



**First quarter 2005 revenue: 38.8 M€**  
*Development prospects confirmed*

123Multimedia revenue for the first quarter 2005 was 38.8 M€. As the company was only listed on Euronext Paris in December 2004, 123Multimedia had not published any figures for the first quarter of 2004 and therefore is not able to do so now.

Nevertheless, you can compare it with the revenue of 36.9 M€ during the 3rd quarter 2004 and of 35.3 M€ during the 4th quarter of 2004. This sequential and purely organic growth illustrates the potential of 123Multimedia's markets.

The breakdown by client confirms what had been observed in 2004:

- B-to-C represents 77.8% of the revenue with 30.2 M€
- B-to-B represents 18.4% of the revenue with 7.1 M€
- The remaining 1.46 M€ are other revenue which represents 3.8% of total revenue

Accelerated expansion in the 2<sup>nd</sup> half

The strong acceleration experienced by the group in 2004 with the strategic alliance with Index (Japanese leading company in the field of mobile multimedia content) and its listing on Euronext Paris provides strong assets for a faster and more aggressive expansion.

In line with the forecasts, initiatives taken in the first half of 2005 and mobilisation of the raised funds should generate positive effects in the second half:

➤ **Increasing existence in the USA**

The advertising campaigns will start on the 17th of May and should grow significantly in June. In the same month, 123Multimedia will announce the launch of significant licensing and B-to-B deals. These first steps followed by an increase in advertising pressure will allow the company to build a position in the mobile multimedia entertainment market in this country.

➤ **Launch in new countries with high potential**

B-to-C activities will be launched in Italy, Russia and Poland with targeted advertising campaigns in the 3<sup>rd</sup> quarter.

➤ **Launch of new products**

In addition to increasing its sales efforts through key marketing means (television, radio and mobile-carrier internet portals), 123Multimedia is launching many new products: WAP and MMS blogs, mp3s that can be downloaded to mobile phones via WAP and premium SMS, "symbian" applications (calendars, videoringtones, themed wallpaper) and customised videos. In April, 123Multimedia participated in the launch of the first Bouygues Telecom Ring Back Tones.

## **A confirmed strategy**

123Multimedia will continue its careful development strategy, combining growth and profitability. Using its creativeness, 123Multimedia should be able to consolidate its position in its existing markets and continue its aggressive implantation in new countries.

*123Multimedia will communicate its first half revenues on the 12th of August 2005.*

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