



01 August 2006

Quarterly sales of € 11.9 million

The Bigben Interactive Group achieved sales of €UR 11.9 million for the first quarter ended 30 June 2006, down by 15.1 % compared to the first quarter of previous FY 2005/2006. This downward trend reduces to 12.5 % when referring to the new scope of consolidation excluding the French watch trading subsidiary Yves Bertelin sold in March 2006. These quarterly sales are in line with budget and above sales of previous (January to March 2006) quarter. All these figures comply with IFRS standards.

In €m	Former scope			New scope		
	2005/2006	2006/2007	Change	2005/2006	2006/2007	Change
Sales *						
1 st quarter	14.08	11.95	-15.1%	13.66	11.95	-12.5%

(*) The quarterly sales figures have been restated in order to deduct provisional year end retro discounts as well as trade marketing allowances for these periods in order to give a better view of the Group business. Sales net of retro-discounts and trade marketing allowances for this current financial year as well as for the previous year have been restated according to management reporting figures and have not been reviewed as such by Group auditors.

The video game market is presently boosted by handheld consoles and has been back on the growth trail in the first half of calendar year 2006. This stronger than ever craze for these console formats aimed at a very wide public as witnessed by the success of the new Nintendo DS Lite hardware especially with female consumers, as well as the upcoming launch of the new generation home console hardware scheduled for this year-end, mean that old generation formats are becoming obsolete faster than expected.

In France, Bigben Interactive accessories enjoy unabated strong sales (+33%) in particular for handheld hardware and record sales to end consumers of the accessory range for the new Nintendo DS Lite hardware have been achieved as from its launchdate on June 23, whilst non exclusive distribution has deteriorated further. The Group once again focussed its efforts on its core businesses (accessories and exclusive software distribution) and managed to limit the overall reduction in quarterly sales in this territory to 31.2% when referring to the new scope of consolidation excluding the former Yves Bertelin subsidiary.

Outside France, Bigben Interactive sales have been concentrated on the Group core businesses and have registered a 11.4 % increase in the first quarter of current FY compared to the same period of previous FY. This was due to the outstanding sales of the Benelux subsidiary resulting from the strong potential of its distribution line up (launch of the new Tomb Raider software by Eidos). 55.8% of Group sales were made outside France during this quarter.

The Group core businesses remain pre-eminent in view of its seasonality, the drop in sales affecting the less profitable businesses.

BIGBEN INTERACTIVE
Société cotée sur le marché Eurolist d'Euronext Paris, compartiment C
ISIN : FR0000074072 ; Reuters : BIG.PA ; Bloomberg : BIG FP
Information financière : François Bozon, Tél : 03.20.90.72.13
E-mail : infofin@bigben.fr - Site : <http://www.bigben.fr>





<i>Business Share</i>	30.06.2005	30.06.2006
Accessories	36.8 %	35.3 %
Exclusive SW Distribution	33.6 %	45.6 %
Group Core businesses	70.4 %	80.9 %
Electronics (watches&gifts)	11.9 %	5.4 %
Non exclusive distribution	17.7 %	13.7 %
Total	100.0 %	100.0 %

(*)figures from management reporting

Good accessory sales in France and the overall sales growth for its core businesses leads the Bigben Interactive Group to believe that it is close to the upturn point and should, barring any unforeseen circumstances, be itself back on the growth trail in the 2nd half of FY 2006/07 within the same scope of consolidation.

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Outlook

The second quarter of the current FY 2006 /2007 is expected to be similar to the first quarter, as consumers give preference to other leisure activities during the summer period and retailers concentrate on drastic stock management even at the approach of the Christmas season. However the last month of the quarter will be highlighted by the launch of the David Douillet Judo software in the first half of September across the PlayStation2, GameCube and PC formats. This software, endorsed by a worldwide star and aimed at the general public offers a blend of fun and education.

Beyond the 2nd quarter, FY 2006-07 offers good prospects from a commercial viewpoint especially -among other things- with the launch in November of Shootpad, a breakthrough peripheral enabling a life-size simulation of soccer with the leading software « Fifa 2007 » by Electronic Arts and « Pro Evolution Soccer 6 » by Konami as well as the former versions of these games. This accessory is developed with the know-how of the team which designed Bodypad, and has a very strong sales potential based on the actual sales of the aforementioned software (cumulative sales of Fifa 2006 and PES 5 in France : over 1 million units).

The new technology products offered by Bigben Interactive i.e. the complete range of high-tech peripherals for the PSP handheld console hardware as well as the Shootpad accessory, were extremely well received by the whole industry and by the press during IDEF, the French trade show for the video game industry which took place in Cannes from to 28 to 30 June 2006.

High levels of orders have already been received from retailers for the Christmas season both for accessories and video game software in exclusive distribution.

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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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