



PRESS RELEASE

Paris, October 10, 2012

Press release

Certain of the statements contained in this document are not historical facts but rather are statements of future expectations and other forward-looking statements that are based on management's beliefs. These statements reflect such views and assumptions as of the date of the statements and involve known and unknown risks and uncertainties that could cause future results, performance or future events to differ materially from those expressed or implied in such statements. When used in this document, words such as "anticipate", "believe", "estimate", "expect", "may", "intend" and "plan" are intended to identify forward-looking statements which address our vision of expected future business and financial performance. Such forward-looking statements include, without limitation, projections for improvements in process and operations, revenues and operating margin growth, cash flow, performance, new products and services, current and future markets for products and services and other trend projections as well as new business opportunities. These forward-looking statements are based upon a number of assumptions which are subject to uncertainty and trends that may differ materially from future results, depending on a variety of factors including without limitation:-General economic and labour conditions, including in particular economic conditions in Europe and North America-Legal, financial and governmental risks (including, without limitation, certain market risks) related to the businesses-Certain risks related to the media industry (including, without limitation, technological risks)-The cyclical nature of some of the businesses. Please refer to the most recent Reference Document (Document de Référence) filed by Lagardère SCA with the French Autorité des marchés financiers for additional information in relation to such factors, risks and uncertainties. Lagardère SCA disclaims any intention or obligation to update or review the forward-looking statements referred to above. Consequently Lagardère SCA is not responsible for any consequences that could result from the use of any of the above statements. This document should not be distributed in the United States or to U.S. persons as defined in Regulation S of the U.S. Securities Act of 1933, as amended

This document does not constitute or form a part of any offer or solicitation to purchase or sell securities in the United States or in any other jurisdiction. Securities may not be offered or sold in the United States absent registration under the Securities Act of 1933, as amended (the "Securities Act") or an applicable exemption to registration. Nothing contained in this document shall form the basis of any contract or commitment whatsoever. Any decision to purchase or sell securities in the context of a proposed offering, if any, should be made solely on the basis of information contained in the offering memorandum published in relation to such an offering.

This document is for the recipient's use only. This document (or any part of it) is not to be reproduced, published, distributed, passed on, or the contents otherwise divulged or disclosed, directly or indirectly, to any other person without the prior written consent of Lagardère SCA. Neither this document nor any copy hereof may be sent, taken or distributed in the United States, Canada, Australia or Japan or to any U.S. person (as defined in Regulation S under the Securities Act). This document is being provided only to non-U.S. persons and by accepting the delivery of this document, the recipient warrants and acknowledges that it falls within the category of non-U.S. persons. Non-compliance with these restrictions may result in the violation of legal restrictions of the United States or of other jurisdiction.

Lagardère SCA has mandated Crédit Agricole, HSBC (Global Coordinators) and BNP Paribas, Commerzbank, ING, Mizuho, Natixis, Société Générale (Bookrunners) to set up a Bond Investor Conference Call on 12th October (2pm UKT / 3pm CET) and a series of credit investor meetings that will take place on 15th and 16th October.

A capital markets transaction and a potential partial Tender Offer on the Group's outstanding 2014 bond may follow, subject to market conditions.

12th October Global Investor Call (2pm UKT / 3pm CET)

15th October Paris / Germany

16th October London / (and Netherlands)

*Lagardère is a world-class pure-play media group (Book and e-Publishing; Press, Audiovisual, Digital and Advertising Sales Brokerage; Travel Retail and Distribution; Sport Industry and Entertainment).
With a holding of around 7.5%, Lagardère jointly controls EADS.
Lagardère shares are listed on Euronext Paris*

Press Contacts

Thierry FUNCK-BRENTANO

tel. +33 1 40 69 16 34

tfb@lagardere.fr

Ramzi KHIROUN

tel. +33 1 40 69 16 33

rk@lagardere.fr

Investor Relations Contact

Anthony MELLOR

tel. +33 1 40 69 18 02

amellor@lagardere.fr