



## 2008 SEASON: STRONG GROWTH OF BOOKED SALES AT THE END OF MARCH

HOMAIR Vacances is selling vacation stays in c. 5,000 owned mobile-homes located over 97 campsites, among which 13 are own sites.

The Group is focused exclusively on quality sites, with a presence in France, Spain, Italy, Croatia and Portugal.

By the end of March 2008, 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 22.7 million of booked sales (including VAT), up 26% vs. the same period during the last fiscal year.

This interim performance is based on the following developments:

### Strong growth of booked sales on own campsites

Booked sales have grown above 50% on HOMAIR Vacances own campsites as at March 31<sup>st</sup> 2008 vs. the same six-months period last year. The Group benefits from the growth in its revenue per mobile-home as well as from the impact of the acquisitions of new campsites. These include a late fiscal 2007 transaction (*Les Lacs du Verdon* in Régusse) as well as 2008 deals (*Ker Ys* and *Les Tamaris* in Saint Nic; *Green Park* and *Le Todos* in Cagnes-sur-Mer). For the record, HOMAIR Vacances has also recently announced the acquisition of the *Acqua e Sole* campsite in Sainte Lucie de Porto Vecchio (Corsica). The impact of this last transaction on Group sales should primarily be enjoyed in 2009.

### Strong growth of booked sales on international campsites

Striking new partnerships (and strengthening existing ones) in Spain and in Italy and growth in revenue per mobile-home have enabled HOMAIR Vacances to post a 50% growth of its international booked sales for H1 2008 vs. H1 2007.

These developments are in line with the strategic priorities announced at the IPO and subsequently confirmed at the year-end results' presentation. While seasonality patterns of bookings cycles do not allow to extrapolate yet these results into a 12-months level, this performance comforts the "above 20%" sales growth target for 2008.

Next press release:

Bookings as at May 31<sup>st</sup>, 2008  
June 6<sup>th</sup>, 2008 (after market closes)

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

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

**ISIN Code:** FR0010307322

**Mnemo Code:** ALHOM

**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 97 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, Spain and Hungary.

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**CONTACTS**

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