

METAVISIO

THOMSON Computing

Metavisio strengthens its commercial management team

- With increased financial resources and shareholders' equity of around €20m at the end of 2022 (+ €13m over 1 year), Metavisio further strengthens its foundations to support its international development and accelerate its growth.
- Revenues objectives above €90-100m in 2023 and €350m in 2026.

Pontault-Combault, March 28, 2023 -8:00 am -Metavisio (Thomson Computing) - FR00140066X4 - Altho -, French company specializing in research, design, marketing and commercialization of personal IT products (computers, tablets and computer peripherals), is announcing the appointment of two new executives to further strengthen its sales team. These significant reinforcements are an important step for METAVISIO in the acceleration of its international development strategy and the penetration of new customer segments. This strategy will be detailed on the same day the annual results are released on Friday, April 28.

Philippe LOUCHET is appointed BtoB and BtoG (Business-to-Government) sales director. Philippe has a strong experience in the sale of hardware or software solutions, with 7 years spent at LG (IT), 6 years at Smart (Edtech) and 2 years at Iobeya (Lean management in SaaS mode). Philippe joined METAVISIO in early March from Mon Lumi, where he had served as sales manager for 3 years. Its arrival makes it possible to develop METAVISIO's positions on the two high potential segments of BtoB and BtoG, alongside to the BtoC circuit on which METAVISIO has built its success.

Alessio Cavaliere takes the Southern Europe Commercial Department. Alessio is an expert in high-end products trade with experience since 1997 in commercial management positions at Oltre Il Sole (Mode), QCNS Cruise (Luxe), Case Scenario (Electronics) and Giraudi International (food). Since 2021, Alessio had been commercial director of the Monaco Restaurant fast food franchise. His arrival must help support the commercial development of METAVISIO in Southern Europe through partnerships with local wholesalers.

More generally, Alessio and Philippe will have to contribute to the execution of the commercial strategy within the framework of an ambitious development plan which provides in particular to increase METAVISIO's revenues to more than €350m in 2026.

Stéphan Français, President and CEO of METAVISIO, says: *"I'm delighted to welcome these great professionals within our teams. We share the conviction that METAVISIO has all the assets to succeed in its expansion. Their arrival testifies to our determination to place METAVISIO in the best configuration to support the strong growth of the Thomson Computing brand which is based on its*

positioning of designer and manufacturer of technological products at the best price, the penetration of new customer segments -BtoB and BtoG in particular -, the international development acceleration and external growth operations if necessary.”

Revenues growth objective higher than 150 % for 2023

In a tense economical environment in 2022, METAVISIO should not do better than the market and record a full-year revenues of more than €30m (see press release disclosed on February 27, 2023).

METAVISIO intends to maintain its deployment with an ambitious development plan aimed at bringing 2026 revenues to more than €350m – of which more than 80 % for export. This objective is based on the international development of METAVISIO, not only by continuing the efforts made in countries where the Thomson Computing brand is already in place, but also and above all by the conquest of new countries.

METAVISIO has thus initiated developments in several European countries out of France since 2020 and since 2021 in the United States through partnerships with wholesalers.

In 2022, the company also opened several new countries: Scandinavia, Canada, Great Britain and Philippines.

In addition, at the beginning of 2023, METAVISIO has extended its internationalization with the signing of two Pan-European agreements with major mass retailers, Aldi and Lidl. METAVISIO has established a commercial subsidiary in India to answer to government tenders relating to important potential orders for several tens of millions of euros equivalent, mainly in the education sector. The certification of its products is underway with the Indian authorities, prior to the eligibility of Thomson Computing products on these new markets.

Now, active on four continents and on three customer segments (BtoC, BtoB and BTOG), METAVISIO should record, during the fiscal year 2023, new significant orders to be delivered in 2023 and 2024. In a new buoyant market context, METAVISIO is confident in its capability to record revenues higher than 150 % compared to 2022. This outlook is based on the strong commercial pipeline growth with a prospect book¹ of more than €180m to date.

Next meeting

METAVISIO will announce its 2022 full-year earnings on Friday April 28, 2023, at 8:00 a.m. and will hold an investor meeting the same day at 2:30 p.m.

About Metavisio (Thomson Computing)

Founded in 2013, Metavisio is a French company specializing in research, design, marketing and commercialization of personal IT products - computers, tablets and IT peripherals - sold under exclusive license of the Thomson Computing brand. Present in more than 15 countries through many distribution networks, Metavisio's mission is to build an international consumer computer brand thanks to a competitive business model of “technology at the best price ”with high -performance products positioned on low-end and mid-range segments.

Metavisio is a BPI France-approved innovative company and is listed on the Euronext Growth Paris market (ISIN : FR00140066X4). Metavisio’s share is eligible for PEA-PME.

More information on: www.metavisio.eu



¹ The prospect book includes the order book and all active sales proposals.

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