

## **Emakina Group: slight sales growth despite difficult economic situation**

**BRUSSELS, 19th MARCH 2010 (EMBARGO → 17h30) – Emakina Group (Alternext Brussels: ALEMK) today communicates its consolidated results for the year 2009. Sales continued to grow by 1%. Group EBITDA improved significantly during the second semester 2009, reaching 10.6% of sales compared to 3.6% for the first semester of 2009 and 9.7% for the second semester of 2008.**

During 2009, Emakina Group sales totaled 31 782 957 EUR compared to 31 484 834 EUR during the previous year, representing an increase of 1%, but at a level lower than expected, due to the economic downturn. EBITDA amounted to 2 328 409 EUR in 2009 (or 7.3% of sales) compared to 2 686 862 EUR (or 8.5% of sales) in the prior year. As a reminder, EBITDA at June 30 2009 amounted to 530 137 EUR, which means an EBITDA of 1 798 272 EUR for the second half of the year compared to 1 709 556 EUR for the second half of 2008. This improvement is the result of various measures announced in the half yearly 2009 report.

The recurring result for 2009 amounted to 225 717 EUR compared to 854 636 EUR in 2008, mainly due to the evolution of EBIT and due to the decrease of the financial result by 104 245 EUR.

Net profit before tax fell from 900 554 EUR in 2008 to 31 632 EUR in 2009 due to the evolution of the recurring result combined with non-recurring charges of 225 061 EUR.

The deferred tax impact (related to the capitalization of tax losses carried forward) fell from an income of 281 917 EUR to a charge of -457 EUR in 2009 while tax charges fell from 792 196 EUR to 412 075 EUR respectively.

Net result (before amortization of goodwill) amounted to 608 117 EUR in 2009 compared to 1 281 275 EUR in 2008.

For the second time in its history, the Board of Directors of Emakina Group will propose to the Shareholders' Meeting on April 22, 2010, a total gross dividend of 250 000 EUR, amounting to a gross (net) dividend per share of 0.07150 EUR (0.06077 EUR).

Several elements influenced the 2009 annual results:

The economic crisis had an indirect effect on Emakina mainly during the first semester of 2009, in particular due to customers in the financial, automobile and air transport sectors.

Moreover, the sales process became lengthier and required increased commercial efforts. -

- The legally required indexation of salaries on January 1, 2009 weighed on margins in Belgium.

- Despite the economic downturn, sales continued to increase for the 5th consecutive year, in particular due to the synergies developed between Emakina Group subsidiaries, to attract new international clients. Emakina Belgium and Emakina.NL thus worked jointly to create Yunomi, an online women's community developed for the Benelux area by Unilever. Similarly, Emakina Belgium and Emakina.EU, a new agency specialized in European and International Institutions, partnered in October 2009, to obtain an important framework contract with the European Commission (Directorate General for Health and Consumers) in the field of audiovisual services and media training.

Emakina Group's management took the following measures to support growth and reinforce margins:

- Increased use of reporting tools developed from the existing integrated ERPs to optimize project management and track their profitability.
- Emakina Group faces numerous opportunities that have arisen from the technological changes that were speeded up by the current economic situation. The media and advertising world was particularly shaken in 2009. In this context, Emakina Group wants to be a major actor, striving to help its clients to take advantage of these changes.
- At 2009 end, Emakina concluded a commercial partnership with the German group Pixelpark AG, thus creating the means to respond on a pan-european scale to the needs of its existing and future international customers who require a large geographical presence in these markets.

## **Prospects for 2010**

Emakina foresees a slightly more positive economic environment in 2010. In this context, Emakina expects moderate sales growth, due to several key elements: pluri-annual contracts mentioned above, increased commercial efforts in 2009, commercial partnership with Pixelpark... Margins should also evolve positively.

## **External audit**

The auditor has confirmed that his review of the consolidated financial statements has not revealed any significant matters requiring adjustments to the accounting information included in this press release.

