

HIMEDIA GROUP: SANDRA LE GRAND JOINS THE BOARD OF DIRECTORS

Paris, May 12, 2014, 5.35PM – The online media group HiMedia Group (code ISIN: FR0000075988 - HIM, HIM.FR) announces the appointment of Sandra Le Grand as Board Administrator.

In 2000, Sandra Le Grand founded CanalCe, which has become the present-day Group Kalidea. The group is now the first French BtoB services provider which delivers benefits to employees and final consumers (a turnover of €70 million and 200 employees).

Sandra Le Grand graduated from the Paris Institut d'Administration des Entreprises (IAE with a Masters in management and marketing of leisure and tourism). She started her career at the Coca Cola Group as a Key Accounts Negotiator (1989–1993) before working as Sales Development Manager (1993-1995), Large Retail Sales Manager (1995-1997) and then Channel Marketer (1997-2000).

Vice-President of CroissancePlus, Sandra Le Grand highly contributes to the development of start-ups by actively participating to several leaders' club (Jury 92 Entreprenre, HEC Entrepreneur, ETHIC, Terra Femina, Vox Femina, WOMEN Equity for Growth).

Laureate of the "prix coup de cœur de la Tribune Women's Awards", she also participated to the 2011 Nice G20 YES as France's Ambassador, she was ranked 21st at the Women Equity 2012 Ranking, received the "Trophée Femme Or" in 2012 in the Company category, the "Prix Trofémina" in 2013 in the Business category. The company also was awarded 2nd price of the Fast 5 2013 of the Deloitte price in "Extenso Technology Fast 50", the "Trophée Or Action Commercial" in 2013 in the internal sales force motivation category.

The General Assembly held on the 6th of May 2014 ratified Sandra Le Grand's mandate as a new board administrator and also renewed Cyril Zimmermann and the United Internet Group's mandates for a period of 4 years. HiMedia Group's Board of Directors is now made of 5 members, including 3 independents.

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 8 European countries, the group employs approximately 470 people and generated sales of €185 million in 2013. Independent since its creation, the company is listed on Euronext Paris Compartment C and is included in the CAC Small, CAC-All Tradable and CAC-PME indices. Code ISIN: FR 0000075988 / Mnémo: HIM.

Next financial communication: First-Half year results 2014 published on the 30th of July before market opening.

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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.