



OL GROUPE

FINANCIAL RESULTS

SPORTING RESULTS

NEWS AND OUTLOOK

# FIRST-HALF RESULTS 2009/10

Thursday, 18 February 2010



H1 2009/10

- ▶ CONSOLIDATED NET LOSS - €8.7M  
(-€2.4M in H1 2008/09)
- ▶ CONCERTED ACTION TO REDUCE OPERATING  
EXPENSES
- ▶ EBITDA WELL INTO POSITIVE TERRITORY: €13.6M  
(€15.2M IN H1 2008/09)
- ▶ STRUCTURAL AND EXTRAORDINARY ITEMS THAT  
EXPLAIN THESE RESULTS

H1 2009/10

## UNCERTAIN ECONOMIC CLIMATE

- An economic climate that impacts consumption and sponsorship
- An ambitious sporting strategy in a more uncertain European and French football environment
  - indebtedness of European clubs ⇒ UEFA financial fair play
  - reduction in revenues of French clubs
  - increase in player investment (€76.5m) ⇒ ↗ amortisation

H1 2009/10

## EXTRAORDINARY ITEMS

- ▶ Champions League qualifiers in 2009 ⇒ ↘ international media rights
- ▶ 6<sup>th</sup> place in Ligue 1 as of 31/12/2009 ⇒ ↘ domestic media rights
- ▶ On-line betting bill postponed ⇒ ↘ BetClic revenues
- ▶ Departure of Umbro ⇒ arrival of Adidas ⇒ €4M indemnity
- ▶ Early termination of Accor contract
- ▶ Construction (work on metro) in Gerland stadium area ⇒ ↘ attendances

## OL: A STRONG POSITION IN FRENCH AND EUROPEAN FOOTBALL

### SPORTING RESULTS

- ▶ 11 consecutive top-three finishes in Ligue 1
- ▶ 15 trophies won in last 10 years
- ▶ 10<sup>th</sup> place in UEFA club rankings, 1<sup>st</sup> amongst French clubs
- ▶ 7<sup>th</sup> consecutive qualification for the knock-out stage of the Champions League along with Arsenal, Chelsea and Real Madrid
- ▶ 5<sup>th</sup> title as best French youth football club (in last 7 years)
- ▶ Best French women's team in last 3 years: (3 French championships and 2 consecutive semi-finals in Women's Champions League)

## OL: A STRONG POSITION IN FRENCH AND EUROPEAN FOOTBALL

### ORGANISATIONAL STRUCTURE

- A very successful training centre (owned by OL)
- Construction of a 5-star football academy (owned by OL)
- A world class sports management team: Bernard Lacombe, Claude Puel, Georges Prost, Farid Benstiti
- High-quality business organisation (brand and international development)
- New stadium will drive growth in revenue



## OL: A STRONG POSITION IN FRENCH AND EUROPEAN FOOTBALL

### FINANCIAL POSITION

- Equity amongst the highest of European clubs (€157m as of 31/12/09)
- Significant profitability over 5 years:
  - EBITDA: €246m
  - Profit from ordinary activities: €107m
  - Net profit: €71m
- Successful player registration trading:
  - Realized capital gains over 5 years: €181m
  - Potential capital gain as of 31/12/09: €85m
- No net financial debt
- Strong liquidity position:
  - Cash investments as of 12/02/10: €67m including €31m in credit lines
- A financial situation consistent with DNCG standards

## OL: A STRONG POSITION IN FRENCH AND EUROPEAN FOOTBALL

### OPERATING STRENGTHS FOR THE FUTURE

- ▶ A new young team that is fully financed
- ▶ New sponsorship prospects for 2010/11: BetClic, other partnerships
- ▶ An ambitious partnership with Adidas (merchandising, image, international)
- ▶ New stadium is a key item for the future (↗ revenue)
- ▶ A more and more positive image
- ▶ An ambitious strategy rendered credible by management experience





OL GROUPE

FINANCIAL RESULTS

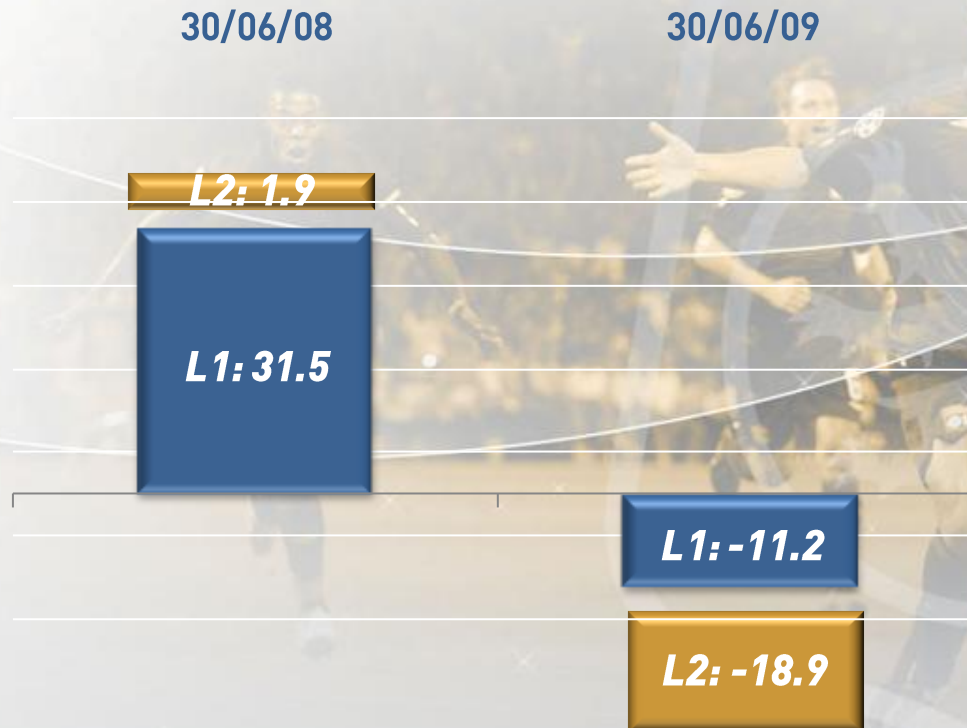
SPORTING RESULTS

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# SITUATION OF FRENCH FOOTBALL

## LFP 2008/09 ANNUAL REPORT

LOWER CUMULATIVE NET RESULTS: -€30.1M IN 2009/10  
(+€33.4M IN 2007/08)



