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FOR IMMEDIATE RELEASE

SHANDONG RUYI TECHNOLOGY GROUP CO. LTD. ANNOUNCES, IN CONNECTION WITH THE PROPOSED ACQUISITION OF SMCP S.A.S., THE OFFERING BY ITS SUBSIDIARY, BISOHO S.A.S., OF €470 MILLION OF SENIOR SECURED NOTES, COMPRISED OF FLOATING RATE SENIOR SECURED NOTES DUE 2022 AND FIXED RATE SENIOR SECURED NOTES DUE 2023

Paris — 6 May 2016. Shandong Ruyi Technology Group Co. Ltd. (“Ruyi”) announced today that its subsidiary, BiSoho S.A.S. (“BiSoho”), has launched an offering of €470 million senior secured notes, comprised of floating rate senior secured notes due 2022 and fixed rate senior secured notes due 2023 (the “Notes”) in connection with the proposed acquisition of SMPC S.A.S. (“SMCP”). The Notes, together with shareholder funding provided by Ruyi, Kohlberg Kravis Roberts & Co. L.P. and/or its affiliates, the founders of SMCP and certain members of SMCP’s management will be used to (i) repay amounts outstanding under SMCP’s existing debt (including SMCP’s existing senior secured notes due 2020), (ii) pay certain costs, fees and expenses incurred in connection with the offering of the Notes, the acquisition of SMCP by BiSoho and the entering into of a new revolving credit facility, (iii) fund cash on SMCP’s balance sheet for general corporate purposes and (iv) finance the acquisition of SMCP by BiSoho. In addition, part of SMCP’s existing cash reserves may be used for the above purposes with the exception of financing the acquisition.

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Cautionary Statement

This press release is for information purposes only and does not constitute a prospectus or any offer to sell or the solicitation of an offer to buy any security in the United States or in any other jurisdiction. The Notes have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”) or applicable state or foreign securities laws and may not be offered or sold in the United States absent registration under federal or applicable state securities laws or an applicable exemption from such registration requirements. The Notes will be offered in the United States to qualified institutional buyers pursuant to Rule 144A under the Securities Act and outside the United States pursuant to Regulation S under the Securities Act. This press release is being issued pursuant to and in accordance with Rule 135c under the Securities Act.

This announcement is for information purposes only and is directed only at persons who are: (1) located outside the United States and are (a) persons in member states of the European Economic Area (the “EEA”) who are qualified investors (as defined in EU Prospectus Directive 2003/71/EC (as amended, including by EU Directive 2010/73/EU to the extent implemented in the relevant member state)); (b) persons in the United Kingdom who are qualified investors and who are (i) investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 as amended (the “Order”); or (ii) persons falling within Article 49(2) (a) to (d) of the Order (“high net worth companies, unincorporated associations, etc.”); or (iii) persons to whom it may otherwise be lawfully communicated or (2) reasonably believed to be “qualified institutional buyers” (as defined in Rule 144A under the U.S. Securities Act) (all such persons in (1) and (2) together being referred to as “relevant persons”). This announcement must not be acted on or relied on by persons who are not relevant persons. Any investment or investment activity to which this announcement relates is available only to relevant persons and will be engaged in only with relevant persons. Persons distributing this announcement must satisfy themselves that it is lawful to do so.

Forward Looking Statements

This press release may include “forward looking statements” within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended. These forward looking statements can be identified by the use of forward looking terminology, including the terms “believes,” “estimates,” “anticipates,” “expects,” “intends,” “may,” “will” or “should” or, in each case, their negative, or other variations or comparable terminology. These forward looking statements include all matters that are not historical facts and include statements regarding SMCP’s or BiSoho’s intentions, beliefs or current expectations. By their nature, forward looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Readers are cautioned that forward looking statements are not guarantees of future performance and that actual facts may differ materially from the forward looking statements contained in this press release. Given these risks and uncertainties, you should not rely on forward looking statements as a prediction of actual results.

Stabilization/FCA.