



2012 FINANCIAL REPORTING CALENDAR

HighCo announces its financial publication calendar for FY 2012.

Quarterly gross profit (GP):

Publications shall be released **after market close**

2011 Gross Profit: Wednesday, 25 January 2012
2011 Annual Earnings: Monday, 26 March 2012
Q1 2012 Gross Profit: Thursday, 19 April 2012
Q2 and H1 2012 Gross Profit: Monday, 16 July 2012
2012 Half-year Earnings: Monday, 27 August 2012
Q3 and 9-month 2012 Gross Profit: Tuesday, 23 October 2012
2012 Gross Profit: Thursday, 24 January 2013

SFAF financial analysts meetings:

Annual earnings: Tuesday, 27 March 2012 at 2.30 pm (Palais Brongniart, Paris).
Half-year earnings: Tuesday, 28 August 2012 at 2.30 pm (Centre Affaires Victoire, Paris).

About HighCo

HighCo is a "Non-Media" Communication Group offering marketing solutions that cover operational communication ("STORE") and data processing ("DATA") for retail and consumer goods brands to attract consumers and promote their loyalty. As a pioneer in Digital Marketing, HighCo also invests heavily in R&D through HighCo Lab. HighCo employs nearly 1,000 staff members in France, Benelux, Spain, United Kingdom and Central Europe and is listed in compartment C of NYSE Euronext Paris.

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HCO
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HighCo is a component stock of the following indices: CAC® Small (CACs), CAC® Mid&Small (CACMS) and CAC® All-Tradable (CACT).

ISIN: FR0000054231
Reuters: HIGH.PA
Bloomberg: HCO FP

For further financial information and press releases, go to www.highco.fr.

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