

EVOLUTION IN HI MEDIA'S MANAGEMENT TEAM

JULIE DUONG FERAT IS APPOINTED CHIEF FINANCIAL AND ADMINISTRATIVE OFFICER

Paris, May 6th 2015, 5.40 PM – As part of the ongoing separation project of HiMedia Group, an online media group (ISIN Code: FR0000075988 - HIM, HIM.FR), the online advertising activities HiMedia introduces its management team.

Alongside Cyril Zimmermann, Founder and Chief Executive Officer of HiMedia, Eric Giordano is taking up the position of Director for Europe and Julie Duong Ferat, who has been working for 6 years within HiMedia Group's finance department, is appointed Chief Financial and Administrative Officer.

With this new organization, HiMedia is in line with its long-term growth strategy focusing on its three principal pillars which are mobile advertising, video and RTB as well as an innovation dynamic and an international development focused on high potential markets.

CAREERS:

Cyril Zimmermann is the Founder and Chief Executive Officer of HiMedia Group, a company he founded in 1996 and the Chairman of the Board of Directors of HiPay Group. He is also the cofounder of the transport company HiCab-Citybird and an investor in many start-ups. He has been appointed Chairman of Aysel (a Digital Economy association) in May 2014, and is a member of the Board of Directors of the NGO "Bibliothèque Sans Frontières". Furthermore, he is the founder of the HiMedia foundation at the initiative of "Les Voyageurs du Code", an association which objective is to provide children with training in computer code. Cyril Zimmermann is a graduate of the European School of Management (ESCP) and of the Institute of Political Studies of Paris and holds a bachelor degree in History from the Paris Panthéon Sorbonne University.

Eric Giordano is since 2014 the director of HiMedia Group for Europe and held previously the position of Executive Director of HiPay since 2006. From 1999 onwards, Eric Giordano has dedicated his career to HiMedia Group by shaping the growth strategy and by greatly contributing to the business development. Before joining the Group, he worked at Jet Multimedia Company. Eric Giordano graduated from Lyon International School of Management (IDRAC).

Julie Duong Ferat is appointed HiMedia's Chief Financial and Administrative Officer, succeeding Gabriel de Montessus. She has joined HiMedia Group's finance department in 2009 as Head of financial control, covering all the French and international subsidiaries. As such, she was in charge of establishing the consolidated financial statements under IFRS as well as the annual budget. Julie Duong Ferat has started her career in Financial Audit in 2006 at KMPG. She graduated from the ISC Paris Business School and University of Paris XII.



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. Established in Europe, in the United States and in Latin America, the 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. The Group employs approximately 410 people worldwide 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 and CAC PME indices. Code ISIN: FR 0000075988 / Mnémo: HIM.

More information on www.himediagroup.com/himedia

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Next financial communication: General Meeting of Shareholders on June 22nd 2015.

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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.