



## Financial year 2014/15 revenue

**Total revenue: €103.2m (€120.5m in 2013/14)**

**Revenue excluding player trading and European cup play advanced by 6%**

(impact of the sale of player registrations: €-8.9m; impact of European Cup play: €-13.7m)

**Direct qualification for the 2015/16 Champions League**

**Successful capital increase in June 2015 (€53m)**

### Lyon, 24 July 2015

Revenue in financial year 2014/15 totalled €103.2 million, vs. €120.5 million in 2013/14. This €17.3 million (14%) decline was a direct result of two factors: the club was absent from European cup play (impact: €-13.7 million) and the summer 2014 plan to sell player registrations was postponed (impact: €-8.9 million).

Excluding revenue from European cup play and from player trading totalled **€93.8 million, up €5.3 million, or 6%**, vs. €88.5 million in 2013/14.

Proceeds from the sale of player registrations totalled €7.2 million, vs. €16.1 million in the previous year, as the Board of Directors had decided to postpone the plan to sell registrations last summer so as to put priority on the season's sporting performance and on securing a qualification in a European cup competition for the 2015/16 season.

The strategy was vindicated, as the OL men's professional team turned in an excellent performance on the pitch during the 2014/15 season. The team finished in second place in the French Ligue 1, earning a direct qualification for the 2015/16 Champions League and ensuring minimum revenue of more than €30 million.

Meanwhile, the women's professional team once again achieved a double in 2014/15, winning the Coupe de France and the French Division 1, for the fourth consecutive time. French women's football achieved record TV ratings during the 2015 FIFA Women's World Cup between 6 June and 5 July 2015. The quarter-final against Germany attracted an average of 4.2 million viewers (with a peak at 5.3 million), the highest viewership ever for a DTTV channel since DTTV's inception in France.

**Breakdown of revenue (1 July to 30 June)**

in € m	2014/15	2013/14	Change	% Change
Ticketing	11.1	13.0	-1.9	-15%
<i>of which French Ligue 1</i>	10.6	9.4	+1.2	+13%
<i>of which European play</i>	0.2	2.7	-2.5	-93%
<i>of which other matches</i>	0.3	0.9	-0.6	-67%
Sponsoring – Advertising	22.4	19.0	+3.4	+18%
Media and marketing rights	45.5	56.2	-10.7	-19%
<i>of which LFP/FFF</i>	43.5	43.0	+0.5	+1%
<i>of which European play</i>	2.0	13.2	-11.2	-85%
Brand-related revenue	17.0	16.2	+0.8	+5%
<b>Revenue, excluding player trading</b>	<b>96.0</b>	<b>104.4</b>	<b>-8.4</b>	<b>-8%</b>
Revenue from the sale of player registrations	7.2	16.1	-8.9	-55%
<b>Total revenue</b>	<b>103.2</b>	<b>120.5</b>	<b>-17.3</b>	<b>-14%</b>

\*figures are preliminary, estimated and unaudited

**1) Revenue excluding player trading**

- Receipts from ticketing totalled €11.1 million, down €1.9 million from 2013/14. The decline came about because the club did not take part in the group stage of a European cup competition (€2.5 million less revenue than in 2013/14). On the other hand, ticketing revenue from Ligue 1 matches was up sharply (13%) to €10.6 million in 2014/15, vs. €9.4 million in 2013/14, and the stadium occupancy rate rose by three percentage points to 93%, vs. 90% in 2013/14.
- Sponsoring and advertising revenue saw a very favourable rise to €22.4 million, vs. €19.0 million in 2013/14 (up €3.4 million, or 18%). It was buoyed by an increase in sponsoring contracts and a signing fee of €3 million related to catering for the new stadium. Gross revenue from sponsoring contracts (excl. sports marketing fees and expenses) totalled €32.8 million (€29.9 million in 2013/14).
- Media and marketing rights stood at €45.5 million, vs. €56.2 million in 2013/14, buffeted by the club's failure to qualify for the group stage of the Europa League. Accordingly, LFP-FFF rights were up slightly at €43.5 million, vs. €43.0 million in 2013/14, an increase of 1%, while international (UEFA) revenue totalled only €2.0 million, vs. €13.2 million, down €11.2 million.
- Brand-related revenue was €17.0 million (€16.1 million in 2013/14), up €0.8 million or 5%, in particular on merchandising products, where revenue rose 17% over the year.

**2) Revenue from the sale of player registrations**

Revenue from the sale of player registrations totalled €7.2 million, vs. €16.1 million in 2013/14. This amount derived from three transfers (Naby Sarr to Sporting Portugal and Alessane Pléa to Nice at the start of the season, and Fares Bahlouli to Monaco in June 2015), plus incentives.

