



digital advertising experts

Press release

HIMEDIA GROUP: HiMedia Belgium and HiMedia Portugal takes on Microsoft

Paris, January 20, 2016, 5:40 PM - HiMedia today announced that it has signed an agreement with AppNexus to represent Microsoft's inventory in Belgium and Portugal, effective January 1, 2016. By terms of the agreement, HiMedia will promote and offer RTB and Deals access to Microsoft inventory – including Outlook, Skype, MSN, and Microsoft Casual Games – as AppNexus' exclusive sales house and programmatic platform for Microsoft's premium publisher properties in Belgium and Portugal.

HiMedia will also assist buyers that do not purchase inventory programmatically by accepting insertion orders and executing them programmatically on AppNexus' technology platform.

The selection of HiMedia follows closely on AppNexus' announcement that it has provided the key systems to enable Microsoft to bring its advertising sales 100% programmatic in ten European markets (Austria, Belgium, Switzerland, Denmark, Finland, Ireland, Netherlands, Norway, Portugal, and Sweden).

Next financial communication: 2015 turnover, on 4 February 2016 after the market closing

About HiMedia

Pioneer in its field, HiMedia is a European leader in digital marketing. The company offers its clients a wide range of advertising solutions to leverage and optimize their digital strategy.

Established in 6 European countries, in the United States and in Latin America, the Group employs more than 280 people and generated sales of €76 million in 2014.

Independent since its creation, HiMedia is listed on the Euronext Paris Compartment C and is included in the CAC Small, CAC-All Tradable and CAC PME indices. Code ISIN: FR0012821890 / Mnémo: HIM.

More information on www.himedialogroup.com/en/our-businesses-himedia-digital-avertising

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