
STRONG GROWTH IN NORTH AMERICA AND LAUNCH OF A MOBILE MARKETING OFFERING WITH A FOCUS ON US HISPANICS

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+150% growth for the Group's entity dedicated to the US Hispanic and Mexican markets

In March 2015 HiMedia acquired Orange's online advertising subsidiary in the US, Mexico and Latam and rebranded it Primia Digital. At the same time, it created the holding company Latam Digital Ventures in order to launch new businesses in the US Hispanic, Mexico and Latam markets alongside Primia Digital.

Repositioning of the legacy business acquired from Orange, new teams, new management, and cost restructuring led to a growth rebound starting in Q4 2015. Latam Digital Venture's revenues have increased by 24% between Q4 2014 and Q4 2015, and in the first five months of 2016 they have soared by more than 150% compared to the same period in 2015. Latam Digital Ventures is growing with a yearly run rate of more than €6.5 million of revenue.

The company is led today by Giuliano Stiglitz who HiMedia had partnered with to buy out Orange's advertising business. HiMedia Management and Mr. Giuliano Stiglitz have teamed up to deploy HiMedia's successful offering in the US Hispanics and Mexican market.

Successful launch of a US Hispanic focused mobile marketing company

Latam Digital Ventures has recruited a team of mobile advertising experts and has launched its new offering from LA, with footprints in New York, Chicago and Miami. This answers the need for most of American advertisers to find efficient ways to reach the US Hispanics community which has shown important demographic and economic dynamism. For example, Hispanics' purchasing power amounts to 1,5 trillions of dollars (growing by 50% in the last five years), 18,7% of them welcome positively advertising (whereas it drops to 8,5% for non-Hispanics) and 24% of millennials are Hispanics

Giuliano Stiglitz declares: «We are very excited about the new addition to the Latam Digital Ventures family. We have put together an extremely talented team with many years of experience in mobile marketing and US Hispanic marketing, led by Isabel Rafferty. We are confident that the size of the market and our powerful offer will make this a success ».

Cyril Zimmermann declares: “US Hispanics market segment is extremely dynamic and fits well with the Group niche strategy. We have worked with Latam Digital Ventures management to roll our tools and offering we had successfully tested in Europe and the first results are really promising. Management has now all necessary means and all support from HiMedia to feed its development plans. ».

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: www.himediagroup.com/himedia

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Next financial communication: financial results for the first half-year of 2016, on 28 July 2016 before the market opening.

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