

**Allopass actively pursues its expansion:**

- ✓ **Deployment of its international offices**
- ✓ **Client Service available in 7 languages**
- ✓ **New version of the website**

**Paris, 22<sup>nd</sup> June 2009** - European leader in micro payment systems, Allopass has for eight years appealed to merchants and internet users for their digital transactions under €5: subscriptions or pay-options relating to online video games, archive or press article purchases, expert document purchases, classified ad deposits, legal music downloads...

With Allopass internet users have a simple, fast, secure and anonymous solution for their small internet purchases from around 500,000 subscriber sites. Merchants have a simple and secure way to monetise their audience, develop new sources of revenue and reach a public without access to banking.

To support the growth of micropayment in France, Europe and across the world, Allopass is expanding its international presence with:

- **International offices.** After France, Spain and Belgium, Allopass is opening offices in the United States and Scandinavia. UK and Germany's opening are also planned over the summer.
- **Client service are available in 7 languages**, French, German, English, Spanish, Italian, Polish and Swedish, to better support users in their transactions and optimise subscribing merchant revenues.
- **A new version of the website**, [www.alopass.com](http://www.alopass.com). More ergonomic, easier and more practical, this new version further promotes integration of the Allopass system into websites. More accessible to merchants and internet users, the new Allopass website aims to promote micro payment and daily transaction management for its clients.

The screenshot shows the Allopass website interface. At the top, it says "Votre langue : Français" and "Aide et support ?". The main header features the "alopass" logo and the tagline "Leader européen du micro paiement". Below this are navigation tabs: "Acheteurs", "Marchands", "Produits et Services", "Affiliation", "Société", and "Mon compte". The main content area is split into two columns: "Acheteurs" and "Marchands". The "Acheteurs" section describes the solution for digital content purchases, highlighting benefits like speed, simplicity, and security. The "Marchands" section describes the solution for monetizing content, listing features like 8 years of experience, 6 payment methods, 45 countries, 7 million transactions per month, and 250,000 merchant accounts. A "Connexion au compte" section includes fields for email and password, and a "Vous êtes nouveau ? Inscrivez vous" button. A world map is also visible. At the bottom, there are "Top Questions" and a footer with legal information.

**Allopass, in figures:**

- ✓ 8 years of experience in micro payment
- ✓ 255 000 merchant sites
- ✓ 500 000 sites
- ✓ 45 countries covered
- ✓ 6 payment options
- ✓ 7 million transactions per month
- ✓ 15 million euros of transactions per month

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### **About Hi-media Group :**

Hi-media, the online media group, is of the top Internet publisher in the world with more than 50 million unique visitors per month on its proprietary websites. Hi-media is also a leading European player in online advertising and electronic payment. Its business model relies thus on two different sources of revenues: online advertising via its dedicated ad network Hi-media Network and online content monetization via its micropayment platform Allopass. The group which operates in 6 European countries, China, USA and Brazil employs more than 370 people and posted in 2008 135 million euros in sales. Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist C) and is included in the SBF 250, CAC IT and CAC Small 90. ISIN code: FR0000075988. Hi-media qualifies for FCPI as it received the OSEO label of "innovating company".

Site : [www.hi-media.com](http://www.hi-media.com)

### **Financial communication**

Second quarter 2009 sales: on 21 July, 2009, after market closing

First-half 2009 earnings: on 31 August, 2009, before market opening.

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