

4 August 2011

**St Ives plc**  
**Year end trading update**

St Ives is today providing a year end trading update ahead of the announcement of its full year results which will be released on 4 October 2011.

The board remains confident that the results for the financial year ended 29 July 2011 will be in line with current market expectations. We have further strengthened our financial position and we have continued to reposition the business and reduce our exposure to commoditised print markets, whilst increasing our focus on more attractive digital and marketing services activities.

In our Print segment, the actions we have taken to mitigate the impact of price pressure and declining volumes within our markets are taking effect. A number of significant existing contracts have been renewed and we have continued to win additional market share during the second half, although the ongoing structural changes within these markets will continue to impact upon margins going forward.

Our Marketing Services segment is developing well, with our investment in additional sales and marketing resource bearing fruit with some encouraging new business success.

The Group has recently been successful in winning a large direct marketing tender within the financial services sector and we are making further investment in resource to ensure its successful transition into the Group. We will continue to develop our marketing services proposition through further acquisition and organic investment to build upon and extend the current offering.

Our balance sheet remains strong and the Group will be cash positive at the financial year end.

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