



## 2007 NET SALES: €25.9m, UP 24% vs. 2006

HOMAIR Vacances' consolidated net sales amount to €25.9m for its 2007 fiscal year, ended September 30th, 2007 (audited amount).

This represents a 24% increase vs. last year, and is above the growth prospects communicated during the IPO process, last June.

### Three key drivers explain this strong performance:

- ***A further improvement in the revenue per mobile-home, on a like-for-like basis (+7%)***  
This illustrates the efficiency of the HOMAIR Vacances marketing and sales approach, as well as a ramp-up on several sites.
- ***A strong organic growth (+10%)***  
HOMAIR Vacances has strengthened existing partnerships and built-up new ones, both in France and internationally. This performance confirms the attractiveness of the business model offered by the Group to its partners.
- ***And to a lesser extent, the impact of external growth (+7%)***  
HOMAIR Vacances has acquired two campsites during 2007, in Torreilles (La Palmeraie) and Régusse (Les Lacs du Verdon), with the latter acquired only in June 2007.

### Direct and internet sales keep growing

The HOMAIR Vacances business model is 90% based on direct sales, (excluding Lac du Verdon, acquired post-selling season), vs. 86% in 2006. This growth of direct sales is built upon the success of the Group's internet strategy, with internet bookings representing 60% of direct sales (vs. 53% in 2006). This performance is outstanding compared to other travel and leisure groups in France.

### The Group confirms its international development

International operations represent 20% of HOMAIR Vacances 2007 consolidated sales vs. 18% in 2006, with Spain (+31%) and Italy (+108%) generating particularly strong growth.

### Perspectives

This dynamic top-line growth confirms strong EBITDA and current income growth prospects for the 2006/07 fiscal year.

In addition it confirms the HOMAIR Vacances profitable growth strategy, as well as the 2011 targets announced at IPO:

- 120 sites in France and internationally, including 20 own sites
- 10 000 slots, including 5 000 own slots

- 8 500 mobile-homes

The management team is now fully focused on implementing the foundations for a successful 2008 season.

Next financial communication:  
Audited accounts for 2006-2007  
January 28th, 2008 (after market closes)

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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. Owning a fleet of around 4,000 mobile homes, the Group offers holidays in 82 selected or company-operated camp-sites.

A total of 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 2005-2006, compared to around 34% in 2003-2004. The Internet's continued dynamic growth is a priority line of business development for the Group.

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, Spain and Hungary.

As part of its activities, the Company markets and sells mobile home holidays and selects or operates camp-sites or holiday parks while relying on a growing fleet of mobile homes.

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#### CONTACTS



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