

## BOOKINGS AS AT MARCH 31<sup>st</sup>, 2010

HOMAIR Vacances is selling vacation stays in c. 6,500 owned mobile-homes vs. 6,100 for the 2009 season (i.e. c.7% growth of the portfolio as of today). These are located over 100 campsites, among which 21 are own sites, with an exclusive focus on quality sites, and a presence in France, Spain, Italy, Croatia and Portugal.

By the end of March 2010, based on the October 1<sup>st</sup> until March 31<sup>st</sup> period, which usually generates slightly over 50% of total yearly bookings, HOMAIR Vacances has recorded EUR 30.6 million of booked sales (including VAT), up 10.5% vs. the same period during the last fiscal year.

While seasonality patterns of the bookings cycle do not allow to extrapolate yet these results into a 12-months level, the current trading level is in line with HOMAIR Vacances' target of c.10% sales growth for 2010.

Half-year results will be communicated on May 12<sup>th</sup>, 2010. Based on the seasonality of the HOMAIR Vacances business, they will show a loss, as sales are accounted during the second half of the year while costs are spread over twelve months.

Next press release :

Half year results: May 12<sup>th</sup>, 2010 (after market closes)

ISIN code: FR0010307322

Ticker: ALHOM

Corporate website : [www.homair-finance.com](http://www.homair-finance.com)

E-commerce website: [www.homair.com](http://www.homair.com)

### 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. In 2009, the Group reported revenue of €42.7 million, achieving a 33% growth over the past year. For the 2009 season the Group has offered holidays in 6 100 mobile-homes spread across 102 selected or company-operated campsites.

A total of 92% of these stays is sold directly to customers via the Internet, catalogues and the telephone. Internet sales accounted for 63% of direct bookings in 2009, compared to around 34% in 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 25% of its revenue in 2009. It also sells holidays in Great Britain, Belgium, the Netherlands, Germany, Denmark Italy and Spain.

Note: fiscal year-end is September 30<sup>th</sup> ("year n" refers to fiscal year ended September 30<sup>th</sup>, n).

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## CONTACTS

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