



2013/14 Q1 sales of 32.0 €m, up by 1.5 % year on year

- 7.7 % sales growth in strategic business segments
- growing contribution of gaming convergence accessories

Non audited data

IFRS - €mSales	2013/14 Reported (1)	2012/13 Reported (1)	Change
1 st Quarter	32.0	31.5	+ 1.5 %

(1) Both the 2013/14 and 2012/13 reported scopes of consolidation exclude figures from Mobile phone trading

Consolidated sales for the 1st quarter of FY 2013/14 closing on 31 March 2014 reached 32.0€m, a like for like increase of 1.5 % when compared to the same period of the previous financial year.

During this quarter, sales related to Design & Publishing activities, the strategic business segments of the Group with the highest margins, went up by 7.7 % reaching 30.3 €m. This achievement was supported by:

- a 5.5 % sales growth for Gaming Accessories pulled by the rise of convergence products (Cyberbike exercising bikes for Samsung Smart TV, gaming controllers for Set Top Boxes) therefore confirming the relevance of the strategic direction taken by the Group ;
- a 6.5 % sales growth of Smartphone Accessories based on the increasing success of licensed products and the growing distribution abroad, this despite the disruption affecting outsourced logistics during the last week of the period under review ;
- a 31.1 % rise in the sales of Audio products keeping their very strong commercial momentum.

Distribution sales dropped by 50% due to an adverse comparison effect with the launch of the Test Drive Ferrari video game in the 1st quarter of the previous financial year.



Breakdown of turnover by businesses (like for like)

Businesses	2013/14 €m	Relative share	2012/13 €m	Relative Share	Change
Accessories (consoles+mobile phones)	26.9	84.0%	25.3	80.3%	+6.2 %
Audio	3.2	10.1%	2.5	7.8%	+31.1%
Publishing (retail+digital)	0.2	0.6%	0.4	1.2%	-47.4%
Design & Publishing	30.3	94.7%	28.1	89.3%	+ 7.7%
Distribution *	1.7	5.3%	3.4	10.7%	-50.0%
Total	32.0	100.0%	31.5	100.0%	+1.5 %

(*) Both Exclusive and Non-exclusive Distribution have been included in the "Distribution" caption, given the low level of activity in each of these business segments.

Breakdown of turnover by territories, including domestic sales and export sales from these territories

Quarterly in €m	Germany	Benelux	France	Hong Kong	Total
1 st quarter 2012-13	2.8	1.9	26.0	0.8	31.5
1 st quarter 2013-14	2.0	1.9	25.7	2.3	32.0

The analysis of Group sales during 2013/2014 first quarter shows:

- a 25.6 % drop in Germany, notably due to an adverse comparison effect with the distribution of the Test Drive Ferrari video game software at the same period of previous FY;
- steady sales in Benelux ;
- a minimal (1.4%) drop in France due to receding sales of video game products and to the weaker growth of smartphone accessories resulting from the disruption affecting outsourced logistics for one week of the period under review ;
- sales from Hong Kong which nearly trebled thanks to the first deliveries to Asia of the Cyberbike for Samsung Smart TV, this zone being the first chosen for the launch of this convergence accessory.

Outlook: confirmation of growth target

The acquisition of licensing rights for the worldwide publishing and distributing of WRC 4, one of the most famous rally racing simulation games, combined with the favourable trend supporting sales of smartphone Accessories, Audio products and Gaming convergence products, enable Bigben Interactive to confirm its 2013/14 targets of sales exceeding 175 €m (growth of more than 7 %) and a current operating margin ranging over 8%.



Next press release: Sales 2nd Quarter 2013/2014: 21 October 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.

283 employees – FY 2012/13 sales : 164 €m – France, Benelux, Germany, Hong-Kong

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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