

## 1<sup>ST</sup> QUARTER SALES OF FY 2015/2016: € 34.7 M, DOWN 1.8 %

### PROSPECTS FOR ANNUAL SALES GROWTH CONFIRMED

IFRS – € Millions Sales	2015/2016	2014/2015	Change
1 <sup>st</sup> Quarter	<b>34,7</b>	35,4	-1,8 %
Of which :			
Gaming	<b>8.7</b>	9.7	- 10.3 %
Mobile	<b>21.1</b>	22.0	- 4.1 %
Audio	<b>4.8</b>	3.6	+ 34.9 %

Unaudited data

#### **Change in the presentation of the Group activity according to its various target markets:**

In order to make clearer both its product offer and its market position, Bigben Interactive decided to present its activity according to its major target markets (Gaming, Mobile, Audio) and no longer according to levels of added value (Core Business and Distribution).

“Gaming” includes the publishing and distribution of video Games as well as the design and distribution of Accessories for video game consoles.

“Mobile” includes the design and distribution of Accessories for smartphones and tablets.

“Audio” includes the design and distribution of Audio products.

For the purpose of continuity and comparability of the current financial data with the data provided during previous FY 2014/2015, the Group will continue during current FY 2015/2016 to provide sales information according to levels of added value (Core business and Distribution) appended to its financial press releases.

In 1st quarter of fiscal year 2015/2016 (from April 1<sup>st</sup> until June 30, 2015), Bigben Interactive achieved € 34.7 M sales slightly down by 1.8 % when compared with the same period of previous fiscal year, in spite of high comparables. The Group confirms a sales growth over the whole FY 2015/2016.

#### GAMING

In spite of a 9.7 % growth of video game accessory sales, the overall activity of the segment was down by 10.3 % to 8,7 €M with only one release of a video game title with strong sales potential (*Moto GP 15*), compared with two important releases (*Moto GP 14* and *MXGP*) in the 1<sup>st</sup> quarter of FY 2014/2015. This segment represented 25.1 % of Group total sales during the period under review.

The Gaming segment will return to the path of growth in the coming months with the release of 3 video game titles with strong sales potential (*Rugby World Cup 2015*, *WRC 5*, *Handball 16*) which should significantly contribute to Group sales growth. The release of the *Rugby World Cup 2015*

video game title, of which the first version had beaten all Group sales records with over 230,000 units sold, is planned on 04 September 2015.

In accordance with the strategic shift towards digital technology, digital sales of video games grew by 31 % when compared to the 1<sup>st</sup> quarter of FY 2014/2015 and represented 64 % of publishing sales.

## MOBILE

This segment recorded sales of 21.1 €M down by 4.1 % due to high comparables in the 1<sup>st</sup> quarter of FY 2014/2015 which had seen the launch of *Gametab One* tablets (sales of 800 k€).

Excluding this effect, the Mobile business remained stable pending the launch of the full range of *Le Coq Sportif* products in the 2<sup>nd</sup> quarter of current FY.

This segment represented 60.9 % of Group total sales during the period under review.

## AUDIO

This business segment further showed a robust sales growth (+ 34.9 %), posting record quarterly sales of 48 €M. This achievement was supported by the constant rise of Bigben Sound products and by a faster listing of the *Thomson* range.

This segment represented 14.0 % of Group total sales during the period under review.

### **Breakdown of activities by area, combining domestic and export sales from these areas**

Sales in € Millions	Q 1 2015/2016	Q 1 2014/2015	Change
France	28,2	29,4	- 4,0 %
Germany	2,1	2,7	- 21,1 %
Benelux	2,0	2,2	- 9,9 %
Other territories	2,4	1,0	X 2,4
<b>Total</b>	<b>34,7</b>	<b>35,4</b>	<b>- 1,8 %</b>

### **Outlook: sales growth confirmed in 2015/2016**

Banking on the release of several gaming software titles with strong sales potential, on the marketing of new high end mobile phone accessories as well as connected devices and on the solid growth of Audio sales, Bigben Interactive remains confident in its prospects for sales growth in 2015/2016.

In addition, Bigben Interactive is further adapting to the rise of the US dollar, the recovery process of Group margins should bear fruit as from the first half of FY 2015/2016.

### **Breakdown of activities by business segments (previous format)**

Sales in € Millions	Q 1 2015/2016	Relative share	Q 1 2014/2015	Relative share	Change
Core Business	32,2	92,7 %	31,5	89,0 %	+ 2,2 %
Accessories (Gaming+Smartphones+IT)	26,8	77,0 %	27,1	76,6 %	+ 1,5 %
Audio	4,8	14,0 %	3,6	10,2 %	+ 34,9 %
Publishing	0,6	1,7 %	0,8	2,3 %	- 22,0 %
Distribution	2,5	7,3 %	3,9	11,0 %	- 34,4 %
<b>Total</b>	<b>34,7</b>	<b>100,0%</b>	<b>35,4</b>	<b>100,0 %</b>	<b>- 1,8 %</b>

## Upcoming publication:

**Q2 Sales 2015 / 2016: Monday 26 October 2015**

*Press release after close of the stock market*

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## 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 and video game publishing, Bigben Interactive has a presence in France, Benelux, Germany, Spain, Italy 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 346 employees including 6 overseas subsidiaries. Sales published for last fiscal year (to the end of March 2014) amounted to €178 M.*

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