



N° 1 FRANÇAIS DE LA CORRECTION AUDITIVE

## 2008 Revenue: up by 10%

### About Audika:

With nearly 400 centers in 82 different regions and a 14% market share, Audika is the number one network offering hearing correction consulting and solutions in France. Positioned on the market for hearing correction solutions for senior citizens, Audika aims to consolidate its leadership in a sector that remains very highly fragmented. Moreover, the Group recently began its international development with the successful opening of a new subsidiary in Italy. Audika is listed on Euronext Paris, compartment B. SBF 250, Cac Mid & Small 190 and Cac Small 90 indexes.

In EUR thousands	2007	2008
First quarter	19,970	23,329
Second quarter	24,720	28,304
Third quarter	18,274	19,194
Fourth quarter	29,709	30,941
<b>Total exercice</b>	<b>92,673</b>	<b>101,768</b>

In the fourth quarter of 2008, Audika Group posted revenue of EUR 30.9 million, up by 4.2% on the previous year, thanks to the consolidation of centers acquired early in the year in France and Italy.

Following a robust first half of 2008, due to the financial crisis noted in mid-September, its potential clients adopted a temporary wait-and-see attitude. However, center attendance remains high, confirming the efficiency of the marketing strategy and market potential.

The Group generated total revenue of EUR 101.8 million in 2008, representing growth of 10%. Organic growth came out at 2.0% for the year. The Group generated 95% of its revenues in France and 5% in Italy, with the set up of its first center outside France in Europe in line with expectations.

The revenue's lag on operating margin will be offset by the careful management of expenses in the last quarter of 2008. As a result, Audika will maintain high operating margin, albeit lower than that of the first half of the year.

### Outlook for 2009: sustained development

The current slowdown, linked to the deterioration in the economic climate, raises absolutely no doubts as to the market's development potential in the short and medium term, which is bolstered by favorable demographics and the continuous technological innovation in hearing aids.

Given the current market conditions, Audika Group is adopting a prudent stance, forecasting a slight increase overall in its 2009 revenues (excluding new acquisitions). In order to maintain its profitability levels and strong economic fundamentals, the Group is keeping a close eye on operating expenses but will maintain its advertising strategy in 2009, notably with its new campaign launched on January 1.

Despite the present economic crisis, Audika intends to strengthen its leadership position further in order to be the first to benefit from both the market's medium-term growth potential and the inevitable turnaround of the market, with its potential clients already identified. As a result, the Group is also actively pursuing the development of its networks in France and Italy in 2009.

For further information on Audika, please contact:  
[www.audika.com](http://www.audika.com)

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Reuters DIKA.PA  
Bloomberg ADI:FP  
Number of shares :  
9 450 000

**Audika Group will publish its 2008 results on March 24, 2009.**

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