

ANKAMA IS USING HIPAY FULLSERVICE TO SIMPLIFY ONLINE PAYMENTS MANAGEMENT

Paris, November 27th 2014, 17h40: Ankama, leading publisher of videos games (DOFUS, WAFKU...), chose the HiMedia Group (ISN Code FR0000075988 HIM, HIM.FR), payment solution HiPay to centralise the management of its online payments.

Ankama, a renowned publisher of online video games, now records more than 2.5 million active players over more than 150 countries. Implementing a payment solution in virtual goods shops is a complex issue, and up to now the company had been using several partnerships in order to offer their players payment solutions adapted to each different market.

Long term customer of HiPay Mobile (European micro-payments leader), Ankama, choses to centralise payment processing with a single partners **by integrating HiPay Fullservice**. This platform allows the company to accept bank payments in various countries using a simple transaction management process.

“Besides the simplification of the processing financial flows from over 150 countries, HiPay FullService solution convinced us with its anti-fraud system. Online fraud practice is increasing, this payment platform is able to offer us a module with innovative features. We have set up this tool with HiPay’s anti-fraud experts team in order to **ensure a personalized protection against fraud**”, said Julien Lajeunesse, Payment Director at Ankama.

Bruno Gloaguen, European Director at HiPay, concluded: “Ankama business is rapidly expanding on an international level. This unique partnership with HiPay demonstrates our **ability to answer global payment topics** (weither they are mobile or bank based and regardless of the country) of digital content publishers as well as e-tailers”.

About Ankama

Ankama is an independent French Group working in entertainment and who bases its development on a transmedia strategy: online gaming, publishing, animation, press, derived products, toys, console and mobile video games... Ankama enriches its universe, The Krosmoz (including DOFUS and WAFKU), with all this media in order to create a complete and immersive narrative experience. Ankama also supports artists who create their own universes. www.ankama-group.com



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

More information on www.hipayfullservice.com

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