



**PRESS RELEASE**

**FINAL CHARACTERISTICS OF THE IPO AFTER GREENSHOE**

**Boulogne, 24 October 2005** : MEETIC, the leader in the European online dating services market, today announced that in the light of the success of its placing as part of its IPO on Eurolist by Euronext™ (Compartment B), Société Générale as Global Coordinator, Lead Manager and Sole Bookrunner of the initial public offering., JP Morgan Cazenove as Joint Lead manager and Lazard-IXIS as Co-Lead manager, have decided to exercise in full the over-allotment option accorded to them by the grantor shareholders.

The over-allotment option covered 512,667 additional existing shares, representing a gross amount of € 11,432,474.10 from the capital increase.

• **Final characteristics of the IPO after greenshoe**

Price of public offering and global placement: € 22.30 per share.

Final placement volume: 4,500,838 shares, i.e. 27;3% of capita<sup>(1)</sup>.  
The gross income from the initial capital increase , resulting from the issuing of 3,417,784 shares amounts to € 76,216,583.20 . The gross income from the complementary capital increase amounts to € 11,432,474.10. The total gross income from the capital increase amounts to € 87,649,057.30. The gross income from the sale of the shares amounts to € 12,719,630.10

Breakdown between public offering and global placement: 398,817 shares have been allocated in response to orders placed as part of the public offering, i.e. 10% of the total number of allocated shares, and 4,102,021 shares have been allocated in response to orders placed as part of the global placement.  
As part of the public offering (subject to rounding off rules), 29.8% of orders for up to 100 shares has been filled while the fraction exceeding 100 shares has not been serviced.

Listing : Since 13 October 2005, MEETIC shares are traded on the Eurolist B compartment by Euronext™ Paris (ISIN code FR0004063097 – MEET – Compartment B).

Stabilization As stabilizing agent in the offering, Société Générale which could stabilize MEETIC shares during the stabilization period of 30 days after the end of bookbuilding has notified that stabilization was not undertaken during the period.

**Offering reserved for employees**

Number of shares issued: 20,077 new shares.

Price per share: € 17.84 per share, i.e. 80% of the price at which the stock was admitted for trading on Eurolist by Euronext™

<sup>(1)</sup> Based on a capital increased to € 1,648,542.8 represented by 16,485,428 shares after greenshoe.

## About Meetic ([www.meetic-corp.com](http://www.meetic-corp.com))

Meetic has become the European leader of online dating services in less than 4 years. As at 30 June 2005, the company employed 99 people, of which around a 1/3 dedicated to control, monitoring and client services. Meetic achieved a turn over of €21.3 m in 2004 for a net result of €2.7 m.

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

Meetic has already imposed itself as the leader in the European online dating market with a database of more than 13.9 million registered profiles and the largest audience share\* at 23.95% (source: Nielsen/NetRatings – June 2005). The company offers its services in 13 European countries and in 9 different languages. Meetic registered on average 18,000 new profiles per day during the first half of 2005 which was increased to 23,700 per day during the months of July and August.

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

Meetic has become a genuine social phenomenon through adopting 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 €21.3 m (up 140% from 2003\*\*) and net profit of €2.7 m. The first half of 2005 confirmed Meetic's growth model with sales of €18.6 m (up 108% from H1-2004) and net profit of €2.3 m. H1-2005 operating profit before amortisation and depreciation came to €3.9 m. 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.

### Prospectus

This prospectus is composed of the *Document de Base* of Meetic filed with the Autorité des marchés financiers (AMF) on 5 September 2005 under number I.05-116 and a *Note d'Opération* filed with the Autorité des marchés financiers (AMF) on 3 October 2005 under number I.05-702. Copies of these documents are available without 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)).

The legal notice was published in the *Bulletin des Annonces Légales Obligatoires* dated 7 October 2005.

### **Risk factors**

Investors are invited to consider the following risks before making any investment decision. These risk factors are described in detail in chapter 4 of the basic document and in chapter 2 of the memorandum describing Meetic's initial public offering.

- Risks connected with shares (particularly lack of a market before the initial public offering and the share price impact of significant share sales after the blocking period);
- Risks connected with Meetic (particularly the success of new Superlol and Ulteem services, the renewal of partnerships, dependence upon the supply of card-based payment services and concentration of capital);
- Risks connected with the legal framework governing Meetic's activities (particularly the application of French law no. 89-421 of 23 June 1989, national regulations of foreign countries where Meetic carries on business, the protection of private information and the law on the digital economy and remote sales).

Any or all of these risks or any other risks not yet identified or considered negligible could have a negative impact on Meetic's activities, financial situation or results, or on its share price. As part of its web site monitoring and control activities, Meetic has developed and implemented control procedures designed to prevent or stop activities on the Meetic site which could be considered patently unlawful.

*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.*

*This press release is made to or directed only at persons who (1) are outside the United Kingdom, (2) are investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order") or (3) are persons falling within Article 49(2) (a) to (d) ("high net worth companies, unincorporated associations, etc") of the Order (all such persons together being referred to as "relevant persons"). This press release must not be acted on or relied on by persons who are not relevant persons. Any investment or investment activity to which this press release relates is available only to relevant persons and will be engaged in only by relevant persons.*

*The shares are only available, and may only be offered or issued to relevant persons and any offer, solicitation or agreement in view of the purchase of existing shares or the subscription of new shares may only be engaged in with relevant persons.*

*No other person may rely on this press release. The distribution of this press release or of any document relating to the offer must be made in accordance with the rules set out above.*

*The distribution of this press release and of the information contained herein, may, in certain jurisdictions constitute a violation of applicable laws. Neither this press release nor the information contained herein may be distributed in the United States, Canada, Australia or Japan.*

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