

Press release - Paris, January 23, 2014

## HIMEDIA GROUP: CONFIRMATION OF GLOBAL BUSINESS RECOVERY AT YEAR END

- **Q4 turnover of €51 million**
- **Growth confirmed in Advertising activities in a depressed environment**
- **Progressive upturn in Payment activities and 14% gross profit growth**

Paris, January 23, 2014, 5.40 pm – Online media group HIMEDIA GROUP (ISIN Code FR0000075988 - HIM, HIM.FR), a European leader in monetizing the Internet audience, today published its sales figures for the 2013 fiscal year.

### Main consolidated data (€ million)

|                          | Q4 2013     | Q4 2012     | Variation | 2013         | 2012         | Variation  |
|--------------------------|-------------|-------------|-----------|--------------|--------------|------------|
| <b>Group's turnover</b>  | <b>51.1</b> | <b>51.0</b> | -         | <b>185.5</b> | <b>194.6</b> | <b>-5%</b> |
| HiMedia (Advertising)    | 25.7        | 25.3        | +2%       | 89.1         | 88.0         | +1%        |
| Volume of transactions   | 120         | 105         | +14%      | 447          | 404          | +11%       |
| HiPay (Payments)         | 25.4        | 25.6        | -         | 96.4         | 106.6        | -10%       |
| Net Sales (gross profit) | 6.5         | 5.7         | +14%      | 25.2         | 26.4         | -4%        |

*Under IFRS, the company reports the gross volume of transactions in some instances, and in others reports the gross profit realized on transactions (notably in banking payment solutions activities).*

Commenting on the full year 2013 sales figures, founder and CEO of HIMEDIA GROUP Cyril Zimmermann, said: *“The Group starts 2014 showing good signs. The Advertising business has stabilized and returned to growth with new products that respond to technological evolutions and to the needs of advertisers. The payment business grew in the fourth quarter with a two digit growth figure in gross profit, also demonstrating the relevance of the redeployment of activity towards mobile and payment solutions. In what continues to be a very difficult market, HIMEDIA GROUP has managed to finalize its reorganization and launch its new Advertising and Payment products. Emerging positively from the last two years of change, the Group is positioned more than ever before as the online Advertising and Payment expert.”*

## **BUSINESS ANALYSIS**

During the full year 2013, HIMEDIA GROUP generated a consolidated turnover of c.186 million Euros, down by 5%.

### **HiMedia (Advertising)**

On 2013, Advertising activity is up 1% at €89 million.

On the fourth quarter, HiMedia's activity has shown a 2% sales growth at €25.7 million, in what continues to be a difficult market. This return to growth in the 2013 fiscal year confirms the success of the new products. The ad-exchange, video, mobile, and special operations businesses accounted for over 50% of the Advertising activities of the Group in the last quarter, and 45% over the entire year – while the traditional display business continues to struggle.

In 2014, HiMedia's main partners as Aufeminin, Skyrock, Seloger, La Tribune, LinkedIn, Shazam, and ViaMichelin have already renewed their collaboration and the development of new products, notably around video and mobile, should be confirmed and lead to a faster growth pace.

### **HiPay (Payments)**

Over full year 2013, the volume of transactions is up by 11% and sales experienced a 10% decrease.

During the fourth quarter, the volume of transactions processed by HiPay continues to show a strong growth (+14%) in line with previous quarters. Turnover under IFRS is also encouraging as it remains stable on the full year's last quarter, confirming the existing trend.

However, due to disparity in turnover's methods of calculation, gross profit has become a more relevant indicator for business analysis. During fourth quarter, gross profit is up 14% thanks to an increasing contribution of banking payment solutions.

The end of the year shows the development of banking payment solutions activity (HiPay Banking) driving the gross profit up while the traditional mobile payment solutions activity (HiPay mobile) becomes mature and encounters a slowdown in volumes. In 2014, this global trend should be strengthened with the new banking card acquisition activity (*third party processing*) launched on the market mid 2013.

## OUTLOOK

After two years of transformation, the Group has benefitted from all its new Advertising and Payment products on the fourth quarter. 2014 starts on a good pace and should see the Group financial performances strongly improve.

### About HiMedia Group

HiMedia Group guides advertisers, publishers and retailers on the development of their digital strategies. Operating in two business areas, digital advertising - HiMedia - and online payment - HiPay, its experts offer the solutions that are best adapted to boosting clients revenues.

Established in 9 European countries, the group employs approximately 470 people and generated sales of €186 million in 2013. Independent since its creation in 1996, the company is listed on the NYSE Euronext Paris Compartment C and is included in the CAC Small and CAC-All Tradable indices.

**Code ISIN: FR 0000075988 / Mnémo: HIM.**

More information on [www.hi-media.com](http://www.hi-media.com) and on our blog <http://blog.hi-media.com/>

**Next financial communication:** 2013 annual results, on March 13, 2014, before market opening.

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