

HIMEDIA GROUP: SEPARATION PROJECT OF ADVERTISING ACTIVITIES AND ONLINE PAYMENT

Paris, December 19, 2014, 10:15 am - The Board of Directors of Hi-Media SA, digital services Group (ISIN Code FR0000075988 - HIM, HIM.FR), approved unanimously Thursday, December 18, 2014, the separation project of the two activities, leading to the IPO of HiPay, the online payment activity of the Group.

This project follows the Group's withdrawal from publishing activities, marked by the recent sale of jeuxvideo.com, toutlecine.com, Blogorama.com and today with the sale of 51% of Fotolog.com to an entrepreneur. The Board also considers that, after several years of investment, both group activities now have sufficient means to continue their autonomous development.

After defining terms, the proposed separation of activities planned for 2015, will be subject to employee representative bodies, prudential supervisory authorities and shareholders of the Group before any decision is made. The project will incur a floatation prospectus to be reviewed by the stock market authority (*Autorité des Marchés Financiers*).

This would provide both advertising and online payment activities the human, financial and technological means to continue their development independently allowing them to accelerate their growth across different markets.

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

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).

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 420 people and generated sales of €185 million in 2013. Independent since its creation in 1996, 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.

More information on www.himediagroup.com
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Next financial communication: 2014 fourth quarter sales, January 29, 2015, after market closing.

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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.