



## **MAJOR INITIATIVES IN THE WORLD OF VIDEO GAMES:**

### **Investment in mobile and social gaming and arrival of the senior vice president of Disney's video games unit**

Cybergun announces the signing of strategic agreements with several leading development studios in the video games sector for the launch of free-to-play mobile and social games with micropayment transactions, a major segment of the industry now experiencing exponential growth.

The games will be developed by leading studios and will notably include a military action game featuring micropayments. This will allow the Group to capitalize on its exclusive licenses, which cover recreational shooting and the digital world of video games. In addition, as part of a strategy to optimize internal synergies, the Group will develop a range of products based on its replica guns as well as textile products.

Cybergun has developed an original model of share-based compensation for the development studios partnering in this strategy. Under this plan, the Group will conduct a €2.8 million reserved capital increase with cancellation of preemptive rights. The studios will be awarded a total of 204,650 shares at a price of €13.69 euros per share (or 6.3% more than the cash capital increase), raising the number of shares outstanding to 4,669,165. The free float will increase by 20%, to 1,615,491 shares, or 34.6% of the share capital, while the founders' shareholding will stand at:

- 32.5% for Jérôme Marsac
- 23.4% for Frédéric Chesnais
- 9.5% for managers.

The first mobile games will be available in late 2011, followed by social games in the fall of 2012. The Group is also exploring additional projects in the field of mobile and social gaming.

## **Arrival of Jean-Marcel Nicolai**

Cybergun also announces the arrival of Jean-Marcel Nicolai as Chief Operating Officer in charge of Product Development for the Group's video games division. After more than ten years in the world of electronics and consulting, Jean-Marcel discovered the exciting world of video games by joining the Atari Group in 2000. There, through 2007, he held various senior positions in Europe and the United States before joining Disney Interactive Studios, where he served for more than three years as Senior Vice President in charge of worldwide product development.

The appointment of Jean-Marcel Nicolai demonstrates Cybergun's strategic commitment to create a true "community of experts" in the development of video games. His experience will perfectly complement the expertise of Frédéric Chesnais, founder of I2G-Microprose.

Alongside this news, Jérôme Marsac, Chairman and Founder of Cybergun, said: "Cybergun aims to become a leading player in the world of video games and to strengthen the role of French players in the sector. The integration of I2G-Microprose into Cybergun enhances the attractiveness of the new group and opens up new opportunities for us."

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

Listed on NYSE Euronext Paris, Cybergun is a world leader in recreational shooting. The Group's revenue has grown at an average annual rate of nearly 20% for the past 15 years. In 2010, Cybergun posted €73 million in revenue, with 54% generated in the U.S. and 36% in Europe. Qualified as an "innovative enterprise" by French agency OSEO Innovation, Cybergun is eligible for investment from French innovation-focused funds (FCPI). Cybergun's stock is included in the CAC Small index.

Cybergun stock: FR0004031839 – CYB

Cybergun bond 8% / OCT16: FR0010945725 – CYBO

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