

1ST QUARTER SALES OF FY 2016/2017: € 38.0 M, UP 9.5 %

SALES GROWTH IN THE THREE BUSINESS SEGMENTS

CONFIRMATION OF GROUP'S ANNUAL TARGETS

IFRS – € Millions Sales	2016/2017	2015/2016	Change
1 st Quarter	38.0	34.7	+ 9.5%
Of which :			
Gaming	10.0	8.7	+ 14.3%
Mobile	22.7	21.1	+ 7.6%
Audio	5.3	4.8	+ 9.2%

Unaudited data

In 1st quarter of fiscal year 2016/2017 (from April 1st until June 30, 2016), Bigben Interactive achieved € 38.0 M sales up by 9.5 % when compared with the same period of previous fiscal year. All business segments grew with in particular an acceleration of video game sales in line with the *Horizon 2018* strategic plan. The 7.3 €M share capital increase in June 2016 through the exercise of BSA equity warrants consolidated this plan which provides for a significant increase in investments for the release of 6 games during the current financial year and of 8 to 10 games in FY 2017/2018.

GAMING

The Gaming segment was up by 14.3 % with 10.0 €M sales. This achievement is supported by video game publishing which strongly grew (7.4 times) to 4.5 €M sales, these being pulled by the success of the new "*Sherlock Holmes, the Devil's Daughter*" game on the one hand and by the growth of digital sales enabling to make the video game back catalogue profitable in the long run on the other.

In line with Group expectations in a console technical environment closed to third party equipment, accessories sales dropped further to € 4.0 million (- 28.6%) However this trend is counterbalanced by the rising sales of the *Nacon* product range created by Bigben for "PC gamers".

MOBILE

The Mobile segment achieved 22.7 €M sales up by 7.6% through the success of high-end accessories for - iPhone 6 and Samsung Galaxy S6 and S7 premium smartphones and the strong demand for *Force Glass™* tempered glass shields created by Bigben which sold near 200,000 units in 6 months.

AUDIO

This activity recorded a return to growth in the 1st quarter of FY 2016/2017 with 5.3 €M sales up by 9.2% due to the rise of the *Thomson* range and good market dynamics for *Bigben Sound* innovative products

Breakdown of activities by area, combining domestic and export sales from these areas

Sales in € Millions	Q 1 2016/2017	Q 1 2015/2016	Change
<i>France</i>	30.5	28.2	+ 8.4%
<i>Benelux</i>	2.2	2.1	+ 2.8%
<i>Germany</i>	2.6	2.0	+ 29.5%
<i>Other territories</i>	2.7	2.4	+ 12.0%
Total	38.0	34.7	+ 9,5%

Outlook:

In the Gaming segment, Bigben Interactive announces the launch of the majority of its new video games in 3rd quarter of current FY (October, November and December), a strategic period with Xmas sales. The 2nd quarter will benefit from both the release of *"Sherlock Holmes the Devil's Daughter"* in the console format on the American continent and the launch of the *WRC6* rally racing game at the end of the period notwithstanding one-off high comparables from the release of *"WRC5"*, *"Rugby World Cup"* and *"Handball 16"* in the 2nd quarter of FY 2015/16.

In the Mobile segment, the likely launch of a new *iPhone™* in September should strengthen the dynamics of sales of accessories for high-end smartphones, their success being based on the premium and innovative positioning of the Group's offering.

In the Audio segment, Bigben Interactive intends to further develop its market share through the renewal of part of the *Thomson* range.

The Group confirms the targets announced in May as follows:

- 2016/2017 : sales from 200 €m to 210 €m and a result from current operations over 5%,
- 2017/2018 : an accelerated sales growth and a result from current operations over 7%.

Upcoming publication:

Sales for 2nd quarter of FY 2016/2017: Monday 24 October 2016

Press release after close of business on Euronext Paris stock market

ABOUT BIGBEN INTERACTIVE

SALES 2015-2016
202,2M€

Bigben Interactive is a European player in video game publishing, the design and distribution of accessories for smartphones and video games as well as in audio products. The Group, which is recognized for its capacities in terms of innovation and creation, seeks to become one of Europe's leaders in each of its business segments.

HEADCOUNT
ca. 350 employees

Company listed on Euronext Paris, compartment C – Index : CAC SMALL – Éligible SRD long
ISN : FR0000074072 ; Reuters : BIGPA ; Bloomberg : BIGFP

INTERNATIONAL
9 subsidiaries and a distribution network in 50 countries

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