



Accelaration of the trade offensive

Cybergun, a world leader in recreational shooting, presents new strategic initiatives aimed at sustaining the offensive stage of its recovery plan. As announced, this plan will contribute to regain a strong and sustainable growth through the recapture of market shares on the core business of recreational shooting and through the enlargement of product range to related activities such as 4,5 mm and 22 mm calibers.

Enhancing the fight against counterfeit

Cybergun has launched a worldwide campaign against counterfeit. This offensive is based on one hand on increased attacks against importers and resellers of counterfeit products and on the other hand on an awareness campaign targeted at consumers and retailers via social networks. The purpose is to alert the public on risks associated with counterfeiting (legal risk of forgery and handling, risk of injury linked to the use of poor quality products that do not meet the stringent quality criteria required by the Group).

Cybergun thus aims at regaining market shares it had lost by not investing enough to uphold the rights of its unique portfolio including legendary brands such as COLT, FN HERSTAL, KALASHNIKOV, SMITH & WESSON, SWISSARMS, etc.

3 years Framework agreements signed in Poland and Asia for more than 4 million euros

Return to growth calls for a denser commercial global network. With a view to enhancing a direct and indirect presence, Cybergun has chosen to extend its partnership network in key areas and is proud to announce that two framework contracts have been signed in Eastern Europ and Asia.

Cybergun has signed an exclusive trading contract with a powerful actor in the Polish market. This multi-year agreement provides a guaranteed minimum sales income for Cybergun whose sales revenue in Poland should rise from 250 000 € to 500 000 € in 2015, to 650 000€ in 2016 and 800 000 € in 2017.

In Asia, Cybergun has signed an exclusive sales agreement for the premium brand INOKATSU with the market leader REDWOLF AIRSOFT. Cybergun will thus have access to a powerful network of retail shops and e-trade. Thanks to this multi-year agreement which also provides a guaranteed minimum sales income, revenue should reach 600 000 USD in 2015, 850 000 in 2016 and one million USD in 2017.

According to Paul CHU, managing director of REDWOLF AIRSOFT: « We are looking forward to this partnership with Cybergun. It will enable us to develop Cybergun's premium brand INOKATSU which is the best there is in recreational shooting nowadays. Together, we have the ambition to provide collectors and gamers with an outstanding experience thanks to our accurate and realistic replica guns. »

All in all, these two agreements should provide the Group with a secure revenue exceeding 4MEUR over three years. This also confirms major partners' renewed interest for Cybergun.

Acceleration of the strategy in South America: order intake reach 0,8MEUR

New orders of 800 000 EUR were booked as the sales team returned from a trip to South America at the beginning of May. These important figures add to those generated by the usual activity and orders signed during the IWA Show in Nuremberg in early March (1). So far, the sales revenue in this area for the fiscal year started april 1st, 2015 accounts for 50% of the current annual objective and equals the revenue achieved in 2013/2014.

Cybergun expects to double sales in South America in 2015/2016 with the development of a new distribution network and the management of the area from Madrid.

Extension of trade agreements with GERMAN SPORTS GUNS (GSG)

Lastly, Cybergun announces the final signing of agreements binding GSG and Cybergun regarding the development of new calibers (4,5mm and 22. caliber) (2) and allowing GSG to develop products under the trademark SWISS ARMS and also Cybergun to purchase GSG products and particularly GSG G14.

Granting GSG with an operator's license for SWISS ARMS trade-brand on 4,5 mm and 22. calibers will generate royalties income for Cybergun and widen the area where 4,5 mm and 22. calibers are present. With this agreement GSG will directly provide Canada with these products which are currently weakly established in the Canadian market.

As part of its development plan for the next three years, the Group is conservatively expecting to receive around 1,5 MEUR royalties from licensing agreements for SWISS ARMS brand.

You can receive a financial report for Cybergun including all information by registering at:
www.cybergun.com

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 51 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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(1) cf media release dated March 12, 2015 « Orders amounted to €1.5 millions at the IWA 2015 : Best show in the Group's history »

(2) cf media release dated March 9, 2015: « CYBERGUN and GSG partner together to launch 4,5 mm caliber products in Europe and .22 caliber firearms in the United States. »