In €m

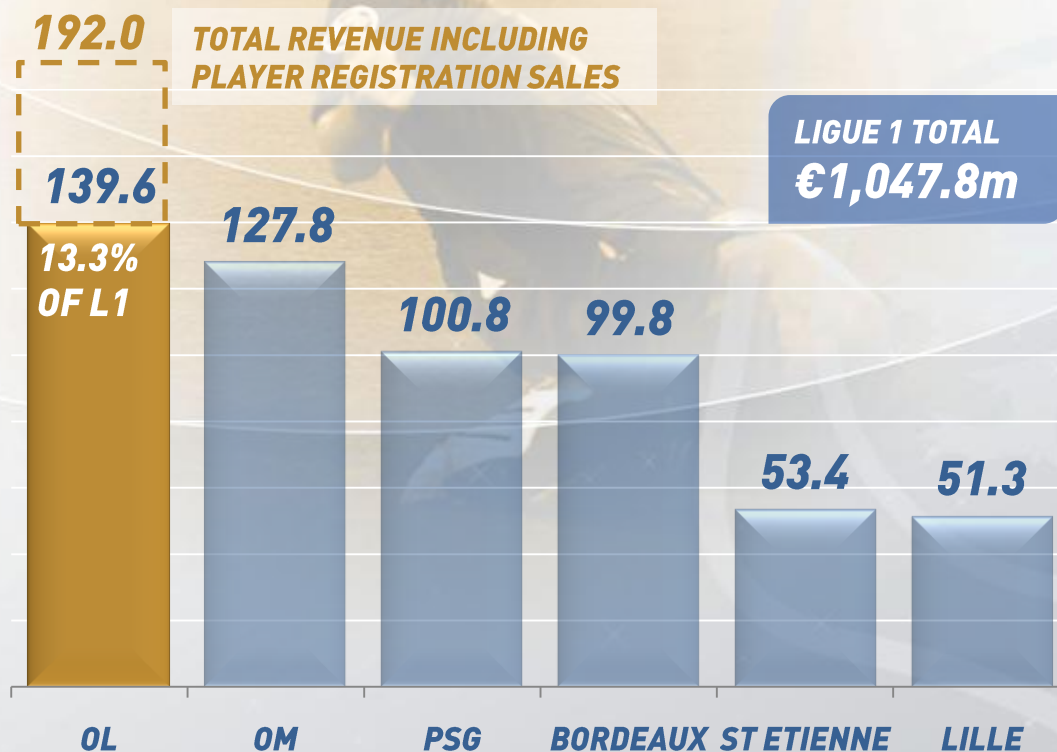
Source: LPP 2008/09 annual report (as of 30/06/09)

## LFP 2008/09 ANNUAL REPORT

### OL: LEADING FRENCH CLUB

- REVENUE FROM BUSINESSES EXCLUDING PLAYER TRADING
- NET PROFIT/(LOSS)
- EQUITY

# REVENUE FROM BUSINESSES EXCLUDING SALES OF PLAYER REGISTRATIONS



**OL IS THE LEADER**

In €m

Source: LFP 2008/09 annual report (as of 30/06/09)

# NET PROFIT

**OL: 1<sup>st</sup> PLACE**



In €m

Source: LFP 2008/09 annual report (as of 30/06/09)



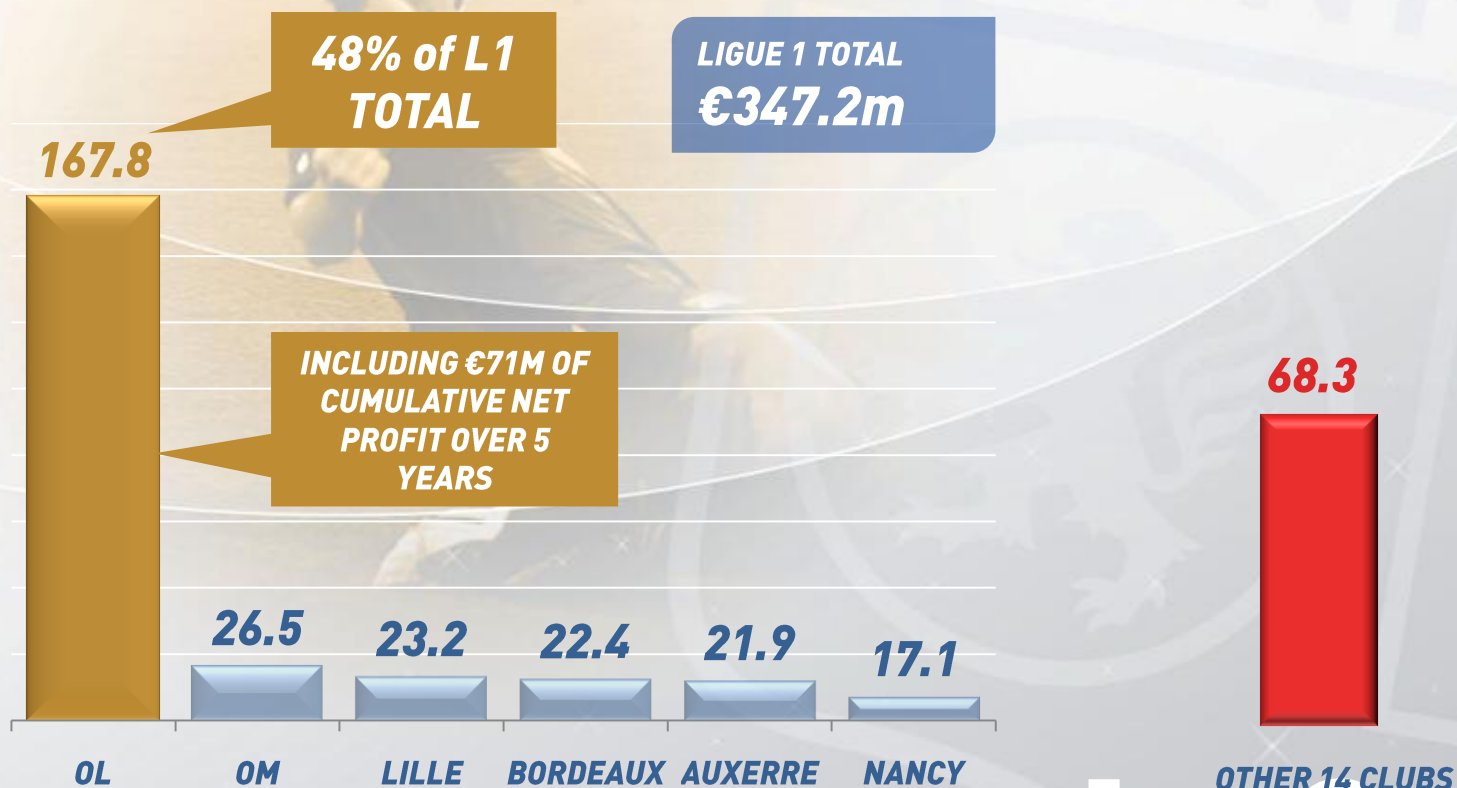
## OL GROUPE

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### EQUITY



In €m

Source: LFP 2008/09 annual report (as of 30/06/09)





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# OL GROUPE FINANCIAL RESULTS

H1 2009/10

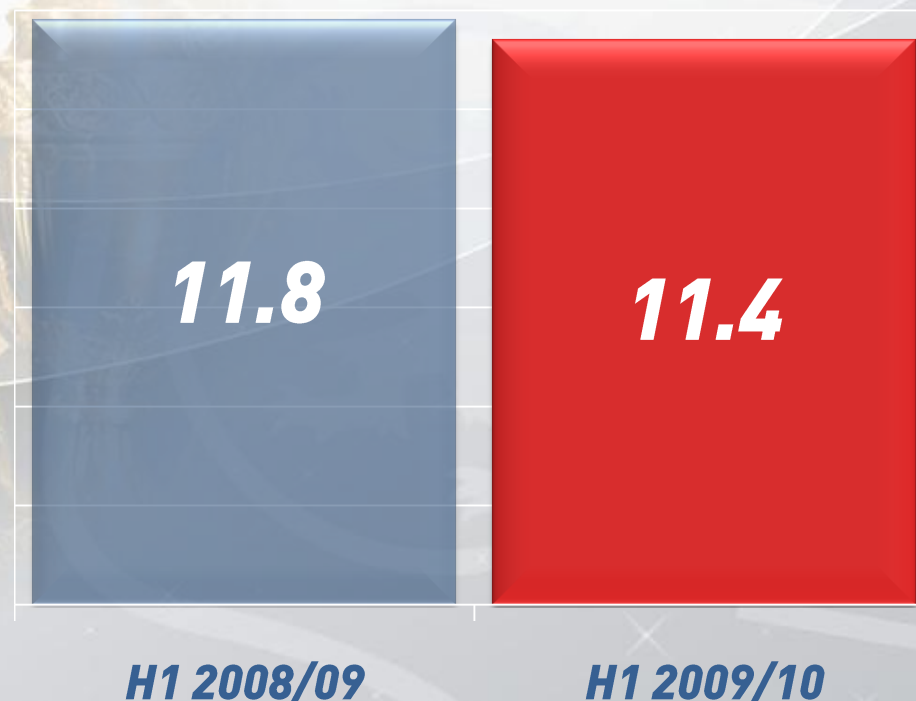
## THE FIRST HALF WAS MARKED BY:

