



## **EXTERNAL GROWTH IN DORDOGNE AND ITALY**

HOMAIR Vacances has started to implement the bases of its 2009 season with the acquisition of a 175-slots campsite in Dordogne and the signature of a JV agreement in Italy, where the Group will own a 51% stake.

### **1 – Dordogne: acquisition of the Val d’Ussel campsite**

HOMAIR Vacances has signed last week the acquisition of the Val d’Ussel campsite in Dordogne.

This 175-slots campsite, located in a region particularly attractive to the international clients of the Group, is a very good complement to the owned campsite network.

This transaction illustrates the Group’s intention to pursue both its land ownership strategy and the growth of the owned campsite business model.

### **2 – Italy: JV agreement**

HOMAIR Vacances and ELITE Group Vacanze have signed an agreement to incorporate a JV for the 2009 season. This JV will be 51%-owned by HOMAIR.

This agreement enables HOMAIR to commercialise eventually 450 mobile-homes in a first-quality locations such as Rome, Florence, San Vincenzo and Lake Garda, while enjoying the local expertise of ELITE in Italy. It constitutes a major development both in scale and nature vs. current “standard” partnership agreements between both entities. It also enables HOMAIR to become the exclusive French partner of ELITE.

This illustrates the attractiveness of HOMAIR both as a partner and as a commercial force.

Next press release:

Bookings as at July 31<sup>st</sup>, 2008  
August 5<sup>th</sup>, 2008 (after market closes)

### Homair Vacances: a leading specialist in mobile home holidays

The Group is the French leader of the mobile home holiday market in which it operates exclusively. For the 2007-2008 season the Group offers holidays in c.5 000 mobile-homes spread across 103 selected or company-operated camp-sites. In 2006-2007, the Group reported revenue of €25.9 million, achieving a 24% growth over the past year.

A total of over 90% of these stays are sold directly to customers via the Internet, catalogues and the telephone. Internet sales accounted for c.60% of direct bookings in 2006-2007, compared to around 34% in 2003-2004.

The Company has leveraged its French customer base to expand its holiday parks offer in major Southern European countries (Spain, Italy, Portugal and Croatia), where it generated c.20% of its revenue in 2006-2007. It also sells holidays in Great Britain, Belgium, the Netherlands, Germany, Italy, Denmark and Spain.

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## CONTACTS

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