



## PRESS RELEASE

# MEETIC ANNOUNCES THE REGISTRATION OF A “DOCUMENT DE BASE” FOR ITS INITIAL PUBLIC OFFERING ON EUROLIST BY EURONEXT™ PARIS

### **Boulogne, 5 September 2005:**

MEETIC, the leader in the European online dating services market, today announced that the Autorité des marchés financiers (AMF) has approved its registration document on 5 September 2005 under number I.05-116. This formality is part of Meetic's initial public offering on Eurolist by Euronext™ Paris.

The IPO is expected to take place in the next few months, subject to market conditions and the AMF's approval of the securities note. Approval of the registration document is the first step in Meetic's initial public offering, which is expected to speed up the company's growth.

### **The leader in the European online dating services market**

Launched just three years ago, Meetic has already imposed itself as the leader in the European online encounter market with a database of 12.4 million profiles and an audience share\* of 23.95%, the largest in the European market (source: Nielsen/NetRatings – June 2005). The company offered its services in 13 European countries and in 9 different languages. On average, Meetic registered 18,000 new profiles per day during the first half of 2005.

### **Keys to success: quality, innovative marketing and technological expertise**

Meetic has become a genuine social phenomenon on the back of a strategy designed to develop leading-edge expertise in three key areas:

- Top quality policy, reflected in the development of a functional, ergonomic site geared entirely to user needs and protected by a team of 34 operators dedicated to surveillance, control and moderation (data: 30 June 2005);
- Innovative marketing aimed at attracting new profiles, developing new services and promoting a strong brand policy;
- Complete technological expertise permitting the management of a database and seamless exchanges of email, mobile calls and instant messages between millions of members.

### **A European leadership strategy**

Meetic has pursued a proactive European leadership strategy since inception. Management continually works to improve service and to provide the user friendliness and security needed for undisturbed encounters. As part of the drive to align services as closely as possible with the expectations of European subscribers, Meetic intends to launch new services in the near future, helped by exceptional fundamentals - including a unique database, strong business partnerships and advanced technological know-how. The first, ULTEEM, is already exclusively available on [www.ulteem.fr](http://www.ulteem.fr).

## **A model of strong and profitable growth**

In 2004\*\*, Meetic recorded sales of EUR 21.3 million (up 140% from 2003\*\*) and net profit of EUR 2.7 million.

The first half of 2005 confirmed Meetic's growth model with sales of EUR 18.6 million (up 108% from H1-2004) and net profit of EUR 2.3 million. H1-2005 operating profit before amortisation and depreciation came to EUR 3.9 million. The operating margin was 21%, the same as in 2004\*\*.

Note: in the case of changeover to IFRS standards, sales in 2004\*\* and H1-2005 would remain the same and differences in charges would be insignificant.

Meetic had a permanent staff of 99 employees on 30 June 2005.

\* Audience share: The calculation is as follows: (number of unique visitors to the site \* time spent on the site)/(number of unique visitors in the 'dating' sub-category \* time spent on sites in this sub-category)\*100)

\*\*The company has had financial years of different length since its start-up. To facilitate comparison, management has therefore prepared pro-forma financial statements for 12-month periods ending on 31 December of each year. The sales figures for 2004 and 2003 referred to in this press release are based upon these pro-forma financial statements for 12-month periods.

*This press release and its information are not intended as an offer or solicitation for the purchase or subscription of Meetic shares in any country. No Meetic shares are being offered or will be offered in France before AMF approval of a prospectus made up of the basic listing document referred to in this press release, its summary and a transaction note, which will be filed subsequently with the AMF. No Meetic shares have been or will be registered under the United States Securities Act of 1933, as amended (the "Securities Act of 1933"). Meetic shares may only be offered in the United States if registered with the US Securities and Exchange Commission or if exempt from registration. Meetic does not intend to register Meetic shares under the Securities Act of 1933 or to market the share in the United States of America.*

The registration document is available free of charge from Meetic, BP 109, 92106 Boulogne Cedex, on the web site of the Autorité des Marchés Financiers ([www.amf-france.org](http://www.amf-france.org)) and on Meetic's web site ([www.meetic-corp.com](http://www.meetic-corp.com)).

### **MEETIC**

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