

Paris, March 22, 2012

HI-MEDIA GROUP: RECORD RESULTS FOR 2011

- **Sales: 230 million euros (+6% proforma growth)**
- **Current operating profit¹: 17.6 million euros (+10% growth)**
- **Net income: 11.3 million euros (+54% growth)**

Paris, March 22, 2012 – Online media group Hi-media (Code ISIN FR0000075988 - HIM, HIM.FR), one of the European leaders in monetizing the Internet audience, today published its results for the financial year ended December 31, 2011.

Main consolidated data

| <i>For the year ended December 31</i> <i>in € million</i> | 2010 | 2011 | Change % |
|--|--------------|--------------|------------|
| Sales | 222.0 | 229.9 | 4% |
| Gross profit | 75.6 | 75.5 | - |
| <i>Gross margin</i> | 34% | 33% | - |
| Current operating profit¹ | 16.0 | 17.6 | 10% |
| Stock based compensation | -1.9 | -1.2 | -33% |
| Other non-current expenses and income | -62.2 | -0.3 | na. |
| Financial expense | -1.6 | -1.8 | -8% |
| Share in net income of associates | 0.4 | - | na. |
| Pre-tax income (loss) | -49.3 | 14.3 | na. |
| Income tax | -5.6 | -3.0 | -46% |
| Income tax on non-current items | -3.8 | - | na. |
| Net income (loss) of consolidated companies | -58.6 | 11.3 | na. |
| <i>Net income excluding assets write-offs</i> | 7.4 | 11.3 | 54% |

(The consolidated income statement, cash flow statement and balance sheet appear in an appendix to this press release.)

Commenting on the results for the 2011 financial year, Hi-media Group founder and Chief Executive Officer Cyril Zimmermann declared: "Hi-media posted record results for

¹ Before stock based compensation & non current expenses

2011, demonstrating once again its ability to perform strongly in a challenging market. With every passing year, our Group further consolidates its position as **the marketing and e-commerce partner of choice for the digital content industry in Europe** thanks to constant innovation. With Hi-media AD eXchange and the Hipay e-wallet, Hi-media has laid the foundations for its growth over the next five years. From this standpoint, 2012 will be a pivotal year dedicated to pursuing the commercial roll-out of these new services and maintaining our high levels of profitability.”

Hi-media Advertising: refocusing on key markets and innovation

| | 2010 | 2011 | Proforma change | Published change |
|--------------------------|------|------|-----------------|------------------|
| Sales (€ million) | 108 | 105 | +2% | -2% |
| Gross margin (€ million) | 48 | 47 | +3% | -2% |
| Gross margin (%) | 44% | 45% | | |

The Group has entered into partnerships in the United Kingdom and the Netherlands to provide its local activities in these markets with the necessary resources and critical mass. The agreements were made in preparation for the launch of the Hi-media **AD-eXchange, Europe’s leading independent ad exchange. With an audience of 163 million unique users**, this marketplace for online advertising inventory targets 60% of Internet users in nine EU countries, offering tens of billions of advertising objects for sale every month.

Deconsolidation of the UK and the Netherlands subsidiaries’ sales will impact the Advertising sales in 2012 (7 million euros in sales), but the size and leadership status of **Hi-media AD eXchange** will drive growth in the advertising business for the years ahead.

Hi-media Payments: Hipay really takes off

| | 2010 | 2011 | Change |
|--------------------------|------|------|--------|
| Sales (€ million) | 114 | 125 | 10% |
| Gross margin (€ million) | 28 | 29 | 3% |
| Gross margin (%) | 24% | 23% | |

The Group’s online payment business based on the Allopass platform (www.allopass.com) and the Hipay e-wallet (www.hipay.com) continues to report double-digit organic growth. Within the business unit, Hipay has really taken off, with annual growth in excess of 60% in the number and volume of transactions and over a million accounts opened. In the opening months of 2012, Hipay handled over 40% of Hi-media Payments transactions. The Allopass platform saw its business reducing in the final quarter of 2011 following the decision to halt its collaboration with certain no-obligation lottery clients.

