

## H1 2012 GROUP REVENUE UP 84%

### BD Multimedia offers:

- Consumer Services: Value-Added Telecommunications, Internet and Premium Rate Number Services.
- Enterprise Services: Payment and Value-Added Telecoms solutions and, via our IT services subsidiary, Apogéa, IT solutions for SMEs and SMIs.

### Revenue by business area

Consolidated revenue (€000s)	2010	2011	H1 2011	H1 2012
Payment services	3,873	14,784	5,325	14,370
Apogéa	7,411	7,587	3,898	4,024
Publishing – community sites	2,620	2,432	1,192	1,099
Publishing – games	701	721	327	334
Telephony	95	134	58	41
<b>Total revenue</b>	<b>14,698</b>	<b>26,658</b>	<b>10,800</b>	<b>19,868</b>

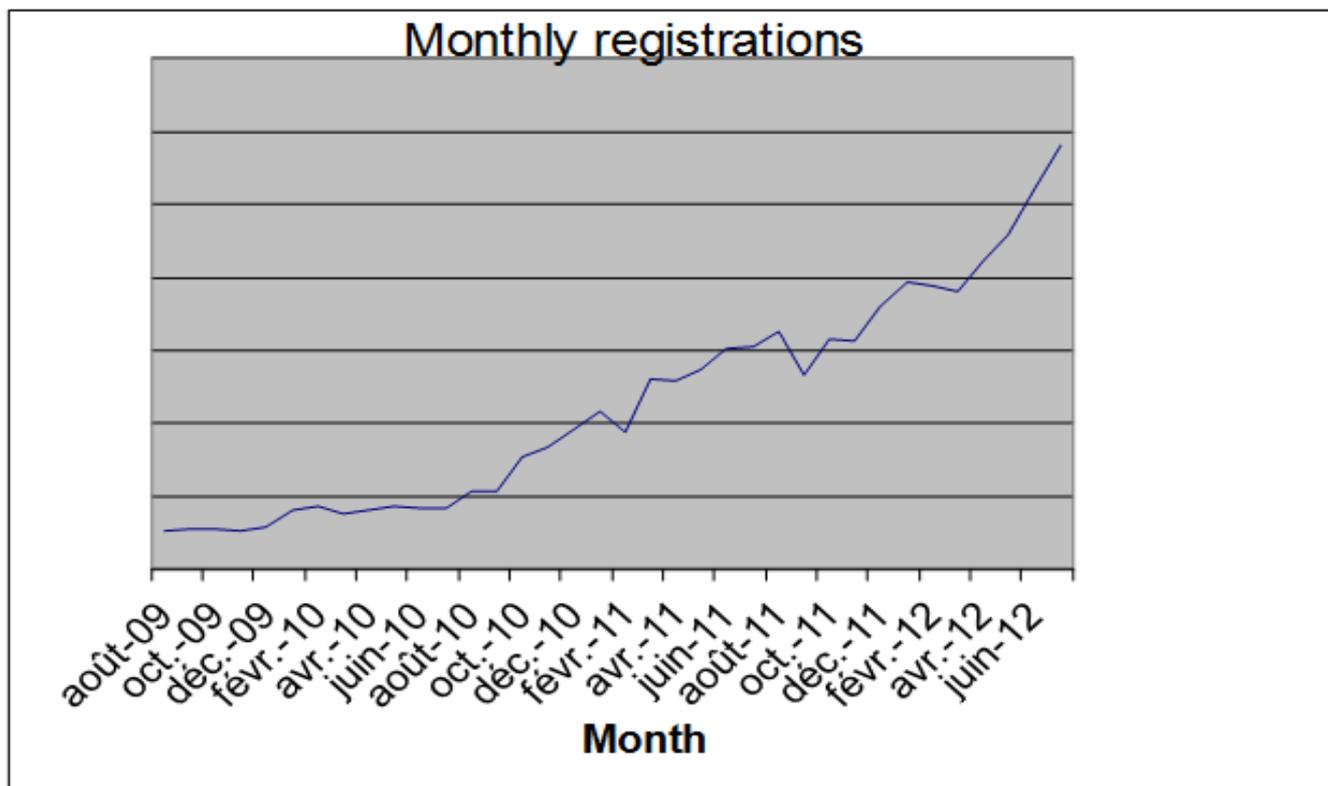
### Payment services:

Organic revenue growth remained strong, with revenue up 169% year on year (up 225% in Q1 2012). The market was affected by the adoption of a new code of conduct for operators in the payments sector. As a result, we were forced to drop some clients publishing games that no longer met the required criteria. With the spread of smartphones triggering an increase in attempted fraud and misuse, we also stepped up and expanded our methods for controlling and limiting excessive traffic.

As a result, revenue in the second quarter was more or less the same as in the first quarter. However, the number of registrations and users – both leading indicators of growth – increased sharply.

We continued to add new functionality to our services: we plan to launch our international sites – initially in English – in the final quarter of 2012.

We continue to steadily invest in marketing, and our increasingly international team will enable us to broaden our efforts to our target markets.



**Monthly Registrations:**

This is not a monthly running total but the number of registrations in a given month. It expresses the speed at which registrations are growing, not growth in the number of registrations.

**Apogéa:**

Revenue increased slightly.

**Publishing:**

Revenue in this business area declined slightly. We decided to test an almost free business model; early results confirm strong demand, with growth in both registrations and payment volumes.

Having confirmed that it is possible to generate an audience and payments, we have begun work to overhaul our services and deliver a modernized offering suited to new handsets.

**Publishing – games:**

Revenue held steady in this sector.

**Telephony:**

No significant change.

**About StarPass and BD Multimedia**

StarPass is a fully integrated payment service that offers online merchants selling virtual goods and services the ability to monetize their content using a single solution with no installation costs or recurring fees.

StarPass is operated by BD Multimedia, a pioneer in premium and value-added services since 1986 and an expert in telecoms solutions.

**BD Multimedia is listed on the Alternext market of the Paris Stock Exchange.**

**(ISIN code: FR0000035305/ALBDM)**

---

**Reminder of last press release dated June 6, 2013:** "2012 Group revenue up 97%"

**Next press release due out September 30, 2012:** "2012 interim results"