



VivaKi Nerve Center Announces European Strategic Partnership with Hi-Media

10th September 2012: London - VivaKi's dedicated R&D entity, the Nerve Center, today announces a European strategic partnership with Hi-Media, one of the largest European digital media groups. Hi-Media will provide invaluable premium inventory and data across Europe for VivaKi Nerve Center's market-leading Audience On Demand™ (AOD). The two companies have agreed a unique range of creative solutions and will work on bespoke data strategies applied to the Hi-Media inventory.

AOD is a proprietary addressable media buying practice which aggregates precisely defined audiences from data sources and enables marketers to reach relevant audiences through a digital interface. The AOD product is leveraged by VivaKi agencies, which include Starcom MediaVest Group, ZenithOptimedia, Razorfish and Digitas and to date has served a total of over 148 billion impressions across 811 advertisers and over 37,000 campaigns.

Founded in 1996, Hi-Media is the European leader in online advertising, via Hi-Media Ad eXchange, and online content monetization, via Hi-Media Payments. Hi-Media Ad eXchange encompasses the audiences of comscore, the top 300 websites in nine European countries including: RTL, La Tribune, Skyrock, Meetic and Jeuxvideo.com in France; Allocine, Aufeminin, Mappy.be and Ebay in Belgium; Stayfriends, Universal Music and TUI in Germany; National Football League and Visit London in the United Kingdom; Viamichelin and Autoscout in Spain; Alfeminile and Ebay in Italy. In Q1 2012, Hi-Media Ad eXchange gathered more than 20 billion ad impressions and 160 million unique users a month in Europe, making it the largest independent European ad marketplace.

"Audience On Demand is constantly looking to grow its footprint in EMEA and too often the inventory used relies on US companies. AOD is a truly International operation and it is vital our agencies can choose from the best local companies in the region" says Marco Bertozzi, Executive Managing Director, EMEA for the VivaKi Nerve Center. He continues: "We have agreed this partnership on the basis of working on bespoke and unique creative formats and inventory opportunities. As the leading Trading Desk in EMEA we think we can bring a significant range of clients and learning's to Hi-Media as they grow out their RTB offerings."

Cyril Zimmermann, Founder and Chief Executive Officer for Hi-Media Group comments: "Since launching Hi-Media Ad eXchange 10 months ago, we have clearly seen a very positive dynamic on Real Time Bidding and we are happy to partner with a leading trading desk sharing the same experience. Through our agreement, beyond the automatic and targeting functionalities of our market place, we have implemented a set of rich media formats on specific placements for AOD. We think Hi-Media Ad-eXchange can bring added value for advertisers and publishers on premium formats and premium placement and not only on remnant inventory."

-Ends-

NOTES FOR EDITORS

About VivaKi:

VivaKi is part of Publicis Groupe (Euronext Paris Exchange: FR0000130577; and part of the CAC 40 index) the world's third largest communications group. VivaKi aggregates the marketplace influence of four autonomous brands, including two global media agency networks: ZenithOptimedia and Starcom MediaVest Group; and two leading digital marketing agencies: Digitas and Razorfish. On behalf of its agency brands and their clients, VivaKi faces the market to help identify and build technology, message distribution, audience aggregation and content solutions for the future. Sitting at the core of VivaKi is the VivaKi Nerve Center, which serves as a think tank, R&D center and testing ground to activate new pathways for clients to connect with consumers in an increasingly digital world. VivaKi also includes a Talent & Transformation Practice, which leverages the scale of the VivaKi brands to develop and deliver tools and approaches designed to attract, develop, train, motivate and reward the world's best people.

www.vivaki.com

About Hi-Media Group:

Hi-Media is one of the largest European digital media groups. 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, , employs more than 472 people and in 2011 posted over 230 million euros in sales. Independent since its creation in 1996, the company is listed on the Euronext Paris and is included in the CAC Small and CAC All-Tradable indices. ISIN code: FR0000075988.

For more information, visit our website: www.hi-media.com ; <http://blog.hi-media.com>

Financial communication Hi-Media : Fourth quarter 2012 information: 6 November 2012, after the market closing.

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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 more complete information about Hi-Media, please refer to our Internet site <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 on the publication date of this release, they are by their very nature subject to risks and uncertainties that could cause the actual results to differ from those indicated or projected in these statements. Hi-Media operates in a continually changing environment and new risks could potentially emerge. Hi-Media assumes no obligation to update these forward-looking statements, whether to reflect new information, future events or other circumstances.