PRESS RELEASE
2010 ANNUAL RESULTS

2010: An outstanding year for Ingenico

- **2010 full-year revenue of €907.0 million, up 29% on a reported basis and 10% on a comparable basis[1]**
- **A powerful surge in profitability:**
  - **Adjusted margin on ordinary activities[2]: 13.9% (+250 basis points)**
  - **EBITDA[3] margin 18.3%**
  - **A sharp rise in net profit for the period: up 48%**
- **Record operating cash flow[4] – nearly twice as high vs. 2009 to €158.9 million**
- **Proposed dividend: €0.35, up 17%**

Neuilly sur Seine, February 28, 2011 – Ingenico (Euronext: FR0000125346 – ING) today announced its audited financial statements for the year ended December 31, 2010.

Key figures (millions of euros)	2009	2009 pro forma[5]	**2010**	2010/2009 change	
				Reported	Comparable[1]
Revenue	700.7	761.4	**907.0**	+29%	+10%
Adjusted profit from ordinary activities[2]	80.1	89.3	**125.7**	+57%	+41%
Adjusted margin on ordinary activities[2]	11.4%	11.7%	**13.9%**	+250 bps	+220 bps
Profit for the period	26.8	-	**39.6**	+48%	-
Net debt	144.4	-	**109.1**	-	-

Philippe Lazare, CEO of Ingenico, commented: "2010 has been an outstanding year for Ingenico. We are closing with 15 percent organic growth in the fourth quarter, which brings the full-year total growth to 10 percent[1]. Operating margin has risen sharply, and with an EBITDA margin of 18.3 percent, we have already met our 2013 target. In addition, with a strict control of our activity, we have generated record operating cash flow.
The implementation of our strategic plan is well under way. In 2011, we will be accelerating the transformation in our business profile toward transaction solutions and services, while consolidating our leadership of our terminal activity."

1 On a like-for-like basis and at constant exchange rates.

2 Before accounting for purchase price allocation of €28.8 million in 2010 and 19,3 million in 2009.

3 EBITDA is equal to profit from ordinary activities before D&A and provisions and before share-based payment expenses.

4 Operating cash flow (or Net cash flow from operating activities) is defined as EBITDA less change in working capital less net capital expenditures.

5 Pro forma financial information for 2009 is defined on page 2.

2010 Results

The consolidated financial statements have been drawn up in accordance with International Financial Reporting Standards. In order to provide meaningful comparable information, the data extracted from these financial statements have been presented on an adjusted basis, i.e. mainly restated to cancel the impact of the depreciation and amortization charges arising on the acquisition of new entities. Pursuant to IFRS 3 and IFRS3R, part of the the acquisition price for new entities is allocated to the identifiable net assets acquired included int Group's scope and subsequently amortized over specified periods.
To facilitate the assessment of Ingenico's performance in 2010, revenue and key financial figures for 2009 have been restated from January 1, 2009 to reflect the Group's scope of consolidation as of January 1 2010 and presented on an adjusted basis ("2009 pro forma"), i.e. including the change in the scope of consolidation which have occurred during 2009 fiscal year (acquisition of easycash and disposal of Sagem Denmark, Manison Finland and MoneyLine Banking Systems), and excluding changes of perimeter which have occurred in 2010 (acquisitions of Payzone, First Data Iberia and Transfer To). Ingenico has revised the basis for calculating "2009 pro forma" amounts after adjusting opening balances of both assets and equities (mainly trade and related receivables related to leasing contracts) during easycash's integration phase and within the twelve-months period following the acquisition.

Detailed analysis of key audited published financial figures is available in Appendix2.

EBITDA is not an IFRS concept; it is a financial metric defined here as profit from ordinary activities before amortization, depreciation and changes in provisions, and before share-based payment expenses.

Net cash flow from operating activities presented below is defined as the sum of EBITDA and change in working capital reduced by capital expenditures net of proceeds from sales of net current assets .
Following IAS 18, revenue from certain activities related to transaction services operated by the Group (Transfer To and "Credit Acquiring"of easycash) is presented gross without deducting Transfer To's payments to operators and interchange fees paid by easycash, respectively.

