

## BOOKINGS AS OF AUGUST 31<sup>st</sup>, 2010

Booking statistics for the 2010 season indicate an 11.4 % growth of booked sales of mobile-home vacations as of August 31<sup>st</sup> vs. the same 11-months period last year (October to August).

However sales of mobile-homes units to individuals as well as sales of campsite stays to customers travelling with tents or motor-homes are below 2009 level, over the same period. This should lead to a slightly lower-than-expected consolidated net sales growth.

Next press release:  
2010 consolidated net sales: November 19<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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