- ▶ Very uncertain economic conditions for football
- ▶ Weaker sporting results in Ligue 1 than last year (6<sup>th</sup> place in standings compared to 1<sup>st</sup>)
- ▶ European sporting results in line with our expectations (won Champions League qualifying round and advanced to the first round knockout stage)
- ▶ Early termination of the Accor contract
- ▶ Successive postponements in vote for on-line gambling and betting law, penalising revenue from partnerships (BetClic sponsorship)
- ▶ Early termination of the partnership with Umbro with financial compensation (€4m) and amortisation of a player registration (€0.8m)
- ▶ Optimisation of various expenses
- ▶ Significantly positive EBITDA
- ▶ Net loss
- ▶ Sound fundamentals and key financial advantages for the future

## TICKETING

In €m

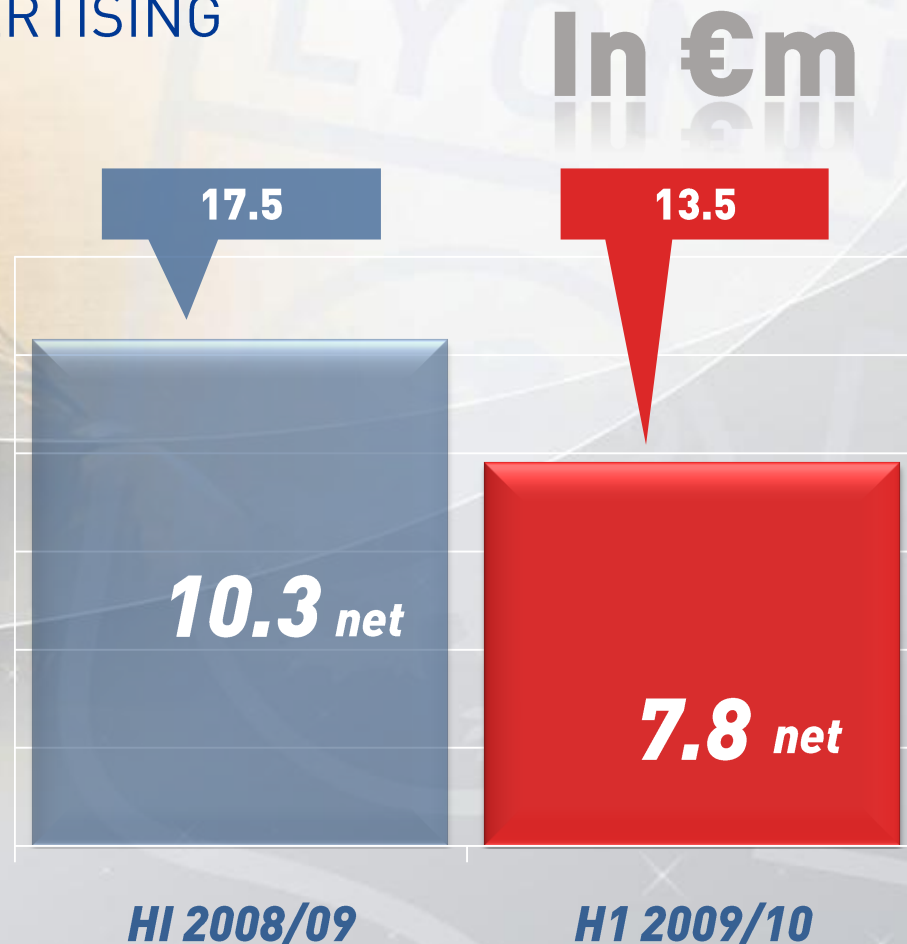
- MATCH ATTENDANCE DOWN SLIGHTLY
- DIP IN SPORTING RESULTS
- AN ADDITIONAL MATCH (Champions League qualifying round)
- LYON METRO CONSTRUCTION WORK MADE STADIUM ACCESS DIFFICULT



LFP information: Attendance fell by 4% in H1 2009/10 in Ligue 1

## PARTNERSHIPS - ADVERTISING

- EARLY TERMINATION OF THE ACCOR CONTACT
- UNFAVORABLE IMPACT OF SUCCESSIVE POSTPONEMENTS OF THE VOTE ON THE NEW ON-LINE BETTING AND GAMBLING LAW
  - > Law prohibits the publicising of the BetClic contract
- SPONSORSHIP MARKET IMPACTED BY THE ECONOMIC CRISIS (-€4m compared to 2008/09)





## OL GROUPE

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MEDIA RIGHTS: €38.4m (€45.1m in 2008/09)

In €m



### DOMESTIC RIGHTS

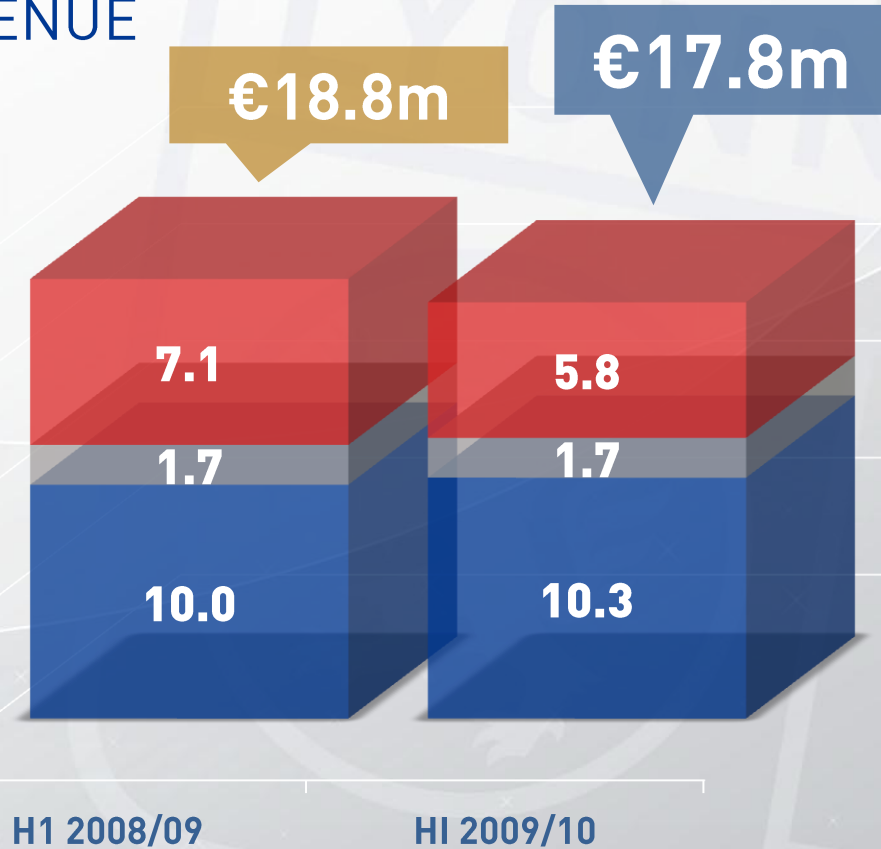
### INTERNATIONAL RIGHTS

	H1 2008/09	H1 2009/10
LIGUE 1	1 <sup>st</sup>	6 <sup>th</sup>
1 <sup>st</sup> place in H1 worth ⇒ +€4.5m		
CHAMPIONS TROPHY	€0.2m	

