

PRESS RELEASE

The Amaury Group and Le Groupe La Poste create **PROXIMY**,
the leader in press delivery in the Greater Paris region

Paris, 9 April 2014

The press delivery companies of the Amaury Group and Le Groupe La Poste, namely SDVP and NEOPRESS, have just finalised a merger agreement. The resulting company, 75%-held by the Amaury Group and 25%-held by Le Groupe La Poste, will be named PROXIMY. This new company aims to strengthen the delivery offer given to press publishers and subscribers, and to develop new service offers in the local distribution sector in the Greater Paris and Oise regions.

PROXIMY

In founding the PROXIMY company, SDVP and NEOPRESS are pooling their know-how and networks to strengthen the home delivery offer in the press sector and to strengthen new non-press service offers in the Paris region. Both companies have solid bases in the Greater Paris region, with an annual volume of over 100 million press copies delivered by SDVP and 30 million by NEOPRESS. Over the past 14 years, SDVP has established itself and become the leading player in multi-title press delivery for daily newspapers and magazines in Greater Paris. For its part, NEOPRESS has also grown its business in the non-press sector, with targeted mailbox distribution of documents, samples and other value-added services.

Development of services around local logistics

The direction and development of PROXIMY will be ensured by combined SDVP and NEOPRESS teams. The company will be chaired by Richard Metzger, currently Senior VP of the Amaury Group in charge of industrial affairs, and Chief Operating Officer of SDVP. PROXIMY will expand its current multi-title press delivery offer to other business sectors, specifically services, through the distribution of catalogues, products purchased via e-commerce, and so on.

A round-the-clock network that is unique in Greater Paris and Oise

The merger of Neopress and SDVP's networks and teams will enable delivery to be industrialised to cater for individuals and companies, while strengthening the quality of service to publishers and subscribers in the leading region of France. More than 70 million delivery addresses will benefit annually from the delivery of some fifty titles. A service performed both day and night by 2,000 employees spread across 22 platforms that will make up this new entity.

Le Groupe La Poste confirms its commitment to press delivery in France

In addition to this partnership in the Greater Paris region, NEOPRESS continues to develop its business in Lyon. Thanks to its night network comprising more than 110 carriers, NEOPRESS performs very early delivery of the majority of daily newspaper and magazine titles.

"Our aim is to speed up growth across all businesses in the Amaury Group by strengthening and rolling out services with high added value for consumers. Our press and non-press delivery business is one of the drivers of our strategy to speed up development and to provide local services to our customers." *Philippe Carli, CEO of the Amaury Group.*

"Thanks to the alliance of the two leading press delivery players in Greater Paris, Le Groupe La Poste reaffirms and strengthens its commitment to multi-title press delivery, while remaining active in the other French regions." *Nicolas Routier, Chief Operating Officer in charge of Mail, Parcels, and Home Services within Le Groupe La Poste.*

"Thanks to this merger, PROXIMY confirms its leadership in the home delivery of multi-title press in the Greater Paris region. We aim to strengthen our press delivery offer to both individuals and corporates, and to develop our non-press business. This is part of our continuous drive to improve quality of service." *Richard Metzger, Senior VP of the Amaury Group in charge of industrial affairs, and Chairman of PROXIMY.*

About the Amaury Group

An independent family group, Amaury is a leading player in media and sports, with 3,100 employees and revenues of €670 million in 2012. It hosts such iconic titles as *Le Parisien-Aujourd'hui en France*, *L'Equipe*, *France Football*, alongside their associated magazines and supplements. It also owns and organises unique sporting events such as the Tour de France, the Dakar rally, the Paris Marathon, the Alstom French Golf Open, and Le Tour de France à la Voile, to name but a few. The Amaury Group has its own advertising network, distribution network and its own printing facilities. It is present on TV in France via the channel *l'Equipe 21* and on the web with sites related to its press titles LeParisien.fr, lequipe.fr as well as job site parisjob.com.

About Le Groupe La Poste

A limited company in 100% public ownership since March 1, 2010, La Poste is an original multi-business group model structured around five business units: Mail-Parcels-Home services, La Banque Postale, Network La Poste, GeoPost and Digital. The Group is present in over 40 countries across four continents. Each day, 17,000 La Poste public outlets, representing the leading local commercial network in France, are used by 1.7 million customers. La Poste delivers 25 billion items worldwide per year (letters, parcels and printed advertising), 6 days a week. In 2013, Le Groupe La Poste made revenues of €22.08 billion, of which 17% internationally, and employed more than 266,000 staff. As stated in its strategic plan "La Poste 2020: Conquering the future," the aim of Le Groupe La Poste is to speed up development of its five business units and to conquer new territories. La Poste places the human factor and trust at the heart of its relationship with customers. Thanks to the convergence of its networks, available to everyone, everywhere, at any time, it supports its customers to help simplify their future.

Media Contacts

Amaury Group

Lara Maître - Harrison & Wolf Agency
TEL: +33 (0)1 53 21 22 71 - +33 (0)6 84 97 99 94
lara.maitre@harrison-wolf.com

Le Groupe La Poste

Stéphanie Fraisse
TEL: +33 (0)1 55 44 22 39 - +33 (0)6 68 02 06 22
stephanie.fraisse@laposte.fr
service.presse@laposte.fr