



## **Orders amounted to €1.5 millions at the IWA 2015 : Best show in the Group's history**

Cybergun, a world leader in recreational shooting, is delighted to announce that its participation in the IWA show, held on March 6-9, was a great success. With a total ordering amount registered on the booth of almost €1.5 million compared to the previous year's €0.2 million – CYBERGUN has achieved its best performance since it first attended the show in 1996. To the group, this big commercial success is a significant sign of the confidence of the market and of the distribution network in both the company and the quality of its products.

Moreover, with about 10 new products and technological innovations proposed at this show, CYBERGUN has once again demonstrated it is back into the race and intends to keep on investing and developing the products of tomorrow as well as best-in-class technologies for airsoft lovers and players.

### **Commercial success in South America and numerous opportunities in Asia and Eastern Europe**

Beyond this spectacular result, the Group is also proud the show proved it can count on the development of new market areas such as South America with €460 000 orders placed on the show in no more than 4 days, which accounts for 30% of our total sales in this area during fiscal year 2012/2013.

A handful of major contracts are in the course of negotiation with leading Asian and Eastern European players in the air soft industry, and transactions should be completed within a few weeks for substantial volumes.

Hugo Brugière, vice-chairman of the Group, says : *» Thanks to the outstanding work accomplished by Bernard Liatti, our directing team and our managers all around the world, the CYBERGUN Group is about to achieve the defensive phase of the program presented in November 2014. After reducing costs and optimizing process organization, we are now determined to start the offensive phase soon. This means enhance trade efficiency, launch in a handful of strategic markets, and increase the Group's marketing budgets to maximize our strong portfolio of licences and private labels, including SWISS ARMS. Our new products have had a shock opening on the IWA show and our historical commercial outcomes prove, if it were still necessary, the Group's high potential which we are eager to exploit in the coming months. »*

You can receive a financial report for Cybergun including all information by registering at:  
[www.cybergun.com](http://www.cybergun.com)

About Cybergun: [www.cybergun.com](http://www.cybergun.com)

Cybergun is a world leader in the leisure shooting market and has been classified as an "Innovative Enterprise" by Bpifrance. During the financial year closing 31 March 2014, the company generated a turnover of 51 MUSD (51 MEUR). Cybergun securities are eligible for Innovation Funds, the PEA and PEA-SME.

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Cybergun bonds: FR0010945725 – CYBO

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