	H1 2008/09	H1 2009/10
CHAMPIONS LEAGUE	Group stage	Group stage + qualifying round
LIGUE 1 FINISH IN PREVIOUS SEASON	1 <sup>st</sup>	3 <sup>rd</sup>
NUMBER OF POINTS	11	13
PARTICIPATING FRENCH CLUBS	3	3

## BRAND-RELATED REVENUE

In €m



- REVENUE FROM DERIVATIVE PRODUCTS IMPACTED BY THE RECESSION: DOWN €1.3M



## REVENUE FROM PLAYER REGISTRATION SALES

### *JULY /AUGUST 2009*

		<i>Club</i>	<i>Amount</i>	<i>Capital gain</i>
<b>KEITA</b>	 <i>Int.</i>	<i>Galatasaray</i>	<i>8.4</i>	
<b>GROSSO</b>	 <i>Int.</i>	<i>Juventus</i>	<i>2.0</i>	
<b>MOUNIER</b>	 <i>Int.</i>	<i>Nice</i>	<i>2.5</i>	
<b>SUNDRY &amp; INCENTIVES</b>			<i>1.6</i>	
<b>TOTAL H1 2009/10</b>			<b>14.5</b>	<b>3.7</b>

### *NB: JULY /AUGUST 2008*

		<i>Club</i>	<i>Amount</i>	<i>Capital gain</i>
<b>SQUILLACI</b>	 <i>Int.</i>	<i>Sevilla</i>	<i>5.6</i>	
<b>BAROS</b>	 <i>Int.</i>	<i>Galatasaray</i>	<i>4.7</i>	
<b>COUPET</b>	 <i>Int.</i>	<i>Atletico Madrid</i>	<i>1.6</i>	
<b>SUNDRY &amp; INCENTIVES</b>			<i>2.5</i>	
<b>TOTAL H1 2008/09</b>			<b>14.4</b>	<b>7.1</b>

In €m

## TOTAL REVENUE FROM BUSINESSES: -10.5%

	<i>H1 2008/09</i>	<i>H1 2009/10</i>	<i>Change in €m</i>
<i>TICKETING</i>	<b>11.8</b>	<b>11.4</b>	<b>-0.4</b>
<i>PARTNERSHIPS – ADVERTISING</i>	<b>10.3</b>	<b>7.8</b>	<b>-2.5</b>
<i>MEDIA RIGHTS</i>	<b>45.1</b>	<b>38.4</b>	<b>-6.7</b>
<i>BRAND-RELATED REVENUE</i>	<b>18.8</b>	<b>17.8</b>	<b>-1.0</b>
<b>REVENUE EXCLUDING PLAYER TRADING</b>	<b>86.0</b>	<b>75.4</b>	<b>-10.6</b>
<i>REVENUE FROM SALE OF PLAYER REGISTRATIONS</i>	<b>14.4</b>	<b>14.5</b>	<b>+0.1</b>
<b>TOTAL REVENUE FROM BUSINESSES</b>	<b>100.4</b>	<b>89.9</b>	<b>-10.5</b>

**In €m**

## HALF-YEAR CONSOLIDATED POSITION

	<i>H1 2008/09</i>	<i>H1 2009/10</i>
<i>REVENUE FROM BUSINESSES</i>	<b>100.4</b>	<b>89.9</b>
<i>PROFIT FROM ORDINARY ACTIVITIES EXCLUDING PLAYER TRADING</i>	<b>5.8</b>	<b>4.0</b>
<i>LOSS FROM ORDINARY ACTIVITIES FOR PLAYER TRADING</i>	<b>-10.4</b>	<b>-16.8</b>
<i>EBITDA</i>	<b>15.2</b>	<b>13.6</b>
<i>NET PROFIT (GROUP SHARE)</i>	<b>-2.4</b>	<b>-8.7</b>

**In €m**

# CONSOLIDATED INCOME STATEMENT

	<i>H1 2008/09</i>	<i>H1 2009/10</i>	
<b>REVENUE FROM BUSINESSES</b>	<b>100.4</b>	<b>89.9</b>	<b>-10.5%</b>
- PERSONNEL EXPENSES	-54.2	-47.3	-12.7%
- OTHER EXPENSES	-31.0	--29.0	-6.5%
<b>EBITDA</b>	<b>15.2</b>	<b>13.6</b>	
- AMORTISATION EXPENSE	-18.3	-21.6	
- UMBRO TERMINATION INDEMNITY	-	-4.0	
- OTHER REVENUE AND EXPENSES	-1.5	-0.7	
<b>PROFIT (LOSS) FROM ORDINARY ACTIVITIES</b>	<b>-4.7</b>	<b>-12.8</b>	
<b>NET FINANCIAL INCOME / (EXPENSE)</b>	<b>0.9</b>	<b>-0.4</b>	
<b>NET PROFIT / (LOSS), GROUP SHARE</b>	<b>-2.4</b>	<b>-8.7</b>	

In €m

# PLAYER INVESTMENT AND SALES 2009 SUMMER TRANSFERS






Net investment less sales: €24.1m

In €m

## PLAYER REGISTRATION INVESTMENT

		Club	Amount
LOPEZ		Porto	25.8
BASTOS		Lille	20.7
CISSOKHO		Porto	15.8
GOMIS		St Etienne	14.2
<b>TOTAL INVESTMENT</b>			<b>76.5</b>

## PLAYER REGISTRATION SALES

PAILLOT		Grenoble	1.0 <sup>(1)</sup>
BENZEMA		Real Madrid	35.3 <sup>(1)</sup>
KEITA		Galatasaray	8.4
GROSSO		Juventus	2.0
MOUNIER		Nice	2.5
<b>SUNDRY &amp; INCENTIVES</b>			<b>3.3</b>
<b>TOTAL SALES</b>			<b>52.4</b>

January 2010 investment

Lovren from Dinamo Zagreb for €9.4m → net balance as of 31/01/10: €33.5m

(1) Recognised in 2008/09 financial statements

# FINANCIAL STRUCTURE

In €m

	31/12/08	31/12/09
<b>EQUITY (including minorities)</b>	<b>159.8</b>	<b>157.3</b>
<b><u>CASH AND CASH EQUIVALENTS</u></b>		
<b>FINANCIAL LIABILITIES</b>	<b>-45.6</b>	<b>-35.8</b>
<b>TOTAL TREASURY AND PLEDGED MUTUAL FUNDS</b>	<b>101.3</b>	<b>75.1</b>
<b>FINANCIAL ASSETS AND NET TREASURY</b>	<b>55.8</b>	<b>39.3</b>
<b><u>PLAYER REGISTRATION INDEBTEDNESSURS</u></b>		
<b>PAYABLES ON PURCHASE OF PLAYER REGISTRATIONS</b>	<b>-40.0</b>	<b>-63.6</b>
<b>RECEIVABLES ON SALE OF PLAYER REGISTRATIONS</b>	<b>35.6</b>	<b>40.9</b>
<b>NET RECEIVABLES / PAYABLES ON PLAYER REGISTRATIONS</b>	<b>-4.4</b>	<b>-22.7</b>

Impact of major investment during period



# SUMMARY BALANCE SHEET

**In €m**

ASSETS	31/12/08	31/12/09
<i>PLAYER REGISTRATIONS</i>	<b>96.8</b>	<b>124.7</b>
<i>OTHER ASSETS</i>	<b>22.7</b>	<b>24.4</b>
<i>DEFERRED TAXES</i>	<b>0.4</b>	<b>2.4</b>
<i>OPERATING RECEIVABLES</i>	<b>75.3</b>	<b>55.2<sup>(1)</sup></b>
<i>FINANCIAL ASSETS</i>	<b>0.5</b>	<b>20.2<sup>(2)</sup></b>
<i>CASH</i>	<b>101.3</b>	<b>55.5</b>

EQUITY AND LIABILITIES	31/12/08	31/12/09
<i>EQUITY (Including minorities)</i>	<b>159.8</b>	<b>157.3</b>
<i>MEDIUM-TERM BORROWINGS</i>	<b>41.4</b>	<b>24.3</b>
<i>SHORT-TERM BORROWINGS</i>	<b>4.1</b>	<b>11.6</b>
<i>NET LIABILITIES ON PLAYER REGISTRATIONS</i>	<b>4.4</b>	<b>22.7</b>
<i>OPERATING LIABILITIES</i>	<b>87.3</b>	<b>64.5</b>

(1) Media rights, Sportfive, etc.

