

Archos extended its expertise within mobility

- Launching a great line of Smartphones
- Entering BTB with Logic Instrument
- Introducing a unique eco-system of Connected objects

Archos Improved its gross Margin

- Improved its quality & supply chain
- Balanced product Porto-folio

Archos rationalized its operating structure

- Operating expenses decreased by 20%
- Improved geographical presence & customer mix

2014: 3 strategic pillars

BTC

BTB



Archos to continue increasing its market share in mobility

- Get into Top 5 sim free market in Europe for Smartphones
- Maintain its top 5 position in Android Tablet in Europe
- Become a top player within Connected Objects arena

Archos to improve its gross margin FY 2014

- Continue to focus on quality and customer service
- Balanced profitability between BTC & BTB segment

Archos to improve its overall financial performance

- Preserve a NO Debt situation & reach 50M€ equity
- Generate positive cash flow in 2014