

Paris, July 21 2009

## **Hi-media announces strong sales growth for the first half of the year 2009:**

**+22% with more than 74 million euro**

- **Good resilience of the online advertising activity : -7%**
- **Strong growth for micropayment : +52%**

**Paris, 21st July 2009** – Hi-media, the online media group, (Code ISIN FR0000075988 - HIM, HIM.FR) announced today continued strong growth with sales up 23 percent in the first half of 2009.

### **Key Consolidated Sales Data (in million euros)**

	<b>Q2 2008</b>	<b>Q2 2009</b>	<b>Variation</b>	<b>H1 2008</b>	<b>H1 2009</b>	<b>Variation</b>
Online Advertising	16.3	15.0	-8%	30.4	28.2	-7%
Micropayment	16.3	22.7	39%	30.4	46.1	52%
<b>Total</b>	<b>32.6</b>	<b>37.7</b>	<b>15%</b>	<b>60.8</b>	<b>74.3</b>	<b>22%</b>

Commenting on first half of the year data, Cyril Zimmermann, founder and CEO of Hi-Media, said: « Our online advertising activity shows strong resilience to the current environment and our micropayment activity demonstrates high growth in France and abroad. The AdLINK Media acquisition will strengthen this trend and thus build a leading European online player in audience monetization. The operation will give Hi-media a leading position in online advertising and will generate significant sales synergies on this segment. It will also allow us to continue to develop the micropayment activity in Europe thanks to stronger teams and client basis ».

### **Online Advertising**

The online advertising activity continues to resist the current downturn with a decrease in sales limited to 7% over the first half of the year in a market segment where the Group estimates the total decrease to be around 10%.

The AdLINK Media acquisition will enable to continue to (i) resist this unfavorable environment, (ii) gain market shares and (iii) be best positioned for the upturn of the online advertising investments in a market that favored the significant players.

The very complementary geographical footprint and thematic coverage of both ad networks would position the new combined entity as the indisputable European leader

with a total cumulated audience of more than 126 million unique visitors per month<sup>1</sup> and a very strong position in the main national markets.

## **Micropayment**

The micropayment activity increased by more than 50% during the first half of the year compared to last year. Allopas continues to grow and demonstrates that micropayment activity does not suffer from the crisis, the Q2 growth rate slowdown being explained by an unfavorable base effect with in particular the Mobile Trend integration which occurred during the 2008 second quarter.

During the first half of the year, Hi-media settled local teams in order to develop micropayment in the countries where the Group enjoys strong ad network or publishing positions. Allopas teams are now present in Spain, Portugal, Belgium, Sweden and the United States. This international strategy is from now a priority for Allopas and it will benefit from the new version of the platform [www.allopas.com](http://www.allopas.com) as well as from a client service available in seven different languages and on two different time zones (Americas and Europe). Thanks to reinforced sales force due to the AdLINK Media acquisition, the Group intends to implement Allopas in the German and United Kingdom markets within the next twelve months.

## **Publishing**

The sites published by Hi-media continue their developments and progress in term of audience representing now fifty five million unique visitors per month (source: Google analytics, May 2009).

Eighteen months after its integration Fotolog has doubled its member base passing the 26 million members mark. New distribution agreements and the integration of Fotolog services with the Facebook platform (especially with the Facebook Connect and Facebook share applications) increased the site audience during the second quarter. The other sites of the Group in France, Belgium, Spain and Portugal did also see their audience grow, especially in France where total audience increase by 30% compared to last year (source: Nielsen Net Rating, May 2009).

Thus the Hi-media Group continues to grow organically its publishing activity and to develop the synergies that exist between the ad network and the micropayment activities. The latest entertainment site released, the video game site gameonly, is now available in six different languages.

The 2009 first half of the year results will be released the 31st of August, before the stock market.

This press release does not constitute an offer to sell, or a solicitation of an offer to buy Hi-Media shares. If you wish to obtain further information about Hi-Media, please refer to our website [www.hi-media.com](http://www.hi-media.com). This press release may contain some forward-looking statements. Although Hi-Media considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements. Hi-Media operates in a continually changing environment and new risks emerge continually.

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<sup>1</sup> Source : Comscore, May 2009

Hi-Media does not undertake and expressly disclaims any obligation to update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise.

**About Hi-media Group :**

Hi-media, the online media group, is one 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.

*Investor contacts:*

**Cyril Zimmermann**  
President and CEO.

**David Bernard**  
Chief Operating Officer  
Tel: (33) 1 73 03 89 00,  
Fax: (33) 1 73 03 89 54

E-mail: [infofin@hi-media.com](mailto:infofin@hi-media.com)