



06 November 2007

Half year sales of EUR 30.6 million

Further growth

The Bigben Interactive Group achieved sales of EUR 16.5 million for the second quarter ending 30 September 2007 and was up by 22.8 % compared to the second quarter of previous FY 2006/2007. Consolidated sales for the first half reached EUR 30.6 million, a growth of 20.9% compared to the same period in the previous FY 2006/2007.

The video game console market has further confirmed the ascending phase of the hardware product cycle during the first quarter. The outstanding sales of Nintendo products especially for the *DSLite* handheld console have enabled strong sales over the summer period which is usually favourable for console handheld formats.

<i>Sales in €m</i>	2006/07	2007/08	<i>Change</i>
1 st Quarter	11.95	14.20	+ 18.9%
2 nd Quarter	13.39	16.44	+ 22.8%
Total 1 st Half	25.34	30.64	+ 20.9%

During this first half, Bigben Interactive achieved 50.0 % of sales outside France.

In spite of the seasonality of the business, the interim result will show a profit for the first time since 2001, a strong improvement compared to the result of the first half of the previous financial year.

The 2nd quarter of the new financial year was globally favourable for BIGBEN INTERACTIVE :

- In France, sales were up by 15.8 % year on year, boosted by the sales of console accessories which increased by 18%. Likewise the upturn in the Electronics business (sales + 21%) was confirmed thanks to the good market response to the new offer and to the listings received from large retailers by banking on the track record of the company for video game accessories. After an average 1st quarter, the non-exclusive distribution appears to be back on the path to growth (+43%) while exclusive distribution which had been boosted by the release of the David Douillet Judo software in September 2006, now records another drop in sales of 25 % due to a much tighter catalogue.
- Outside France, Bigben Interactive sales were concentrated on the Group core businesses and were equally favourable (+35.4%) when compared to the same period of previous financial year, with a confirmed recovery in Germany (+97%) and a strong growth of the Accessory business in Benelux (+83%) offsetting the plummeting sales for exclusive distribution in this territory and with promising developments in other export markets (+250%).
- The Accessory business which continued to be boosted by favourable market conditions increased its sales by 44.6% year on year during the 2nd quarter.

BIGBEN INTERACTIVE

Euronext : Eurolist of Euronext Paris, C market segment; FTSE ; Index : Midcac

Euroclear: 7407; Reuters: BGBN.PA ; Bloomberg: BIG FP

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As announced on August 28 following the Games Convention in Leipzig, the relative share of the Accessory business (the Group's prime business) reached the revised target of a 60 % share for this activity during the first half of the financial year. The downturn of Exclusive software distribution within the Group core businesses results from a tighter catalogue aiming at an optimised risk-profitability combination.

<i>Business share</i>	30.09.2006	30.09.2007
Accessories	55.0 %	60.3 %
Exclusive SW distribution	24.6 %	20.2 %
Group core businesses	79.6 %	80.5 %
Audio & Gifts	7.5 %	5.8 %
Non exclusive distribution	12.9 %	13.7 %
Total	100.0 %	100.0 %

This new evolution of the product mix towards Accessories entailing a favourable impact on gross margin means that Group operations should be significantly profitable for the first half of current financial year.

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Accessories

Its leadership in accessories for video game consoles has been thus strengthened by licensed products available for the Nintendo™DS™ format with:

- the development of innovative products such as the brand new *Magic Tube* using several patents, a transformation case that holds 4 Nintendo DS™ Game cards (software units) and 2 styluses in a compact design and sporting an opening/closing device which reveals two different faces branded with the figures of Nintendo™ gaming characters such as *Mario, Luigi, Peach, Yoshi, Nintendogs* ;
- the commercial success of official accessories launched during summer 2007 with, but not limited to, the protection cases in translucent polycarbonate (*Case Protector*) for the DS hardware.

This offer which has been widely acclaimed by consumers will grow in the coming months with the new Nintendo™ licensed products such as the officially branded aluminium carry cases for « *The Legend of Zelda®* » and « *Mario* » as well as the « *Flip and Play Protector* » developed by Bigben Interactive and for which a patent is pending. This product will enable the user to play with the handheld console without removing it from the protection case which features a magnetic closing device.

Likewise, sales of silicone covers (*WiiProtect*) for the *Wiimote™* remote and the *Nunchuck™* peripheral as well as the official (*WiiDrive*) steering wheel have encouraged the development for the *Wii™* console format of other products which should be released in 2008.

In addition, BIGBEN INTERACTIVE is further investing in the adaptation of its products for the new generation home console formats. Thus *Shootpad™*, the peripheral enabling a life-size simulation of soccer which had been available since winter 2006 for the Playstation®2 format, has just been launched in a new version for the PC and Playstation®3 formats, a few days after the release of the main soccer gaming titles « *PES 2008* » and « *Fifa 08* ».

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Generally speaking, this evolution of the product catalogue results from an opening towards new audiences such as parents and senior citizens in a period of strong growth of the video game market. This growth enables the Group to now confirm market anticipations across Europe with in particular the development of the female customer base and the use of handheld console hardware in all aspects of everyday life.

Exclusive Distribution

This new ownership of video gaming by all types of audiences is benefiting the « Exclusive Distribution » business of BIGBEN INTERACTIVE. The current software catalogue has a good sales potential resulting from a twofold strategy focussed on niches and moderate pricing. After « *Pétanque Pro* », a niche software for the PC and *Playstation*®2 formats, the *Nintendo DS*TM and *Wii*TM will offer better prospects for reasonably priced software such as:

- « *Code la Route DS* » the technical quality of which has been praised by the professional press ;
- the « *Best of* » (« *Best of Board Games DS* », « *Best of Card Games DS* », « *Best of Test DS* ») range which will soon be enhanced with new titles ;
- « *Mots Croisés DS* », the 1st software for crosswords available in French and listed across all retailers in France and for which sequels are already planned ;
- a game combining Travel recommendations with a Practical guide which has been developed in cooperation with « *Petit Futé* », the worldwide known travel guide, to be released in the 1st quarter of calendar year 2008.

In addition, the new distribution agreements signed with publishers and developers provide for the release of games for the *Nintendo DS*TM format at the end of 2007 and the beginning of 2008, with themes ranging from fine art to marine animal life.

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Outlook

BIGBEN INTERACTIVE expects good Christmas sales for the FY third quarter, in the wake of the first half and as a result of:

- the level of orders for accessories – the most profitable business in the Group - once again higher than previous year ;
- the success of the ranges of Bigben Interactive accessories including *official products* for the handheld console hardware *DS Lite* by *Nintendo*;
- the ongoing renewal of accessory ranges with the delivery of *Magic Tube* and the further development of technical innovations such as *Shootpad*;
- the listings received from several major retailers for the new range of audio products;
- the new price point set early October for the *PlayStation 3*TM hardware by *Sony* ;
- the launch early September of the new handheld *PSP Slim*TM by *Sony* for which Bigben Interactive has complete range of accessories.

In addition, by the time of the presentation of interim results on 29 November, the strong growth of the accessory business should enable the BIGBEN INTERACTIVE Group to target an annual operating profit in excess of the current target of 7% of sales.

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*A major player in the distribution of video game software and a leading independent distributor and manufacturer of video game console peripherals, **BIGBEN INTERACTIVE** offers a complete distribution solution for developers, publishers and accessory manufacturers in Continental Europe (France, Germany and Benelux)..*

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