

SALES FOR THE 3RD QUARTER 2013

A 19.5% INCREASE IN SALES FOR THE 3RD QUARTER 2013/2014

- EXCELLENT END-OF-YEAR SALES DYNAMIC
- CUMULATIVE SALES FOR 9 MONTHS AT €139.9M, AN +11.0% INCREASE OVER N-1

BUSINESS OUTLOOK FOR 2013/2014

- SALES TARGETS MAINTAINED AT OVER €175M
- CURRENT OPERATING INCOME FORECAST LOWERED TO €9M

CONSOLIDATED GROUP SALES

<i>in millions of euros</i>	2013/2014	2012/2013	Variation
1 st quarter	32.0	31.5	+1.5%
2 nd quarter	36.2	34.6	+4.8%
3 rd quarter (*)	71.7	60.0	+19.5%
As at 31 Dec. 2013 (9 months)	139.9	126.1	+11.0%

(*) Data not audited

- VERY GOOD BUSINESS PERFORMANCES DURING THE MOST IMPORTANT QUARTER FOR BUSINESS

Bigben Interactive's consolidated quarterly sales reached €71.7M, for a +19.5% increase over the equivalent period of the previous year and is in line with the Group's forecasts. This performance is all the more remarkable in that it covers the Group's most strategic sales period, with the year-end holidays.

- A STRONG CUMULATIVE INCREASE

Over the first 9 months of business, cumulative sales came to €139.9M, up by +11.0% over 2012/2013 for the equivalent period.

DISTRIBUTION OF SALES

- DISTRIBUTION BY SECTOR

3rd quarter 2013:

<i>in millions of euros</i>	2013/2014	2012/2013	Variation
Accessories (gaming + multimedia)	50.5	42.4	+19.1%
Audio	10.9	7.3	+48.8%
Edition	6.8	2.9	+137.6%
CONCEPTION	68.3	52.6	+29.8%
DISTRIBUTION	3.4	7.4	-53.5%
TOTAL	71.7	60.0	+19.5%

ACCESSORIES: RECOVERY IN GAMING ACCESSORIES AND CONTINUED SUCCESS FOR SMARTPHONE ACCESSORIES

In the Gaming segment, on the strength of its new line of accessories for the new generation of consoles by Microsoft – XboxOne® and Sony – PlayStation4® launched at the end of 2013, Bigben Interactive has taken full advantage of the new momentum in a market that is entering into a new equipment phase. The Group has managed to achieve an 80% market share “excluding manufacturers” for these new consoles. The positive trend is relayed by the success of accessories for 2DS and 3DSXL. On the other hand, the postponement of delivery of Turtle Beach® headphones under XboxOne license until early 2014 had a negative impact on business performances.

In the multimedia segment, business grew with the success of new products under Jean-Paul Gaultier and Ora ĩto Mobility licenses. Above and beyond the commercial success, these licenses make it possible to speed up the internationalization of sales and the penetration of new distribution channels.

AUDIO: ACCELERATED GROWTH

After a 28.4% rise in the first half of the year, the growth rate for audio product sales accelerated in the 3rd quarter to +48.8%, ensuring Bigben Interactive’s acquisition of increased market shares. We can notably point out the success of multimedia towers during the year-end holiday season.

PUBLISHING: WRC4 REACHES 200,000 UNITS SOLD

Lastly, the publishing sector was boosted by the strong success of the WRC4 game, a major license for the Bigben Group with 200,000 units sold. Sales more than doubled over the comparable period the previous year (+137.6%).

- **DISTRIBUTION OF BUSINESS BY COUNTRY**

3rd quarter 2013:

<i>in millions of euros</i>	2013/2014	2012/2013	Variation
France	58.8	47.7	+23.3%
Benelux	4.2	5.9	-28.9%
Germany	6.4	4.9	+29.6%
Spain	1.0	-	-
Hong Kong	1.4	1.5	-2.3%
TOTAL	71.7	60.0	+19.5%

ANALYSIS OF SALES BY COUNTRY FOR THE 3RD QUARTER 2013/2014

1. France: with over 80% of the Group’s sales, France remains Bigben Interactive’s main market – see the Group results for details and comments.
2. Benelux: the area had a very good month of December, with pronounced dynamics in audio.
3. Germany: the country had a very good quarter in all sectors (publishing up by +214% thanks to the success of WRC4, +60% in audio and +12% on the gaming accessory line).
4. Spain: the Spanish subsidiary was created during the 3rd quarter of the financial year. It lived up to its commercial ambitions (key accounts were signed for gaming accessories, increased market share). In the improving Spanish economic context, growth in the audio and cell phone accessories sectors bodes well for Q4 and the coming financial year.

OUTLOOK TO THE END OF MARCH 2014

- **SALES**

On the strength of good sales performances at the end of December, the group **is maintaining its annual targets of over €175M.**

- **CURRENT OPERATING INCOME 2014**

During the first half of 2013, the Bigben Group's results were impacted by a decline in the operating margin due to an unfavorable product mix and the postponement of product launches. The Bigben Group was unable to fully restore this profitability during the 3rd quarter, despite a growth in sales exceeding 19% and better performances for high-margin products.

Given this situation, the group has revised its Current Operating Income target for the end of March 2014 to €9M vs. the previous target of €14M.

STRATEGIC ORIENTATIONS – CORRECTIVE ACTIONS

The momentum built up in the 3rd quarter 2013/2014, the success of new product launches (gaming accessories, smartphone licenses, WRC4) and the launch of the "Handball Challenge" game are all encouraging factors for achieving the annual business growth targets.

For the next financial year, the growth trend is being maintained thanks to:

- for audio-video business, the signing of a license with Thomson, one of France's most prestigious consumer electronics brands, which represents a new growth lever for the Group;
- the launch of GameTab One at the end of March 2014, positioning Bigben Interactive in the emerging market of gaming tablets;
- the recovery of the video game market reinvigorated by the arrival of a new generation of consoles;
- the booming market for connected products.

The improvement in product margins during the 3rd quarter of 2013/2014 resulting from work on the product/sector mix should be accentuated in 2014/2015.

At the same time, the Group will pursue its approach of reducing expenses by seeking out economies of scale, notably by integrating logistics for the multimedia accessories sector (Bigben Connected) during the 4th quarter (January – March 2014).

ABOUT BIGBEN INTERACTIVE

A leading player specialized in the design and distribution of accessories for video games and cell phones, as well as audio products, Bigben Interactive has a presence in France, Benelux, Germany and Hong Kong. Buoyed by the rapid expansion of the Smartphone market 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.

The Bigben Interactive group has 283 employees in France, Benelux, Germany, Spain and Hong Kong. Sales published for last year (to the end of March 2013) amounted to €164M.

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