

Shanghai, July, 25th 2011



CYBERGUN TO ACQUIRE 50% OF THE OLDEST CHINESE AIR GUN FACTORY WITH PRODUCTION EXPERTISE SINCE 1957

Cybergun, a worldwide leader in the shooting leisure industry announces the acquisition of 50% of the equity of Shanghai Gongzi Machinery Manufacturing Co. Ltd, a subsidiary of SAG in Shanghai, China subject to final approval from the Chinese Authorities. This acquisition will be completed in two steps. Cybergun will first acquire 33% and has an option to acquire an additional 17% in 2 years time.

For more than 50 years SAG has been famous worldwide for its line of AIR pressure and CO2 pressure rifles and pistols for target practice. SAG has successfully launched new products in many areas such as USA, Europe, Africa Middle east, producing more than 300.000 units per year with 300 employees, in a 20 000 square meter plant close to Shanghai. Joint-venture owns Marksmann and Beeman.

Mr Luke Nash, head of Cybergun-SMK in the United Kingdom which has been recently acquired by Cybergun Group has co-operated for the past 7 years with Mr YU Zhisong, managing director at SAG China. This cooperation has allowed SMK to become the air gun market leader in the UK. The acquisition of 50% of the Chinese factory by Cybergun is a great achievement and creates the first group in the industry with full vertical integration from manufacturing to distribution with a unique brand portfolio of trademarks, and gives new power and phenomenal growth potential.

The acquisition includes a long term trademark licence agreement with the holding company SAG.

This vertical integration creates a unique strategic opportunity for CYBERGUN as the group will now enjoy dedicated production capacity in China with a government approved licence to produce and export.

In this acquisition, CYBERGUN has been advised by Sodica Asia Limited, Hong Kong.

Next announcement: first half 2011 revenue (April - September 2011) on October 11th, after close of market.

Recevez gratuitement toute l'information financière de Cybergun par e-mail en vous inscrivant sur : www.cybergun.com

A propos de Cybergun : www.cybergun.com

Coté sur NYSE Euronext à Paris, Cybergun est un acteur mondial du tir de loisir. Le Groupe connaît une croissance moyenne de son chiffre d'affaires proche de 20% par an depuis 15 ans. En 2010, Cybergun a réalisé un chiffre d'affaires de plus de 82 MEUR, dont 55% aux Etats-Unis, 35% en Europe et 10% dans le reste du monde. Qualifiée « Entreprise Innovante » par OSEO innovation, Cybergun est éligible aux FCPI.

Action Cybergun : FR0004031839 – CYB
Obligation Cybergun 8% / OCT16 : FR0010945725 – CYBO

Contacts : Actus Finance
Analystes – Investisseurs : Jérôme Fabreguettes-Leib au 01 77 35 04 36
Journalistes : Nicolas Bouchez au 01 77 35 04 37

Découvrez l'univers des produits Cybergun en vidéo :
www.youtube.com/MrCybergun
www.techgroupglobal.com/4/tv-commercial