

THE ACCURACY OF THE ADMOOVE GEOLOCALIZED ADVERTISING NETWORK MEASURED BY THE CSA INSTITUTE



86% of geolocations calculated by Admoove are accurate to within 100 metres
69% of geolocations calculated by Admoove are accurate to within 10 metres

Paris, July 7, 2016,

Admoove, a subsidiary of the HiMedia Group specialising in advertising on mobile devices, has developed a technology to disseminate highly accurate geolocalized campaigns.

AdMoove asked the CSA institute to audit the quality of its network's geolocalized sites and applications. The study, performed by the CSA institute in the 1st quarter of 2016, established that the geolocation data provided by the Admoove network are accurate to within 10 metres 69% of the time, and to within 100 metres 86% of the time.

“Turnkey” systems for advertisers in the distribution and food & beverage sectors

Using this technology, Admoove sets up traffic generation systems within points of sale (*drive-to-store*) for large distribution companies (Carrefour, Système U, Norauto, Marionnaud...) and the eat-out food & beverage sector (Quick, KFC...), notably with the possibility of customising the message for each point of sale.

AdMoove also offers systems that can be used to:

- promote local events (exceptional openings, commercial promotions...),
- synchronize classical exterior billboard campaigns with interactive mobile systems,
- retarget mobile web users after their visit to a point of sale or specific location.

A specialised marketplace for actors in the programmatic sector

For advertisers, trading desks and agencies with their own campaign programming tools, AdMoove has set up a PMP (private marketplace) system called Geoloc+, where they can purchase reliable and accurate geolocalized inventory coming from partner sites and applications.

This is good news for actors in the programmatic sector, who will have access to better quality geolocation of purchasable impressions than is available from non-specialised traditional ad-exchanges.

In 2016, Admoove experienced strong business growth and it expects to continue its development by offering targeted and efficient systems to large-scale consumption brands and distribution companies.

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

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Next financial communication: Earnings for H1 2016 on 28 July 2016 before the market opening.

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