



PRESS RELEASE
May 29, 2018

Corporate development

PRISMAFLEX INTERNATIONAL DEVELOPS ITS ACTIVITY ON THE AMERICAN AND CHINESE MARKETS WITH A NEW PRODUCTION SITE IN CHINA AND THE ACQUISITION OF 50% OF ANTHEM DISPLAYS

Prismaflex International recently acquired 50% of the American firm Anthem Displays LLC. The association represents a turning point in the development of the French company and the newly created structure will enable it to strengthen its presence on the American market and also accelerate its commercial deployment on one of the largest LED display markets. Its international expansion strategy also includes the creation of a new production site for LED modules in China.

Partnering expertise across the Atlantic

This key strategic move will enable Prismaflex International, a manufacturer of LED displays and wide format digital printer, to strengthen its position on the US market by joining up with a renowned local player Anthem Displays. This pooling of expertise will enable Prismaflex International to increase its market share on the fast growing American large format LED billboard sector.



In addition to winning market share, Prismaflex International will also benefit from Anthem Displays' full service offering (training, support desk, on-site assistance ...), while also adding to its network a THD LED module production site.

A new positioning in Asia

2018 sees a change in Prismaflex International's global development with the creation of a new production site with a fully automated production line in Shenzhen, China. Prismaflex China will enable the French firm to control the full SMD LED modules value chain.

The two operations mean Prismaflex International now controls the production of the two LED technologies used in its displays: THD technology for large format billboards and SMD technology for indoor and outdoor solutions. As a result, the Group's global industrial strength will be multiplied many times over.



About Prismaflex International

Prismaflex International is one of the few companies in the world to offer a unique combination of industrial manufacturing and advertising solutions and also digital printing services with operations around the world. The Group's head offices are based in France while the 300 collaborators operate the 10 subsidiaries worldwide – 5 of which are equipped with wide format digital printing machines. A combination of 30 years' experience, the permanent quest to innovate and the exceptional quality of the products has transformed Prismaflex into a key partner for professionals of the advertising world and the mass retail market. Prismaflex International is listed on the Alternext Paris stock market.

About Anthem Displays, LLC

Located in Boulder, Colorado, Anthem Displays, LLC, covers the full value chain from the design and production through to the commercialization of its LED displays. The company provides a range of standardized products enabling it to ensure outstanding value for money to OOH advertising companies and includes Lamar Advertising among its customers, a company that operates the largest network of LED billboards in the United States. Anthem Displays reached total sales of \$ 2.9 million in 2017 and forecast around \$ 7 million for 2018.

Press contacts:

Agence Plus2sens Phone: + (0)4 37 24 02 58

Catherine Berger-Chavant / Mylène Gachon

Catherine@plus2sens.com - Mylene@plus2sens.com