

March 2015

## HIMEDIA MONETIZES IN EXCLUSIVITY THE LEADING PARENTAL SITE IN FRANCE: NOTREFAMILLE.COM & ENFANT.COM

**Paris, March 16th 2015, 17:40 PM** – Following Notrefamille.com website acquisition, Bayard chose HiMedia, leading European advertising network, for the exclusive sales of its inventories on notrefamille.com and enfant.com.

### A strategic development on the Family / Parental realm

Bayard Group, created in 1873, is a reference publisher in the Youth realm. Fortified by its leading positioning, the group speeded-up its digital transformation over the past months, with the latest acquisition of Notrefamille.com website (and after the acquisition of 100% of enfant.com site in 2014).

Notrefamille.com, leader of the Family/Parenting<sup>1</sup> category with more than 1,7 Million<sup>2</sup> Unique Users each month, offers useful contents related to pregnancy, education as well as health or food.

Enfant.com reaches more than 354 000<sup>3</sup> Unique Users and guides families, or families to-be, thanks to practical tools and advice from experts.

Bayard Group editorial expertise is now serving both emblematic sites, which represent the first digital platform dedicated to families, gathering more than 2 Million Unique Users unduplicated<sup>4</sup>. Bayard Group ambition now is to spread its know-how around the themes families are concerned with out, in order to favor the development of both notrefamille.com and enfant.com.

*“Bayard ambition is clearly shown: develop the leading digital platform in the service of families, but also become a reference for brands and companies dedicated to the parental realm.”* Emmanuel du Boisbaudry, responsible for the Parental hub, comments.

### An exclusive partnership, relying on HiMedia expertise

HiMedia imposed itself as the best actor for the exclusive monetization of Bayard digital inventories, thanks to its four poles of expertise: Adexchange.com - Programmatic marketplace, Mobvious - Mobile advertising sales house, Fullscreen - Online video advertising sales house and Magic - Brand content & special operations.

Florence Brame, France Country Manager of HiMedia comments: *“Notrefamille.com and enfant.com sites perfectly complete our offer targeting Women and Families with topics they are concerned about at different stages of their lives: pregnancy, health, education, cooking, fashion, beauty, happiness... The websites join a portfolio of premium publishers such as: Aufeminin, Marmiton, Webedia sites (750g, Terrafemina, Pure People, Pure Trend), Cuisine AZ, Marie-France, Be, Psychologies, SeLoger”.*

<sup>1, 2, 3, 4</sup>: Mediamétrie, December 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 18, 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.*



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