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## GOOD START FOR HIMEDIA'S "AMERICAN" DEVELOPMENTS

- **Significant contribution of the contracts signed in the USA: €0.2 million in Q1 2016**
- **More than 100% growth of the activities based in Miami and Mexico**

**Paris, March 31<sup>st</sup>, 2016, 8:40 AM**

### **The contracts recently signed in the United States are generating a margin of €0.2 million starting in the first quarter of 2016**

In September 2015, the company opened a new office in San Francisco in order to be closer to the decision-making centres of American and worldwide digital companies. Cyril Zimmermann, Group CEO, has set himself up there in order to study the development opportunities on the American market and so as to sign, with companies based in the United States, commercial contracts benefiting HiMedia's European entities. From the United States, the Group therefore recently negotiated a marketing contract of Microsoft advertising spaces for Belgium and Portugal. Dailymotion, with its sales department based in Palo Alto, has also extended its commercial agreement with HiMedia in Italy as well as Spain and Portugal, thereby covering all of Southern Europe.

These initial contracts have made a good start, generating more than €0.2 million of gross margin in the first quarter.

### **The Miami-based activities intended for the Hispanic community in the United States and Latin America have been successfully repositioned**

The activities purchased from the Orange group in March 2015 and renamed Latam Digital Venture were restructured in the first half of 2015, then repositioned at year-end on the video and mobile advertising markets. The results are encouraging since the turnover increased by more than 100% in the first 3 months of 2016 compared to 2015.

The HiMedia group is continuing with its repositioning around high-growth activities, in local advertising and native advertising. It is building on its diversified geographical structure in order to develop international business flows so as to facilitate the roll-out of these new activities within the most promising markets.

**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](http://www.himediagroup.com/himedia)

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**Next financial communication:** 2016 first quarter, on April 27<sup>th</sup>, 2016 after the stock market closing.

*This press release does not constitute an offer to sell, or a solicitation of an offer to buy Hi-Media shares. If you wish to obtain more complete information about HiMedia Group, please refer to our Internet site <http://www.himediagroup.com>, under the Investors heading.*

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