

## HIMEDIA GROUP SIGNS AN AGREEMENT WITH ORANGE TO ACQUIRE ORANGE'S DIGITAL ADVERTISING NETWORKS IN SPAIN, IN THE UNITED STATES AND IN MEXICO

- **Strengthen HiMedia's leadership position in the Spanish market.**
- **Deploy into Hispanic markets in Latin America and in the United States.**

**Paris, February 23<sup>rd</sup>, 2015, 5.40 PM** – The online media group HiMedia Group (Code ISIN FR0000075988 – HIM, HIM.FR) today announced the signing of an agreement with Orange for the acquisition of its ad sales houses based in Spain, Miami, and Mexico, of which the latter two cover Hispanic American markets.

Cyril Zimmermann, founder and CEO of HiMedia Group declared: “The acquisition of Orange's advertising networks, with sales of around 10 million Euros, will allow HiMedia to strengthen its leadership position in an increasingly dynamic Spanish market and take new positions in Latin American markets. In parallel, we will accelerate the deployment of our innovative offers – Mobvious (mobile), Fullscreen (Video) and Adexchange (RTB) in those markets and will benefit from an ideal time to market by taking advantage of strong growth of digital marketing in Hispanic America.”

This operation includes advertising representation agreements signed with Orange's local affiliates in these markets.

HiMedia Group expects to finalize the transaction in the first quarter of 2015. Financial terms of the transaction were not disclosed, but the Group has indicated its financial capacities are not impacted.

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### **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 €166 million in 2014. 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.

Code ISIN: FR 0000075988 / Mnémo: HIM

More information on [www.himediagroup.com](http://www.himediagroup.com)

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