



Sales of 126.1 €m over a 2012/13 nine month period 7.6% growth like for like

- Further growth of mobile phone accessories and audio products
- Contrasted evolution of sales in the video game segment
- Confirmation of annual targets

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	+168.2 %	26.6	+ 18.3%
2 nd Quarter	34.6	20.9	+ 65.6 %	32.3	+ 7.1%
3 rd Quarter	60.0	58.2	+2.9 %	58.2	+3.1%
9 month sales	126.1	90.8	+ 38.7 %	117.1	+ 7.6%

(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 first nine months of FY 2012/13 closing on 31 March 2013 reached € 126.1 million, a like for like increase of 7.6% when compared to the same period of the previous financial year 2011/12.

This strong performance is pulled by the ongoing growth of both the Mobile phone accessory and the Audio product businesses, which offset a stable video game Distribution business and receding sales of Gaming accessories.

This trend has been confirmed in the 3rd quarter of FY 2012/2013 i.e. the all important pre-Christmas period with:

- a 24.9% growth of the sales of Mobile phone Accessories with further listings abroad and an enhanced product range;
- a 46.8% rise of the sales of Audio products which include new successful items such as sound towers ;



- sales of Gaming Accessories going down by 28.0% in spite of the success of the new Wii U and 3DSXL accessory ranges which were out of stock as from early December.
- a near stable video game distribution business.

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
3 rd quarter 2011-12	5.6	3.2	47.4	2.0	58.2
3 rd quarter 2012-13	4.9	5.9	47.6	1.5	60.0

Year to date in €m	Germany	Benelux	France	Hong Kong	Total
9 months 2011-12	8.0	8.2	96.3	4.7	117.1
9 months 2012-13	10.0	11.1	101.7	3.3	126.1

Banking on the development of mobile accessory sales abroad and on the growing success of Audio products across Europe over the first nine months of FY 2012/2013, sales 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

Businesses	2012/13 New scope €m	Relative share	2011/12 Like for like €m	Relative Share	Change
Accessories (consoles+mobile phones)	95.8	76.5%	90.0	76.8%	+6.5%
Audio	13.2	10.5%	9.3	8.0%	+41.3%
Publishing (retail+digital)	3.8	3.0%	8.6	7.3%	-56.1%
Design & Publishing	112.8	89.5%	107.9	92.1%	+4.5%
Exclusive Distribution (games)	9.3	7.3%	4.4	3.8%	+112.1%
Non excl.(games+mobile phones)	4.0	3.2%	4.8	4.1%	-17.7%
Distribution	13.3	10.5%	9.2	7.9%	+44.0%
Total	126.1	100.0%	117.1	100.0%	7.6%

Outlook: Confirmation of a 2012/13 annual sales target in excess of 160 €m

The Group will further invest in the development of new accessories for the new gaming formats such as Set top boxes or Smart TVs. In addition it will accelerate the integration process of activities coming from the acquisition of ModeLabs with in particular the replacement of the Blueway trademark by the Bigben Interactive brand as from 01 April 2013.



These strategic choices will enable Bigben Interactive to strengthen its position as a global player of multimedia convergence.

During the last quarter of FY 2012/2013, the Group activity should be globally at a strong level supported by the contribution of new products : mobile accessories (Electronic Arts license, Tomb Raider license, iPhone 5), Sound Towers, accessories for the 3DSXL handheld console, gaming controllers for Set Top Boxes.

Banking on these product releases and the success of mobile phone accessories abroad, the Bigben Interactive Group confirms its annual sales target in excess of 160.0 €m for the full 2012/2013 financial year and forecasts a current operating margin of around 7 %, within the range given in the November press release for half-year results.

In addition, the Group considers that it enjoys a good medium term visibility given the prospects offered by new contracts in the multimedia sphere and therefore confirms its annual sales target of 200.0 €m as at 31 March 2015 with a current operating margin of 12 %.

Next press release: Annual sales of FY 2012/2013

: 22 April 2013 (after close of business)

About Bigben

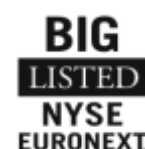
*Market leader for both video gaming accessories and mobile phone accessories, the **BIGBEN INTERACTIVE** Group has a recognized know-how for developing innovating products in order to meet the evolution of the multimedia world. Its ambition is to become a leader in converging multimedia accessories 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



Contacts

Investors relations : François Bozon, phone : + 33 (0) 3.20.90.72.53

E-mail : infofin@bigben.fr - website : <http://www.bigben.fr>

