



HighCo

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Press Release
Paris, 26 June 2013

CHANGE IN HIGHCO'S GOVERNANCE:

Didier Chabassieu is appointed Chairman of the Management Board and Richard Caillat becomes Chairman of the Supervisory Board.

At its meeting today, HighCo's Supervisory Board decided on the following changes in the Group's governance:

Didier Chabassieu is appointed Chairman of the Management Board to succeed Richard Caillat. Richard Caillat is appointed Chairman of the Supervisory Board to succeed Frédéric Chevalier. Frédéric Chevalier acquires the status of Chairman and Founder.

As a result of these appointments, **HighCo's Management Board** is now chaired by Didier Chabassieu. Olivier Michel remains a member of the Board and Managing Director. The **Supervisory Board** is now chaired by Richard Caillat and composed of six other members: two representatives from WPP (Christopher Sweetland and Mandy Pooler) and four independent members (Nicolas Butin, Vice-Chairman, Nathalie Biderman, Gérard de Bartillat and Hervé Digne).

Didier Chabassieu stated: *"I am very enthusiastic and motivated about becoming the Chairman of HighCo's Management Board. I have been active with the Company since it was founded and a member of the Management Board for more than 15 years. I share the same ambition as Frédéric Chevalier and Richard Caillat: to make HighCo a leader on its market. My priority is to step up HighCo's digital migration and international development. These two strategic focuses will help to get HighCo back on track with growth.*

To achieve this, I will need the support of the Group's teams, the 900 employees driven by our entrepreneurial spirit."

Richard Caillat stated: *"The Group needs to step up its transformation. The retail and consumer goods market are undergoing fundamental changes with the advent of digital technologies. A new era has begun. It is crucial for HighCo to adapt to the challenges and opportunities that lie ahead. Didier Chabassieu is one of the Group's key people and the best person to lead HighCo to get on track with growth.*

I will continue guiding the Group, Didier and the teams.

I am delighted to be joining the Supervisory Board where I will do my utmost to create better synergy between shareholder representatives and the management, especially concerning strategy and acquisitions."

Frédéric Chevalier stated: *"When I founded HighCo in 1990, I envisioned new technologies as being the cornerstone of operational communication. Twenty-three years later, this founding vision has come true. HighCo has demonstrated its constant ability to stand strong as a pioneer, entrepreneur and leader alongside its clients – brands and retailers.*

The Group needed these changes in governance. The choices made unanimously by the Supervisory Board fill me with happiness and pride.

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I will be pleased to continue guiding the Group, Didier Chabassieu and Richard Caillat as Chairman and Founder.

HighCo leads the way as it moves forward with its adventure. I am so proud."



Didier Chabassieu joined HighCo when it was founded in 1990 after completing a graduate degree in finance.

In 1996, he became Chief Financial Officer, member of the Management Board and oversaw HighCo's IPO.

Since 2000, he has been in charge of the Group's mergers and acquisitions.

He was appointed Managing Director in 2002 and Chairman of the Management Board in 2013.

About HighCo

Boasting dual "Connect SHOPPER & Process DATA" expertise and operating in 15 countries in Europe and the Middle East, HighCo provides its brand and retailer clients with offline and digital solutions to adapt to the new shopping dynamics:

– COUPONS, PROMO & CLEARING: coupon issuing and processing, design and management of promotional campaigns, data analysis.

– IN-STORE MEDIA & COMMUNICATION: design, marketing and production of campaigns.

HighCo has nearly 900 employees and is listed in compartment C of NYSE Euronext Paris and in the GAIA Index, a selection of 70 responsible Small and Mid Caps.

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