

1st Quarter 2012/2013: Total Sales: €11.2 million

Significant points for 1st quarter:

- ➔ **Printing activity well oriented**
- ➔ **Active Home Décor destocking**
- ➔ **Market Hardware investment strategies on hold**
- ➔ **Continued innovation of high added-value products**
- ➔ **Management remains cautious in an uncertain economic environment**

Q1 consolidated sales

In M€ (non audited)	Q1: 1 st April – 30 th June		Var. M€	Var. %
	3 Months	3 Months		
	2012/2013	2011/2012		
Printing	6.60	6.93	-0.33	-4.8 %
Hardware	4.57	5.68	-1.11	-19.5%
Total 3 months	11.17	12.61	-1.44	-11.4%
Total constant currencies	11.01	12.61	-1.60	-12.7%

With constant currencies, Sales would stand at **€11.01 million**, mainly due to fluctuations of the US Dollar and GBP over the period.

Prismaflex International sales at **€11.17 million** are down 11.4% on the same period 2011/2012 due mainly to postponed investment decisions from advertising professionals.

Excluding Home Décor, **Printing activity** is up 10% at **€5.19 million** against €4.71 million on the previous year, with positive results in Canada, England and South Africa. The Spanish market remains sluggish while activity in France is stable.

Home Décor is down 34% at **€2.26 million**, close to 2011/2012 Q4 levels which can be explained by active client destocking. Final in-store sales remain buoyant.

Hardware activity (excluding Home Décor) is down 17% at **€3.72 million** following a drop in scrolling sign sales while LED display sales are up. Advertising professionals currently appear to favor the LED display product range.

Outlook

On June 30, 2012, the order backlog, essentially for Hardware stands at €4.7 million and reflects current market wait-and-see policy. In such a context, Prismaflex International pursues its policy to develop innovative state-of-the-art products that correspond to new advertising market trends with the Prismaflex Indoor and Outdoor range and the final developments to the range of exclusive energy self-sufficient signs.

The Annual Shareholders' Meeting will take place on Friday 28th September 2012 in Saint Clément les Places (69930) at 2.30pm.

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