



HiPay Joins Salesforce Partner Program

to Drive Customer Success with Salesforce Commerce Cloud

Paris, February 7th, 2017, 5:45 pm: HiPay (ISIN code: FR0012821916 – HIPAY), a Fintech company specialized in online payments, today announced that it has joined the Salesforce Partner Program in support of Salesforce Commerce Cloud, the fastest path to unified commerce. Commerce Cloud enables brands to provide personalized experiences for shoppers that span web, mobile, social and in-store. And now, as part of the world's #1 CRM platform – Salesforce – brands can deliver completely unified experiences for customers that extend beyond commerce to include marketing, customer service and more.

HiPay provides a global payment platform to help Commerce Cloud customers optimize their conversion rates and increase revenue. HiPay's advanced solution meets the needs of most areas related to omnichannel payments: transaction processing, risk management, relationship management with banks and acquirers, data and analytics, responsive design for multi-device support, financial reconciliation and international expansion. HiPay developed a cartridge that allows merchants to offer HiPay Enterprise as a payment solution on their Salesforce Commerce Cloud storefronts. The cartridge provides several options for integrating payments during the checkout process and offers a full range of other local and international payment methods to guarantee an optimal user experience.

The Salesforce Partner Program is the industry's largest "born in the cloud" partner program, empowering consultants, ISVs, VARs, agencies and other partners to drive customer success using the Salesforce Customer Success Platform. Through a combination of business, technology and marketing benefits, and the world's largest business app marketplace – the AppExchange – the Salesforce Partner Program helps partners of all sizes and industries build successful businesses that leverage the Salesforce platform.

"Everything and everyone is becoming more connected and smarter than ever before," said Alan Bunce, VP of Product Marketing, Salesforce. "By joining the Salesforce Partner Program in support of Commerce Cloud, HiPay is joining the world's largest community of born-in-the-cloud partners who are committed to innovating on the Salesforce platform and driving customer success."

"Retailers today need more than just payment processing. They need payment solutions that can help them reach more customers and more markets. The pre-built Salesforce Commerce



Cloud connector streamlines the implementation process providing cost and time savings to retailers who want to expand their business using HiPay's global payment platform. We're

Sandro, Maje and Claudie Pierlot (SMCP) deliver the "accessible dream" to a global clientele with three Paris designed brands: Sandro, Maje, and Claudie Pierlot. *"Our three brand websites were built using Salesforce Commerce Cloud technologies. We needed a payment provider able to meet all our needs in terms of payment: global payments, optimized conversion, 360-degree customer view, fraud protection...while being fully compatible with the Salesforce Commerce Cloud. With HiPay we found a complete match."* comments Flavien d'Audiffret at SMCP.

Next financial communication: February 16th, 2017 – 2016 Revenue.

About HiPay Group

We're a global payment provider processing more than 2bn € annually across 150 countries and 220 payment types. By harnessing data analytics we help deliver valuable customer insights that enable our clients businesses to succeed.

More information on hipay.com
Find us on [Twitter](#), [LinkedIn](#) and [Google+](#)

About Salesforce Commerce Cloud

The Salesforce Commerce Cloud empowers retailers to unify customer experiences across all points of commerce, including web, social, mobile and store. From shopping to fulfillment to customer service, the Commerce Cloud delivers 1-to-1 shopping experiences that consistently delight customers, driving increased engagement, loyalty, and conversion. With embedded predictive intelligence and a robust partner ecosystem, the Commerce Cloud helps retailers deliver superior customer experiences for retailers, from planning to launch and beyond.

Follow Salesforce Commerce Cloud on [Twitter](#).

Salesforce and others are among the trademarks of salesforce.com, inc.

Press contact: Citigate Dewe Rogerson

Daiana Hirte
+33 (0)1 53 32 78 90
daiana.hirte@citigate.fr

This press release does not constitute an offer to sell or a solicitation of an offer to buy HiPay Group shares. If you wish to obtain more information about HiPay Group, please refer to our website hipay.com, under the Investors heading. This press release may contain some forward-looking statements. Although HiPay Group considers that these statements are based on reasonable statements 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. HiPay Group operates in a continually changing environment and new risks could potentially emerge. HiPay Group assumes no obligation to update these forward-looking statements, whether to reflect new information, future events or other circumstances.