

Marne-la-Vallée January 18, 2011

2010 REVENUE: €32 MILLION
SUSTAINED GROWTH (+13%)



<i>€ millions</i>	2010	2009	<i>Change</i>
1 st quarter	6.5	6.2	+4%
2 nd quarter	8.9	7.4	+22%
1 st half	15.4	13.6	+14%
3 rd quarter	8.1	7.3	+11%
4th quarter	8.5	7.4	+14%
Total	32.0	28.3	+13%

Group revenue in the 2010 fourth quarter grew 14% to €8.5 million, up from €7.4 million in the same quarter of the prior year. Year-end billings were nevertheless impacted by deliveries postponed to January representing more than €1 million.

Full year sales were up 13% to €32 million, driven primarily by recent acquisitions that have enhanced and expanded the Group's technological offering and geographical coverage.

Contributions from **new business accounted for €3 million in revenue** for the full year, up from €1.8 million at September 30, 2010.

- **Revenue by business segment**

<i>€ millions</i>	2010		2009	
Identity documents	14.3	45%	13.7	48%
Vehicle identification	9.1	29%	7.5	27%
Brand products	3.9	12%	4.4	16%
Fiduciary documents	3.2	10%	1.2	5%
Other	1.5	4%	1.5	4%
Total	32.0	100%	28.3	100%

In 2010, the Group strengthened its positions in three key segments:

- identity, which accounts for half of its sales revenue, and fiduciary documents (with a more than twofold increase in revenue) following the acquisition of Keesing Reference Systems;
- the market for vehicles (auto registration cards, stickers, etc.) with the acquisition of SecureMark Decal (+21%).

- **Revenue by geographical market**

In 2010, Hologram. Industries considerably expanded its presence in North America, which now represents 21% of total.

Sales in this region more than doubled in the period from the business brought by SecureMark Decal. This trend is expected to gain momentum in 2011 following the 2010 year-end acquisition of Label Systems Authentication (Connecticut, USA), specialized in the design, manufacture and distribution of holographic security labels for brand name product authentication.

<i>€ millions</i>	2010		2009	
Western Europe	13.1	41%	9.8	34%
Eastern Europe	6.1	19%	7.5	27%
Rest of the world	12.8	40%	11.1	39%
<i>Of which: The Americas</i>	6.7	21%	2.7	10%
<i>Of which: Asia Pacific</i>	4.1	13%	6.2	22%
<i>Of which - Africa Middle East</i>	2.0	6%	2.1	7%
Total	32.0	100%	28.3	100%

Strong gains were also registered in Western Europe, that benefited both from the integration of the Dutch company Keesing Reference Systems as well as sales to European integrators in connection with export projects outside the eurozone.

- **Outlook**

With the carryover of revenue to January, the high volume of existing orders plus the integration of the LSA business as from January 1, first-quarter sales are expected to show strong growth.

The Group confirms its confidence in the positive outlook for 2011 in light of:

- The continuing development of integrated businesses including the recently acquired US company, LSA;
- The confirmation of a return to historic volumes for travel documents;
- Growing contributions from partnerships with integrators;
- Confirmation of several large projects in the 2010 second half;
- Commercial successes achieved through technological diversification.

These factors, combined with a sustained focus on innovation, a targeted marketing and commercial strategy, geographical expansion and growing production capacity against the backdrop of robust development in the security market, should enable the Group to maintain an average rate for organic growth over the medium term of more than 15%.

Upcoming events: FY 2010 annual results

March 15, 2011 (after the close of trading)

Hologram. Industries is a provider of high security anti-counterfeiting solutions for:

- Identity documents
- Vehicle documents
- Brand products
- Fiduciary documents;
- Identifying and searching for illicit digital content

In 2010 the Group had sales of €32 million. Hologram. Industries' expertise is based on two major technology areas: computing and optics.

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