
November 2014

HIMEDIA EXPANDS TO SPAIN, UNDER AGREEMENT TO BE EXCLUSIVE AD SALES HOUSE FOR BBC WORLDWIDE

Paris, November 12th, 17:40 PM: HiMedia, a subsidiary of HiMedia Group, the leading European advertising network, has **extended to Spain the agreement with BBC Advertising**, part of BBC Worldwide, the commercial arm of the BBC, **for the exclusive monetization of its digital commercial portfolio inventory**. By signing this agreement, **HiMedia Spain** will monetize its inventory by relying on three of its areas of expertise : **Mobvious**, the mobile advertising platform of HiMedia, **Fullscreen**, its online video ad network, and **Magic**, its division dedicated to Brand Content.

Commenting on this cooperation, **Gonzalo Figares, Country Manager of HiMedia Spain**, said: *"We are delighted that one of the biggest news institutions worldwide has signed a sales house agreement with HiMedia in Spain and also for being able to work with BBC to find the best opportunities for our clients."*

About HiMedia

Pioneer in its field, HiMedia is the leading European advertising network. The company offers its clients a wide range of advertising solutions to leverage and optimize their digital strategy. It relies on dedicated teams in four areas of expertise:

- Real time marketplace, Adexchange.com.
- Mobile advertising, Mobvious.
- Online video advertising, Fullscreen.
- Creative solutions and brand content, Magic.

HiMedia 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 and is included in the CAC Small, CAC-All Tradable indices and CAC PME.

More information on www.himediagroup.com/himedia

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digital advertising experts

Press release

Next financial communication: 2014 fourth quarter sales, January 29, 2015, after market closing.

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This press release does not constitute an offer to sell, or a solicitation of an offer to buy Hi-Media shares. If you wish to obtain more complete information about Hi-Media, please refer to our Internet site <http://www.himediagroup.com> under the "Investors" heading.

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.