(2) Including €19.6m of pledged mutual funds

## PLAYER REGISTRATION ASSETS

In €m

**TRANSFERMARKT  
VALUATION**

**POTENTIAL  
CAPITAL GAIN**

**BALANCE SHEET NET  
BOOK VALUE**

**213.1**

**116.3**  
of which Benzema:  
27.5

**96.8**

**31/12/2008**

**209.5**

**84.8**

**124.7**

**31/12/2009**



# SPORTING RESULTS

## SPORTING RESULTS AS OF 31/12/2009

### MEN'S TEAM



FRENCH LIGUE 1  
**6<sup>th</sup> PLACE**



UEFA  
CHAMPION'S LEAGUE  
**QUALIFIED FOR  
LAST-16 ROUND**

**REAL MADRID**

Matches on 16/02 and 10/03

### WOMEN'S TEAM

- FRENCH CHAMPIONSHIP DIVISION 1  
**2<sup>nd</sup> PLACE**
- UEFA WOMEN'S CHAMPIONS LEAGUE  
**QUARTER-FINAL QUALIFIED**  
(pending decision of CAS on 25/02/2010)

### CFA TEAM

**1<sup>st</sup> PLACE IN GROUP**

### YOUTH TEAMS

U19: **7<sup>th</sup> PLACE**

U17: **1<sup>st</sup> PLACE**



## MEN'S PROFESSIONAL SQUAD (as of 31/01/2010)

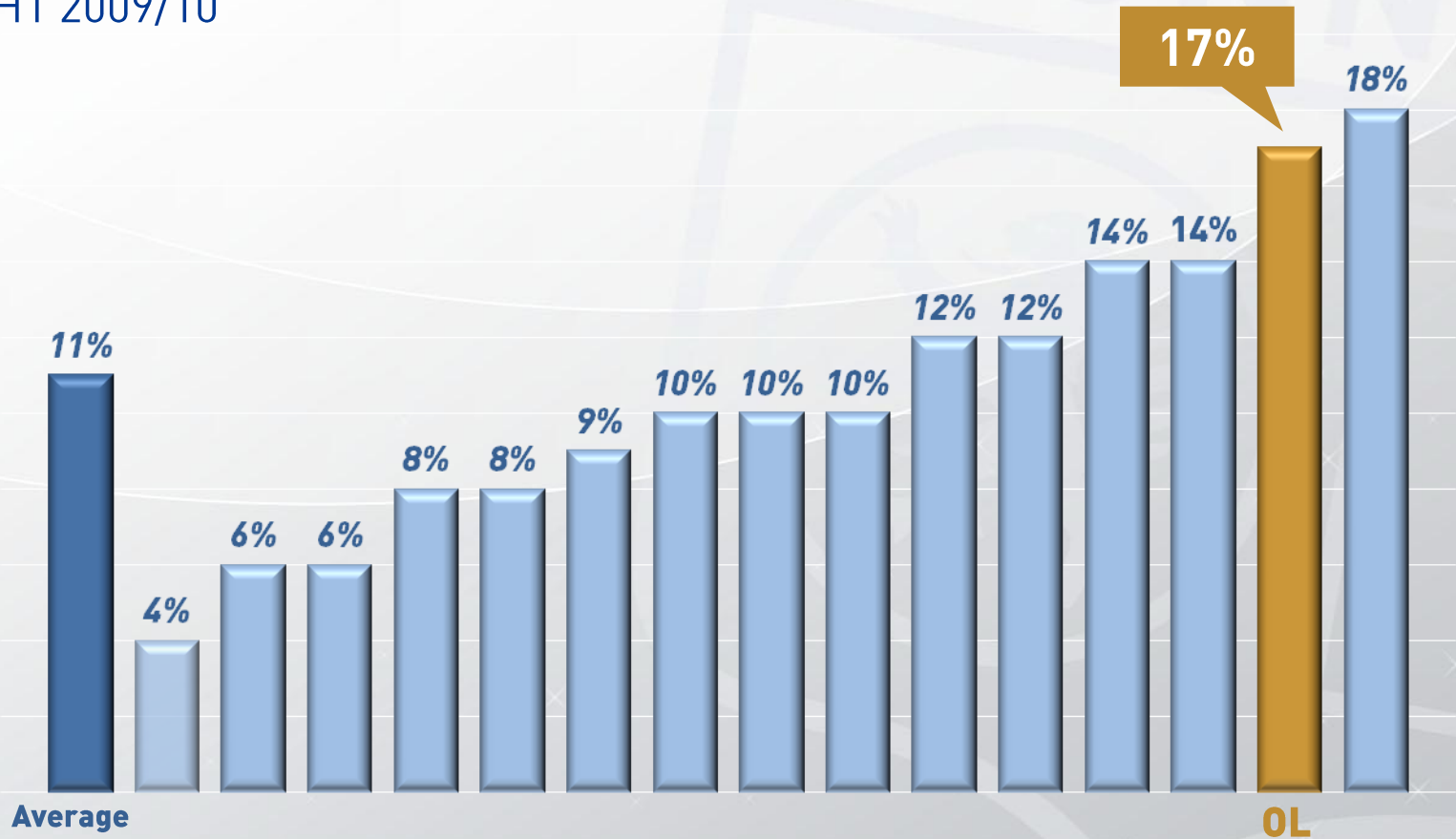


**28 PROFESSIONAL PLAYERS**  
(30 in 2008/09)  
INCLUDING 27 INTERNATIONALS

**20 EXPERIENCED PLAYERS**

**8 PRO 2 GROUP PLAYERS**

# PLAYER ABSENCES (AS A %) BY EUROPEAN CLUB (in all competitions) H1 2009/10



Source: UEFA



## WOMEN'S SQUAD



**27 PROFESSIONAL  
PLAYERS  
INCLUDING 26 INTERNATIONALS**



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# NEWS AND OUTLOOK

## SUMMER TRANSFER WINDOW

A very active market

**2009 TOTAL: €1.9 bn - 2008 TOTAL : €1.8 bn**



**England**



**2009** €532m

**2008** €613m

**2007** €740m



**Spain**



**€469m**

€285m

€474m



**Italy**

**€452m**

€500m

€185m



**France**

**€230m**

€244m

€199m



**Germany**



**€226m**

€151m

€200m

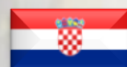
## PLAYER INVESTMENT **WINTER TRANSFER WINDOW**

(IFRS excl. incentives)

Club

Amount

LOVREN



Dinamo Zagreb

9.4

In €m

## NEW PARTNERSHIPS

### OL JOINS THE TOP-6 MAJOR CLUB GROUP



CHELSEA



AC MILAN



REAL MADRID



LIVERPOOL



MARSEILLE



OLYMPIQUE LYONNAIS

**ADIDAS, A GLOBAL LEADER:** exclusive supplier of sports equipment to OL beginning from 2010/11 for a period of 10 years