Key figures

(in millions of euros)	2009 reported	2009 pro forma	**2010**
Revenue	700.7	761.4	**907.0**
Gross profit	270.9	296.1	**366.1**
As a % of revenue	38.7%	38.9%	**40.4%**
Adjusted operating expenses[2]	190.8	206.8	**240.4**
Adjusted profit from ordinary activities[2]	80.1	89.3	**125.7**
Adjusted margin on ordinary activities[2]	11.4%	11.7%	**13.9%**
Profit from operating activities (IFRS)	47.4	-	73.8
Profit for the year (IFRS)	26.8	-	**39.6**
Profit attributable to owners of the company	26.8	-	39.6
EBITDA	105.4	118.0	**165.9**
As a % of revenue	15.0%	15.5%	**18.3%**

Net cash flow from operating activities	80.5	-	**158.9**
Net debt	144.4	-	**109.1**
Total equity	493.1	-	**545.6**

Reported revenue is up 29.4 percent, resulting from the strong sales growth and a favorable foreign exchange impact

in millions of euros	Fourth Quarter 2010			2010		
	M€	Changes		M€	Changes	
		Reported	Like-for-like[1]		Reported	Like-for-like[1]
By region						
Europe-SEPA	**127.5**	**36.9 %**	**11.5%**	**431.7**	42.2%	14.5%
Latin America	**48.7**	**24.7%**	**11.8%**	**162.2**	24.6%	8.2%
Asia-Pacific	**54.7**	**92.8%**	**56.7%**	**138.7**	71.7%	41.5%
North America	**28.5**	**7.6%**	**-4.2%**	**103.0**	0.7%	-8.2%
EEMEA	**20.7**	**9.2%**	**3.0%**	**71.4**	-11.3%	-15.2%
Total	**280.1**	**35.5%**	**14.7%**	**907.0**	**29.4%**	**10.1%**

2010 Revenue totaled €907.0 million, up 29.4 percent based on reported figures, reflecting a favorable foreign exchange impact of €50.7 million and a €17.9 million contribution from acquired companies in 2010. Total revenue included €789.6 million generated by the Payment Terminals (hardware, servicing and maintenance) and €117.4 million from Transaction Services.

On a like-for-like basis, revenue in 2010 was up 10.1 percent compared to 2009. This performance was supported by dynamic growth in Payment Terminals (up 9.4 percent), particularly as the new Telium product range gained traction. The 16.4 percent increase in revenue from Transactions was driven by the growing contribution from easycash's Transaction Flow services (credit acquiring), accounted for on a gross basis as required by IAS 18. After interchange fees, growth was 10.7 percent, in line with the Group's expectations.

In 2010, Ingenico enjoyed strong sales performance in Asia-Pacific, Europe-SEPA and Latin America. The Group consolidated its existing strong positions in those regions, successfully leveraging the market growth driven by new equipment in emerging markets such as China, regulatory changes in Germany and Brazil and new technology in France and Spain. While performance in EEMEA and North America was down for the year, business there picked up in the fourth quarter.

Growth accelerated during the fourth quarter 2010 with reported revenue of €280.1 million, up by 35.5%. It included a favorable foreign exchange impact of €15.3 million and a €10.1 million from companies acquired in 2010. The Payment Terminals activity generated a revenue of €242.9 million and the Transaction Services generated €37.2 million.

During the fourth quarter of 2010, the sales performance accelerated in Asia Pacific (China) and benefited from a particularly strong dynamic in the SEPA-Europe and Latin America regions, supporting a 14.6%[1] organic growth compared to the fourth quarter of 2009. This performance is based on the acceleration of the terminal activity, up by 18%[1], sustained by the successes of the new Telium range of products with retailers notably in Europe (Spain), Latin America (Brasil) and North America (Canada). Activity improved in EEMEA, thanks to orders in Turkey and remained low in North America, despite the performance in Canada during the quarter.

Gross margin up 150 basis points thanks to the growing contribution from Telium terminals

On a pro forma basis, gross margin gained 150 basis points to 40.4 percent in 2010. This result was primarily attributable to the 230 basis-point increase in gross margin in the Payment Terminal activity (hardware, services and maintenance) to 40.7 percent of revenue in 2010, with the growing contribution from Telium-range terminals and an enhanced product mix. Gross margin in hardware increased by 400 basis points to 44 percent, while gross margin in maintenance services decreased as a result of a €6.1 million non-recurring expense booked in the first half to address products quality issues affecting specific references in the Group's former range.

Based on the application of IAS 18 criteria to revenue recognition on some transaction services (credit acquiring, TransferTo) , gross margin in Transactions totaled 38.1 percent, compared with 42.5 percent in 2009, since the expansion of those services has had the effect of reducing gross margin rate as reported. In 2010, these services represented 8 percent of Transactions revenue, compared with just 2 percent in 2009. After interchange fees and repayments to carriers, gross margin rate improved from 43.4 percent in 2009 to 44 percent in 2010.

