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## PRESS RELEASE

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Paris, May 7, 2012

### **The Lagardère group is launching a voluntary Contractual Offer on the Shares of LeGuide.com**

**A new driver of growth to strengthen Lagardère Active's digital activities**

**An attractive offer for LeGuide.com's shareholders:  
an immediate liquidity and a significant premium on the stock price**

Lagardère (Euronext: FR0000130213), acting for the account and on behalf of its division Lagardère Active, is announcing the launching of a voluntary contractual offer to purchase all the shares issued by LeGuide.com (Alternext: FR0010146092 - ALGUI), the leading online shopping guide on the European market. This offer is made in cash for a purchase price of 24 Euros per share and represents a premium of 31.2% on three months average, 25.4% on one month average and 20.5% on LeGuide.com's closing stock price on 4 May 2012<sup>1</sup>.

The acquisition of a leading aggregation platform through this contractual offer will enable Lagardère to expand the portfolio of the digital activities of its division Lagardère Active. Lagardère Active will increase its growth prospects in the Digital segment, with a know-how specific and complementary to its own activities, including on performance based monetization<sup>2</sup>, and remaining faithful to its positioning in respect of generating and monetizing audiences.

It offers the shareholders of LeGuide.com the opportunity to cash-in the value of their investment at attractive financial conditions. It also allows LeGuide.com to be backed by a powerful industry player whose skills complement its own and that will accelerate its development. Lagardère Active wishes to preserve the managerial autonomy of the management team of LeGuide.com and maintain the employment policy and the entrepreneurial culture which made its success since its origins.

LeGuide.com is an operator of shopping guides, allowing users to compare over 161 million offers from 76,200 online retailers, while providing traffic to online retailers. LeGuide.com has a total audience of 28.9 million unique visitors (including the recent acquisition of Ciao) and operates in 14 European countries<sup>3</sup>.

Lagardère is a pure media group and is among the world leaders in the sector. Through its division Lagardère Active, the Group has developed strategic positions in the Press, Audiovisual, Advertising and Digital segments. Pursuing since several years a deliberate strategy of deployment of its brands and contents on digital media, Lagardère Active is a leading Internet media group and the number one media group on mobile in France.

This offer, which does not require a prior approval of the AMF, is for all the shares of LeGuide.com and will be opened from 9 May 2012 to 12 June 2012 (included). The contractual offer is mainly subject (i) to the condition that, on the closing of the contractual offer, the shares tendered in connection with the contractual offer and held by the Lagardère group represent at least 51% of the

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<sup>1</sup>Premiums calculated on figures as at 4 May 2012.

<sup>2</sup>Performance base monetization: compensation model by which the online comparator of shopping website is paid according to the volume of traffic redirected on the e-merchant website.

<sup>3</sup>Information from LeGuide.com.

share capital of LeGuide.com on a fully diluted basis and (ii) to the approval of the transaction by the antitrust authorities in Germany and Austria. The detailed terms and conditions of the voluntary contractual offer to purchase are set forth in the document presenting the offers available on the website [www.lagardere.com](http://www.lagardere.com).

The contractual offer is being made exclusively in France. The contractual offer and its acceptance may be subject to legal restrictions in some countries. The persons concerned are required to learn about any applicable local restrictions and comply with them.

The contractual offer is presented by Natixis.

*Lagardère is a pure media group (books, press, broadcast, digital, travel retail and press distribution, sport industry and entertainment), and is among the world leaders in the sector.*

*Lagardère shares are listed on Euronext Paris (Compartment A).*

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