

HIMEDIA ACQUIRES ADMOOVE, THE FRENCH LEADER IN LOCATION-BASED MOBILE ADVERTISING

Paris, January 14, 2015, 5:40 pm – Hi-Media SA, the online media group (ISIN Code FR0000075988 – HIM, HIM.FR) announced the acquisition of 100% of the capital of the mobile marketing company AdMoove, a French leader in location-based mobile advertising.

With the acquisition of AdMoove, HiMedia Group is accelerating its development in this buoyant market segment where HiMedia, through its dedicated mobile ad network Mobvious, has rapidly become one of the biggest players in France as well as in Southern Europe, with clients including Le Monde group, La Tribune, Seloger, Reworld Media, Webedia, and Skyrock.

Geotargeting has become a key factor of mobile marketing effectiveness. AdMoove operates a proprietary ad-serving technology to cater to the local targeting needs of national and local retailers. AdMoove's network aggregates the mobile geo-enabled inventory of premium applications and sites (totaling more than 800 million GPS monthly ad impressions) including L'Equipe, 20 Minutes, La Chaîne Météo, Le Figaro and BFM TV. Advertisers include Unibail, Volkswagen, Carrefour, Yves Rocher, Quick, and Mercedes. The company generated €1.7 million in turnover in 2014, a growth of more than 130%. The company is close to breakeven.

The transaction involves an initial cash payment of €2 million, plus a possible earn-out depending on the company's performance over the next few years.

Admoove will continue to be managed by its founders Jérôme Leger and Julien Chamussy who will retain full operational autonomy within the group.

“With our integration into the HiMedia Group, we will continue our R&D investments and maintain our technological lead. Our 2015-2016 product roadmap is already pretty full, our next product launch will be a programmatic ‘mobile-to-store’ offering”, says Julien Chamussy, marketing director and co-founder of AdMoove.

For Jérôme Leger, president and co-founder of AdMoove, “this operation will enable our rapid expansion into new markets by leveraging HiMedia Group’s European footprint to market our solutions internationally”.

Cyril Zimmermann, founder and chief executive officer of HiMedia Group adds: “I am very happy to welcome the experienced AdMoove team into our group. This acquisition allows the publishing entity (HiMedia) to reinforce its expertise in mobile advertising by integrating key technological, human and commercial assets. With this acquisition, HiMedia has positioned itself to be a first mover on this strategic sector, which will represent a major driving force over the next few years.”

About HiMedia Group

HiMedia Group guides advertisers, publishers and retailers on the development of their digital strategies. Operating in two business areas, digital advertising - HiMedia - and online payment - HiPay, its experts offer the solutions that are best adapted to boosting clients’ revenues.

Established in 8 European countries, the Group employs approximately 420 people and generated sales of €185 million in 2013. Independent since its creation in 1996, the company is listed on Euronext Paris (Compartment C) and is included in the CAC Small, CAC-All Tradable and CAC PME indices.
Code ISIN: FR 0000075988 / Mnémo: HIM.

More information on www.himediagroup.com
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Next financial communication: 2014 fourth quarter sales, January 29, 2015, after market closing.

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