

February 2015

FULLSCREEN RENEW ITS PARTNERSHIP WITH AUFEMININ FOR THE EXCLUSIVITY OF ITS INSTREAM INVENTORY

Paris, 19th February, 17h40 - Fullscreen, the online video sales house of HiMedia, leading European advertising network, is proud to announce the renewal of its partnership in France with AuFéminin TV for the third year consecutive. This co-operation is even deepening this year, with the exclusive monetization of the entire instream (preroll) inventory on the web, but also on Mobile and Tablet devices.

With over 6,3 Million video viewers per month¹, AuFéminin TV is positioned as a leader on the video landscape 100% women-oriented.

First site in France in the category Family / Lifestyle², AuFéminin TV offers several channels and tutorials fully dedicated to women passions and their daily interests, gathering a powerful and engaged community.

Marmiton website, expert of cooking topics with more than 63 000 recipes available³, also leads the Fashion/Home/Cooking category⁴.

The AuFéminin Group offer also covers mobile with dedicated applications: AuFéminin and Marmiton, gathering respectively 2,4 Million and 2,8 Millions unique users per month⁵.

A powerful alliance

Fullscreen managed to impose itself as a key player of the digital video landscape in France, with over 45 Million streams⁶ monetized per month. The success of its renewed partnership reinforces the leadership of its leadership on the Women audience, gathering 7,6 Million video viewers per month⁷ on Premium brands such as Be, Marie France, AuFéminin, Marmiton, 750g, Webedia offer (Pure People, Pure Trend, TerraFemina) or Notre Famille.

Florence Brame, HiMedia France Country Manager comments: *«We are very happy about this reinforced co-operation in 2015, which enables us to strengthen our positioning as the leading video offer on Women audience. We are now fully able to offer advertisers with a premium and diversified environment, perfectly matching Women's passions and interests».*

^{1, 2, 4, 6, 7} Source : Médiamétrie Vidéo, Octobre 2014

³ Source : corporate.aufeminin.com/webites/marmiton

⁵ Source : Médiamétrie Mobile, Octobre 2014

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. Established in 8 European countries, the Group employs approximately 420 people and generated sales of €166 million in 2014. Independent since its creation in 1996, the company is listed on the Euronext Paris Compartment C and is included in the CAC Small, CAC-All Tradable and CAC-PME indices.

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Next financial communication: 2014 full year results, March 12, 2015, before market opening.

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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.