

PRESS RELEASE Lyon, July 15, 2010

# 1<sup>st</sup> Quarter 2010/2011

# Stability of printing activity Upturn in Hardware and Home Décor activity

# Significant points for 1<sup>st</sup> quarter:

- **→** Total Sales up on previous quarter and 15% up on the same period 2009/2010
- Slight upturn in Hardware activity at €5.34 million
- Printing continues to resist
- Order backlog on the up

#### **O1** consolidated sales

	Q1: 1 <sup>st</sup> April 2010 – 30 <sup>th</sup> June 2010			
	3 Months	3 Months		
In M€ (non audited)	2010/2011	2009/2010	Var. M€	Var.%
Printing	6.60	6.12	0.47	+ 7.7%
Hardware	5.34	4.22	1.12	+ 26.6%
Total 3 months	11.94	10.34	1.59	+ 15.4%
Total constant currencies	11.40	10.34	1.06	+ 10.2%

With constant currencies, Sales would have stood at €11.40 million, mainly due to fluctuations of the South African Rand (ZAR) and Canadian Dollar (CAD).

Prismaflex International sales at €11.94 million are up by 15.4% on the same period 2009/2010.

Excluding Home Décor, **Printing activity** has progressed, mainly in France, by 1.3% to reach **€4.97 million**.

Home Décor sales jump 33% to reach €2.71 million.

As forecast, **Hardware activity** (excluding Home Décor) increased by 25% to **€4.26 million** thanks mainly to LED sales.

#### **Outlook**

On June 30, 2010, the order backlog, essentially for hardware, stands at  $\epsilon$ 7.7m and is looking positive.

The Annual Shareholders Meeting will take place on Thursday 30<sup>th</sup> September 2010 in Saint Clément les Places (69930) at 2.30pm.

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## PRISMAFLEX INTERNATIONAL

Outdoor Advertising solutions manufacturer and large format digital printing ISIN: FR0004044600-PRS - Reuters: PRS.PA - Bloomberg: PRS FP

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