

**Sprue Aegis plc**  
**("Sprue", the "Company" or the "Group")**

**AGM Statement**

Sprue (AIM: SPRP), one of Europe's leading home safety products suppliers, is holding its Annual General Meeting today at which Graham Whitworth, Executive Chairman, will make the following statement:

The first half of 2015 ("H1 2015") is expected to be another strong period of trading for Sprue, reflected in record sales and operating profit\*. Whilst the strength of Sterling against the Euro has continued to create significant headwinds, sales into France have continued to perform strongly and, in total, H1 2015 sales into Continental Europe are likely to be significantly ahead of both last year and management expectations. Sales by the other four business units are expected to perform broadly in line with management expectations and last year.

The Board expects H2 2015 sales and operating profit\* to be lower than H1 2015 and the results for 2015 to be line with market expectation.

In conjunction with Jarden Corporation, the Group's key supplier, and the relevant certification agencies, planning is underway to relocate CICAM's activities and to obtain the relevant approvals and certifications for the new factory. The Board understands that CICAM has already entered into a lease on another building near to the existing CICAM site.

Sprue is pleased to announce that commencing later this month, the Company will supply a new range of smoke and carbon monoxide detectors and accessories, under the brand of AngelEye, into approximately 600 stores of a leading UK supermarket chain which will help further drive UK Retail sales. This appointment strengthens the Group's market share in this sector.

The Board will provide a further update on trading in mid July 2015.

*\*Operating profit is before the impact of share based payments charge*

**For further information, please contact:**

**Sprue Aegis plc**

Graham Whitworth, Executive Chairman  
John Gahan, Group Finance Director

02477 717700

**Westhouse Securities**

Tom Griffiths

0207 601 6100

**Notes to Editors**

**About Sprue Aegis plc**

Sprue's mission is to protect, save and improve our customers' lives by making innovative, leading edge technology simple and accessible.

Sprue is one of the market leaders in the European home safety products market. Its principal products are smoke alarms and CO alarms and accessories and the Group has an extensive portfolio of patented intellectual property. The introduction of new products and new safety products legislation in Europe, and increasing levels of awareness of the dangers of smoke and CO, continue to drive sales.

Sprue manufactures CO sensors at its subsidiary, Pace Sensors for use in all its CO alarms. All other manufacturing and product assembly is outsourced to two principal third party contract manufacturers in China.

Sprue enjoys a leading footprint in UK Retail and the UK's Fire & Rescue Services. The Group also supplies the UK's Utility and Leisure sector which includes customers such as British Gas and Scottish Gas and has a well-established but relatively low market share of the UK Trade sector. Sprue has a rapidly growing business in Continental Europe mainly selling through a network of independently owned third party distributors.

Sprue plans to launch an internet gateway device later this year which will enable connection and monitoring of its existing Wi-Safe2 products over the internet.

The Group has won a number of prestigious Sunday Times *Virgin Fast Track 100* Awards, which recognises the 100 fastest growing companies in the UK.

Sprue's head office is in Coventry and it has a second office and warehousing in Gloucester.

#### **Patented technology**

Sprue has patented its technology in Europe, the US and other selected territories. For further product information, please visit: [www.sprue.com](http://www.sprue.com) or [www.fireangel.co.uk](http://www.fireangel.co.uk) or [www.pacesensors.co.uk](http://www.pacesensors.co.uk) or [www.firstalert.co.uk](http://www.firstalert.co.uk) or [www.brk.co.uk](http://www.brk.co.uk) or [www.sonasafety.com](http://www.sonasafety.com)

#### **Company ethos**

Sprue makes products that save lives. It is a simple philosophy. We design and sell market-leading smoke and CO alarms that achieve this objective.

Sprue is serious about CO and smoke detection and believes everyone should be properly protected with affordable and reliable home safety products from a company with brands you can trust.

Our people work with passion and enjoy being part of a business that designs and sells products that save lives. We encourage our staff to "make a difference" to our business every day.

#### **Our brands**

Sold under complementary brands, Sprue's range of products is comprehensive, allowing the Group to tailor the range of smoke alarms, CO alarms and accessories to suit the needs of each customer group across its target market segments.

#### **FireAngel**

A market-leading and innovative battery operated alarm principally targeted at UK Retail and UK F&RS customers.

#### **AngelEye**

Launched in 2012 to sell, market and distribute Sprue engineered smoke alarms and CO detectors principally into the French market, AngelEye has become a leading brand targeted at the DIY channel in France, which the Directors estimate represents approximately 90% of the French market by value. Sales of home safety products to J Sainsbury plc, a leading UK retailer, under the brand of AngelEye are expected to commence in June 2015.

#### **SONA**

A mains powered range of smoke, and heat alarm products plus CO detection that are market leading and which can be wirelessly interconnected with up to 50 products on a single network.

#### **FireAngel Pro**

Mains-powered smoke alarm with a 10 year, sealed for life lithium battery back-up. Modern design, quick fitting, tamper-proof mounting plate which locks the alarm head securely in place. Mounting plate has wide, easily accessible connection to the mains feed. Cable knock-out allows for compatibility with YT2 cable trunking.

#### **Pace Sensors**

CO sensors used within Sprue's CO products are developed by Sprue and Pace Sensors, Sprue's wholly owned subsidiary in Canada. Pace Sensors' CO sensors are used within all FireAngel, AngelEye and Pace Sensors CO detectors and certain First Alert branded CO detectors.

**First Alert**

With over 40 years' experience in manufacturing safety products, First Alert is a known global brand in home safety, selling approximately 14 million smoke alarms annually worldwide. First Alert is a BRK Brands' brand and the range of First Alert products also includes ancillary safety products, including fire extinguishers, fire blankets and fire safes. First Alert is marketed as a 'heritage' brand due to its long-term presence in the fire safety market.

**BRK**

Targeted at wholesalers, specifiers and electrical installation professionals, BRK offers a comprehensive range of 230V mains powered smoke, heat and CO alarms.

**Dicon**

A BRK brand targeted at customers focused on value.