The reduction in this business sector is not expected to affect growth in the Payments business unit beyond the first half of 2012. In fact, Hipay’s impressive growth surge led to a marked upturn in the business unit’s gross margin in the final quarter of 2012; gross margin is expected to continue to progress to over 23% in the coming years.

Financial situation

Improved operating profit and record net income

Hi-media's current operating profit grew by 10% to €17.6 million thanks to business growth and tight control over gross margin and costs while continuing to invest and innovate. Non-current expenses were reduced to €0.3 million and the charge booked for equity-based compensation was reduced by over 30% to €1.2 million.

Income tax came in at €3 million and the Group net income in 2011 was up sharply at €11.3 million, a record for the group. **Net income was also up by over 54% on the previous year, restated of the asset write-offs posted in 2010.**

A solid balance sheet

Hi-media Group has a sound financial structure with limited gearing: long-term financial debt at December 31, 2011 stood at €25 million against shareholders' equity of €114 million. The cash position has also improved, to stand at close on €18 million at December 31, 2011.

Outlook

In 2011, the Group demonstrated its ability to perform strongly despite a challenging market context, and to achieve a significant improvement in its profitability. The nature of its two core audience monetization activities has changed considerably over the past two years becoming much more technology-driven and evolving towards the provision of automated payment and ad management platforms whose sales development is becoming increasingly integrated. The profile of the business has undergone a profound change and will continue to evolve over the course of 2012 in a market context offering limited scope for growth. Priority will be given to this process of transformation and to profitability, paving the way for a return to strong growth in future years.

The financial statements for the accounts closed on 31 December 2011 are available on the Group website (www.hi-media.com) under Corporate Information.

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 <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 is one of the largest European digital media Group. Its business model relies on two different revenue streams: online advertising via Hi-Media Advertising and online content monetization via Hi-Media Payments. The group, which operates in 9 European countries, the USA and Brazil, employs more than 500 people and in

2011 posted over 230 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 CAC Small and CAC All-Tradable indices. ISIN code: FR0000075988. Hi-Media qualifies for FCPI as it received the OSEO label of "innovating company"
Website: www.hi-media.com Visit our blog: <http://blog.hi-media.com/>

Financial communication

First quarter 2012 – sales & information: May 3, 2012, after market closing.

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Consolidated Financial Statements for FY 2011 and 2010

| <i>in thousands of Euro</i> | 31 Dec. 2011 | 31 Dec. 2010 |
|--|---------------------|---------------------|
| Sales | 229 927 | 222 044 |
| Charges invoiced by the media | -154 467 | -146 471 |
| Gross profit | 75 460 | 75 573 |
| Purchases | -24 341 | -22 523 |
| Payroll charges | -30 407 | -33 567 |
| Depreciation and amortization | -3 148 | -3 466 |
| Current operating profit (before stock based compensations) | 17 564 | 16 017 |
| Stock based compensation | -1 241 | -1 854 |
| Other non-current income and charges | -288 | -62 157 |
| Operating profit | 16 035 | -47 994 |
| Cost of indebtedness | -2 059 | -2 153 |
| Other financial income and charges | 306 | 534 |
| Earning of the consolidated companies | 14 282 | -49 613 |
| Share in the earnings of the companies treated on an equity basis | 15 | 360 |
| Earnings before tax of the consolidated companies | 14 297 | -49 253 |
| Income Tax | -3 034 | -5 590 |
| Income Tax on non-recurring items | 0 | -3 806 |
| Net income of the consolidated companies | 11 263 | -58 648 |
| Including minority interests | 474 | 533 |
| Including Group share | 10 789 | -59 181 |

