

## STRONG SALES GROWTH IN 2015/16 FIRST HALF: EUR 88.6 MILLION UP BY 19.9 % YEAR ON YEAR

### PROSPECTS CONFIRMED FOR A PROFIT RECOVERY

IFRS – €Millions Sales	2015/2016	2014/2015	Change
1 <sup>st</sup> Quarter	<b>34.7</b>	35.4	- 1.8%
2 <sup>nd</sup> Quarter	<b>53.9</b>	38.5	+ 39.9%
<i>Of which :</i> Gaming	<b>18.4</b>	7.5	+ 145.3%
Mobile	<b>26.7</b>	24.1	+ 10.6%
Audio	<b>8.8</b>	6.8	+ 27.9%
<b>1<sup>st</sup> Half year</b>	<b>88.6</b>	73.9	+ 19.9%
<i>Of which :</i> Gaming	<b>27.2</b>	17.3	+ 57.4%
Mobile	<b>47.8</b>	46.2	+ 3.6%
Audio	<b>13.6</b>	10.4	+ 30.3%

*Unaudited data*

### A vigorous 2<sup>nd</sup> quarter 2015/16

After a 1<sup>st</sup> quarter virtually on par with Q1 2014/2015, Bigben Interactive achieved sales of EUR 53.9 million in the 2<sup>nd</sup> quarter of current FY 2015/2016 showing a strong growth (+ 39.9%) when compared to the same period of previous financial year. All the business segments of the Group showed a sales growth, especially the Gaming segment boosted by Publishing sales.

#### GAMING

Sales of Gaming products amounted to EUR 18.4 million i.e. a tremendous growth of 145.3% and represented 34.2% of total Group sales during the period under review.

This achievement was mainly generated by the Publishing segment with the release of two key games published by Bigben Interactive, *Rugby World Cup 2015* and *WRC5*, this last game meeting with a large success.

Pursuant to the strategy of migration to digitalization, digital sales of video games reached EUR 0.5 million i.e. a 53.9 % growth when compared to the 2<sup>nd</sup> quarter of FY 2014/15.

Likewise, Video game Accessories showed a sales growth, benefiting from both a strong demand for products launched under the new *Nacon* brand dedicated to PC core gamers and the growing sales of controllers for Set Top Box operators.

In the 2<sup>nd</sup> quarter of current FY 2015/16, the Mobile business segment achieved EUR 26.7 million sales, growing by 10.6% and representing 49.6 % of Group total sales.

Sales growth was pulled by the favourable reception given to an innovative and competitive range which enabled BBI to increase its market share. Certain accessories in both the protection area (tempered-glass screens for smartphones and a new range of “Universal” cases with an innovative fastening system) and the energy area (induction chargers) were especially in demand.

## AUDIO

Sales of Audio products further showed a strong growth (+ 27.9%) during the 2<sup>nd</sup> quarter of current FY with a EUR 8.8 million turnover i.e. 16,2% of Group total sales, as a result of the ongoing success of Audio products marketed under the *Bigben Sound* brand and further listings for the *Thomson* range.

## A first half showing a 19.9% growth

Over the 1<sup>st</sup> half of current FY 2015/2016 (from April 1 until September 30, 2015), consolidated sales of the Bigben Interactive Group amounted to EUR 88.6 million, a 19.9 % growth when compared to the 1<sup>st</sup> half of previous FY. The Gaming and Audio business segments made the largest contributions to sales growth with respective growth rates of 57.4% and 30.3%.

### *Breakdown of activities by area, combining domestic and export sales from these areas*

Sales in € Millions	First Half 2015/2016	First Half 2014/2015	Change
France	73.3	60.9	+ 20.3%
Germany	4.1	4.9	- 16.8%
Benelux	5.4	5.2	+ 4.6%
Other territories	5.8	2.8	+ 103.8%
<b>Total</b>	<b>88.6</b>	<b>73.9</b>	<b>+ 19.9%</b>

### *Breakdown of activities by business segments (previous format)*

Sales in € Millions	First Half 2015/2016	Relative share	First Half 2014/2015	Relative share	Change
<b>Core Business</b>	<b>85.5</b>	<b>96.5%</b>	<b>69.0</b>	<b>93.5 %</b>	<b>+ 23.8%</b>
Accessories (Gaming+Smartphones+IT)	60.6	68.4%	57.1	77.3%	+ 6.2%
Audio	13.6	15.4%	10.4	14.1%	+ 30.%
Publishing	11.3	12.7%	1.5	2.1%	x 7.5
Distribution	3.1	3.5%	4.8	6.5%	- 35.5%
<b>Total</b>	<b>88.6</b>	<b>100.0%</b>	<b>73.9</b>	<b>100,0 %</b>	<b>+ 19.9%</b>

## Outlook

*Steady level of sales expected in 3<sup>rd</sup> quarter*

Bigben anticipates a steady level of activity for its 3<sup>rd</sup> quarter with Christmas sales when compared with the same period of previous financial year, due to the following prospects in:

- Gaming: the further commercial deployment of the *WRC5* rallying game, the release of the *Handball 16* gaming software and the commercial launch of *PlayStation 3* accessories which the Group developed under a Sony license;
- Mobile: the favourable environment for mobile phone accessories provided by the success of the new *Iphone 6S* by Apple as well as of *Galaxy S6 Edge* et *Edge+* smartphones by Samsung ;
- Audio: the growing popularity of sound towers and sound bars with consumers.

*Significant recovery of operating profitability expected as from the First Half of current FY*

Bigben Interactive anticipates a return to a positive Operating Profit for the 1<sup>st</sup> half of FY 2015/16.

The 2<sup>nd</sup> half of FY 2015/16 should confirm the recovery in profitability due to a more favourable product mix and to the process of passing on the unfavourable EUR/USD exchange rate to sale prices.

Bigben will disclose the prospects for its full financial year together with the publication of its half year results on November 23<sup>rd</sup>.

### Upcoming publication:

**Half year results 2015 / 2016: Monday 23 November 2015**

*Press release after close of the stock market*

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#### ABOUT BIGBEN INTERACTIVE

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**SALES 2014-2015**  
184,9M€

Bigben Interactive is a leading player specialized in the design and distribution of accessories for video games, smartphones and tablets, as well as audio products and video game publishing. Buoyed by the rapid expansion of the market for mobile devices and changes in the video game market, the Group, which is recognized for its capacities in terms of innovation and creation, seeks to become one of Europe's leaders in multimedia accessories.

**HEADCOUNT**  
350 employees

Company listed on Euronext Paris, compartment C – Index : CAC SMALL – Éligible SRD long  
ISN : FR0000074072 ; Reuters : BIGPA ; Bloomberg : BIGFP

**INTERNATIONAL**  
9 subsidiaries and a distribution network in 50 countries

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