



1ST QUARTER 2008/09

PLAYER TRANSFER ACTIVITY DOWN, IN LINE WITH BOARD STRATEGY

REVENUE FROM BUSINESSES (EXCL. PLAYER TRADING) : €33.7m,
DOWN 8.6% FROM LAST YEAR

Lyon, 6 November 2008

During the first quarter of the 2008/09 financial year, OL Groupe posted total revenue from businesses of €47 million. Revenue from businesses excluding player trading were in line with full-year targets.

Breakdown by business segment (1 July to 30 September)

in € m (Consolidated, unaudited figures)	1 st quarter 2008/09	1 st quarter 2007/08	Change (€ m)	Change (%)
Ticketing	4.6	3.9	+ 0.6	+ 16.0%
Partnerships - Advertising	4.9	4.6	+ 0.3	+ 7.1%
Media rights	18.4	19.5	- 1.0	- 5.2%
Brand-related revenue	5.8	8.8	- 3.1	- 34.9%
Revenue from businesses, excl. player trading	33.7	36.8	- 3.1	- 8.6%
Revenue from sale of player registrations	13.3	32.2	- 19.0	- 58.8%
Total revenue from businesses	47.0	69.1	- 22.1	- 32.0%

Early 2008/09 season results

At the end of the first quarter, like a year earlier, the vagaries of the calendar made it difficult to compare revenue from ticketing, media rights and partnerships & advertising.

- In French Ligue 1 play, Olympique Lyonnais had played seven matches so far this season, vs. nine last year and occupied first place, as it did a year ago.
- In Champions League play, Olympique Lyonnais had played one more match than last year at the same time. This season, three French clubs are participating in the pool stage of the Champions League, vs. two last year.



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Trend analysis by revenue category

- Ticketing revenue totalled €4.6 million, up 16% as a result of higher season ticket sales and the differences in match schedules.
- Partnership and advertising revenue was €4.9 million, up 7.1%. This very positive advance reflected the signature of new contracts, such as with GE MoneyBank, Nikon and Ebel, as well as the renewal of existing contracts at favourable terms.
- Media rights (LFP, FFF, UEFA) totalled €18.4 million. The decline from last year was the combined result of two unfavourable effects. Firstly, the match schedule was different (identical results in Ligue 1 play), and secondly, these rights were shared among three French clubs competing in the Champions League, as opposed to two last year.
- Brand-related revenue totalled €5.8 million. In 2007/08, the Club received the €1.7 million prize associated with OL's July victory in the Peace Cup. The merchandising business achieved a level equivalent to that of last year. Even though three new shirts have been introduced and strong sales were recorded at the start of the financial year, this activity seems to be suffering from the unfavourable economic situation.
- Proceeds from the sale of player registrations totalled €13.3 million and reflected the transfer of Coupet, Squillaci and Baros. They were in line with the strategy implemented by the Board of Directors and the club manager, which aims to create a top-notch European team. The professional team now includes 33 players (including loaned players), of which 12 were trained at the OL training academy. Other player transfers might take place during the 2008/09 year, during the winter mercato period or during the transfer window at the end of the season.

Unanimous agreement of new stadium partners

Since 30 September 2008, the main OL-related news item has been the unanimous agreement of stakeholders in the new stadium project. Through this 13 October 2008 agreement, Olympique Lyonnais, the French government, Greater Lyon, SYTRAL, the Rhône General Council and the city of Décines have defined common objectives and a common timeline for the project as a whole, which should enable OL Land to be completed by May 2013. At the same time, the partners will keep trying to optimise this timeframe, in particular once the orientation and recommendations of the Euro 2012 "Grands Stades" Commission are announced. This commission was created to support France's candidacy for the Euro 2016.

2008/09 objectives

For the 2008/09 financial year, the Group aims to keep revenue from businesses high by signing new partnerships and maintaining its player trading activities. Nevertheless, these objectives could be revised as international economic conditions evolve.



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Club results to date

- Olympique Lyonnais remains in first place in Ligue 1.
- In the Champions League, OL is first in its pool with eight points, tied with FC Bayern Munich and ahead of Fiorentina, who have two points. This augurs well for the next stage in the competition. OL is now also assured of participating at least in the UEFA Cup.

Next press release

Second-quarter 2008/09 revenue, 9 February 2009 after the market close

Next event

Annual Shareholders Meeting, 28 November 2008

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