

Quarterly sales of € 14.2 million

The Bigben Interactive Group achieved sales of €UR 14.2 million for the first quarter ended 30 June 2007, up by 18.9 % compared to the first quarter of previous FY 2006/2007.

<i>In €m</i>	<i>Comparable scope</i>		
	2006/07	2007/08	<i>Change</i>
1 st quarter	11.95	14.20	+18.9%

The video game console market has further confirmed the ascending phase of the hardware product cycle during first quarter. The outstanding sales of Nintendo products for both the DS Lite handheld console format and the new Wii home console format have thus enabled strong sales over a period which is usually the quietest during the year.

During the first twelve months of current FY, Bigben Interactive achieved 53.9 % of sales outside France.

The 1st quarter of current financial year was globally favourable for BIGBEN INTERACTIVE.

- In France, sales were up by 23.9 % boosted by the sales of console accessories which increased by 54%. Likewise the upturn in the Electronics business (sales + 52.0%) was confirmed thanks to the good reception of the new offer from the market. The non-exclusive distribution seems to level off after the reconstruction of a client basis (+6%) while exclusive distribution records sales down by 47 % due to a much tighter catalogue.
- Outside France, Bigben Interactive sales were concentrated on the Group core businesses and were equally favourable (+14.2%) when compared to the same period of previous financial year, with a recovery in Germany (+73.7%) and in other export markets.
- The Accessory business being boosted by exceptional market conditions nearly doubled (+90%) year on year during 1st quarter.

The share of the Accessory business which ranks first in the Group now represents 55% of total sales.

<i>Business share</i>	30/06/2006 *	30/06/2007
Accessories	34.5 %	55.0 %
Exclusive SW distribution	45.4 %	24.6 %
Group core businesses	79.9 %	79.6 %
Audio & Gifts	5.6 %	7.5 %
Non exclusive distribution	14.5 %	12.9 %
Total	100.0 %	100.0 %

(*)figures from management reporting, data restated according to IFRS standards

This pre-eminence of the Accessory business has had a favourable effect on the gross margin and Group operations have been profitable during the first quarter of the current financial year.



Outlook

The second quarter of the current FY 2007 /08 is expected to be similar to the first quarter.

Beyond the 2nd quarter, FY 2007-08 offers good prospects resulting from the growth of the market and the success of accessories.

The new range of accessories offered by Bigben Interactive especially the new range of Nintendo licensed products were well received by the whole industry during IDEF, the French trade show for the video game industry which took place in Cannes from 26 to 28 June 2007. High levels of orders have already been received from retailers for the Christmas season both for accessories and video game software in exclusive distribution.

In view of the above and in the present state of its knowledge on the short term evolution of the market, the BIGBEN INTERACTIVE Group confirms the target released during the presentation of annual results on 07 June i.e. annual sales in slow growth and an operating result above 7% of sales for FY ending on 31 March 2008 with the Accessory business representing more than half of sales and three quarters of gross margin.

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*A major player in the distribution of video game software and a leading independent distributor and manufacturer of video game console peripherals, **BIGBEN INTERACTIVE** offers a complete distribution solution for developers, publishers and accessory manufacturers in Continental Europe (France, Germany and Benelux).*