

SALES UP BY 11.5% IN 3RD QUARTER: 80.1 M€
OUTLOOK: SHIFT OF PUBLISHING RELEASES FROM Q4 2017/18 TO Q1 2018/19

IFRS – € Millions Sales	2017/18	2016/17	Change
1 st Quarter	47.1	38.0	+23.9%
2 nd Quarter	62.9	46.9	+34.2%
3 rd Quarter ⁽¹⁾	80.1	71.9	+11.5%
Of which :			
Gaming	27.5	24.8	+ 11.2%
Mobile	36.3	32.0	+ 13.5%
Audio	16.3	15.1	+ 7.5%
9 months (cumulative)	190.1	156.8	+21.3%
Of which :			
Gaming	64.8	46.4	+ 39.6%
Mobile	94.5	82.5	+ 14.6%
Audio	30.8	27.9	+ 10.6%

(1) Unaudited data

A dynamic all important 3rd quarter

Bigben posted sales of 80.1 M€ up by 11.5% for the third quarter of its financial year 2017/18 (October to December 2017), the most important sales period of the year. This achievement is supported by the three businesses of the Group.

GAMING

The Gaming activity in the 3rd quarter of FY 2017/18 was supported by the further success of high value own branded accessories and generated sales of € 27.5 million, an increase of 11.2% when compared to the third quarter of the previous year.

- **Accessories:** In the wake of the 1st half, sales of Gaming accessories showed a growth of 52.7 % to 20.1 M€ thanks to the ongoing success of controllers developed by the Group under the *PlayStation® 4* license (*REVOLUTION Pro Controller*, *REVOLUTION Pro Controller 2* and *NACON™ Compact Controller*) and to thriving sales of Bigben accessories for the *Nintendo SWITCH™* console.

- **Publishing:** Sales for Publishing amounted to 6.6 M€ down by 8.5% in the 3rd quarter while Publishing sales have been up by 5.1 % over the first 9 months of the financial year. On the other hand, digital sales grew further in the 3rd quarter (+36.5%) in line with the digital strategy of the Group.

MOBILE

The Mobile activity recorded a 13.5% growth with 36.3 M € sales in the 3rd quarter of FY 2017/18. Sales further benefitted from the success of *Force Glass®* protection screens (1,000,000 units sold over the first 9 months of FY 2017/18) and from the rising demand for *Force Case®* shockproof protection shells.

AUDIO

The Audio business managed to increase its share on a slightly declining market with sales of 16.3 M € up by 7.5 %. Over the period, the illuminated Bluetooth® speakers sporting an innovative design under the new *Lumin'Us* Group brand met a favourable reception from consumers. The strengthening of the range of Thomson Licensed products equally bore fruit with good sales.

Outlook:

High comparison basis in Gaming Accessories in Q4 2017/18 and shift of Warhammer Inquisitor Martyr to Q1 2018/19

Bigben anticipates for the 4th quarter of 2017/18 a turnover of the same order as in Q4 2016/17 due to a high base of comparison in Gaming Accessories and despite the shift of the *Warhammer Inquisitor Martyr* release.

GAMING

The accessory activity will carry on its deployment hallmarked by the ongoing success of the various controllers developed by the Group under the *PlayStation® 4* license. Sales should nevertheless be down when compared with the same period of last financial year which strongly benefitted from the launch of the original *REVOLUTION Pro Controller* then selling nearly 200,000 units.

The Publishing segment will see the launch of *TT Isle of Man* while it will shift to the 1st quarter of 2018/19 the release of both *Tennis World Tour®* and *Warhammer Inquisitor Martyr* games. However significant sales will be generated by the Distribution of the *Gravel* and *Supercross* games.

MOBILE

The Mobile activity will be again supported by the vitality of the *Force Glass®* and *Force Case®* brands and by the development of new accessory ranges for iPhone, Samsung and Huawei. The launch of the *iPhone X* smartphone confirms the rise of premium smartphones with an increasing need for high end accessories, a product segment for which Bigben successfully developed a unique offer.

AUDIO

In the wake of previous quarters, the Audio activity will benefit further from the new products launched at the beginning of the financial year and from a strengthened *Thomson* line-up.

The ongoing favourable trend since the beginning of the current financial year enables the Group to confirm its 2017/2018 annual sales target with sales from 235 M€ to 245 M€. The shift of *Tennis World Tour®* and *Warhammer Inquisitor Martyr* release dates to the 1st quarter of FY 2018/2019 should nevertheless impact the Profit rate from Current Operations of FY 2017/2018 which should now range between 6.0% and 7.0%.

Strong growth expected for financial year 2018/2019

Activity should show again a strong growth as from the 1st quarter of the new financial year 2018/2019 with the release of both *Tennis World Tour®* and *Warhammer Inquisitor Martyr*, the distribution of the *REVOLUTION Pro Controller 2* in Asia and the ongoing momentum of own brands in the Mobile and Audio businesses. Publishing sales for the full FY 2018/19 should thus at least double when compared to FY 2017/18.

In addition the Group confirms the targets from its "BIGBEN 2020" plan with sales exceeding 280 M€ and a Profit rate from Current Operations of 9% for its financial year 2018/2019.

Upcoming publication:

Annual sales 2017 / 2018: Monday 23 April 2018

Press release after close of the stock market

ABOUT BIGBEN INTERACTIVE

SALES 2016-2017
208,1M€

Bigben Interactive is a European player in video game publishing, in design and distribution of smartphone and gaming accessories as well as in audio products.
The Group, which is recognized for its capacities in terms of innovation and creativity, intends to become one of Europe's leaders in each of its business segments.

HEADCOUNT
ca. 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

PRESS CONTACTS

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