## CONSOLIDATED FIGURES 2009 EMAKINA GROUP SA

CONSOLIDATED RESULTS (EUR) *	31/12/2009	31/12/2008	31/12/2007
<b>TOTAL REVENUES</b>	<b>31.782.957</b>	<b>31.484.834</b>	<b>17.371.543</b>
Net revenues	31.053.797	30.919.864	16.467.728
Variation of work in progress	475.485	283.653	757.543
Other operating income	253.676	281.317	146.272
<b>TOTAL OPERATING COSTS (before depreciation and amortization)</b>	<b>-29.454.548</b>	<b>-28.797.972</b>	<b>-15.794.940</b>
Purchase of equipment and services related to sales	-15.053.129	-15.680.221	-8.228.222
Payroll costs	-14.331.711	-13.065.395	-7.533.083
Other operating costs	-69.708	-52.356	-33.635
<b>OPERATING PROFIT (before depreciation and amortization) = EBITDA</b>	<b>2.328.409</b>	<b>2.686.862</b>	<b>1.576.603</b>
<b>DEPRECIATION AND AMORTIZATION</b>	<b>-802.255</b>	<b>-636.033</b>	<b>-414.030</b>
Depreciation and amortization of (in)tangible assets	-741.054	-629.935	-369.583
Write-off on trade receivables	-32.641	-6.098	-44.447
Litigation accruals	-28.560	0	0
<b>OPERATING PROFIT (EBIT)</b>	<b>1.526.154</b>	<b>2.050.829</b>	<b>1.162.573</b>
<b>NET FINANCIAL RESULT</b>	<b>-362.910</b>	<b>-305.193</b>	<b>-32.974</b>
Financial income	3.878	22.449	139.644
Financial charges	-366.788	-327.642	-172.618
<b>CURRENT PRE-TAX PROFIT BEFORE AMORTIZATION ON GOODWILL</b>	<b>1.163.244</b>	<b>1.745.636</b>	<b>1.129.599</b>
Amortization on goodwill	-937.527	-891.000	-470.556
<b>CURRENT PRE-TAX PROFIT</b>	<b>225.717</b>	<b>854.636</b>	<b>659.043</b>
<b>NET EXTRAORDINARY RESULT</b>	<b>-194.085</b>	<b>45.918</b>	<b>-130.114</b>
<b>PRE-TAX PROFIT</b>	<b>31.632</b>	<b>900.554</b>	<b>528.929</b>
Deferred taxes	-457	281.917	494.565
Current income tax	-412.075	-792.196	-381.564
<b>SHARE IN RESULTS OF EQUITY-METHOD ENTITIES (profit)</b>	<b>51.490</b>	<b>0</b>	<b>0</b>
<b>NET PROFIT BEFORE AMORTIZATION ON GOODWILL</b>	<b>608.117</b>	<b>1.281.275</b>	<b>1.112.486</b>
<b>NET PROFIT</b>	<b>-329.410</b>	<b>390.275</b>	<b>641.930</b>
A. Share of third parties	296.460	364.401	156.327
B. Group share	-625.870	25.874	485.603

<b>SHARE DATA</b>	31/12/2009	31/12/2008	31/12/2007
NUMBER OF SHARES	3.496.708	3.459.533	3.435.409
NUMBER OF SHARES & SHARE OPTIONS	3.662.338	3.571.733	3.490.539
CURRENT PRE-TAX PROFIT (in EUR)	0,0646	0,2470	0,1918
CURRENT PRE-TAX PROFIT / SHARE & SHARE OPTION (in EUR)	0,0616	0,2393	0,1888
GROUP SHARE / SHARE (in EUR)	-0,1790	0,0075	0,1414
GROUP SHARE / SHARE & SHARE OPTION (in EUR)	-0,1709	0,0072	0,1391
NET PROFIT / SHARE (in EUR)	-0,0942	0,1128	0,1869
NET PROFIT / SHARE & SHARE OPTION (in EUR)	-0,090	0,1093	0,1839

\* Established according to Belgian GAAP

The consolidated income statement for 2009 includes 12 months of all group subsidiaries except for Emakina Media which is consolidated by the equity method since July 1, 2009, following the decrease of Emakina Group's investment in this entity.

FREE TRANSLATION

Annual press release (regulated information)