**TOTAL ESTIMATED AMOUNT:**

**€80m to €100m**

depending on sporting results

**STRENGTH OF DISTRIBUTION CHANNELS IN FRANCE AND INTERNATIONALLY**

**EXPECTED GROWTH IN MERCHANDISING OVER THE SHORT AND MEDIUM TERM**



## SHORT- AND MEDIUM-TERM OUTLOOK

- ▶ Voting into law of the on-line gambling and gaming act (French Senate session at the end of February 2010)
  - ➔ Full implementation of the BetClic contract
- ▶ Development of shirt partnerships
  - ➔ Prospects with new advertisers
- ▶ Objective to reduce number of full professional players
- ▶ Continuation of the commitment to train young players



## NEW STADIUM PROJECT



## NEW STADIUM

### WHY A NEW STADIUM?

- Strategy to increase resources by optimising of all OL Groupe businesses (Ticketing, Merchandising, Sponsorships, Catering, Seminars, etc.)
- A new stadium that meets the standards of new European facilities (capacity, spectator comfort, VIP reception, state-of-the-art technologies and sustainable development)
- Create a legacy community facility accessible to everyone
- Host major sporting and cultural events
- Support France's bid for Euro 2016
- Boost the standing of Lyon and the Rhône-Alpes region



## PROJECT COMPONENTS

THE FUTURE NEW STADIUM IS THE CENTRAL FEATURE

- Capacity for 60,000 spectators
- Occupies a surface area of 6 hectares

4  
A LANDSCAPED AVENUE  
to house the New Stadium  
tramway station

1  
OL GROUPE OFFICES  
In a 3,000 m<sup>2</sup> space inside the new stadium

THE OL STORE

A TROPHY ROOM AND MUSEUM

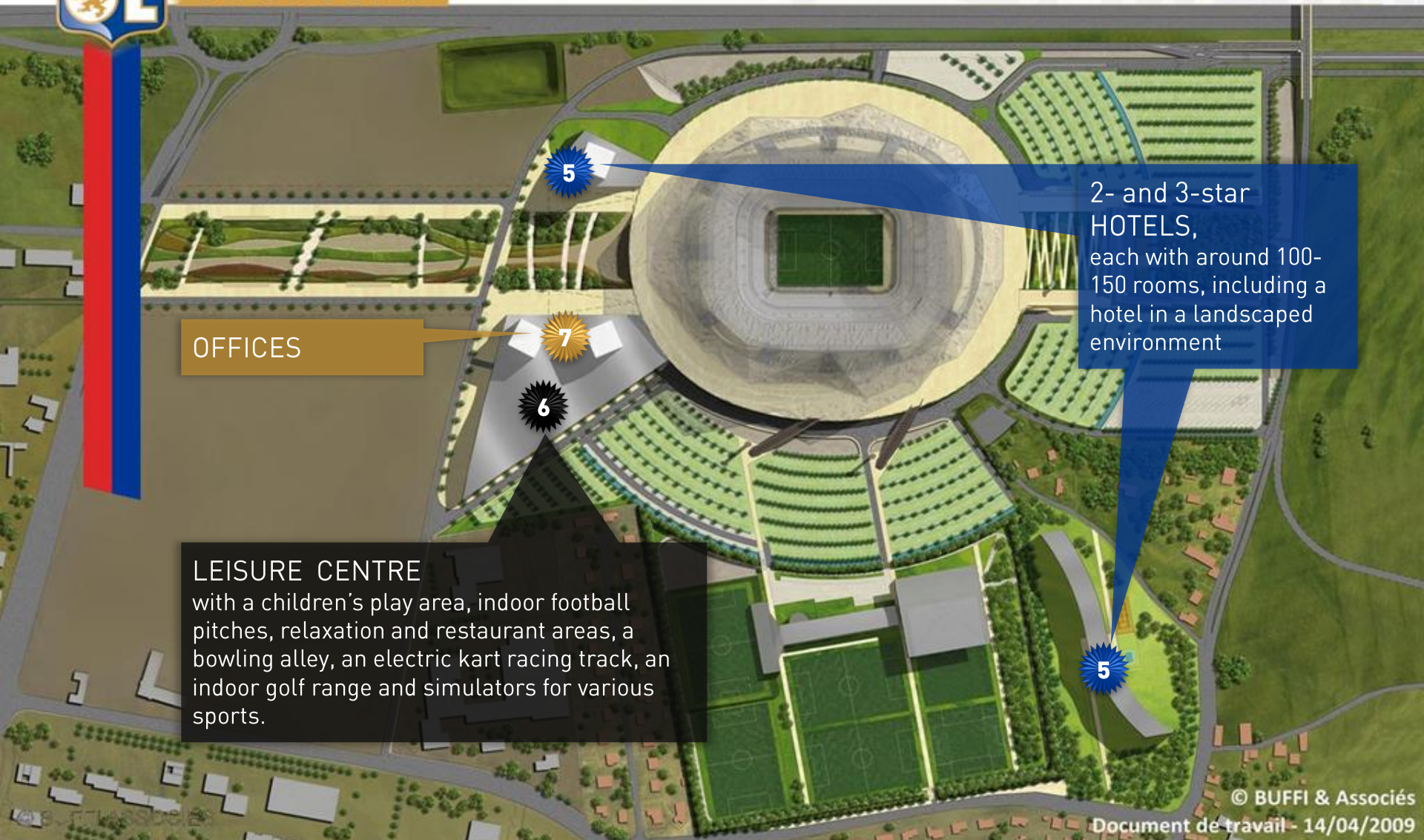
3  
A 51,486 M<sup>2</sup> CONCOURSE AREA  
Where certain events and  
activities will be held and which  
will be open for everyone to enjoy

3,600 of the 7,000 CAR PARK  
SPACES available on site will be  
under the concourse area

2  
THE PROFESSIONAL TEAM TRAINING CENTRE  
will have five pitches including a covered pitch

## RELATED FACILITIES





OFFICES

## LEISURE CENTRE

with a children's play area, indoor football pitches, relaxation and restaurant areas, a bowling alley, an electric kart racing track, an indoor golf range and simulators for various sports.

2- and 3-star  
HOTELS,  
each with around 100-  
150 rooms, including a  
hotel in a landscaped  
environment

## NEW STADIUM – Main events since the start of the financial year

- 06/07/2009 >** Favourable vote by Greater Lyon on the land use plan
- 20/07/2009 >** The Development and Modernisation of Tourism Services Act enabling major sporting facilities to be declared as “general interest equipment” comes into effect
- 21/10/2009 >** An Ipsos survey confirms that a large majority of residents in the Greater Lyon area are still favourable towards the project (74% in 2009 compared to 76% in 2007)
- 11/11/2009 >** FFF announces the 12 stadiums selected for France’s candidature to host Euro 2016 and confirms the selection of the new stadium in Décines
- 13/11/2009 >** Launch of the Support Committee for Lyon’s candidature to host Euro 2016
- 02/12/2009 >** French government announces aid of €150m for stadium projects including €20m for the Olympique Lyonnais project

## NEW STADIUM – Main events since the start of the financial year

- 17/12/2009 >** Vote by Greater Lyon (101 votes for and 31 against) for the launch of studies relating to services for a total of €23m
- 11/01/2010 >** The Greater Lyon votes for the launch of a new amendment to the land use plan (following the cancellation on 10/12/2009 by the Administrative Appeal Court of the decision by Greater Lyon on 09/07/2007 in favour of an amendment to the Décines land use plan)
- 26/01/2010 >** Signature of a contract between OL, UEFA and FFF relating to stadium specifications for Euro 2016
- 04/02/2010 >** Launch of a project to optimise the financial and economic model with a major international consulting firm
- 15/02/2010 >** Final date for official submission of France's candidacy to host Euro 2016



## NEW STADIUM

EXEMPLARY EUROPEAN PROJECT IN TERMS OF SUSTAINABLE DEVELOPMENT AND CORPORATE CITIZENSHIP

### **PROMOTION OF RENEWABLE ENERGIES:**

Solar panels (13,000 m<sup>2</sup>, the largest stadium surface area in Europe), low-energy light bulbs, heat pumps, etc.