Operating expenses under control

Adjusted[2] current operating expenses totaled €240.4 million in 2010, compared with €206.8 million in 2009 pro forma. In addition to including €4.7 million in expenses related to the companies acquired in 2010, the higher 2010 figure reflected increased spending on both sales and marketing expenses supporting commercial performance and on R&D to launch Ingenico's new Telium-based PIN Pad, signature capture and portable terminals. Adjusted operating expenses were equal to 26.5 percent of revenue in 2010, i.e. 70 basis points lower than the 2009 pro forma adjusted operating expenses.

Adjusted current operating margin up 250 basis points to 13.9 percent

Adjusted[2] profit from ordinary activities was €125.7 million, an increase of 41 percent compared with the €89.3 million pro forma figure for 2009, as a result of better absorption of operating expenses. As a result, the adjusted margin on ordinary activities increased by 250 basis points to 13.9 percent of revenue in 2010.

Profit from operating activities up by a substantial 56 percent

After accounting for charges resulting from purchase price allocations and other operating income and expenses, profit from operating activities rose by 56 percent – from €47.4 million in 2009 to €73.8 million in 2010. This marked a 130 basis-point increase to 8.1 percent of revenue.

Profit from operating activities included net other operating expenses of €23.1 million in 2010, compared with €13.4 million in 2009. This change was attributable to restructuring costs, to the remeasurement of the previously acquired non-controlling interest in TransferTo after Ingenico took control of the company, and finally to a €21.4 million goodwill impairment loss relating to North America region at December 31, 2010. After reviewing developments in this region during the year and the efforts required to meet the targets previously set, the Group recognized a partial goodwill write-down for North America, with no impact on cash flow.

Profit for the year up 48 percent to €39.6 million

In 2010, Ingenico posted a net profit of €39.6 million, up from €26.8 million in 2009. This result was achieved despite total finance costs of €9.8 million (compared with €2.2 million in 2009) and income tax expense of €22.7 million (compared with €18.1 million in 2009). The tax rate in 2010 was 35.5[1] percent.

Proposed dividend of €0.35 per share, up 17 percent

Taking into account the increase of the share capital by incorporation of reserves in 2010, net earnings per share were €0.81, up from €0.58 in 2009. The Board of Directors will be proposing that the shareholders vote at their Annual Meeting of April 28, 2011 to increase the dividend to €0.35 per share, with dividends payable on May 31, 2011 in cash or in shares, at the option of the holder.

A sound financial position, reinforced by a near doubling of net cash from operating activities[4]

Net cash flow from operating activity went from €80.5 million in 2009 to €158.9 million in 2010. This increase is the result of both a significant increase in EBITDA[3] to €165.9 million, driven by the Group's operational performance and significant contraction in net working capital making €16.2 million available to the Group, compared with a requirement of €1.8 million in 2009. This contraction results from a better management of inventories and trade receivables as well as an improvement of trade payables in particular in relation with an evolution in the Group policy towards subcontracting. Capital expenditures net of proceeds from sales of non-current assets remained stable at €23.2 million (2.6 percent of revenue) a significant part of which came from capitalized development costs. This resulted in a cash conversion ratio (net cash flow from operating activities/EBITDA) of 96% in 2010 against 76% in 2009.

At December 31, 2010, net debt was €109.1 million, down from €144.4 million at December 31, 2009. The net debt-to-EBITDA ratio was x0,7, demonstrating the Group's sound financial position.

To enhance financial flexibility and support its growth strategy, the Group is considering diversifying its sources of financing and lengthening the average maturity of its debt.

2011 outlook

In 2011, the Group will maintain its strategic focus on leveraging integration of the acquired companies to accelerate the evolution in its business profile toward Transaction and Services and strengthening its leadership in Payment Terminals.

Following its sustained performance in the Payment Terminals in 2010, the Group expects an organic growth in this field in 2011 that is in line with the long term trends of this market (estimated at between 3 percent and 5 percent in value). The Group expects an organic growth in Transactions revenue ranging from 12 percent to 15 percent –ahead of market expectations (between 8 percent and 10 percent in value terms). As a consequence, the Group expects revenue between €965 and €985 million at constant exchange rates and on a like-for-like basis in 2011, representing a growth ranging from 6.4% to 8.6% compared with 2010 reported revenue.

