



Civrieux d'Azergues, 12 January 2012

2011 Sales: €339.2m (-3.5%)
Frozen Foods business: €318.5m (-3.8%)
Fresh Foods and Groceries business: €20.7m (+1.7%)

Sales (unaudited)

2011 sales amounted to €339.2 million, down 3.5 % compared to 2010. 4th quarter sales amounted to €96.4 million, down 2.1%.

(€ m)	4th quarter 2010	4th quarter 2011	% change	31/12/2010 (12 months)	31/12/2011 (12 months)	% change
Frozen Foods	92.8	90.8	- 2.2%	331.1	318.5	- 3.8%
Fresh Foods and Groceries	5.6	5.6	+ 0.9%	20.4	20.7	+ 1.7%
Group Total	98.4	96.4	- 2.1%	351.5	339.2	- 3.5%

Frozen Foods business

As part of its "Cap 2013" strategic plan, Toupargel has finished implementing its new operational structure. This marks the end of disruption to the sales relationship with customers and will enable Toupargel to better focus on each local market. In addition, the e-commerce site toupargel.fr, launched in March 2010, generated 1.5% of 2011 sales. Traffic on the site is posting robust growth month after month.

Fresh Foods and Groceries business

Sales were up 1.7% in 2011 to €20.7 million, buoyed by an extension of the catchment area, as 10 new delivery agencies have been opened. The average shopping basket increased by 4.5% to €56.1. This came about as a result of two factors. Firstly, the product range was extended from 4,000 to 4,500 SKUs; secondly, the e-commerce site placedumarche.fr, where the average shopping basket is higher than in telephone purchases, posted sales growth of 3.6%. As part of the "Cap 2013" strategic plan, extension of the Fresh Foods and Groceries product line to Frozen Foods customers will pick up speed over the coming months.

Upcoming events

- Publication of 2011 financial statements and 2012 outlook on 22 February 2012 (after stock market closing),
- Meeting - Meeting of analysts and fund managers: 23 February 2012 at 11.30 am at the Palais Brongniart in Paris.

Toupargel, the specialist in home delivery of food products to individual customers

Nyse Euronext Paris C compartment – CAC® Small, CAC® Mid & Small,

CAC® All-Tradable, CAC® All-Share, Gaia Index

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