

PRESS RELEASE Lyon, May 3, 2012

2011/2012 financial year Annual sales at €51.41 million: 1.5% annual growth

Significant points for the last quarter and the whole year:

- Continued resistance in a difficult macro-economic situation (Q4 up by 8.5%)
- → As anticipated, Hardware activity reaches highest level for the year in Q4 Encouraging results for LED signs and a new generation of static frames compensates for the marked drop in three-message sign sales (observed over the last three years)
- → Home Decor activity similar to last year
- Printing activity in line with last year activity due to good Q4 results

Annual Consolidated Sales Figures

April 1, 2011 – March 31, 2012 12 Months 12 Months					Q4: Jan 1, 2012 - March 31, 2012 3 Months 3 Months			
In €M (Audit in progress)	2011/2012	2010/2011	Var €M	Var.%	Q4 12	Q4 11	Var.€M	Var.%
Printing Activity	26.75	26.93	-0.18	-0.7%	6.64	6.08	0.56	9.2%
Hardware Activity	24.66	23.73	0.93	3.9%	7.58	7.03	0.55	7.9%
Total 12 months	51.41	50.66	0.75	1.5%	14.23	13.12	1.11	8.5%
Total (constant currencies)	52.03	50.66	1.37	2.7%	14.16	13.12	1.05	8.0%

Q4 sales are up by 8.5% on N-1.

Due to this strong performance, 2S figures are stable compared with N-1 (- 0.5%).

For the 12-month period, **Printing activity**, excluding Home Décor, at €19.1 million is down slightly by **0.3%**. The negative economic environment described in Q3, principally in South Africa and Spain, has been counterbalanced by new markets in Canada and France.

Home Décor sales at €12.2 million are similar to N-1 results despite a downward pressure on prices while volumes remain buoyant.

Hardware activity (excluding Home Décor) at €20.1 million is up **4.1%** due to Q4 sales of over €6.6 million and encouraging results for LED displays. Group activity, however, has not returned to pre-crisis levels. High-value product results are on the up.

Outlook

Despite active destocking in Q4, on March 31, 2012, order backlog, essentially for Hardware, is encouraging at **€6.2 million**.

Prismaflex International, with diversified product lines, shall continue to invest in state-of-the-art technologies in order to fully benefit from an economic upturn.

Next press release: 2011/2012 annual figures, June 20, 2012 after closure -SFAF meeting at 10am June 21, 2012.

PRISMAFLEX INTERNATIONAL

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

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