



INTELLIGENT MARKETING SOLUTIONS

Paris, 31 August 2016

GRANT OF BONUS SHARES TO ALL SHAREHOLDERS ON A ONE-FOR-ONE BASIS

On 31 August 2016 the Management Board decided, under authorisation granted at the Annual General Meeting held on 1 June 2015, to increase the Group's share capital by a nominal value of €5,605,333 by incorporation of retained earnings for the full amount. This capital increase, effective immediately, will be in the form of bonus shares, offering shareholders one new share for one share owned to reward them for their loyalty and to increase the liquidity of the shares.

The bonus issue will result in the creation of 11,210,666 new fully paid-up shares (i.e. doubling the existing share capital) with a nominal value of €0.50. These shares will be delivered in physical form by Euroclear France on 6 September 2016, the payment date.

The new shares will carry the same rights as existing shares, in particular in terms of voting and dividend rights, under the ISIN code FR0000054231.

The shares will be available for trading on Euronext Paris in the same category as existing shares as of the ex date, 2 September 2016.

Shares must be registered by the record date, 5 September 2016, after market close to benefit from this bonus issue.

Maximum price per share adjusted for the share buy-back programme

Following this capital increase, the Management Board adjusted the maximum price of shares eligible for the Company's share buy-back programme, reduced from €15 to €7.50 per share, in accordance with the provisions of Article L. 225-209 of the French Commercial Code and the authorisation granted at the Joint General Meeting of 23 May 2016.

The maximum price per share published in the description of the share buy-back programme included in the 2015 registration document (page 211) has also been amended accordingly.

About HighCo

Since its creation, HighCo has placed innovation at the heart of its values, offering its clients – brands and retailers – Intelligent Marketing Solutions to influence shopper behaviour with the right deal, in the right place, at the right time and on the right channel.

With nearly 900 employees, HighCo operates in 14 countries. HighCo is listed in compartment C of Euronext Paris and in the Gaia Index, a selection of 70 responsible Small and Mid Caps, winning first prize in its category (revenue < €150 M) for 2015.



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Upcoming events

Publications take place **after market close**.

Conference call on 2016 half-year earnings: Thursday, 1 September 2016 (11 a.m. CEST)
Q3 and 9-month YTD 2016 Gross Profit: Wednesday, 19 October 2016
Q4 2016 Gross Profit: Tuesday, 24 January 2017



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

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