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## Successful IPO of ASK on Euronext Paris

- ▶ €21.9 million is in capital increase
- ▶ IPO price set at €7.70 per share
- ▶ First trading will start on 2 July



ASK, a provider of secure contactless solutions to the identity and mass transit sectors, today announces its successful listing and admission of its ordinary shares to trading on the regulated market of Euronext Paris, under compartment C (ISIN code: FR0011980077 - ticker symbol: ASK).

ASK Board of Directors today approved to set the listing price at €7.70 per share, allowing the realization of a capital increase for the amount of €21.9 million (including the issue premium). After the IPO, ASK capital now consists of 7,545,221 shares. ASK's market capitalisation is at €58.1 million.

Settlement and delivery of new shares will take place on Tuesday, July 1, 2014. Continuous trading on Euronext's regulated market in Paris will start on Wednesday, July 2, 2014.

### ▶ **A goal of high and profitable growth: targeting €100 million in sales by 2017**

Operating in fast-growing markets, ASK is targeting sales of €100 million by 2017, essentially through organic growth on its key markets.

By increasing capital by around €25 million, ASK's initial public offering on Euronext Paris aims at providing the company with the financial resources to:

- ▶ **Strengthen its financial structure;**
- ▶ **Increase its expansion in the United States;**
- ▶ **Accelerate its strategic development plan by:**
  - completing the company's industrial transformation to meet industry productivity standards (automation and productive capacity);
  - consolidating its technology leadership through doubling R&D resources;
  - strengthening its sales coverage in key regions: Europe, the USA and Latin America.

### **Julien Zuccarelli, the Chief Executive Officer of ASK, said :**

*« I would like to extend our warmest thanks to the fifty institutional investors and to the individual investors representing more than 2,300 persons, who have signed up alongside us. We also strongly thank our historic shareholders who renewed their confidence in our company. The funds raised will enable us to greatly accelerate our development of markets e. IDs and contactless cards in strong growth. »*



### Financial intermediaries



**Lead Manager and Bookrunner**

**Co-Lead Manager  
and Member of the Investment syndicate**

### IPO's partners



**Legal advice**

**Auditors**



### Financial communication

#### About ASK

ASK provides secure contactless solutions for sensitive applications linked to individuals. Founded in 1997, ASK has developed patented technology based on a unique silver printing process. It creates genuine solutions to the security and reliability challenges of its markets. ASK offers a full range of contactless cards and inlays (electronic covers and integrated antennas) for passports, transport cards, tickets, terminals, operating systems and personalisation services.

ASK's innovative technology and global organisation, with manufacturing units in Europe (France), Asia (China) and the USA, make it the reference player in secure contactless solutions for identity (e.ID) and transport markets. In e.ID, since 2006 ASK has worked with top global customers, providing inlays for US, UK, French, Israeli, Philippine and other passports. On the transport market, ASK has strengthened its leadership position since 2001, assisting over 103 cities including Atlanta, Chicago, Dubai, Lisbon, London, Mexico City, Miami, Paris, Singapore, Sydney and Tel Aviv, in 27 countries.

For more information, see [www.ASK-Contactless.com](http://www.ASK-Contactless.com)

#### Contacts

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## Details of the Offering

### ▶ Share codes

- ▶ Name: ASK
- ▶ ISIN code: FR0011980077
- ▶ Ticker: ASK
- ▶ Place of listing: Euronext Paris, compartment C
- ▶ ASK shares are eligible for the French PEA-PME scheme

### ▶ Share price

The listing price has been set at €7.70 per share.

### ▶ Size and gross proceeds of the Offer

The Offer resulted in the allocation of 2,845,221 shares:

- ▶ 2,269,410 shares were allocated as part of the Global Placement (accounting for around €17.5 million and 80% of the total number of allocated shares);
- ▶ 575,811 shares were allocated as part of the Open Price Offer (accounting for around €4.4 million and 20% of the total number of allocated shares). 100.00% of A1 order portions will be allocated and 100.00% of A2 order portions will be allocated.

The total gross proceeds amounted to approximately €21.9 million (including the issue premium).

Historic shareholders (Innovation Capital, Equimax Investments, Cosette International, Troismer, Amundi Private Equity et Bluesky Capital) as well as the bondholders (Kreos Capital III (UK) and Siparex Proximité Innovation) have also participated to the IPO for a total amount of around €3.6 million including respectively €1.150 million and €650.000 by debt conversion of bondholders and of some historical shareholders.

The over-allotment option granted to the joint global coordinators will not be exercised .

With a capital of 7,545,221 shares, ASK's market capitalization is at € 58.1 million.

## Indicative timetable of the operation

1 July 2014	Settlement and delivery of the OPO and Global Placement
2 July 2014	Company shares begin trading on Euronext's regulated market in Paris

## Availability of the Prospectus

Copies of the Prospectus, approved June 11, 2014 under No. 14-287 by the AMF, are available free of charge upon request from ASK, 2260 Route des Crêtes, 06560 Valbonne, France and online at [www.ASK-Bourse.com](http://www.ASK-Bourse.com) and [www.amf-france.org](http://www.amf-france.org). Before making any decision to invest, potential investors should familiarise themselves with the risks described in Chapter IV, "Risk factors", and Part Two / Chapter 2, "Risk factors linked to the offering", in the Prospectus.

## Risk factors

Members of the public should familiarise themselves with the risks described in Chapter IV, "Risk factors", and Part Two / Chapter 2, "Risk factors linked to the offering", in the Prospectus approved by the AMF on June 11, 2014 under No. 14-287.

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