



13 May 2008

Annual sales of 84.2 €m

The Bigben Interactive Group achieved consolidated annual sales of 84.15 €m for the financial year ended 31 March 2008 compared to 68.43 €m for the 12 months of previous financial year 2006/2007 (+23.0%).

Consolidated sales for the fourth quarter reached 16.25 €m, slightly up by 2.1% compared to the third quarter of previous FY 2006/07. However it should be reminded that the sales level of 4th quarter of FY 2006/07 was boosted by the launch of the Sony PlayStation®3 hardware in Europe on 23 March 2007.

The video game console market recorded good growth in 4th quarter of current FY in particular with the potential of both Nintendo hardware formats, the DS Lite™ handheld and the Wii™ home console formats, as well as good sales of Sony PSP™ in its new PSP Slim™ version/ both Sony PSP Slim™ and Playstation®3 console formats.

Sales	2006/07	2007/08	Change
	€m	€m	
1 st quarter	11.95	14.20	+ 18.9%
2 nd quarter	13.39	16.44	+ 22.8%
3 rd quarter	27.18	37.26	+37.1%
4 th quarter	15.91	16.25	+ 2.1%
Total 12 months	68.43	84.15	+ 23.0%

During the twelve months of current FY, Bigben Interactive achieved 45.8 % of sales outside France.

The 4th quarter of the new financial year was favourable for Bigben Interactive:

- In France, sales were stable in line with forecasts (+1 % year on year). Accessories recorded another increase (+29%) with the success of licensed ranges for the Nintendo consoles formats and the new sales momentum of Sony consoles while the Electronics business further recovered (+1%). On the other hand, the downturn in non exclusive distribution (-25%) reflects the lack of major trade events such as the launch of the PlayStation®3 console on 23 March 2007. Finally the strong decrease in exclusive distribution (-67%) results from a publishing break before the release of new titles during springtime.

Outside France, Bigben Interactive sales were concentrated on the Group core businesses and were equally favourable (+3%) when compared to the same period of previous financial year, with a confirmed momentum in Germany (+10%) and a steady growth of the Accessory business in Benelux (+71%) offsetting the plummeting sales for exclusive distribution in this territory (-56%) and with promising developments in the export markets (+167%) of the PAL zone.



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- The Accessory business which continued to be boosted by favourable market conditions increased its sales by 36.9% year on year during the 4th quarter.

The relative share of the Accessory business (the Group's prime business) reached 70,9 % of total sales during 4th quarter 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.

The Accessory business rose by 57.5 % year on year when compared with FY 2006/07. This pre-eminence of the core businesses has a favourable impact on the gross margin achieved during the current financial year and the Bigben Interactive Group can from now on confirm its profitability target (net profit) for the financial year ending 31 March 2008.

<i>Business Share</i> (year to date)	31.03.2007	31.03.2008
Accessories	49,9 %	64,0 %
Exclusive SW Distribution	27,4 %	15,2 %
Group Core businesses	77,3 %	79,2 %
Electronics	5,9 %	5,6 %
Non exclusive distribution	16,8 %	15,2 %
Total	100,0 %	100,0 %

Thanks to this new evolution of the product mix towards Accessories, Group operations show a strong increase of their profitability for the first 9 months of the current financial year.

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The results recorded since the beginning of the current financial year confirm the strategic choice made by Bigben Interactive in terms of products.

Accessories

The beginning of calendar year 2008 confirmed the trend witnessed by the video game industry in 2007 across Europe : video games entered the domain of privileged leisure activities. Record sales of console hardware during the Christmas season triggered a rise in accessory sales at the beginning of 2008 with favourable consequences for Bigben Interactive.

On the one hand, the company managed to provide the necessary supplies to the trade which had stocks at their lowest level ever after December sales and on the other hand, the massive delivery of Wii™ console hardware units by Nintendo after a period of short supply, triggered a strong demand for accessories. The charger kits for the Wiimote™ controller have been favourably received by consumers while the new range of official protection kits (« Flip & Play Protector ») for the Nintendo™DS™ handheld console recorded excellent sales.

Exclusive Distribution

The continuous growth of the installed base for the Wii™ console hardware format and the enthusiasm of consumers for this format largely benefited the software catalogue offered by Bigben Interactive i.e. a range of popular budget priced family software listed across all distribution channels. Moreover sales of



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Cocoto Wii™ software which were already strong by the end of 2007 continued to grow at the beginning of 2008.

These achievements reinforce the « niche » strategy of Bigben Interactive for 2008. 3 software titles are already scheduled for release in the first quarter of the new financial year. « **Mazes Of Fates** » is a Role Player Game regarded as one of the best in its category, « **Petit Futé Travel & Play** » which a few weeks before the summer holiday period will offer advice and tips for improving holidays and « **Deco Tendances** » which will provide ideas for home redecorating, one of the most popular leisure activities in Europe over the last few years.

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Outlook

Sales of console accessories look promising for the 1st quarter of the new FY 2008-09 while non exclusive distribution and electronics should pursue the recovery initiated during past financial year. On the other hand, another reduction of the software catalogue in Benelux should result in lower sales in exclusive distribution.

However this contrasted evolution should enable a slight growth of consolidated sales during the first half of current financial year 2008/09.

The complete results for FY 2007/08 and forecasts for FY 2008/09 will be released to the financial community during the presentation of our annual results in Paris on June 05th.

*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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