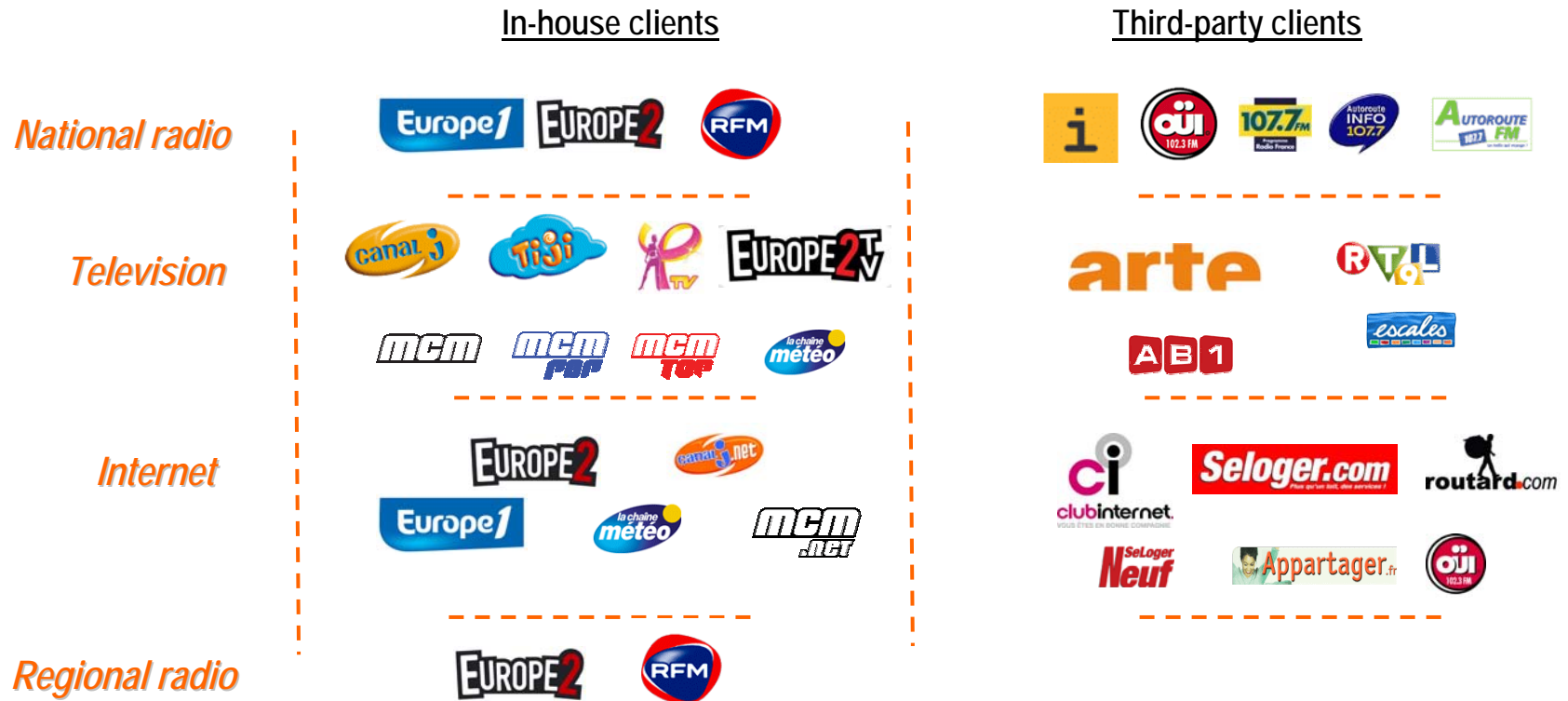


Lagardere Active Publicité

September 14, 2005



Lagardere active publicité: a major player in the advertising market

➔ Portfolio built around Lagardère Group in-house media clients, supplemented by major third-party media players:



Cross-media expertise for a full-service package

Lagardere active publicité: consistently outperforming the market

	<u>2002 vs 2001</u>	<u>2003 vs 2002</u>	<u>2004 vs 2003</u>
Total Media*	-1.2%	-0.2%	+4%
 lagardere active publicité	+9%	+8%	+9%
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Total Radio*	+9.5%	+4.7%	+5.5%
 lagardere active publicité	+10%	+7%	+9%

The radio market in 2005

– Audience figures:

- Radio audiences up 3% in 12 months
- General-interest radio stations performing well, especially Europe 1

– Advertising spend

- 9% of total advertising spend, with 80% of revenues generated by the national market
- Radio is moving in step with the needs of advertisers
- Radio has been helped by the healthy state of sectors that are traditional users of the medium

– Lagardere Active Publicité's position in the radio market

- Market leader, with further market share gained in 2005 at the expense of historical rivals
- Modest growth for LAP in a contracting market

LAP: +1%
Market: -1%/ 0%

LAP estimates for 2005 FY

The TV market in 2005

– Audience

- Theme channels are boosting the TV market
- Theme channels are taking a bigger and bigger audience share, especially among children and 15 to 24-year-olds

– Advertising spend

- Lackluster first half (down 0.5%), largely due to a 7% drop in consumer goods spend
- General-interest theme channels are suffering, niche theme channels are outperforming

– Lagardere Active Publicité's position in the TV market

- Market leader in theme channels, with revenue growth well ahead of the market
- Client list expanded with the addition of 2 new Terrestrial Digital TV channels

LAP: +4%
Market: 0%/ +1%

LAP estimates for 2005 FY

Cross-media activities

Advertisers' needs are evolving.
Traditional advertising offerings are no longer enough.



Cross-media activities offer a solution.



Lagardère Média is one of the few European media groups to own the full range of media outlets, content production and retail outlets needed for a full-service, coherent cross-media offering.



Lagardère Active Publicité is already well down this track within the Lagardère Group, and has the resources needed to build on this experience, especially in music and entertainment.



Outlook for 2006

1. Increasingly poor visibility on advertising spend
2. Economic conditions provoking price wars
3. Increased competition from internet media
4. Retailers preparing to start advertising on TV for the first time