



digital advertising experts

Press release

HIMEDIA GROUP: new partnership with Dailymotion in Italy, Spain and Portugal

Paris, February 10th, 2016 – 5:40 pm - Today, HiMedia is announcing the agreement signed with Dailymotion that will allow it to sell, non-exclusively, the video aggregation and sharing platform's video and display advertising inventory in 3 countries of Southern Europe.

The HiMedia teams in Italy, Spain and Portugal will market Dailymotion's non-programming inventory to advertisers and advertising firms, while supplementing the site's internal teams.

Gonzalo Figares, MD of HiMedia Espana and Benedita Simas MD of HiMedia Portugal indicate: "We're thrilled to be continuing our collaboration with Dailymotion on the Spanish / Portuguese market, while accompanying our partner in pursuit of market shares in online video advertising."

Carlo Poss, MD of HiMedia Italia states: "We're thrilled to be kicking off this collaboration with Dailymotion on the Italian market, while accompanying our partner in pursuit of market shares in online video advertising."

About HiMedia:

A pioneer in the sector, HiMedia is a European leader in digital marketing.

Present in 6 European countries, the United States and Latin America, the HiMedia company generated a turnover of 65 million Euros in 2015.

Independent since its creation, the company is listed in the Euronext Paris compartment C, and is included in the CAC Small, CAC All-Tradable and CAC SME indices. ISIN code: FR 0012821890 / Trading symbol: HIM

For more information: <http://www.himediagroup.com>

Follow us on Twitter: @himedia

LinkedIn: www.linkedin.com/company/himediagroup

About Dailymotion

Dailymotion is one of the world's largest video aggregation and sharing platforms, attracting 300 million users who watch 3.5 billion videos on its player every month.



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For more information, please visit www.dailymotion.com or press.dailymotion.com/fr

Next financial communication: 2015 earnings, on 18 March 2016 after the market closing.

This press release does not constitute an offer to sell, or a solicitation of an offer to buy Hi-Media shares. If you wish to obtain more complete information about HiMedia Group, please refer to our Internet site <http://www.himediagroup.com>, under the Investors heading.

This press release may contain some forward-looking statements. Although HiMedia Group considers that these statements are based on reasonable hypotheses on the publication date of this release, they are by their very nature subject to risks and uncertainties that could cause the actual results to differ from those indicated or projected in these statements. 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.