In 2011, the Group expects adjusted margin on ordinary activities[2] and EBITDA[3] margin to be higher than the 2010 performance (13.9% and 18.3% respectively) This objective takes into account a better coverage of current operating expenses that should compensate the temporary dilutive impact of the growing contribution of

[1] Tax rate = tax expense/(profit before income tax – Share of profit of equity-accounted investees)

transaction flow services (credit acquiring, TransferTo) on margin resulting from the application of IAS18 on these activities.

On the medium term, the Group disclosed its 2013 targets with revenue greater than €1 billion and EBITDA[3] margin greater than 18%. The Group confirms its confidence in achieving these medium-term targets that he could review upwards based on 2010 performance and 2011 outlook.

CONFERENCE CALL

A conference call to discuss full-year 2010 results will be held on February 28, 2011 at 6.30p.m., Paris time. Dial-in number: 01 70 99 32 08 (French domestic) or +44 (0)20 7162 0077 (international). The presentation will be available on www.ingenico.com/finance.

This press release contains forward-looking statements. The trends and objectives given in this release are based on data, assumptions and estimates considered reasonable by Ingenico. These data, assumptions and estimates may change or be amended as a result of uncertainties connected in particular with the performance of Ingenico and its subsidiaries. These statements are by their nature subject to risks and uncertainties as described in Ingenico registration document "document de reference". These forward-looking statements in no case constitute a guarantee of future performance, involves risks and uncertainties and actual performance may differ materially from that expressed or suggested in the forward-looking statements. Ingenico therefore makes no firm commitment on the realization of the growth objectives shown in this release. Ingenico and its subsidiaries, as well as their executives, representatives, employees and respective advisors, undertake no obligation to update or revise any forward-looking statements contained in this release, whether as a result of new information, future developments or otherwise.
This press release and the information it contains do not constitute an offer to sell or subscribe or a solicitation of an order to buy or subscribe for securities in any country.

About Ingenico (Euronext: FR0000125346 – ING)

Ingenico is a leading provider of payment solutions, with over 15 million terminals deployed in more than 125 countries. Its 3,000 employees worldwide support retailers, banks and service providers to optimize and secure their electronic payments solutions, develop their offer of services and increase their point of sales revenue. More information on www.ingenico.com.

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Upcoming events
Release of Q1'10 revenue figures: April 27, 2011
Annual Shareholders Meeting: April 28, 2011

EXHIBIT 1: Income statement, balance sheet, cash flow statement

1. CONSOLIDATED INCOME STATEMENT (AUDITED)

for the years ended December 31 (in thousands of euros)	**2009**	**2010**
Revenue	**700 684**	**907 020**
Cost of sales	(429 780)	(540 885)
GROSS PROFIT	**270 904**	**366 135**
Distribution and marketing costs	(55 133)	(85 236)
Research and development expenses	(75 639)	(84 247)
Administrative expenses	(79 298)	(99 761)
PROFIT FROM ORDINARY ACTIVITIES	**60 835**	**96 891**
Other operating income	736	10 366
Other operating expenses	(14 123)	(33 487)
PROFIT FROM OPERATING ACTIVITIES	**47 448**	**73 770**
Finance income	37 224	59 738
Finance costs	(39 428)	(69 532)
NET FINANCE COSTS	**(2 204)**	**(9 794)**
Share of profit of equity-accounted investees	(283)	(1 671)
PROFIT BEFORE INCOME TAX	**44 961**	**62 305**
Income tax expense	(18 121)	(22 715)
PROFIT FOR THE PERIOD	**26 840**	**39 589**
Attributable to:		
· owners of Ingenico S.A.	26 840	39 575
· non-controlling interests	-	14
EARNINGS PER SHARE (in euros)		
Net earnings		
· Basic earnings per share	**0,58**	**0,81**
· Diluted earnings per share	**0,56**	**0,80**

2. CONSOLIDATED BALANCE SHEETS (AUDITED)

At December 31

(in thousands of euros)	2009	2010
NON-CURRENT ASSETS		
Goodwill	414 228	466 260
Other intangible assets	166 549	156 810
Property, plant and equipment	33 075	31 275
Investments in equity-accounted investees	6 787	21 116
Financial assets	3 567	4 561
Deferred tax assets	23 341	22 883
Other non-current assets	14 730	20 460
TOTAL NON-CURRENT ASSETS	**662 277**	**723 365**
CURRENT ASSETS		
Inventories	74 230	105 497
Trade and related receivables	225 327	254 123
Other current assets	5 825	7 440
Current tax assets	9 456	10 582
Derivative financial instruments	3 433	3 461
Other investments	--	--
Cash and cash equivalents	91 205	158 937
Assets classified as held for sale	--	--
TOTAL CURRENT ASSETS	**409 475**	**540 040**
TOTAL ASSETS	**1 071 752**	**1 263 405**

