

Bondoufle and Ense, the 9th of March 2015



GERMAN SPORT GUNS

CYBERGUN and GSG partner together to launch 4,5 mm caliber products in Europe and .22 caliber firearms in the United States.

Cybergun, a world leader in recreational shooting, and German Sport Guns (GSG), a group L&O branch, firearms and replicas manufacturer and distributor are delighted to announce an exclusive agreement on 4,5 mm caliber distribution in Europe and .22 caliber in the United States.

As a major distributor of 4,5 mm caliber products in the United States for the past 10 years, the CYBERGUN Group has been looking for a way to introduce new products in Europe for many years. The Group is now very excited to announce the signature of a contract with the German manufacturer and distributor, GSG. A full range of SWISS ARMS branded pellets and steel shot will be available for sale, starting April 2015. That's a significant product line addition for the 2015-2016 financial year .

The .22 caliber is to be distributed in the United States through CYBERGUN subsidiaries and including mass retail channels in which the group is already well established. Several products will be sold in the United States, one under Kalashnikov licence and two others under the SWISS ARMS brand . (Cybergun Group trademark). A turnover of greater than 2-million euros incremental turnover is expected for the next financial year in this new segment.

The entire range of products will be manufactured and assembled in Germany in GSG's factories and will carry the « Made in Germany » marking.

Following this agreement, Michael SWOBODA ,GSG CEO, stated : « GSG owns factories and industrial know-how in both firearms and high quality replicas manufacturing. The CYBERGUN Group owns several powerfull licences and brands, including SWISS ARMS, and a well established worldwide distribution network. We wanted to join forces to build a long-term partnership, built upon these precious know-how, and bring it forward to success. »

Olivier GUALDONI, European Commercial Director and Product Development Director at CYBERGUN, added : « Our group is already leading the 4,5 mm segment a new and more aggressive marketing strategy is being set up. Thanks to GSG we will sell premium products that will confirm, if needed, that CYBERGUN is today both active and innovative. »

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About Cybergun: 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 68 MUSD (51 MEUR). Cybergun securities are eligible for innovation funds, the PEA and PEA-SME.

Cybergun shares: FR0004031839 - ALCYB

Cybergun bonds: FR0010945725 - CYBO

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