

HiPay continues to grow in 2024 with revenue up +13.4%

- In a continued growth momentum, annual revenue has risen by +13.4% compared to 2023, and by +26% compared to 2022.
- Payment volume has increased by +4.4% compared to 2023, and by +22% compared to 2022.
- Revenue generated in points of sale (POS) has seen a strong +56.3% rise compared to 2023.

February 27, 2025: HiPay, the fintech company specializing in omnichannel payment solutions, announces its 2024 revenue.

In millions of euros (1)	2024	2023	Var. %
Year			
Payment volume	9,152	8,769	+4.4%
Revenue	74.2	65.5	+13.4%
4th quarter			
Payment volume	2,637	2,508	+5.1%
Revenue	20.5	17.1	+19.7%

(1) Unaudited figures

Despite a challenging economic context, HiPay has achieved annual growth well above 10%

- Buoyed by an ongoing growth momentum, HiPay reports at the end of its financial year an increase in payment volume across the entire year of +22% compared to 2022, and +4% compared to 2023. Revenue is up +26% compared to 2022, and +13% compared to 2023.
- The 4th quarter of the year saw strong growth in volumes and revenue, up almost +20% compared to the last quarter of 2023.
- Over the year, the revenue rate on flows is 0.81%, improving by 0.06 basis point compared to 2023 (0.75%).

Success of the unified commerce offering

- HiPay is growing very steadily and strongly in omnichannel payments, with revenue for POS transactions up +56.3% over the year compared to 2023.

A year of continued growth in all sectors

- The Group has exceeded its budget targets, with particularly strong growth in digital and Southern European markets, and a return to growth in retail France in the last quarter.
- In France, HiPay maintains strong market momentum, with 302 new contracts signed in the retail sector, including Le Cèdre Rouge, Ski Set, Keria Luminaire and Tara Jarmon.
- The Digital/iGaming sectors continued to grow over the period.
- Revenue growth outside France is strong at +20%, reflecting strong volume increases in Portugal, Italy, and Germany.

2025 outlook

- Growth prospects for 2025, expected to be between 5 and 10%, remain cautious in view of the current wait-and-see attitude towards consumption growth in Europe. The Group continues to work on structuring its technical and material organization, increasing its margins and, via new customers, preparing its future growth drivers.

Next financial communication: April 14, 2025 – 2024 year-end results.

About HiPay

HiPay is a global payment service provider. By harnessing the power of payment data, we help our merchants grow by giving them a 360-degree view of their business.

More information on hipay.com. You can also find us on [LinkedIn](#).

HiPay Group is listed on Euronext Growth (ISIN code: FR0012821916 – ALHYP).

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