



HIPAY OFFERS BITCOIN PAYMENTS

Paris, October 7th 2014, 7:30 AM: HiPay, the HiMedia Group payment entity (ISIN Code FR0000075988 HIM, HIM.FR) a pioneer in this field by allowing its merchant customers to accept payments with Bitcoins*.

HiPay decided to widen its payment method offer integrating Bitcoins to the HiPay fullservice platform. This will allow HiPay's merchants to be able to open up to the large number of bitcoin owners: a potential market of €6 billion at today's conversion rate⁽¹⁾

Acting as a payment institution HiPay offers to merchants the most appropriate payment method for their online activities. Bitcoins, is not anymore a trends, as buyers and vendors show real interest in this virtual currency. To begin with HiPay will allow a restricted number of merchants to process bitcoins payment. If the panel reacts positively to this payment method, HiPay will open the option to all merchants.

Bitcoin is fully integrated in HiPay Fullservice payment platform has to offer, is easy to set-up by the merchant. Besides, amount being displayed in Euro, the Bitcoin payment is then instantly converted to Euro, thus protecting merchants from currency exchange rate risks. They can securely accept all transactions made in the virtual currency.

(1) Bitcoin exchange rate October 6th 2014: 1 Bitcoin = 258 € source www.xe.com

** Created in 2009 by Satoshi Nakamoto (which could be a pseudonym either for a single person or for a team of programmers), bitcoins are a virtual unit of account stored on an electronic device, which allow a community of users to exchange goods and services without using an official currency (i.e. a currency with legal tender status). Bitcoin was designed to carry out the three traditional functions of money: (i) it represents a unit of account, i.e. a standard unit of measurement of the market value of goods, services and assets; (ii) it facilitates commercial exchanges, and (iii) it allows users to store value for future use.
(Source : Banque de France)*



digital payments experts

Press Release

About HiPay

With over 10 million transactions processed every month, HiPay is an expert in online payments. It offers online publishers and e-tailers the most relevant payment solutions to leverage their businesses. HiPay owns two European banking licenses: e-money issuer and payment institution.

HiPay is a company of HiMedia Group. The group acts as a global partner supporting its clients in their online strategy optimization operating in two business areas, digital advertising - HiMedia - and online payment - HiPay. The group employs approximately 420 people worldwide and generated sales of €185 million in 2013. Independent since its creation, the company is listed on the Euronext Paris. Compartment C is included in the CAC Small, CAC-All Tradable indices and CAC PME.

More information on www.hipayfullservice.com

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Next financial disclosure: Quarterly results (3rd quarter 2014) published the 4th of November 2014 after market closure.

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