

Paris, 11 June 2007

**goetzpartners CORPORATE FINANCE advises Lagardère  
on the acquisition of IEC**

Paris - 11 June 2007 – The Lagardère Group announced today the signing of an agreement to acquire the entire capital of IEC (« International Events and Communication in Sports »). The acquisition agreement provides for an initial cash payment of EUR 43 million. Deferred payments over the next three years will follow, based on the achievement of certain income and cash flow targets.

goetzpartners Corporate Finance acted as advisor to Lagardère in this transaction, which will be finalised upon regulatory approval by German competition authorities, due no later than August 2007.

The role of goetzpartners was a determining factor in the conclusion of this transaction, not only in terms of its thorough understanding of the Media sector, but also because of its ability to set up, coordinate and conclude transnational operations.

**About Lagardère:**

Present in more than 40 countries, Lagardère is a leader in Media (books, press, distribution and audiovisual) and High Technology (notably through its 14.95% interest in EADS).

This acquisition is in line with Arnaud Lagardère's ambitions in the field of sport and notably follows the acquisition of Sportfive in January 2007. It marks the beginning of the long-term strategy of the Lagardère group to enter the sports rights management sector.

By integrating IEC within Lagardère Sports, the combined Group will be in a position to offer enhanced bulk deals packaged to broadcasters. The acquisition will also allow Lagardère Sports to significantly expand operations in Asia, extend the Group's operating scope to new sports and will provide a point of entry into the new media arena.

In 2006, Lagardère recorded a consolidated turnover of EUR 14 billion.

**About IEC In Sports:**

Founded in 1994 by Anders Björkman, Jonas Persson et Hans Victor, IEC is a sports rights specialist, principally covering tennis, football, volley-ball and athletics. The company markets over 225 sporting events, 75% in Europe and the remaining 25% in the USA and Asia.

IEC has a 125-strong client base, which mainly comprises television groups, but also includes a growing number of new media players. IEC now provides program offerings and other solutions to IPTV operators (such as PCCW in Hong Kong), HDTV (such as Indemand in the USA) and broadband services (Betfair in the UK and Setanta in the USA).

IEC has, at the same time, developed a sporting event television production and post-production offering. This high-growth business fits with IEC's rights management operations by offering tailor-made solutions to both television and new media broadcasters.

In 2006, IEC generated sales of around EUR 17 million (up 40% on the fiscal year 2005) and EBIT climbed 40.3% to EUR 4.1 million, representing an operating margin of over 24%. In 2007, IEC expects to see further strong growth in both sales and EBIT, fuelled by buoyant market conditions for sports rights and related services.

**About goetzpartners:**

With a team of 150 investment bankers and consultants in Germany, France, the UK, Spain and the Czech Republic, as well as co-operations in Hungary, Russia and India, goetzpartners is a leading independent European advisory firm offering M&A services through goetzpartners CORPORATE FINANCE, consulting services through goetzpartners MANAGEMENT CONSULTANTS, and interim management services through goetzpartners INTERIM MANAGERS.

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