



Successful re-launch of the SOFT AIR BATTLE ZONE And opening of a second facility in Abu Dhabi

CYBERGUN, leader in the leisure shooting area, is thrilled to announce the opening of its second leisure shooting center in Abu Dhabi in the United Arab Emirates for the re-launch of the SOFT AIR BATTLE ZONE concept alongside its new associate, TASLEE H ENTERTAINMENT.

CYBERGUN has decided – after years of afterthought – to partner up with this important actor in the Golfe area to deploy this new concept that was acclaimed a few times from our investors as well as the players themselves. TASLEE H ENTERTAINMENT invested about 3 MEUR for a first facility in Abu Dhabi in 2015 (in the YAS MALL). Gathered from the success that was met by this first facility, that is overachieving compared to the expected objectives, it was decided to put in place a progressive cover plan for the whole area.



The second complex will open its doors by the end of January 2016 within one of the most dynamic city's mall.

Just like the first SOFT AIR BATTLE ZONE, this new facility will have a « KALASHNIKOV CAFE», which represents a place of conviviality around the KALASHNIKOV brand universe, the exclusive license is owned by CYBERGUN for any products.

The common facility's objective (under creation) and which go along with CYBERGUN and TASLEE H ENTERTAINMENT is to speed up the deployment of the SOFT AIR BATTLE ZONE and KALASHNIKOV CAFE by themselves as well as by franchise, in the Golfe countries and the rest of the world. Firstly, 3 openings are planned throughout the year 2016 in the Golfe country and we also have other leads in the US and Europe.

CYBERGUN will invest in this facility by giving its brands, patents, human & technologic know-hows, and this without any added liquidity. As a reminder, CYBERGUN's investment in the development and optimization of its SOFT AIR BATTLE ZONE concept allows to get the Tax Credit Search (CIR) and contribute to the qualification as an « Innovative Company » given by Bpifrance.

Furthermore, the group will still be the official & exclusive provider for all of the SOFT AIR BATTLE ZONE that will be opened worldwide (the cost of which is confidential).

A detailed introduction of the partnership will be done in January during the Las Vegas SHOT SHOW, the unavoidable meeting place for shooting professionals.

Salem AL MATROUSHI, President-CEO of TASLEEH ENTERTAINMENT, declares: « We have now built a strong relationship based on trust with the CYBERGUN group. We have been enjoyably surprised by the speed of the success of our first *SOFT AIR BATTLE ZONE* and as such we've given our permission to work on a more ambitious launch plan in the Golfe and beyond. I trust the success of our project if we go fast and we put the means, such as financial, on the table. On my side, I am ready.»

On Hugo BRUGIERE's side, Vice-President & CEO, concludes: « When we took control of CYBERGUN, we froze the development of the *SOFT AIR BATTLE ZONE* since it was not our core job, nor was it the core strategy of the group. Before we could keep following this path, we needed to find a financially solid partner that knew a lot regarding entertainment and the games equipment. This step is now done and I am thrilled that we could establish this fruitful partnership for both of our companies. On our side, we've always said that we wanted to be a minority by the side of our partner which controls its business instead of being an owner of a 100% subsidiary that would lose money and lose its core values, like the human capital. We've waited for this partner's success to be confirmed before communicating on the subject in order to have a good news to announce to our shareholders. Today, our redeployment is done within the Golfe countries. Tomorrow it will probably be the USA and all of this with a minimum investment from the CYBERGUN Group which will then valorize its licenses even more. I am proud of this new opportunity that is opening up and comforts our sales re-conquest strategy with an improved exposure of our products. The *SOFT AIR BATTLE ZONE* is an amazing concept which has some very successful days in front of it ! »

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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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