

Marne-la-Vallée, April 12, 2011

**2012 FIRST-QUARTER SALES: €9.7M**  
**CONTINUATION OF STRATEGY FOR DEVELOPING IN US**

Hologram. Industries had 2012 first-quarter sales of €9.7 million compared with €9 million a year earlier, up 7%.

A €0.7 million delivery that had to be moved forward for administrative reasons would have increased this amount to €10.4 million for the quarter or sales growth of 15%.

Based on the volume of orders and recurring business, trends for the first half should remain on track with annual targets.

For the first quarter, sales volume from new business amounted to €1.5 million, up 26% from the same period in 2011 and highlighting the Group's strong commercial momentum.

- Revenue by geographical market**

	March 31, 2012		March 31, 2011	
	€m	%	€m	%
Western Europe	3.8	39%	2.7	30%
Eastern Europe	2.1	21%	1.7	19%
Rest of the world	3.8	40%	4.7	51%
<i>Of which: Asia Pacific</i>	2.2	22%	2.8	30%
<i>Of which: Americas</i>	1.3	14%	1.3	14%
<i>Of which: Africa Middle East</i>	0.3	4%	0.6	7%

- Breakdown by application**

	March 31, 2012		March 31, 2011	
	€m	%	€m	%
Identity documents	5.1	53%	4.0	44%
Vehicle identification	2.4	25%	2.0	22%
Brand protection	1.2	12%	1.6	18%
Fiduciary documents	0.9	9%	1.2	14%
Other	0.1	1%	0.2	2%
<b>Total</b>	<b>9.7</b>	<b>100%</b>	<b>9.0</b>	<b>100%</b>

- **A new production plant in the US**

Hologram. Industries announces the finalization of the acquisition by its subsidiary SecureMark Decal, of a new production site in the US.

This plant based in Trumbull (Connecticut) will accommodate US teams and equipment previously grouped in Bridgeport in 2011 following the successive acquisitions of SecureMark Decal and Label Systems Authentication.

This plant with space of approximately 53,820 ft<sup>2</sup> (5,000 m<sup>2</sup>) will be devoted to the manufacture of holograms, security printing and authentication labels, notably for vehicles and brand protection. North America accounted for 16 % of total Group revenue in 2011.

This acquisition will provide the Group with:

- A more functional site for improved productivity and better structured in terms of security;
- Means to reinforce quality for ramping up production volume; and
- Improved capacity for synergies between the French and US sites.

The closing for this transaction is scheduled for mid-April on the basis of a price of US\$3.1 million with 10-year bank refinancing under consideration. Because the previous plant in Bridgeport was leased, replacing lease payments by depreciation charges will lower expenses by approximately US\$0.2 million per year.

- **Outlook**

Based on the current order book and commercial forecasts, strong continuing growth is expected for 2012 with revenue of more than €50 million for the full year.

**Upcoming events:**

**Annual General Meeting: Thursday, 26 April 2012 at 9:30 a.m.**

**2012 first-half results: Tuesday, July 31, 2012** (after the close of the NYSE-Euronext Paris stock exchange)

**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 2011 the Group had sales of €43 million. The expertise of Hologram. Industries is based on two major technology areas: computing and optics

[www.hologram-industries.com](http://www.hologram-industries.com)

**Euronext Paris– ISIN code: FR0000062168**



**Financial communications**

**Asset Com**

Laurence Costes  
Tel.: + 33 1 41 22 90 95  
[lcostes@assetcom.fr](mailto:lcostes@assetcom.fr)

**Press relations**

**Kablé Communication**

Nolwenn Salaün  
+33 1 44 50 54 74  
[catherine.kable@kable-cf.com](mailto:catherine.kable@kable-cf.com)

**Investor relations**

**Hologram. Industries**

Grégory Wagemans  
+ 33 1 64 76 31 00  
[finances@hologram-industries.com](mailto:finances@hologram-industries.com)