
Hi-Media continues to strengthen its positions in the fast-growing segments of digital advertising

Acquisition of the Adtriple mobile network in Spain

- **Acquisition of Adtriple, the leading mobile advertising network in Spain**
 - Adtriple is forecasting 2012 sales of €3,4 million (+150%)
 - The leading market offer with over 40 sites and mobile apps
 - An audience of over 160 million page views

- **Launch of Mobvious, the Group's mobile network in Europe**

Paris, December 18, 2012, 5.40pm – Online media group Hi-Media (Code ISIN FR0000075988 - HIM, HIM.FR), European leader in monetizing the Internet audience, today announced the acquisition of Spanish mobile ad network Adtriple.

Anticipating developments and shifts in the digital advertising market, Hi-Media Group has been focusing on a series of innovation launches over the past 2 years, including the launch one year ago of its Ad eXchange platform, its brand content and bespoke media solutions, and lastly, in June 2012 of its video network, *Plein Ecran*, which recently signed a European partnership with the Auféminin Group. Hi-Media Group is now starting a new initiative around the mobile advertising market by launching a dedicated mobile ad network, *Mobvious*.

The Group will centralize all its European mobile network business, which has grown at over 100% since the start of the year (with especially strong growth in France) in Mobvious, which will be further reinforced by the arrival of Spanish firm Adtriple.

Despite the difficulties facing the Spanish market, the mobile advertising market and Adtriple in particular have proved remarkably robust. Founded in 2010 by Sergio Llorens, founder of Gigigo Group (www.gigigo.com), and Gonzalo Figares, Adtriple has enjoyed rapid growth over the last two years. The firm moved into profit in 2012 and expects to post sales of over €3 million, doubling its 2011 sales performance.

It is a two steps operation. Hi-Media today acquires as a first step 55.02% of the share capital, the remaining part to be acquired, in a second step, by a mechanism of call option based on Adtriple's FY2014 EBITDA. Total deal valuation will range between €3 million and €4 million paid half in cash and half in Hi-Media shares from treasury stock held by the company, and therefore will have no dilutive impact for existing shareholders.

The Adtriple network provides one of the most comprehensive offers on the Spanish market, consisting of over 40 publishers and close on 160 million page views per month, neatly rounding out Mobvious' European offering.

Commenting on this acquisition, Cyril Zimmermann, founder and CEO of Hi-Media Group, said: *"We are delighted to have made this acquisition and to be able to count on Adtriple's many talents. Alongside real-time bidding (RTB) on ad inventory via our Ad eXchange, bespoke brand content solutions, and the Plein Ecran video network, Mobvious mobile network is the fourth pillar of our strategy of positioning ourselves in fast-growing segments of the digital advertising market. Mobile advertising accounts for only 1% of advertising spend in 2012 but is growing rapidly despite the challenging economic environment (more than 50% growth per year expected in the next 4 years), and should represent 6% of total advertising spending in 2014. With our Mobvious mobile network, we are now firmly established in a market from which the whole Group will benefit."*

Gonzalo Figares, Managing Director and founder of Adtriple and Sergio Llorens, Founder of Adtriple and Gigigo Group, added *"For us, reaching an agreement with Hi-Media has been very straight forward. In Spain we are 100% complementary and we think both companies can set up a good basis to become the mobile advertising leader on both premium and performance inventory segments accounting both companies with more than 100 publishers and near 250 mobile million page views. Our client reach will also benefit from Hi-Media existing relationships so future business expectations with our publisher partners will increase dramatically."*

About Adtriple

Adtriple has become an undisputed leader in mobile advertising in the Spanish Market more than doubling revenues since 2010 year of foundation and turning profitable only 10 months after its foundation. With more than 40 publishers and 160 million page views per month AdTriple has created a solid business model to support the new needs of advertisers on new mobile platforms.

More information available on www.adtriple.es and our Twitter account <http://twitter.com/adtriple>

About Gigigo Group

Gigigo Group founded in 2004 has a consolidated turnover of more than €7,5million in 2012 and a team of 70 people in its offices in Madrid, México DF and Seoul. With a solid business model based on mobile marketing services to brands such as Coca-cola and its successful consumer services in both mobile operator channels and app stores is growing fast in both Asia and Brazil-Mexico markets. Gigigo Group Companies: Gigigo Mobile Services (www.gigigo.com), Yubi Games (www.yubigames.com), 21 People (www.21people.co), Gigigo Korea, Gigigo México and AdTriple (www.adtriple.es)

More information available on www.gigigo.com and our Twitter account <http://twitter.com/gigigoapps>

About Hi-Media

Hi-Media is one of the leading digital media groups in Europe. Its business model relies on two different revenue streams: 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, employs some 470 people and in 2011 posted over 230 million euros in sales. Independent since its creation in 1996, the company is listed on compartment C of the NYSE Euronext Paris and is included in the CAC Small and CAC All-Tradable indices. ISIN code: FR0000075988, HIM, HIM.FR.

More information available on www.hi-media.com and on our blog <http://blog.hi-media.com/>

Forthcoming financial communication: Annual sales on January 24, 2013, after market closing

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