



INTELLIGENT MARKETING SOLUTIONS

Paris, 22 April 2015

## DIGITAL CONTINUED TO DRIVE GROWTH IN Q1 2015

- Q1 2015<sup>1</sup> gross profit of €17.83 M, up 2.5% on a reported basis and 1.1% LFL<sup>2</sup>.
- Sharp growth in Digital: +15.0% LFL.
- Benelux: +2.4% LFL.

(in €m)	2015	2014 LFL	2014 reported basis	2015/2014 LFL change <sup>2</sup>	2015/2014 reported change
Q1 Gross profit <sup>1</sup>	17.83	17.64	17.40	+1.1%	+2.5%

<sup>1</sup> Unaudited data.

<sup>2</sup> Like for like: Based on a comparable scope and at constant exchange rates.

Didier Chabassieu, Chairman of the Management Board, commented: *"The Group's first-quarter was in line with targets. Growth continues to be driven by the strength of Digital in France (+20.9% LFL) and a rebound in Benelux (+2.4% LFL)."*

## CONTINUED GROWTH IN Q1 2015 DRIVEN BY DIGITAL

HighCo's Q1 2015 gross profit came to €17.83 M, up 2.5% on a reported basis and 1.1% LFL, marking the eighth consecutive quarter of business growth. **Digital grew 15.0% LFL** this quarter, increasing its share in the sales mix from 32.4% in Q1 2014 to 35.4% in Q1 2015. Offline businesses were down 5.2% and represented 64.6% of the quarter's gross profit.

## GROWTH IN FRANCE AND STEADY SALES FOR INTERNATIONAL BUSINESS WITH A REBOUND IN BENELUX

**In France, gross profit rose 1.8% LFL to €10.78 M**, or 60.4% of the Group's gross profit. Digital grew 20.9% in France with a particularly strong performance from "Drive to Store" operations (digital coupon issuance, mobile marketing, services for click & collect and online shopping platforms for retailers).

**Gross profit for International businesses remained steady like-for-like at €7.05 M**, or 39.6% of the Group's gross profit. The uptrend in Belgium continued with 2.4% growth LFL (33.6% of the Group's gross profit). Business in the United Kingdom and Spain was down and represented 6.0% of the Group's gross profit.

## MOBILE BUSINESS LAUNCHED IN ITALY

High Connexion, HighCo Group's mobile marketing solutions subsidiary, is developing in Italy with the creation of High Connexion Italia and the purchase of assets from KDEV (3 employees in Como). For further information, go to <http://www.highconnexion.it/eng/>.



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## 2014 ANNUAL REPORT AND 2015 ANNUAL GENERAL MEETING

**HighCo's 2014 Annual Report** was filed with the *Autorité des Marchés Financiers* (French financial markets authority) on 16 April 2015. The report is the Group's registration document and is available on the Company's website ([www.highco.com](http://www.highco.com)), under "Finance>Regulated Information>Annual Report".

**The Annual General Meeting** will be held on 1 June 2015 at the head office in Aix-en-Provence (France). A dividend of €0.15 per share for fiscal year 2014 will be proposed at the meeting, with a payment date of 16 June 2015 (ex-dividend date of 12 June 2015).

### About HighCo

*Since its creation, HighCo has placed innovation at the heart of its values, offering its clients Intelligent Marketing Solutions to influence shopper behaviour with the right deal, at the right time, at the right place and on the right channel. In 2015, HighCo is proud to celebrate 25 years of innovation in serving brands and retailers. Operating in 15 countries, HighCo has nearly 900 employees and is listed in compartment C of Euronext Paris and in the Gaia Index, a selection of 70 responsible Small and Mid Caps.*

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### Upcoming events

Publications take place **after market close**.

Q2 and H1 2015 Gross Profit: 16 July 2015  
2015 Half-year Earnings: 26 August 2015  
Conference call on 2015 half-year earnings: 27 August 2015  
Q3 and 9-month YTD 2015 Gross Profit: 27 October 2015  
Q4 2015 Gross Profit: 26 January 2016



HighCo is a component stock of the indices CAC® Small (CACs), CAC® Mid&Small (CACMS) and CAC® All-Tradable (CACT).  
ISIN: FR0000054231  
Reuters: HIGH.PA  
Bloomberg: HCO FP  
For further financial information and press releases, go to [www.highco.com](http://www.highco.com).

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