



Annual sales 2012/2013 of €163.6 m in line with target
Like for like growth of 7.9 %

IFRS - €mSales	2012/13 Reported (1)	2011/12 Reported (2)	Change	2011/12 Like for like (3)	Change
1 st Quarter	31.5	11.8	+ 168.1 %	26.6	+18.3 %
2 nd Quarter	34.6	20.9	+ 65.6 %	32.3	+ 7.1 %
3 rd Quarter	60.0	58.2	+ 3.1 %	58.2	+ 3.1 %
4 th Quarter	37.5	34.5	+ 8.6 %	34.5	+ 8.6 %
12 month sales	163.6	125.3	+ 30.9 %	151.6	+ 7.9 %

(1) The 2012/13 reported scope of consolidation excludes figures from Mobile phone trading

(2) The 2011/12 reported scope of consolidation includes figures of ModeLabs Group as from 01 September 2011 while excluding figures from Mobile phone trading

(3) The 2011/12 like for like scope of consolidation includes figures of ModeLabs Group as from 01 April 2011 while excluding figures from Mobile phone trading.

Consolidated sales for the full FY 2012/13 closing on 31 March 2013 reached € 163.6 million, a like for like increase of 7.9 % when compared to the same period of the previous financial year 2011/12.

In a difficult economic environment, the Group achieved its initial target of sales exceeding € 160 m and therefore confirms the relevance of its position as a global player of multimedia convergence.

Sales growth in FY 2012/2013 was supported by Smartphone accessories, Audio products and the Exclusive distribution of video game software while Publishing and Console accessories receded in a market undergoing deep changes (launch of Next Generation hardware formats by Sony and Microsoft end of 2013/beginning of 2014, gradual deployment of Set Top boxes and Smart TV).

The trend of the first nine months has been confirmed in the 4th quarter of FY 2012/2013 with:

- a 15.3% growth of the sales of Smartphone Accessories ;
- a 15.9% rise of the sales of Audio products in particular with Sound towers which enjoy a durable commercial success ;
- a 138.8 % growth of sales in exclusive Distribution with in particular the success in Benelux of the last *Tomb Raider* video game sequel ;
- a 11.1 % drop of Console accessories in a changing market hallmarked by the mixed reception given to the new Wii U hardware format by consumers.



Breakdown of turnover by territories, including domestic sales and export sales from these territories (like for like)

Quarterly in €m	Germany	Benelux	France	Hong Kong	Total
4 th quarter 2011-12	2.6	3.0	27.4	1.5	34.5
4 th quarter 2012-13	2.0	5.1	29.4	0.9	37.5

Year to date in €m	Germany	Benelux	France	Hong Kong	Total
12 months 2011-12	10.6	11.2	123.7	6.1	151.6
12 months 2012-13	12.0	16.2	131.1	4.2	163.6

In FY 2012/2013, sales pulled by Smartphone accessories and Audio products grew in every territory except for the Hong-Kong subsidiary, the business of which is characterized by irregular cycles of export sales.

Breakdown of turnover by businesses (like for like)

Businesses	2012/13 New scope €m	Relative share	2011/12 Like for like €m	Relative Share	Change
Accessories (consoles+mobile phones)	125.1	76.5%	117.3	77.3%	+6.6 %
Audio	16.3	10.0%	12.0	7.9%	+35.6%
Publishing (retail+digital)	4.1	2.5%	10.7	7.1%	-61.3%
Design & Publishing	145.5	89.0%	140.0	92.3%	+ 3.9%
Exclusive Distribution (games)	12.7	7.9%	5.8	3.8%	+118.7%
Non excl.(games)	5.3	3.3%	5.8	3.8%	-8.5%
Distribution	18.1	11.0%	11.6	7.7%	+55.0%
Total	163.6	100.0%	151.6	100.0%	+7.9 %

Outlook :

The Group confirms a current operating margin of around 7 % for its 2012/2013 financial year.

Bigben Interactive plans In FY 2013/2014 both to intensify the international distribution of its Smartphone accessories notably with a strong acceleration of sales for licensed products and to support the sales growth of Audio products through innovative products. In the video game segment, exclusive Distribution will have a limited product range but Accessory sales should be supported by the rise of sales of game controllers specifically designed for Set Top Boxes and the growing distribution of Bigben Interactive Cyberbike for Samsung Smart TVs.



The complete results for FY 2012/2013 and prospects for FY 2013/2014 will be released to the financial community during the presentation of our annual results in Paris on May 28th.

Next press release: Annual results 2012/2013: 27 May 2013 (after close of business)

About Bigben

*Market leader for both video gaming accessories and mobile phone accessories, the **BIGBEN INTERACTIVE** Group has a recognized know-how for developing innovating products in order to meet the evolution of the multimedia world. Its ambition is to become a leader in converging multimedia accessories and a key player on the European multimedia market, relying on its size, its development capabilities and its commercial network.*

BIGBEN INTERACTIVE

Eurolist of Euronext Paris, C market segment – Indexes : CAC MID & SMALL

Eligible stock for PEA and for SRD long

ISIN : FR0000074072 ; Reuters : BIG.PA ; Bloomberg : BIG FP



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