



## **M6 GROUP, THROUGH ITS SUBSIDIARY HOME SHOPPING SERVICE, ACQUIRES MISTERGOODDEAL.COM**

**Neuilly-sur-Seine, 15 of November 2005** – M6 Group today announces the acquisition, by the intermediate of its subsidiary HSS (Home Shopping Service), of 95% of Mistergooddeal.com, one of main French e-commerce player, leader in online shopping offering discounted brand-name products.

Driven by the rapid expansion of broadband and the change in consumers' purchasing habits, Mistergooddeal.com ranks among the top 10 of French e-commerce websites in terms of unique audience. Profitable since 2003, Mistergooddeal.com sustains high growth trends, and has posted a 45% growth in revenues year-to-date, thus outperforming its market. Mistergooddeal.com is expected to achieve 65 M€ in revenues for full year 2005.

The acquisition of Mistergooddeal.com gives birth to a unique combination of Television and Internet in the trade field, and constitutes a major opportunity to accelerate both the growth and the development of M6 Group's Distance Selling activities.

Sustained by strong commercial and operational complementarities, this alliance, by associating the power of television, experience in Distance Selling and growth of Internet, will enhance M6 Group's home shopping and e-commerce activities leading position, with total 2006 revenues forecasts of above 200 M€.

Addressing an enlarged commercial target, this combination creates the first real multi-channel distribution player, with strong positions in all the broadcasting and distribution media, such as television, catalogues, mobile phone, and is now able to take advantage of the strong e-commerce growth.

The management team will remain shareholders in the company with a 5% stake and will take advantage of their experience to enhance e-Commerce development within the Group. Taking into account the buyout clauses, the maximum amount likely to be paid by M6 Group for 100 % of shares is 44 M€.

Guillaume Clavel, Executive Vice President of Mistergooddeal.com, has stated :

*«Following a first step in our development during which, helped by private equity funds (FD5, Turenne Capital and CIC Finance), we have been able to become a key player on our market, combining growth and profitability, we are pleased to join the ranks of M6's teams. Their complementary experiences and know-how will enable us to broaden our skills and to accelerate our commercial development.»*

Jérôme Dillard, Director of M6 Group's diversification activities, has stated :

*«It's a significant new step for M6 Group's diversification branch. This acquisition establishes the alliance of two complementary players, between ,on the one hand a leader in the Direct response TV shopping and on the other hand a pure player in online shopping.»*

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*This combination of t-and-e-Commerce will create a sizable distance selling activity, offering reinforced growth outlooks and new business opportunities to be explored."*

Nicolas de Tavernost, Chairmand of the Executive Board of the M6 Group, has stated :  
« *With this acquisition, which is an opportunity to speed up the development of its distance selling activity, M6's Group pursues its profitable growth strategy. M6 group reinforces its position on the booming e-commerce industry and gives birth to a unique set which combines the power and appeal of television to the efficiency and dynamism of the internet* ».

### **Concerning Home Shopping Service**

Created in 1987, 100% owned M6 subsidiary since 1998, Home Shopping Service (HSS) has posted in 2004 a 111.4 M€ turnover and a 4.3 M€ net profit.

By combining for nearly 20 years, Distance Selling and Television to create a new selling means, HSS is nowadays the TV distance selling leader in France and Benelux, enjoying a c.55% market share.

Entered in the Infomercials segment in 2003, HSS now airs more than 700 hours of programs per week on more than 40 channels in France and abroad, ships an article every 5 seconds and has a database of 2 million active consumers.

25% of HSS sales are made through the Internet and 5 million catalogues are distributed every year.

### **Concerning Mistergooddeal.com**

Created in 2000, Mistergooddeal is the N°1 brand name destocking e-commerce website with on average 6000 products ranging from home appliances, hifi-video, computers, mobile phones, gardening and D.I.Y etc.. The company has more than 500 000 active consumers in its database and gathers on its websites between 100 000 and 150 000 daily unique audiences.

By combining growth and profitability, Mistergooddeal has posted its first net profit in 2003. In 2004, the firm has posted a 45 M€ turnover and further strengthened its positive result.