



Launch of direct selling on the web in Europe and in the USA

CYBERGUN, worldwide leader of leisure shooting, is thrilled to announce the launch of online selling points of its products via two international websites now owned by the group:

- AD1 (www.ad1-airsoft.com) for the European Market;
- Shorty USA (www.shortyusa.com) for the US market.

EUROPE: ADDED VALUE CHAIN ON TOP OF THE CURRENT DISTRIBUTION CHANNEL.

The European strategy of direct sell on the web, that will involve around the AD1 website already available in FRANCE and deployed step by step on the targeted markets. The launch of this website purpose is to control the value chain, in order to better manage the selling price. This politic will have a dual effect of increasing the margin while still supporting the current distribution channels of the products by creating a pricing benchmark for the group.

In between, the new version of the AD1 website will allow a true experience of online retail by associating online purchase and in-shop delivery. CYBERGUN will be able to strengthen the traffic within the group's customer distribution channel. These partners will then be able to offer after-sale services which will result in loyal end-users, who are ever more demanding regarding prices and services offered.

The new version of the AD1 website has a new ergonomic design in order to increase the user's satisfaction will be translated in diverse languages over the summer of 2016.

Hugo BRUGIERE, VP & CEO states: « with the purchase of AD1, CYBERGUN is taking a step towards the numerical era that should have been in the center of its strategy for over a decade now. Part of the delay is now being filled. Now, it's our turn to move forward on this playing field and to directly challenge the ones who have been hurting our customers, and us for years now. The key is to support our current customers base, who is suffering from the website who do "airsoft dumping". A regular contact with our customers allows us to work on our strategy and make sure that it's a win-win situation. »

UNITED STATES: A FIRM STAND TO PROMOTE AGGRESSIVE SALES TACTICS

Regarding the US strategy, the CYBERGUN Group is resting on the SHORTY USA website and its 100.000 Facebook fans database as well as the clients' portfolio available within the US as a whole. Again, CYBERGUN is filling the blanks by becoming an important actor within the online sells.

On this market, along with the deployed European strategy (new price benchmark, integration of the distribution margin and support of the partner distributor channels), the group is also thinking of setting up an OUTLET offer, high in demand locally. This offer will speed up the rotation of the stocks on certain near end-of-line products.

In parallel with this statement: Beatrice BOLLING, Head of the Marketing Department for the CYBERGUN group, states: " We will have a strong tool to ease up the clearance process while still preserving the margin on one side which will allow us to really take the place that is ours on the web. This strategy really goes along with a more global vision of amassing social medias and viral communication. "

TWO NEW SOURCES OF REVENUE FOR 2016

Both websites – already operational – were recently bought by CYBERGUN and will contribute to increase the group's revenue for the current year (it opened April 1st 2016). CYBERGUN bought the DOLOMEDE company, owner of AD1 website, on the basis of a company's value of 600.000 Euros mainly paid by converting debts.

Hugo BRUGIERE concludes: « *Thanks to our internal resources as well as our external partners, we are starting a new chapter. By having with us at the Administrative Council DOMINIQUE ROMANO, who knows the keys to online successes, he is a true asset. He is the head administrator for the Internet part and we are thrilled that he is.* »

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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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