EQUITY AND LIABILITIES	**2 009**	**2 010**
Share capital	48 638	51 512
Share premium	380 320	382 517
Retained earnings and other reserves	67 677	97 250
Translation reserve	(3 547)	14 288
EQUITY ATTRIBUTABLE TO INGENICO S.A. SHAREHOLDERS	**493 088**	**545 567**
Non-controlling interests	**(0)**	**0**
TOTAL EQUITY	**493 088**	**545 567**
NON-CURRENT LIABILITIES		
Long-term loans and borrowings	215 370	228 775
Provisions for retirement benefit obligations	10 415	8 650
Other provisions	13 013	20 109
Deferred tax liabilities	43 289	39 123
Other non-current liabilities	10 385	15 531
TOTAL NON-CURRENT LIABILITIES	**292 472**	**312 188**
CURRENT LIABILITIES		
Short-term loans and borrowings	20 275	39 228
Other provisions	12 068	14 030
Trade and related payables	188 162	267 730
Other current liabilities	47 758	73 813
Current tax liabilities	17 124	8 633
Derivative financial instruments	806	2 216
Liabilities classified as held for sale	--	--
TOTAL CURRENT LIABILITIES	**286 193**	**405 650**
TOTAL LIABILITIES	**578 665**	**717 838**
TOTAL EQUITY AND LIABILITIES	**1 071 752**	**1 263 405**

3. CONSOLIDATED CASH FLOW STATEMENTS (AUDITED)

for the years ended December 31

(in thousands of euros)	2009	2010
CASH FLOWS FROM OPERATING ACTIVITIES		
Profit for the year	26 840	39 589
Adjustments for:		
· Share of profits of equity-accounted investees	283	1 671
· Income tax expense / (income)	18 121	22 715
· Depreciation, amortization and provisions	41 104	84 769
· Change in fair value	(3 076)	2 787
· Gains / (losses) on disposal of assets	1 106	(8 490)
· Net interest costs	322	9 241
· Share-based payment expense	6 663	5 611
· Interest paid	(3 836)	(12 106)
· Income tax paid	(12 733)	(38 763)
CASH FLOWFLOWS FROM OPERATING ACTIVITIES BEFORE CHANGE IN NET WORKING CAPITAL	**74 794**	**107 024**
Change in working capital		
· Inventories	2 578	(22 902)
· trade and other receivables	(15 808)	(13 338)
· trade and other payables	11 437	52 410
CHANGE IN NET WORKING CAPITAL	(1 794)	16 170
NET CASH FROM OPERATING ACTIVITIES	**73 000**	**123 194**
CASH FLOWS FROM INVESTING ACTIVITIES		
Acquisition of non-current assets	(23 161)	(24 085)
Proceeds from sale of non-current assets	131	879
Acquisition of subsidiaries, net of cash acquired	(165 778)	(57 993)
Disposal of subsidiaries, net of cash disposed of	27 752	2 653
Short-term investments	4 716	(524)
Loans and advances granted	(778)	(665)
Loan repayments received	2 582	650
Interest received	3 834	3 245
Dividends received	0	--
Changes in short-term investments	--	--
NET CASH FLOW FROM (USED IN) INVESTING ACTIVITIES	**(150 702)**	**(75 840)**
CASH FLOWS FROM FINANCING ACTIVITIES		
Proceeds from share capital issues	2 133	4 895
Purchase/(sale) of own shares	2 088	(5 859)
Proceeds from loans and borrowings	210 741	34 257
Repayment of loans and borrowings	(190 995)	(5 934)
Changes in other financial liabilities	(3 648)	--
Changes in the fair value of hedging instruments	(1 566)	--
Dividends paid	(4 310)	(9 404)
NET CASH FLOW FROM (USED IN) FINANCING ACTIVITIES	**14 442**	**17 955**
Effect of exchange rates fluctuations	(508)	3 819
OCEANE bond buybacks – equity component		
Financial asset reclassified to cash equivalents	1 083	
CHANGE IN CASH AND CASH EQUIVALENTS	**(62 684)**	**69 128**
Cash and cash equivalents at beginning of the year	139 112	76 430
Cash and cash equivalents at year end (1)	76 430	145 557

Comments:

