



Business remained resilient in the first nine months of 2010/11

Revenue excluding player trading: €109.0 m (€111.5 m in the nine months to 31 March 2010)

Player trading activity: €11.5 m (€14.0 m in the nine months to 31 March 2010)

Lyon, 11 May 2011

Revenue from businesses excluding player trading remained resilient in the first nine months of 2010/11. Player trading activity reflected the sluggish market during the summer trading window.

Revenue for the first nine months of 2010/11

Breakdown by business segment (1 July to 31 March)

In € m	31/03/2011*	31/03/2010	% change
Ticketing	15.6	19.2	-18.8%
Sponsoring - Advertising	16.2	12.2	+32.8%
Media rights	56.3	58.0	-2.9%
Brand-related revenue	20.9	22.1	-5.4%
Revenue from businesses, excluding player trading	109.0	111.5	-2.2%
Revenue from sale of player registrations	11.5	14.0	-17.9%
Total revenue from businesses	120.5	125.5	-4.0%

* preliminary, estimated and unaudited figures

In Q3, revenue from businesses excluding player trading totalled €29.1 million (€36.1 million in Q3 2009/10). Revenue of €6.2 million from the sale of player registrations related primarily to the transfer of Jean II Makoun to English club Aston Villa in January 2011.

Analysis of revenue in the first nine months of 2010/11

1. Revenue from businesses, excluding player trading

- Ticketing revenue totalled €15.6m (€19.2 million in the first nine months of 2010/11). In the year earlier period, Olympique Lyonnais had earned revenue from the preliminary round and the quarter final of the Champions



OL GROUPE

League and also faced higher-drawing teams in the group stage of the competition.

- Revenue from sponsoring and advertising increased 32.8% to €16.2 million. The €4.0 million increase reflected the inauguration of new sponsorships such as adidas, Groupama, MDA, Araldite, Keolis and Renault Trucks, and the law authorising online gaming coming into effect, enabling OL to implement the sponsorship contract with BetClic.
- Media rights totalled €56.3 million. They included national TV rights (LFP, FFF) which accounted for €33.4 million and were up €1.0 million on last year, with a fourth-place ranking in the French Ligue 1 (compared to fifth place as of 31 March 2010). International TV rights (UEFA) amounted to €22.9 million, down €2.7 million because OL did not participate in the quarter final of the Champions League this season.
- Brand-related revenue totalled €20.9 million, down 5.4%. Sales of derivative products were impacted by the change in kit manufacturer and the late, gradual ramp-up of the adidas contract. Moreover, OL did not receive any tournament revenues at the beginning of the season (World Cup in South Africa).

2. Revenue from sale of player registrations

Revenue from the sale of player registrations was €11.5 million and reflected the transfers of Mathieu Bodmer to PSG, Frédéric Piquionne to West Ham, Jean-Alain Boumsong to Panathinaikos and Jean II Makoun to Aston Villa.

Syndicated credit facility

OL Groupe has confirmed OL SASP's signing of an agreement to obtain a €57 million line of credit with a banking pool of seven banks. The line of credit will replace the bilateral lines of credit currently in place. It will be available for three years, with the option to extend for a further year. OL Groupe is pleased with this agreement, which reflects the confidence of OL's banking partners and will meet the Group's medium-term financing needs. The facility has a longer maturity and gives OL additional flexibility in pursuing its business development projects.

The new stadium project will be separately financed. Financing options are currently being examined.

Sporting results to date

In French Ligue 1 play, Olympique Lyonnais is currently in 3rd place.

In the Champions League, OL reached the round of 16 (against Real Madrid).

The Women's team has already won the French championships and will play German team Potsdam during the UEFA Women's Champions League final in London on 26 May.



OL GROUPE

OL Groupe
Laurence Morel Garrett

Tel: +33 4 26 29 67 33
Fax: +33 4 26 29 67 13
Email:
dirfin@olympiquelyonnais.com
www.olweb.fr

Stock market: Euronext Paris - Compartment C

Indices: CAC Small, CAC Mid & Small, CAC
All-Tradable, CAC AllShares
ISIN code: FR0010428771
Reuters: OLG.PA
Bloomberg: OLG FP
ICB: 5755 Recreational services

