Opening and promising start of CYBERGUN JAPAN

CYBERGUN, worldwide leader in the leisure shooting sector, is thrilled to announce the opening of a new subsidiary, CYBERGUN JAPAN – located in the middle of TOKYO – and to introduce its new development plan to conquer the Japanese market, which is the worldwide birthplace of airsoft.

In a more business approach, destined among other things to federate local managers, CYBERGUN decided to partner up with two Asian companies in order to create CYBERGUN JAPAN. The group owns 33% of the capital and operationally controls this entity, alongside an Airsoft Japanese distributor who has over 10 years of experience in this field. The logistic will be facilitated via a direct connection with the partner factories of the group, located in Taiwan and the Republic of China.

The group is confident in the potential of the Japanese market and its capacity to grow rapidly thanks to the richness and exclusivity of its licensed replicas. Before the start of CYBERGUN JAPAN, the group will conduct a first test of the market’s reactivity through a distribution agreement. The very promising result is: between June and September 2016, the group made a turnover of about 500 KEUR according to the first non-audited data.

The launch of this activity did not need an investment from CYBERGUN, except subscribing to the social capital (a little over 15 000 EUR), the structure fees being taken care of for now by our Japanese partners.

For Hugo BRUGIERE, Vice-President and CEO of the group: « It’s a new important step in our sales reconquest and the confirmation that we are following the announced plan that was created at the beginning of the fiscal year. Japan, where real weapons are forbidden, has seen the birth of the Airsoft and represents today, a huge market. For CYBERGUN, to penetrate (finally) this market is a beautiful opportunity to make our business grow on a worldwide scale. In order to maximize our chances for success on this market where the culture is radically different than the French one, we have chosen to partner up with strong local partners. I am sure that it is the best way to motivate the local teams, especially when those are far, by involving them in the shareholders. That way we also made sure to have a perfect knowledge of the market. »

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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 FCSI, PEA as well as PEA-PME.
Cybergun shares: FR0004031839 – ALCYB - Obligation Cybergun : FR0010945725 – CYBO

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