

SALES IN FIRST HALF OF FY 2016/17: 84.9 M€, DOWN BY 4,2%

A HIGH COMPARISON BASIS IN PUBLISHING

CONFIRMATION OF ANNUAL TARGETS FOR SALES AND CURRENT OPERATING PROFIT

IFRS – € Millions Sales	2016/2017	2015/2016	Change
1 st Quarter	38.0	34.7	+ 9.5%
2 nd Quarter	46.9	53.9	- 13.0%
<i>Of which :</i>			
<i>Gaming</i>	11.6	18.4	- 36.9%
<i>Mobile</i>	27.8	26.7	+ 4.1%
<i>Audio</i>	7.5	8.8	- 14.8%
1st Half year	84.9	88.6	-4.2%
<i>Of which :</i>			
<i>Gaming</i>	21.6	27.2	- 20.4%
<i>Mobile</i>	50.5	47.8	+ 5.7%
<i>Audio</i>	12.8	13.6	- 6.3%

Unaudited data

High comparison basis in Q2 2016/17

After a dynamic first quarter, Bigben achieved a turnover of € 46.9 million, down by 13.0% for the 2nd quarter of FY 2016/2017 (July to September 2016). This trend, in line with announced forecast, results from a high comparison basis, the previous fiscal year having recorded a 40% growth over its second quarter.

GAMING

As announced, the Gaming activity for Q2 2016/2017 shows a drop in sales to € 11.6 million (-36.9%) against € 18.4 million in the 2nd quarter of FY 2015/2016.

Publishing:

- Publishing benefited from the launch of *WRC6* only in Q2 and therefore compares to a very dynamic Q2 2015/16 with sales supported by the release of both *Rugby World Cup* and *WRC5*, a major success. Accordingly, quarterly sales for this business segment declined by € 10.6 million to € 5.8 million. Following the strategy of the Group to move towards digitalization, sales of downloaded video game software continued to grow significantly (+ 42%).

Accessories:

- Further to Q1 trend, sales of accessories continued to decline to € 4.8 million (- 33.3%) in a console market closed to non-licensed equipment.
- However the significant increase in sales of *Plantronics* headsets and *NACON* peripherals for PC should be noted.

MOBILE

Mobile sales grew by 4.1% to € 27.8 million in Q2 2016/17. This achievement reflects the rise of *Force Glass™* screen protections (over 300,000 units sold in first half) and the success of accessories for premium smartphones, especially with the range dedicated to the new *iPhone 7*.

AUDIO

Sales of Audio products amounted to € 7.5 million, down by 14.8% when compared to an especially thriving 2015/2016 second quarter. Accelerating sales of *Thomson* licensed products nevertheless reflect the Group's ability to gain market shares through its innovative products.

A first half activity faced with an adverse comparison basis

Over the first-half of FY 2016/2017 (from April 1 to September 30, 2016), Bigben consolidated net sales amounted to € 84.9 million, a decrease of 4.2% when compared to the 1st half of the previous year. The growth of the Mobile business over the period could not offset the strong base effect in Publishing.

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

Sales in € Millions	First Half 2016/2017	First Half 2015/2016	Change
France	69,3	73,3	-5,4%
Benelux	4,3	4,1	+ 5,5%
Germany	4,9	5,4	-10,1%
Other territories	6,4	5,8	+10,7%
Total	84,9	88,6	- 4,2%

Outlook

3rd quarter sales expected to be virtually level with previous year

Bigben expects for Q3 2016/17 a level of activity virtually of the same order as in last year Q3.

Publishing will see the launch of new video games (*The Voice*, *Handball 17*) in this quarter and the marketing of the *Sherlock Holmes - The Devil's Daughter* video game software across the American continent. This activity will be compared to the 3rd quarter 2015/2016, which benefited from the compatibility of the *WRC5* game with all console formats, unlike the *WRC6* game restricted to "New Generation" formats.

The Mobile business, which should only be slightly impacted by the market withdrawal of the *Samsung Galaxy Note7*, looks forward to further growth driven in particular by *Force Glass™* products, while sales of both Gaming Accessories and Audio products are expected again to decline.

Sales back to growth in the 4th quarter

Bigben anticipates for Q4 2016/17 a return to sales growth due to two major events:

- The launch of the high end *REVOLUTION Pro Controller* under PlayStation®4 license by Sony, pictures and technical features of which will be disclosed in the coming days ;
- The release of two new video games including *2Dark*, a title highly expected by the Gamers community, and the launch of *WRC6* across the Americas.

Half year operating profitability in line with previous year

In the 1st half 2016/2017, in spite of slightly receding sales, Bigben anticipates an operating profit in line with that of the 1st half of 2015/2016. It is furthermore recalled that this period of the fiscal year is not representative of Group's annual profitability.

Given the Q4 growth prospects mentioned above, the Bigben Group confirms the targets announced in May as follows:

- 2016/2017 : sales from 200 €m to 210 €m and a result from current operations over 5%,
- 2017/2018: an accelerated sales growth and a result from current operations over 7%.

The Bigben Group will disclose the prospects for its 2016/2017 full financial year together with the publication of its half year results on November 21st.

Upcoming publication:

Half year results 2016 / 2017: Monday 21 November 2016

Press release after close of the stock market

SFAF press conference: Tuesday 22 November 2016 at 11:30 a.m.

ABOUT BIGBEN INTERACTIVE

SALES 2015-2016
202,2M€

Bigben Interactive is a European player in video game publishing, the design and distribution of accessories for smartphones and video games as well as in audio products. The Group, which is recognized for its capacities in terms of innovation and creation, seeks to become one of Europe's leaders in each of its business segments.

HEADCOUNT
ca. 350 employees

Company listed on Euronext Paris, compartment C – Index : CAC SMALL – Éligible SRD long
ISN : FR0000074072 ; Reuters : BIGPA ; Bloomberg : BIGFP

INTERNATIONAL
9 subsidiaries and a distribution network in 50 countries

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