	2009	2010
(1) CASH AND CASH EQUIVALENTS		
UCITS (only portion classified as cash)	24 635	22 712
Cash on hand	66 570	136 225
Bank overdrafts (included in short-term borrowings)	(14 775)	(13 377)
TOTAL CASH AND CASH EQUIVALENTS	**76 430**	**145 560**
UCITS (portion classified as other investments) designated as at fair value through profit or loss	--	--
Available-for-sale assets	--	--
TOTAL CASH, CASH EQUIVALENTS AND SHORT-TERM INVESTMENTS	**76 430**	**145 560**

EXHIBIT 2:
Analysis of key reported and audited financial data

Revenue as reported is up 29.4 percent, resulting from the strong sales growth and a favorable foreign exchange impact

In millions of euros	Fourth quarter 2010		2010	
	M€	Change on reported amounts	M€	Change on reported amounts
By region				
Europe-SEPA	**127.5**	**36.4%**	**431.7**	42.2%
Latin America	**48.7**	**24.7%**	**162.2**	24.6%
Asia-Pacific	**54.7**	**92.8%**	**138.7**	71.7%
North America	**28.5**	**7.6%**	**103.0**	0.7%
EEMEA	**20.7**	**9.2%**	**71.4**	-11.3%
Total	**280.1**	**35.5%**	**907.0**	**29.4%**

2010 Revenue totaled €907.0 million, up 29.4 percent based on reported figures, reflecting a favorable foreign exchange impact of €50.7 million and a €17.9 million contribution from acquired companies in 2010. Total revenue included €789.6 million generated by the Payment Terminals (hardware, servicing and maintenance) and €117.4 million from Transaction Services.

In 2010, Ingenico enjoyed strong sales performance in Asia-Pacific, Europe-SEPA and Latin America. The Group consolidated its existing strong positions in those regions, successfully leveraging the market growth driven by new equipment in emerging markets such as China, regulatory changes in Germany and Brazil and new technology in France and Spain. While performance in EEMEA and North America was down for the year, business there picked up in the fourth quarter.

Growth accelerated during the fourth quarter 2010 with reported revenue of €280.1 million, up by 35.5%. It included a favorable foreign exchange impact of €15.3 million and a €10.1 million from companies acquired in 2010. The Payment Terminals activity generated a revenue of €242.9 million and the Transaction Services generated €37.2 million.

Gross margin up thanks to the growing contribution from Telium terminals

Gross profit was €366.1 million, an increase of 35 percent compared with 2009. Gross margin in 2010 was 40.4 percent, or 170 basis points higher than in 2009. This performance is mainly supported by the improvement in the gross margin of Terminals (hardware, services and maintenance) thanks to the increased contribution of Telium terminals and the product mix evolution during the year.

Operating expenses under control

Operating expenses as reported were €269.2 million in 2010, compared with €210.1 million in 2009 and include €28.8 million depreciation and amortization charges arising on the acquisitions of entities. This increase was primarily attributable to the impact of the Group's new acquisitions, as well as to sales and marketing and research and development expenses. Operating expenses were equal to 29.7 percent of revenue, a decrease of 30 basis points compared to 2009.

Adjusted profit from ordinary activities up 200 basis points to 10.7 percent

On a *reported* basis, profit from ordinary activities increased by 59 percent, from €60.8 million in 2009 to €96.9 million in 2010. This lifted the Group's margin on ordinary activities by a full 200 basis points to 10.7 percent of revenue. The major difference between adjusted margin on ordinary activities is related to the purchase price allocation.

EXHIBIT 3:
Reconciliation of profit from ordinary activities to EBITDA

EBITDA represents profit from ordinary activities, restated to include the following:

- Provisions for impairment of tangible and intangible assets, net of reversals (including impairment of goodwill or other intangible assets with indefinite lives, but not provisions for impairment of inventories, trade and related receivables and other current assets), and provisions for risks and charges (both current and non-current) on the liability side of the balance sheet, net of reversals.
- Expenses related to the restatement of finance lease obligations on consolidation.
- Expenses recognized in connection with the award of stock options, free shares or any other payments to be accounted for using IFRS 2, Share-based Payment.
- Changes in the fair value of inventories in accordance with IFRS 3, Business Combinations, i.e. determined by calculating the selling price less costs to complete and sell.

Reconciliation

in millions of euros	2009	2010
Profit from ordinary activities	60.8	96.9
Allocated assets amortization	19.3	28.8
Other amortization and provisions for liabilities	18.6	35.0
Share based payment expenses	6.7	5.2
EBITDA	105.4	165.9

beyond payment