## Football performance – 2014/15 season

### ▪ *Men's team*

- French Ligue 1: 2<sup>nd</sup> place
- UEFA Europa League: OL participated in the two playoff rounds in the summer of 2014 and did not qualify for the group stage
- Coupe de la Ligue: Faced Monaco in round of 16
- Coupe de France: Faced Nantes in round of 32

### ▪ *Women's team*

- French Ligue 1: 1<sup>st</sup> place
- UEFA Women's Champions League: Faced PSG in the round of 16
- Coupe de France: Victory over Montpellier

## 4) Successful capital increase of nearly €53 million, with maintenance of preferential subscription rights; repurchase of OCEANEs from ICMI and Pathé and 2015 OCEANE market withdrawal procedure

OL Groupe successfully carried out a capital increase of nearly €53 million, with maintenance of preferential subscription rights. The issue was 109.58% subscribed. This capital increase will support the Group's growth and capital expenditure, in particular stepped-up construction of the Olympique Lyonnais Park. As a result, the Group share of shareholders equity totalled €155 million, before applying the earnings of the 2014/15 financial year.

On 18 June 2015, following the settlement of the capital increase, OL Groupe also repurchased the 2015 OCEANEs held by ICMI and Pathé in an off-market transaction (1,417,462 and 1,243,999 bonds, respectively) at a price of €7.50 per OCEANE (par value of €7.26 plus €0.24 of interest accrued until 18 June 2015). Then, as part of the procedure to withdraw the 2015 OCEANEs from the market, OL Groupe repurchased 97,071 OCEANEs, also at a price of €7.50.

As a result, the number of 2015 OCEANEs still in circulation as of today is 550,082, or approximately 17% of the number of 2015 OCEANEs originally issued. These bonds will mature on 28 December 2015.

## 5) Latest news

### A) New stadium investments and new training grounds and training academy

Work on the new stadium is progressing according to plan so as to enable OL to play the second half of its 2015/16 season in its new home. The Vinci group is currently installing the roof structure, the stadium's most complex component, and is expected to complete this phase by the end of the summer. OL aims to play its first Ligue 1 matches in the new stadium in early January 2016.

The new stadium financing plan continues to be implemented as planned and in accordance with the contracts signed in July 2013. On 15 June 2015, Foncière du Montout issued the

final, €10 million tranche of bonds to CDC (Caisse de Dépôts et Consignations), bringing the total of bonds issued by this OL Groupe subsidiary to €112 million.

Discussions are underway with domestic and international groups on the naming of the new stadium.

As of the date of this press release, new stadium marketing was continuing apace: around 50 boxes have been sold or reserved, and founding and technology partnerships are being signed at an increasing rate.

On 15 June 2015, OL Groupe also announced that it had signed an expanded 3.5-year partnership agreement with Groupama Rhône-Alpes Auvergne, effective until 31 December 2018. The new partnership now includes the naming of the men's and women's professional training academy, whose construction is scheduled to begin in September 2015 in Meyzieu, close to the new stadium, with delivery scheduled for the second half of 2016. The agreement also includes the option to name the training grounds.

In addition, following the Board of Directors' decision to build the men's and women's professional training grounds (on the site of the Olympique Lyonnais Park in Décines) and the OL Academy in the adjoining town of Meyzieu, OL Groupe and OL Association signed a credit agreement on 12 June 2015 in the amount of €14 million with Groupama Banque. The 10-year credit facility will be used to partially finance the new training grounds and OL Academy, which could represent a total investment of €22 million. The balance of this investment will be financed using OL Groupe equity.

## **B) Summer 2015 transfer window**

- Acquisition of player registrations
  - Jérémy Morel, free agent, 3-year contract
  - Claudio Beauvue, from Guingamp, 4-year contract for €4.5 million plus up to €3 million in incentives, as well as an earn-out on a future transfer.
  
- Sales of player registrations
  - Fares Bahlouli to Monaco (June) for €3.5 million plus an earn-out on a future transfer.
  - Jérémy Frick to Biel-Bienne (Switzerland) (July) with an earn-out on a future transfer.
  - Mohamed Yattara to Standard Liège for €2 million plus up to €0.1 million in incentives and an earn-out on a future transfer.
  
- Contract extensions
  - Clément Grenier, 2-year extension until 30 June 2018.
  - Corentin Tolisso, 1-year extension until 30 June 2020
  - Nabil Fékir, 1-year extension until 30 June 2020
  - Anthony Lopes, 4-year extension until 30 June 2020
  - Jordan Ferri, 3-year extension until 30 June 2020
  - Samuel Umtiti, 2-year extension until 30 June 2019



### **C) Sale of the M2A subsidiary**

On 30 June 2015, OL Groupe sold 85% of the shares of its M2A subsidiary to a private investor. This sale, which will generate a capital gain of around €1.5 million, is part of the strategy to refocus the Group on its core business.

Performance on the pitch will return the club to the Champions League in 2015/16, additional revenues are expected once the new stadium is delivered, and media rights for the coming seasons, both domestic and international, will rise significantly. As a result of these factors, the Group is confident about the future and is ideally positioned to experience strong growth once again, starting with the 2015/16 financial year.

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