### **PRESERVATION OF THE ENVIRONMENT:**

Storage of rainwater for reuse on site (watering, toilets, fire protection), protection of the water table (use of non-polluting products), waste restriction and processing, noise protection measures.

**CARBON AUDIT** provided for in the multi-year framework agreement signed on 12 December 2008 with ADEME (French Environment and Energy Management Agency) . Being put in place.

**CORPORATE CITIZENSHIP:** creation of jobs, including entry level, infrastructure for people with reduced mobility.

## NEW STADIUM

### PROJECT WILL CREATE EMPLOYMENT

- **1,500 BUILDING JOBS** DURING CONSTRUCTION PHASE
- **1,500 TO 2,000 TEMPORARY JOBS**
- **800 PERMANENT POSITIONS**

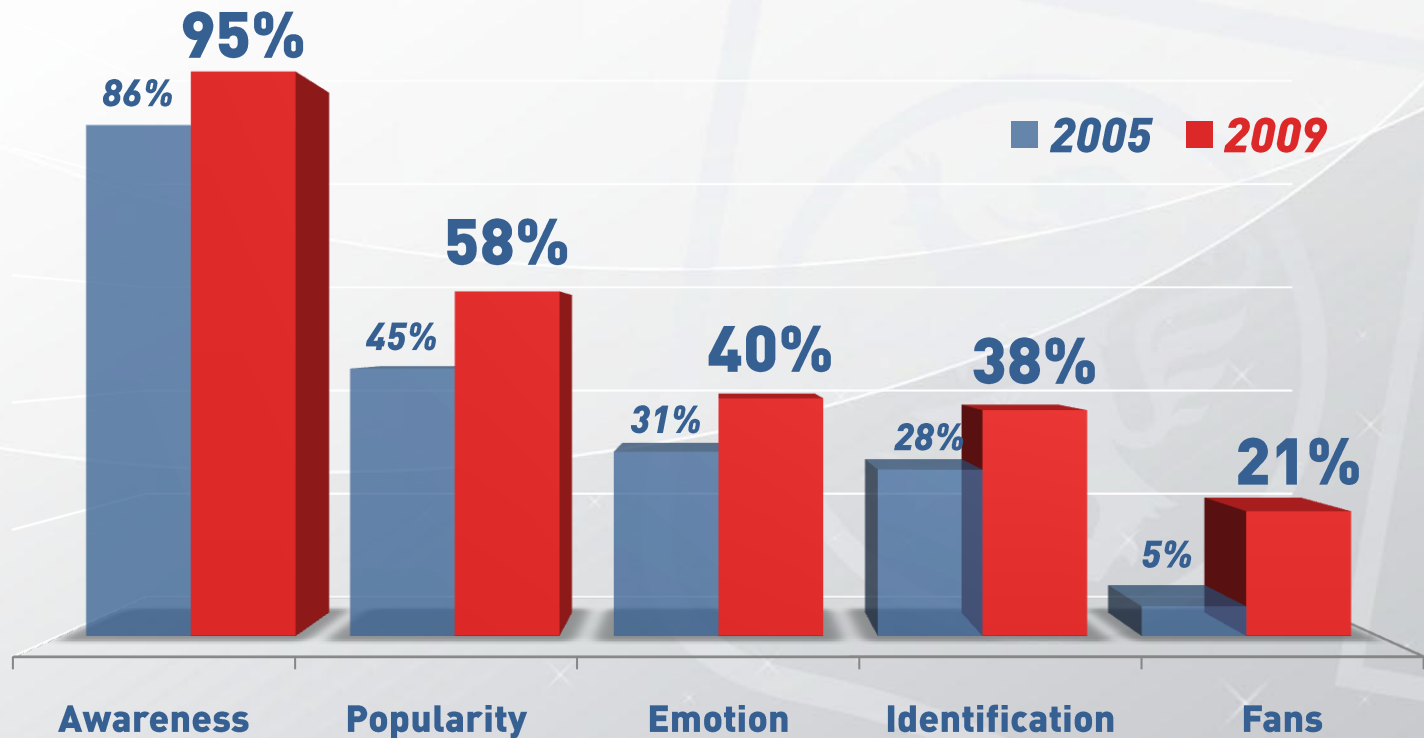
## NEW STADIUM



### PROVISIONAL CALENDAR FOR THE NEXT STAGES OF THE PROJECT

Acquisition of land	During 2010
File construction permit application	Q1 2011
Preliminary studies	Up until 2011
Construction work	From mid-2011
Targeted delivery of stadium	H2 2013
UEFA's final date for delivery of stadiums in relation to Euro 2016	30 June 2014

## OL'S SUCCESSFUL BRAND-BUILDING STRATEGY



Source: Sportfive's European Football 2009 survey, basis: French people 15 years and over and interested in football (1,000 people surveyed)

# SHAREHOLDER BREAKDOWN

As of 31/12/2009

	Number of shares	% capital	% of voting rights
<b>ICMI</b>	<b>4,524,008</b>	<b>34.17%</b>	<b>42.21%</b>
<b>PATHÉ + OJEJ <sup>(1)</sup></b>	<b>3,164,683</b>	<b>23.90%</b>	<b>28.85%</b>
<b>BOARD MEMBERS <sup>(2)</sup></b>	<b>584,984</b>	<b>4.41%</b>	<b>3.88%</b>
<b>AMIRAL GESTION <sup>(3)</sup></b>	<b>1,248,553</b>	<b>9.43%</b>	<b>5.28%</b>
<b>GL EVENTS</b>	<b>313,652</b>	<b>2.37%</b>	<b>1.46%</b>
<b>ND INVESTISSEMENT</b>	<b>149,341</b>	<b>1.13%</b>	<b>0.69%</b>
<b>TREASURY SHARES <sup>(4)</sup></b>	<b>320,723</b>	<b>2.42%</b>	<b>NA</b>
<b>FREE FLOAT</b>	<b>2,935,343</b>	<b>22.17%</b>	<b>17.63%</b>
<b>TOTAL</b>	<b>13,241,287</b>	<b>100%</b>	<b>100 %</b>

(1) Pathé and Société civile OJEJ are companies controlled by Jérôme Seydoux, a member of the Board of Olympique Lyonnais Groupe

