

PRESS RELEASE

Globe Group acquires In-store Field Marketing business from HighCo SHOPPER France

Boulogne-Billancourt, 5 March 2012: Non-media (BTL) communication agency Globe Group announces its acquisition of the In-store Field Marketing business from HighCo SHOPPER, a French subsidiary of HighCo Group.

Through this deal, Globe Group strengthens its positioning in point-of-sale communications, a sector in which its subsidiary Globe In Store generated organic growth of 40% last year.

HighCo SHOPPER Field has a staff of 16 employees. These "shopper marketing" specialists are joining Globe Group with a portfolio of prestigious references from the world of consumer goods.

"With this acquisition, Globe Group is developing its in-store marketing activity. This year, we target revenue of more than €12 M for this business and €33 M for the Group," states Jeremy Dahan, Chairman of Globe Group.

According to Richard Caillat, Chairman of HighCo, *"We hadn't reached our critical mass for in-store Field Marketing. This sale will enable us to refocus on markets where we boast the capability to excel."*

About Globe Group

A leading integrated Non-Media (BTL) Communication Agency with revenue of €26 M and 80 employees in 2011, Globe Group aims to connect consumers with brands by engaging them in a unique, bonding experience. Globe Group guides advertisers through their in-store, out-of-store and online campaigns, from design to implementation. This year, 240 advertisers chose Globe Group to amaze consumers.

About HighCo

HighCo is a "Non-Media" Communication Group offering solutions that cover operational communications ("STORE") and data processing ("DATA") for retail and consumer goods brands to attract consumers and promote their loyalty. With more than 900 employees across 12 countries, HighCo is the operational communications group boasting the most extensive geographical coverage in Europe. HighCo is listed in compartment C of NYSE Euronext Paris.

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