

## **Leboncoin.fr renews its faith in Hi-media Advertising**

**Paris, March 29, 2011** – Hi-media Advertising, the online advertising division of online media group Hi-media (ISIN Code FR0000075988 - HIM, HIM.FR), the European leader in monetizing the Internet audience, today announced the renewal of its exclusive contract with Leboncoin.fr.

Based on a simple yet effective concept, **Leboncoin.fr is the leader in the “Small Ads and Auctions” category.** The website attracts **13.2 million unique users<sup>1</sup>** and generates **5 billion impressions<sup>2</sup> a month.**

“This contract renewal with Hi-media Advertising is consistent with our strategy of strengthening our “Real Estate” and “Automotive” verticals as well as reinforcing our overall position on the advertising market. Leboncoin.fr has become in five years the fifth largest French advertising inventory and has solutions adapted to all advertisers that look for reach and affinity” said Leboncoin Sales & Marketing Director, Antoine Jouteau.

### **Leadership, audience and targeting: Hi-media Advertising plays to Leboncoin.fr strengths**

- **Uniquely precise advertising targeting:**  
Leboncoin.fr is able to target Internet users with high accuracy on a number of criteria (geographic location, section, price or key words), thereby leveraging the performance of advertising campaigns;
- **The leading website in the “Automobile” and “Real Estate” categories:**  
Leboncoin.fr is the leader in the “Automobile” category with over 5.6 million unique users<sup>1</sup> and in “Real Estate” with over 5.5 million unique users<sup>1</sup>, making it the must-visit website in these categories;
- **A real audience-puller:**  
Leboncoin.fr has a real audience-puller in its home page, which attracts 1.7 million unique users a day<sup>1</sup> and generates 5 million impressions a day<sup>2</sup>.

### **Hi-media Advertising in Europe: close on 150 million unique users a month**

Advertisers are offered access to Leboncoin.fr as part of the European Hi-media Advertising offer, which includes many sector reference sites such as RTL, Meetic.fr and 750g.com in France, Mappy.be and Skyrock in Belgium, Universal Music and TUI in Germany, The Independent and Qype in the UK or Alfemminile and ViaMichelin in Italy.

Hi-media Advertising operates in nine European countries\* and attracts 149 million unique users<sup>3</sup> a month in Europe for 56% coverage of Internet users in the market.

Sources: <sup>1</sup>Nielsen NetRatings, January 2011; <sup>2</sup>Adtech, January 2011; <sup>3</sup>comScore, deduplicated audience, January 2011.

\*France, Belgium, Netherlands, Germany, UK, Sweden, Spain, Portugal and Italy

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) under the Corporate Information heading.

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. 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 publishers in the world. Hi-media is also the leading European player in interactive advertising and electronic payments. Its business model relies thus on two different sources of revenues: online advertising via its dedicated ad network Hi-media Advertising and online content monetization via Hi-media Payments.

The group which operates in 9 European countries, USA and Brazil employs more than 500 people and in 2010 posted 220 million euros in sales. Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist B) 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".

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

Blog : <http://blog.hi-media.com>

### **Financial communication:**

First quarter 2011 sales figures and quarterly information: May 3, 2011 before market opening.

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