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REORLD MEDIA FACTORY CHOOSES FULLSCREEN FOR THE EXCLUSIVE SALES OF ITS VIDEO INVENTORY

Paris, November 25th, 7:30 AM – Fullscreen, the online video sales house of HiMedia, leading European advertising network, announces the signature of an exclusive partnership with Reworld Media Factory for the monetization of its video inventory. It will handle the sales of both In-Stream and Out-Stream ad formats on its 10 websites (Mariefrance.fr, Gourmand.viepratique.fr, Be.com, Auto-moto.com, Maison-travaux.com, Lejournaldelamaison.fr, Telemagazine.fr ...).

Reworld Media Factory, the advertising agency of the multichannel media group Reworld Media, holds 13 premium media brands organized in 3 verticals: “women”, “lifestyle” and “entertainment”. Each media brand is managed by a dedicated team that markets all the contact points of the brand, responding to the new needs of advertisers and agencies.

A major partnership

As part of its strategy to deploy its brands online, Reworld Media Factory has chosen Fullscreen to monetize its video inventory. This collaboration comes at a time of expansion and fast transformation in the video ad market, requiring ever greater proximity between the publisher and the sales house in order to better take advantage of new advertising opportunities.

A challenge successfully taken up by Fullscreen, whose objective is not only to ensure the optimization of revenues, but also to guide Reworld Media Factory in the development of its audience and its visibility in the advertising market.

By combining their areas of expertise, Reworld Media Factory and Fullscreen aim to go beyond the simple trade of inventory, and propose complete and innovative solutions to advertisers in order to engage even more its audience and brands.

“The video medium being increasingly sought after by internet users, Reworld Media Factory has organized its operations in order to significantly produce this type of formats with models adapted to each editorial line of our websites. Besides positioning ourselves differently on our markets, these contents will enhance user experience, generate additional engagement and will serve as a showcase for our partner brands. We are therefore delighted to associate with Fullscreen, with whom we share strong convictions” explains Cécile Béziat, Deputy Chief Executive Officer, Reworld Media Factory.

Florence Brame, Managing Director of HiMedia France, comments “We are pleased to partner with Reworld Media which will allow us to jointly develop enriching experiences for advertisers through studies, new commercialization methods, and innovative formats... and

to expand the Fullscreen video offer both on the women audience by reinforcing its current leading status on this target, but also in Entertainment.”

The Reworld Media Factory websites join an already rich portfolio of 11,6 Million video viewers* : Aufeminin TV, Marmiton.org, Skyrock, Jeuxvideo.com, Footmercato.net, La Tribune et L’Opinion. This new partnership enables Fullscreen to expand its offering by proposing a panel of premium and recognized brands.

*Source: Médiamétrie NNR Video, August 2014

About Reworld Media

Reworld Media is a mul-channel international media group. The group builds relations between consumers and brands through an innovative publishing process. It owns about 15 media titles in five main universes – fashion, beauty, cooking, lifestyle, entertainment (marie france, Be, Auto Moto, TELEmagazine, Maison & Travaux, Le Journal de La Maison, Vie Pratique Féminin, Gourmand, Papilles, Pariscope...). Those titles and their traditional format develop to digital platforms (websites, newsletters, social networks, mobile applications) and to other purposes (e-commerce, events, etc.). They gather more than 30 million contact points (readership, visitors on the web, newsletters’ subscribers, mobile app. downloads, fans on social networks...) which enables Reworld Media to provide high value added media plans and innovative Brand content operations to advertisers. Co-founded in 2012 by Pascal Chevalier and Gautier Normand, the group has 250 employees and operates in Europe (France, Spain, United Kingdom, Belgium, Italy) as well as in Asia. Growing fast, it published a 19.3 M€ turnover for 2013 and should generate a pro forma annual turnover of around 70 M€ for 2014.

Alternext Paris, Ticker symbol ALREW - ISIN Code: FR0010820274 - www.reworldmedia.com

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.himedigroup.com/himedia

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Next financial communication : Fourth quarter results 2014 published on the 29th of January 2015 after market opening.

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This press release may contain some forward-looking statements. Although HiMedia Group 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.

HiMedia Group operates in a continually changing environment and new risks could potentially emerge. HiMedia Group assumes no obligation to update these forward-looking statements, whether to reflect new information, future events or other circumstances.