<b>ASSETS (EUR) *</b>	<b>31/12/2009</b>	<b>31/12/2008</b>	<b>31/12/2007</b>
<b>NON CURRENT ASSETS</b>	<b>6.942.276</b>	<b>7.423.437</b>	<b>7.864.347</b>
Formation expenses	504.836	602.771	702.816
Intangible assets	512.061	448.365	572.445
Goodwill	4.823.921	5.415.980	5.829.471
Tangible assets	899.269	886.031	674.721
Financial assets	202.189	70.290	84.894
<b>CURRENT ASSETS</b>	<b>15.809.082</b>	<b>15.042.223</b>	<b>11.474.352</b>
Stocks and contracts in progress	2.164.032	1.688.548	1.404.894
Deferred taxes	897.846	931.842	650.000
Amounts receivable with one year	10.859.372	10.774.837	7.821.791
Investments	299.467	428.811	344.996
Cash at bank and in hand	1.353.283	934.829	1.073.627
Deferred charges and accrued income	235.082	283.356	179.044
<b>TOTAL ASSETS</b>	<b>22.751.358</b>	<b>22.465.660</b>	<b>19.338.699</b>
<b>LIABILITIES (EUR) *</b>	<b>31/12/2009</b>	<b>31/12/2008</b>	<b>31/12/2007</b>
<b>EQUITY</b>	<b>9.238.205</b>	<b>9.729.505</b>	<b>9.382.179</b>
Capital	8.395.670	8.306.412	8.248.515
Share premium	511.890	0	0
Consolidated reserves	330.645	1.423.093	1.133.664
<b>MINORITY INTERESTS</b>	<b>406.833</b>	<b>493.893</b>	<b>347.079</b>
<b>PROVISION FOR LIABILITIES AND CHARGES</b>	<b>146.694</b>	<b>30.134</b>	<b>73.264</b>
<b>DEFERRED TAXES AND LATENT TAXATION LIABILITIES</b>	<b>170.037</b>	<b>203.576</b>	<b>200.651</b>
<b>CREDITORS</b>	<b>12.789.590</b>	<b>12.008.552</b>	<b>9.335.526</b>
Amounts payable after one year	515.272	877.291	654.785
Amounts payable within one year	12.128.185	10.819.072	8.290.158
<i>Current portion of amounts payable after one year</i>	<i>1.227.194</i>	<i>1.252.670</i>	<i>765.008</i>
<i>Financial debts</i>	<i>1.016.521</i>	<i>297.724</i>	<i>666.321</i>
<i>Trade debts</i>	<i>2.893.421</i>	<i>3.890.918</i>	<i>3.045.187</i>
<i>Advances received on contracts in progress</i>	<i>2.650.485</i>	<i>2.138.677</i>	<i>1.350.035</i>
<i>Amounts payable on taxes, remuneration and social security</i>	<i>2.832.624</i>	<i>3.147.276</i>	<i>2.184.931</i>
<i>Other amounts payable</i>	<i>1.507.940</i>	<i>91.807</i>	<i>278.676</i>
Accrued charges and deferred income	146.133	312.189	390.583
<b>TOTAL LIABILITIES</b>	<b>22.751.358</b>	<b>22.465.660</b>	<b>19.338.699</b>

\* Established according to Belgian GAAP

In accordance with the new rules of Alternext Brussels, the current annual press release has become optional. This press release will be followed by the publication of the 2009 annual report of Emakina Group which will include the full information required. This report will be available on our site, [www.emakina.com](http://www.emakina.com) (section "investors") from April 7, 2010 in accordance with the legal requirements in this matter.

FREE TRANSLATION

**More information**

Denis Steisel  
CEO Emakina Group  
E-mail : [dst@emakina.com](mailto:dst@emakina.com)  
Tel. : +32.2.400.40.75

Frédéric Desonnay  
CFO Emakina Group  
Tel. : +32.2.788.78.26  
E-mail: [fds@emakina.com](mailto:fds@emakina.com)

Laurent Jadot  
PR Manager Emakina Group  
E-mail : [lja@emakina.com](mailto:lja@emakina.com)  
Tel. : + 32.2.400.40.21

Emakina Group S.A.  
Rue Middelbourg 64A  
1170 Brussels  
Belgium  
VAT 0464.812.221  
ISIN BE 0003843605  
[www.emakina.com](http://www.emakina.com)

**About Emakina Group:**

Emakina Group is a European network of interactive agencies that helps its clients to integrate the Internet into their activities. The agencies within Emakina Group are Emakina Belgium (Brussels), Emakina.EU (Brussels), Emakina/Media (Brussels) B. On The Net (Brussels), Design is Dead (Antwerp), The Reference (Gent), Emakina.NL (Rotterdam) and groupeReflect (Paris and Limoges). Emakina Group has developed a service portfolio around the following three poles: interactive marketing, information websites and transactional applications and e-commerce. With a team of more than 286 people, Emakina is the foremost interactive agency in Belgium. Emakina is listed on the Alternext market of Euronext Brussels stock exchange (mnemo: ALEMK) since July 2006.