(2) Excluding ICMI and GL EVENTS, which are shown separately

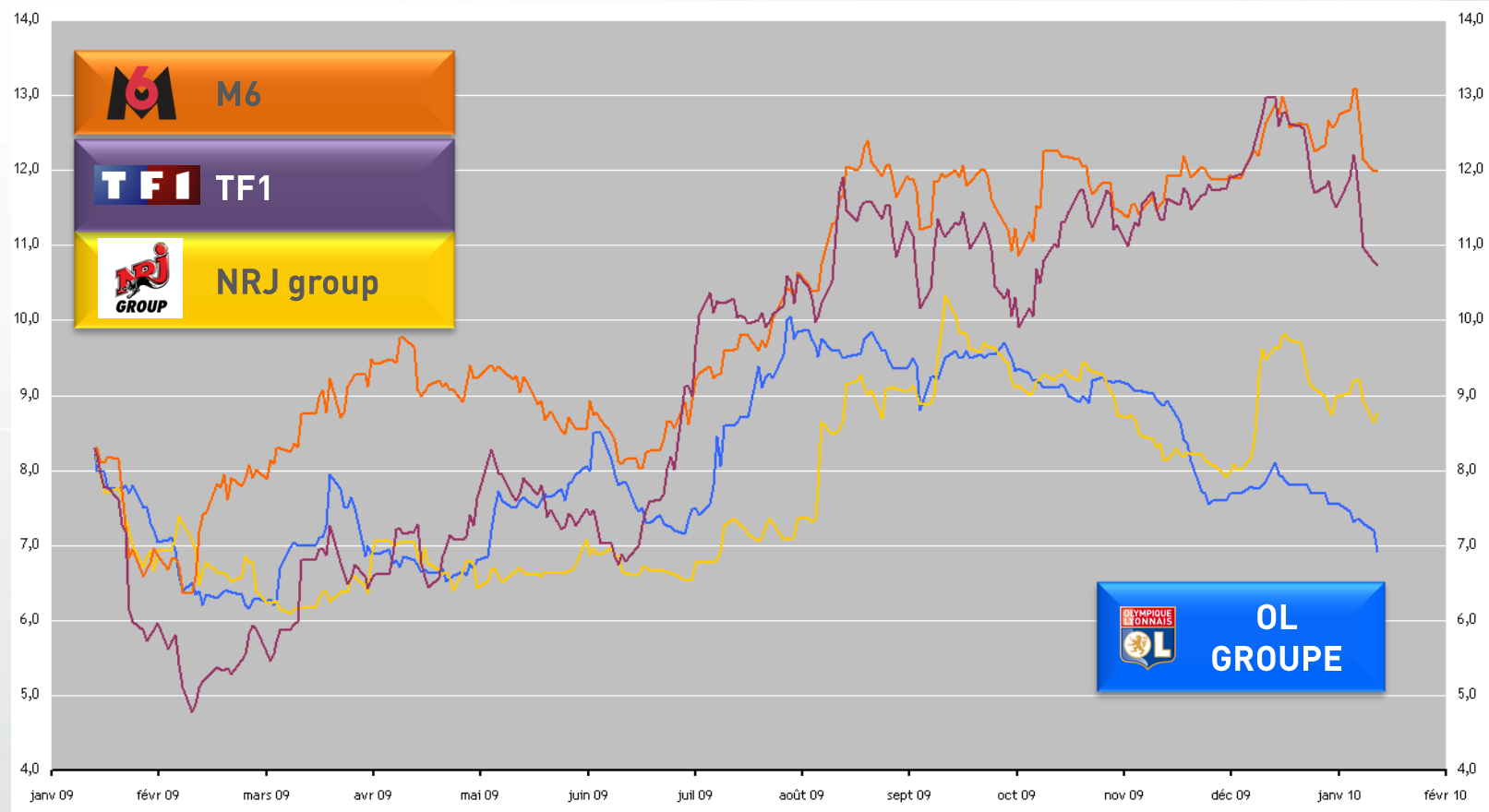
(3) Based on a Bearer Share Identification inquiry as of 30 September 2009

(4) Treasury shares held as part of a market making agreement and buyback programme



# SHARE PRICE

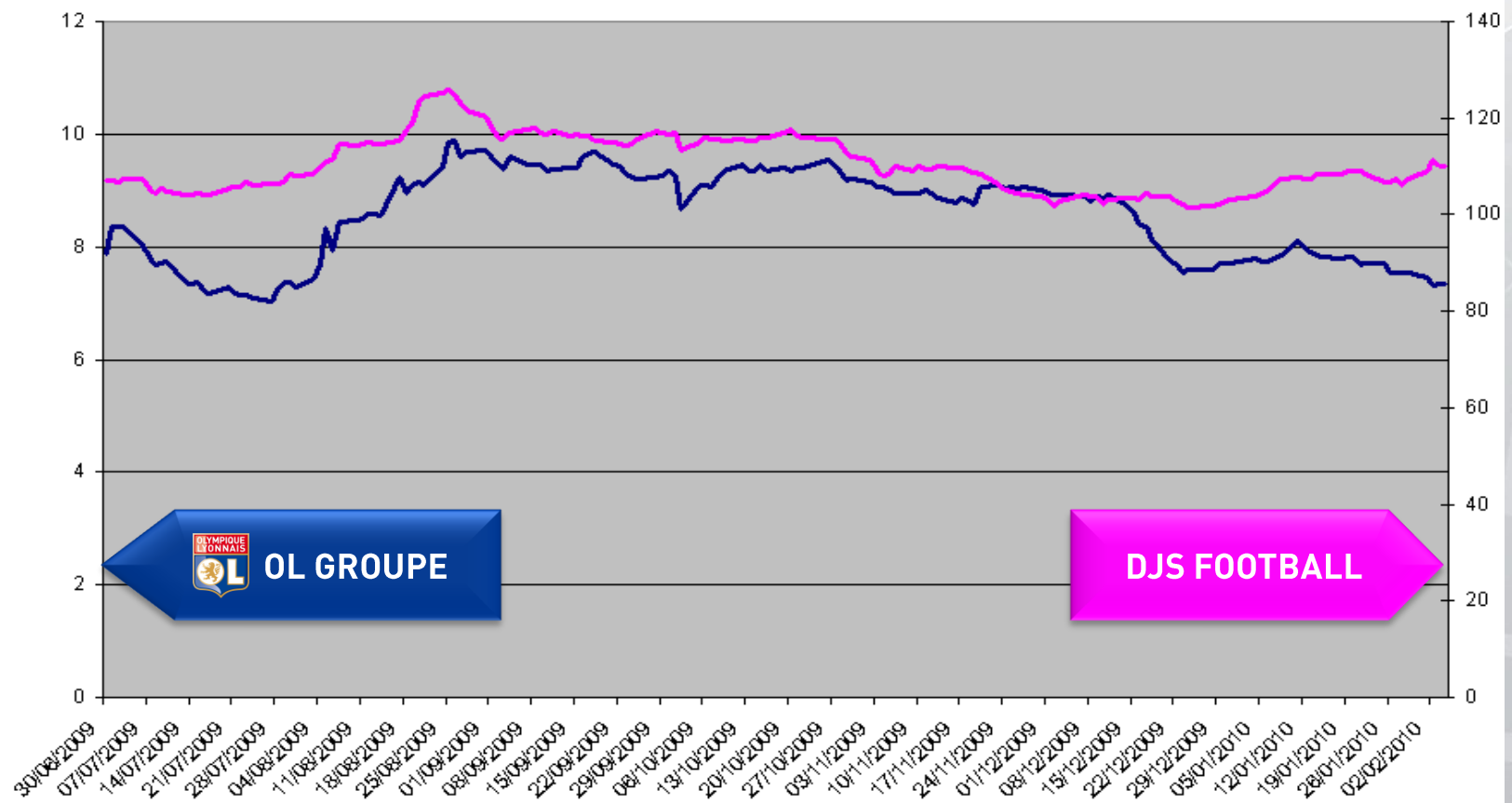
Media sector comparison (01/01/2009 – 10/02/2010)





## SHARE PRICE

Trend of the Dow Jones STOXX® Football index  
(01/01/2009 to 10/02/2010)



## OUR BUSINESS: SPORTAINMENT



### THE OL MODEL IS BASED ON 3 FUNDAMENTAL PILLARS

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- ETHICS JUSTIFYING THE VALUES DEVELOPPED WITHIN THE CLUB AND THE COMPANY

