

## 1<sup>st</sup> Quarter 2009/2010 Printing resisting Squeeze on hardware

### Significant points for 1<sup>st</sup> quarter:

- Total Sales up slightly on previous quarter (10 M€);
- Sharp drop in Hardware activity, but signs of recovery with orders on the up;
- Printing continues to resist.

### Q1 consolidated sales (1st April 2009 – 30th June 2009)

In M€ (non audited)	2009/2010	2008/2009	Variation M€	Var. %
Printing	6.12	6.28	-0.15	-2.4%
Hardware	4.22	9.81	-5.59	-57.0%
<b>Total 3 months</b>	<b>10.34</b>	<b>16.08</b>	<b>-5.74</b>	<b>-35.7%</b>

With constant currencies, Sales would have stood at **10.36 M€**. For the period, the drop in the American Dollar is counterbalanced by the rise of the Pound Sterling.

**Printing activity** (excluding Home Décor) is down 3.2% at 4.9 M€ due to the temporary depressed mass retail sector and English and Canadian markets.

**Home Décor** sales remain stable at 2 M€ (+0.9%). For some companies, we can see variations in buying habits.

As forecast, **Hardware activity** (excluding Home Décor) at 3.4 M€ represents a sharp fall (-62.1%), but in line with the final period 2008/09. The fall concerns the whole product range.

### Outlook

On 30<sup>th</sup> June 2009, the order backlog, principally composed of orders for “frames”, is doing well, with orders for 5.6 M€ compared to 4.3 M€ on 31<sup>st</sup> March 2009.

The Group's strategy to remain competitive, as presented at the time of the publication of annual results, is in line with objectives published.

The Annual Shareholders Meeting will take place on Tuesday 29<sup>th</sup> September 2009 in Saint Clément les Places (69930) at 2.30pm.

**PRISMAFLEX INTERNATIONAL**  
*Outdoor Advertising solutions manufacturer and large format digital printing*  
ISIN : FR0004044600-PRS - Reuters : PRS.PA – Bloomberg : PRS FP  
Eurolist by Euronext Paris – Compartiment C  
[www.prismaflex.com](http://www.prismaflex.com)

### Contacts:

#### PRISMAFLEX INTERNATIONAL

Emmanuel Guzman / CFO - Phone: +33 4 74 70 68 00 – [finance@prismaflex.com](mailto:finance@prismaflex.com)

#### ACTUS Lyon

Amalia Naveira – analysts/investors contact - Phone: + 33 4 72 18 04 92 - [anaveira@actus.fr](mailto:anaveira@actus.fr)

Marie-Claude Triquet – press contact – Phone: + 33 4 72 18 04 93 – [mctriquet@actus.fr](mailto:mctriquet@actus.fr)