



Financial calendar 2009

Quarterly Gross Profit:

Q4 2008 and FY 2008: January, the 28th 2009 (after closing)
2008 Annual results: March, the 25th 2009 (after closing)
Q1 2009: April, the 21st 2009 (after closing)
Q2 and H1 2009: July, the 16th 2009 (after closing)
2009 Half-year results: August, the 26th 2009 (after closing)
Q3 and 9 months 2009: October, the 20th 2009 (after closing)
Q4 2009 and FY 2009: January, the 27th 2010 (after closing)

SFAF analyst meetings:

Full-year results: March, the 26th 2009
Half-year results: August, the 27th 2009

About HighCo

HighCo is a digital and offline Marketing Solutions group for mass-market retailers and consumer goods manufacturers, offering five complementary services: coupon issuing, sampling, in-store activities (Media, Merchandising, Field marketing), clearing and communications consulting. HighCo employs close to 880 staff in France, Benelux, Spain and Italy. HighCo is listed in compartment C of Eurolist.

Contacts

Olivier Michel
Managing Director
+33 1 77 75 65 06
comfi@highco.fr

Cynthia Guillemin
Press relations
+33 1 77 75 65 16
c.guillemin@highco.fr

HCO
LISTED
NYSE
EURONEXT

*HighCo is a component stock of the following indices: CAC Small90, CAC Mid&Small 190 and SBF250.
ISIN: FR0000054231
Reuters: HIGH.PA
Bloomberg: HCO FP
For further financial information and press releases, go to www.highco.fr.*

This English translation is for the convenience of English-speaking readers. Consequently, the translation may not be relied upon to sustain any legal claim, nor should it be used as the basis of any legal opinion.
HighCo expressly disclaims all liability for any inaccuracy herein.