



## Press Release

### **DIGITAL BROS S.p.A.: Société Générale converted today a portion of the Digital Bros Convertible bond.**

Société Générale converted another significant portion of the convertible bond issued by Digital Bros on August 31st, 2002.

Société Générale has converted n. 800 bonds of total value of 800,000 Euro into 254,777 Digital Bros ordinary shares corresponding to 1.86% of the share capital post conversion. The original total amount of the convertible Bond was 4 million Euro. It will expire on 31st July 2005.

The remaining outstanding bonds after the actual conversion are 1,370 bonds. Digital Bros ordinary shares have increased to 13.724.922 post conversion.

The Digital Bros convertible bond main parameters are summarized below:

- a) the original amount was 4,000 convertible bonds of a nominal value of 1,000 Euro and was entirely subscribed by Société Générale;
- b) the conversion rate is reviewed on quarterly basis considering the share market price; the current conversion rate is 3,14 Euro per share and will be valid until 31<sup>st</sup> March 2005;
- c) the minimum conversion rate has been limited at 3 Euro per share;
- d) the initial conversion price has been fixed at 3,51 Euro per share with a 8,77 Euro per share maximum conversion rate.

The **Digital Bros** Group has been listed in October 20, 2000 and is now listed on the TechSTAR since April 2004.

The Group main business is the distribution of videogames; it is the market leader in Italy with two different brands (Halifax and DTI) with a growing distribution in Europe with the brand 505 Game Street. The Group offers a tailored approach to videogame publishers in the European market: the distribution activity is accompanied by the marketing activities rolled by the group digital television Game Network, a free to air channel completely dedicated to the videogame industry, and the online gaming platform Game Network Online.

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