

## **Prismaflex International and Anthem Displays enter exclusive negotiations with a view to merge their activities**

**The operation will involve the acquisition of 50% of the combined activities (Anthem Displays and Prismaflex USA) by Prismaflex International and their American Managers**

Prismaflex International, a company specialising in the design and commercialisation of advertising displays and street furniture around the world, a European manufacturer and integrator of LED screen displays and provider of wide format digital printing solutions, and Anthem Displays, the American designer and manufacturer of LED advertising displays, announce they have entered into exclusive negotiations with a view to merge their activities.

The operation represents a key strategic step for Prismaflex International. It will enable the firm to strengthen its presence on the US market and to accelerate its commercial deployment on what is one of the largest LED display markets. The association of a renowned local player that manufactures in the USA and the technical and business reputation of Prismaflex USA, mainly through OOH independent networks, represent significant assets to increase the resulting entity's market share on the American continent.

Located in Boulder, Colorado, Anthem Displays covers the full value chain from the design and production through to the commercialisation of its LED displays. The company provides a range of standardised products enabling it to ensure outstanding value for money to OOH advertising companies and includes Lamar Advertising among its customers, a company that operates the largest network of LED billboards in the United States. Anthem Displays reached total sales of \$2.9 million in 2017 and forecast around \$7 million for 2018.

Pierre-Henri Bassouls, CEO of Prismaflex International adds: *"Our LED sales are rising fast and represented some 50% of total hardware turnover internationally for the first six-month period 2017/2018. Joining forces with Anthem Displays will accelerate this trend with a sizable addition to the addressable market. The alliance of our technological and commercial skills will be a major asset when addressing the American market. Over and above the expanded geographical territory, it is the bringing together of our experience and know-how that will prove to be the real driving force to our development. With high quality and innovative products that satisfy the requirements of the OOH market, a strong presence on the American continent and the confidence of a key player in the sector, our new business entity will have everything required to significantly increase market share in the US, just as we have done in Europe. We have known Evan Brooks and Rod Rackley, the managers of Anthem Displays, for a number of years now and firmly believe in the relevance of their business model. Along with the president of our American subsidiary, Nico Marais, we believe this operation will enable us to speed up our development on the American continent."*

The acquisition of Anthem Displays will be carried out by the merger of both American companies and the remainder in cash to Anthem Displays shareholders. To enable the operation, Prismaflex International plan on a capital increase (less than 10% of existing capital) and a bank debt to finance the outstanding amount. Following the operation, Anthem Displays shareholders will bear 50% of the capital of the new entity and Prismaflex International and their American managers the other 50%. Prismaflex International will be the reference shareholder. After receiving regulatory approval, the merger could be officially announced by June 30, 2018.

Evan Brooks, CEO of Anthem Displays states: *"We are excited to unite our two companies to become a major player in the provision of digital advertising solutions in the US. We know Prismaflex International well and are very eager to finalise the merger that should provide us with that additional dimension to enable us to grow and stand out in the fast-growing LED advertising market."*

### **Forthcoming dates**

**Press release:** Q3 2017/2018 sales figures January 22, 2018 after closure

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