

Q1 Turnover 2016/2017 Total Sales at €11.93 million

Significant points for 1st quarter:

- ➔ Hardware activity is down. Significant N-1 base effect. A number of important tenders have recently been submitted and the Group is awaiting the results
- ➔ Home Décor activity on the down; Unfavourable impact of the launch of new product lines by a key customer
- ➔ Printing activity is buoyant and stands at +9.2% incorporating the adverse impact of exchange rate fluctuations

Q1 consolidated sales

Non audited In €M (estimated)	Q1: April 1 – June 30 2016		Var. €M	%
	2016/2017	2015/2016		
Printing Activity	7.89	7.27	0.62	8.5%
Hardware Activity	4.04	6.22	-2.18	-35.1%
Total T1	11.93	13.49	-1.56	-11.6%
Total constant currencies	12.41	13.49	-1.08	-8.0%

The foreign exchange impact is mainly due to a sharp drop in the value of the South African Rand (21%) and to a lesser extent the fall in value of the Canadian Dollar against the Euro.

Prismaflex International Q1 2016/2017 sales stand at **€11.93 million**, down 11.6% (-8% at constant currencies) and can be analysed as follows:

- Unfavourable base effect on Hardware; the German and US subsidiaries performed extremely well during the same period in N-1;
- Last year S1 sales in Russia were high, whereas the Russian market is today depressed;
- A drop in orders for Home Décor products from a key customer coupled with the launch of new product lines. The situation is expected to improve in S2.

Excluding Home Décor, **Printing activity** at **€6.26 million** (€5.74 million in N-1) is significantly up 9.2% at current exchange rates and **+15.8% at constant currencies**. Activity in South Africa and France is particularly good while sales in Canada are down.

Home Décor at **€1.67 million** is down for the period (€2.41 million in N-1), and the trend is forecast to continue into Q2 until our key customer has fully replaced its product lines.

Hardware activity (excluding Home Décor) stands at **€4.0 million** (€5.35 million in N-1). LED sign sales are stable at €1.16 million and a significant number of major projects are at the negotiation stage.

Outlook

On June 30, 2016, order backlog, essentially for hardware stands at €5.3 million (€5.4 million in n-1) with a number of significant orders for the German zone.

In 2016, one of the Group's key challenges will be the acceleration in the change of its business model with a strong focus on digital products.

The Annual Shareholders' Meeting will take place on September 29, 2016 in Saint Clément les Places (69930) at 2.30pm. Next press release: Q2 sales, October 20, 2016 after closure.

Contacts:

PRISMAFLEX INTERNATIONAL

Emmanuel Guzman - CFO - phone: +33 (0)4 74 70 68 00 – finance@prismaflex.com

ACTUS Lyon : Amalia Naveira – Analysts/Investors contact - phone: +33 (0)4 72 18 04 92 – anaveira@actus.fr

Marie-Claude Triquet – Press contact – phone: +33 (0)4 72 18 04 93 - mctriquet@actus.fr

PRISMAFLEX INTERNATIONAL
OUTDOOR ADVERTISING SOLUTIONS MANUFACTURER AND WIDE FORMAT DIGITAL PRINTING
ISIN : FR0004044600-ALPRI - Reuters : ALPRI.PA – Bloomberg : ALPRI.FP
ALTERNEXT Paris
www.prismaflex.com