

First 6-months results - September 2009

Total Sales 18.02 M€

Significant points for first half year period:

- Total sales for period down 26% on previous 6-month period;
- Hardware activity affected by reduced orders at the end of 2008 and start 2009;
- Accentuated seasonal weighting during summer months;
- Order book indicators on upward trend.

Consolidated Sales first 6-months (April 1st – September 30th 2009)

M€ (unaudited)	2009/2010	2008/2009	Variation M€	Var. %
Printing Activity	10.31	12.36	-2.05	-16.6%
Hardware Activity	7.71	16.10	-8.39	-52.1%
Total 6 Months	18.02	28.46	-10.44	-36.7%

Total sales – constant currencies **18.03 M€**.

Excluding Home Décor, **Printing** at 8.4 M€ down 12%, due mainly to the bleak economic situation over the summer period and depressed English and Spanish markets.

Home Décor sales, following several months on the up, are down at 3.1 M€ (-32%) with variations in purchase behaviour in POP market and a clear will to reduce stocks. An upturn in orders is expected in October.

As forecasted, **Hardware activity** (excluding Home Décor) at 6.5 M€ has fallen sharply (-55%), but is in line with second 6-month 2008/2009 figures. This fall concerns the complete product range.

Outlook

As expected, our backlog for September 30th 2009, mainly made up of “hardware” orders, is slightly up at 6.1 M€ against 4.3 M€ on March 31st 2009.

The action plan to remain competitive presented with the publication of the annual results has been implemented according to the objectives announced.

Prismaflex International signed an agreement for the consolidation and rescheduling of its debt on September 30th 2009.

The level of activity for the period will impact the accounts as of September 30th 2009.

6-month results 2009/2010 will be released on Monday 30th November, 2009, after closure.

PRISMAFLEX INTERNATIONAL

Outdoor Advertising solutions manufacturer and large format digital printing

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