



Deep restructuring of the US branch activity

CYBERGUN, leader in leisure shooting equipment, organized today at 10 a.m a financial situation presentation, which will also cover the strategy as well as its perspectives for the institutional investors & analysts. During this event, Hugo BRUGIERE, VP & General Director of CYBERGUN, will announce a profound restructuring of the group US branch's activity.

While the European area is showing signs of picking up, in sync with the company's plan, the North American area, which represents about half of CYBERGUN's activity, is showing an important delay at the end of February. It probably won't be fixed by the end of March. This delay is due to two factors:

- The important decrease in orders from one of our main customers, an important franchise, which represented over 30% of the turnover for the North American area;
- The 7 month-long delay in the launch of the 0.22 caliber in the US given the OBAMA's administration deeply impacted the number of allowed importation for firearms.

Hugo BRUGIERE introduced to the Administrative Council, a plan to put back on its feet the American subsidiary, which will be implemented in the following way:

- The pursuit of cost rationalization for this area (fusion of Dallas & Minneapolis warehouses to a single place for an annual saving of about 700 KUSD)
- The conquest of new regional chain stores (objective for the first semester 16/17: 10 new ones)
- Speed up the marketing strategy for the launch of the 0.22 caliber in order to catch up with the previous delay.
- Blend the strategy of local partners of the group to boost the whole growth. An announcement will be made regarding this subject in the near future.

Hugo BRUGIERE is now the head of the General Direction of the US by moving there and managing the local activity.

According to Hugo BRUGIERE: *«This is clearly a disappointment to see the effort of the vast majority of the group being canceled out by one single customer, and to see a delay in the launch of the 0.22 caliber. This however goes to show that we were right from the beginning as to wanting to be present in this market. We are slowly leaving our dependency from the US market and the chain stores by opening up to new areas, such as the Japan or South America areas. On these two areas, the results are more than satisfactory and an upcoming information will be made. The issue of working with huge US franchise is that one single order from them can increase, or in this case, spectacularly decrease without us being able to fix it when it comes to the state of the market or the company's. Regarding the 0.22 caliber, we have been delayed but we are still very hopeful since all of the indicators show that small caliber firearms sales are booming in the US. We are hoping that we will be able to profit from this market in the very near future. We have to keep implementing our strategy, which are already showing promising results, as an example we can name the military market for which we have very positive results.»*

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About Cybergun : www.cybergun.com

Cybergun is a worldwide leader in the leisure shooting area, referred as an « Innovative company » by Bpifrance. During its closed exercise of March 31st 2016, the company had a turnover of 41.3 Million Euros. The Cybergun titles are eligible at FCPI, PEA as well as PEA-PME.

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