



Press Release

Paris, 11 February 2014

HighCo, the European marketing solutions leader, teams up with Milky's management to acquire 67.25% of Milky, an agency specialised in social and mobile innovation

Certified by Facebook as a Preferred Marketing Developer and by Salesforce as a Silver Cloud Alliance Partner, Milky is the creator of innovative solutions such as Milky Analytics for Facebook and Twitter. The 23-strong agency offering advanced expertise for prestigious clients such as Canal+, SNCF and Clarins generated gross profit of more than €1.5 million in 2013, representing double-digit growth on 2012.

HighCo's acquisition of 48% of the share capital in Milky will enable the agency to step up its development in France and abroad and build new product offers, especially in retail. The deal is perfectly in line with the HighCo Group's digital shift and its strategy of cross-channel issuing for promotional deals.

The right deal at the right time and for the right person

With 86% of French internet users on average signed up with 4.5 social media sites*, brands now have access to powerful new ways of connecting with their shoppers. Milky and HighCo combine their expertise to engage shoppers at the right time with targeted and responsive offers.

Measurable results

Concerned with offering its clients effective, measurable solutions, Milky has designed analysis tools to manage campaigns with the highest responsiveness possible. This ROI-driven approach is shared with HighCo, which offers its clients operational solutions to boost their sales.

Didier Chabassieu, Chairman of HighCo's Management Board, states: *"Milky is an innovative company that is an expert in its field. As part of HighCo, it will complete our offer and enable us to provide our clients with unique products to connect with the shopper across all touch points."*

Pierre Matuchet, CEO of Milky, states: *"I am delighted and proud that Milky is joining the HighCo Group, the marketing solutions leader in Europe. This deal will step up our development in France and abroad and provide our clients with new digital innovations."*

*social media observatory - Ifop - November 2013

www.highco.com | www.smart-talk.eu



About Milky

Milky is a social commerce agency created by Pierre Matuchet, former Managing Director of Voyages SNCF Technologies. The agency offers its clients guidance in setting up their social commerce strategy and provides them with the tools necessary to facilitate or optimise their presence on social media. It has gained the trust of prestigious clients such as Voyages-sncf.com, Canal+ and vente-privee.com.

Milky is one of the agencies selected by Facebook worldwide for its PMD programme, allowing it to tap into the Facebook Lab and offer its clients the latest innovations.

About HighCo

HighCo offers **MARKETING SOLUTIONS** to **BRANDS** and **RETAILERS** to connect with the Shopper through all communication channels.

Seizing the opportunities offered by digital technology, HighCo uses data to design innovative issuing and clearing solutions for its **COUPONS & PROMOTIONS** business and creation and adsell solutions for **IN-STORE MEDIA**.

Operating in 15 countries, 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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