Consolidated Balance Sheets as at December 31, 2011 and December 31, 2010

| ASSETS - in thousands of euro | 31 Dec. 2011 | 31 Dec. 2010 |
|--|---------------------|---------------------|
| Net Goodwill | 121 419 | 121 419 |
| Net intangible fixed assets | 9 828 | 7 671 |
| Net tangible fixed assets | 1 963 | 1 609 |
| Deferred tax credits | 5 605 | 5 072 |
| Other financial assets | 2 111 | 2 029 |
| Non-current assets | 140 926 | 137 800 |
| Customers and other debtors | 79 285 | 83 513 |
| Other current assets | 22 756 | 23 622 |
| Current financial assets | 15 | - |
| Cash and cash equivalents | 17 926 | 14 770 |
| Current assets | 119 982 | 121 904 |
| TOTAL ASSETS | 260 908 | 259 704 |
| | | |
| LIABILITIES - in thousands of euro | Dec 31, 2011 | Dec 31, 2010 |
| Share capital | 4 562 | 4 447 |
| Premiums on issue and on conveyance | 123 975 | 123 975 |
| Reserves and retained earnings | -24 718 | 34 423 |
| Treasury shares | -2 065 | -2 105 |
| Consolidated net income (Group share) | 10 789 | -59 181 |
| Shareholders' equity (Group share) | 112 541 | 101 558 |
| Minority interests | 1 074 | 1 014 |
| Shareholders' equity | 113 615 | 102 573 |
| Long-term borrowings and financial liabilities | 25 149 | 14 978 |
| Non-current Provisions | 1 335 | 828 |
| Non-current liabilities | 493 | 542 |
| Deferred tax liabilities | 552 | 572 |
| Non-current liabilities | 27 530 | 16 919 |
| Short-term financial liabilities and bank overdrafts | 22 680 | 33 638 |
| Current provisions | - | - |
| Suppliers and other creditors | 74 882 | 80 935 |
| Other current debts and liabilities | 22 201 | 25 640 |
| Current liabilities | 119 763 | 140 213 |
| TOTAL LIABILITIES | 260 908 | 259 704 |
| | | |

Table of Consolidated Cash Flows for FY 2011 and 2010

| <i>in thousands of euro</i> | 31 Dec. 2011 | 31 Dec. 2010 |
|---|---------------|----------------|
| Net income | 11 263 | -58 648 |
| <i>Adjustments for:</i> | | |
| Depreciation of the fixed assets | 3 829 | 4 050 |
| Value losses | - | 61 746 |
| Investment income | - | - |
| Cost of net financial indebtedness | 2 060 | 2 153 |
| Share in associated companies | -15 | -360 |
| Net income on disposals of fixed assets | - 351 | 34 |
| Costs of payments based on shares | 1 241 | 1 854 |
| Tax charge or proceeds | 3 034 | 9 395 |
| Operating profit before variation of the operating capital need | 21 060 | 20 224 |
| Variation of the operating capital need | -4 789 | -4 804 |
| Cash flow coming from operating activities | 16 271 | 15 419 |
| Interest paid | -2 427 | -2 235 |
| Tax on earnings paid | -4 151 | -2 085 |
| NET CASH FLOW RESULTING FROM OPERATING ACTIVITIES | 9 692 | 11 099 |
| Income from disposals of fixed assets | 24 | - |
| Valuation at fair value of the cash equivalents | - | 23 |
| Proceeds from disposals of financial assets | 623 | 58 |
| Disposal of subsidiary, after deduction of cash transferred | - | - |
| Acquisition of a subsidiary | -107 | -7 733 |
| Acquisition of fixed assets | -6 321 | -3 889 |
| Variation of financial assets | -101 | -271 |
| Variation of suppliers of fixed assets | - | -2 |
| Effect of the perimeter variations | -33 | - |
| NET CASH FLOW COMING FROM INVESTMENT ACTIVITIES | -5 916 | -11 813 |
| Proceeds from share issues | - | 22 |
| Repurchase of own shares | 27 | - |
| New borrowings | 36 203 | - |
| Repayments of borrowings | -39 783 | -9 066 |
| Other financial liabilities variation | 3 355 | 5 796 |
| Dividends paid to minority interests | -414 | -342 |
| NET CASH FLOW COMING FROM FINANCIAL ACTIVITIES | -612 | -3 591 |
| | | |
| NET VARIATION OF CASH AND CASH EQUIVALENTS | 3 169 | -4 305 |
| Effect of exchange rates variation | 4 | -441 |
| Cash and cash equivalents on January 1 | 14 739 | 19 485 |
| CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD | 17 908 | 14 739 |