition to those already generated by the Group's existing business activities. MEETIC is now positioned as a Group which intends to capitalise fully on three complementary business models: subscription, mobile and advertising revenues.*"

About MEETIC, the European online dating leader (www.meetic-corp.com)

MEETIC manages nine services (Meetic, Meetic Mobile, Ulteem, Lexa, ParPerfeito, DatingDirect, Neu.de, Cleargay and Yeeyoo) and markets two highly complementary economic models on the dating market, one based on internet use, the other on mobile phones. MEETIC is established in 15 European countries, as well as in Asia and Latin America, and is available in 12 languages. From inception, the group has pursued a clear leadership strategy focusing on quality, innovative marketing and perfect technological expertise. MEETIC works hard to optimise service quality and to satisfy every possible expectation of its European subscribers. In 2007, MEETIC posted sales of €113.8 million.

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