

Very strong 1st quarter 2012 sales of €108.2 million: +139.3%

Consolidated revenue in millions of euro	2012	2011	Change
1 st quarter	108.2	45.2	+139.3%
Total	108.2	45.2	+139.3%

Non-audited figures

ModeLabs announces a 139.3% increase in its sales for the 1st quarter of 2012, thereby very significantly accelerating its already sustained rhythm of growth. Bolstered by exceptional Smartphone distribution activity, and by the continuing dynamic market for accessories, the Group attained €108.2 million of revenue for the first three months of the year compared with €45.2 million for the same period of 2011.

The new sales progression for **Accessories** was helped in particular by the growing success of high added value products subject to licensing arrangements (*Kenzo, Quiksilver, Eden Park* etc.) sales of which rose by 91%. The launch of the first *Le Tanneur* accessories received an excellent welcome, so excellent commercial performance may equally be anticipated over the coming months.

The market for distribution of **Mobiles** has been greatly stimulated by the arrival of a 4th French mobile telecom operator which, combined with the success of Smartphones and of the market leader Samsung's mini-tablets, provided for an exceptional quarter. Given its strength as the market leader, and its partnerships with the leading manufacturers, ModeLabs was able to indulge in major commercial operations fuelled by the Smartphones and tablets for which there is great demand in the market.

Next dates in our calendar

- Annual General Meeting on Wednesday 23 May 2012
- Publication of results as at 31 March 2012⁽¹⁾ on Tuesday 29 May 2012 before opening of the Paris market

(1) Following its linkup with Bigben Interactive, Modelabs has aligned its balance sheet date on that of Bigben Interactive, namely 31 March. ModeLabs' latest financial year will thus reflect three months' activity and be closed on 31 March 2012.

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About ModeLabs Group

ModeLabs Group, specialist and leader in France in the distribution of mobile phones (excluding the telecom operators) and accessories, is present in each distribution sector: networks, MVNO, mass merchandisers, hypermarkets/supermarkets, multi-specialists, telecom specialists, other retailers and e-business.

The Group designs, develops and distributes accessories and services for the benefit of operators, distributors and major brands.

More than 94% of ModeLabs' share capital is held by Bigben Interactive (FR0000074072, BIG, NYSE Euronext C), whose objective is to create, based on a strategy of complementariness of product ranges and geographical presence, the leading European distributor of multimedia products and accessories.

ModeLabs is listed on the NYSE Euronext C – Paris Eurolist
Isin: FR 0010060665, Mnemo: MDL, Reuters: MDLB.PA, Bloomberg: MDL:FP
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