



digital payments experts

Press release

SOJEANS CHOOSES HIPAY FOR ITS ONLINE PAYMENT IN EUROPE

Paris, July 24th 2014, 5:45 PM: The online fashion store Sojeans chooses HiPay, the HiMedia Group payment entity (ISN Code FR0000075988 HIM, HIM.FR) and its HiPay Fullservice payment platform to develop its European activities.

Sojeans, the French startup company specializing in fashion online sales has been created three years ago and offers more than 250 brands on its e-shop. The company has recorded a strong growth in its business with a turnover multiplied tenfold in the first year, 40% of which originates from foreign countries. Sojeans operates in France, Germany and the United Kingdom, and wishes to expand its business to many other European markets.

"Our brand is positioned on the vast fashion e-commerce market", says Sojeans President Sébastien Mejean. "In this highly competitive market, we need HiPay as an expert in online payments in order to optimize our conversion rate and thus our sales in each country."

"Entering new markets can prove to be a risky enterprise. By relying on the Hipay solution, Sojeans benefits from the best practices in terms of online payments, namely when it comes to the complex management of international transactions", concludes Bruno Gloaguen, European COO for HiPay.

In addition to a sound knowledge of payment practices in each country, international development requires optimized management of local payment facilities, currencies and fraud protection, as well as the possibility to automate the reconciliation of all financial flows. HiPay Fullservice provides the prêt-à-porter website with a global and simplified vision of its transactions.

About HiPay

With over 10 million transactions processed every month, HiPay is an expert in online payments. It offers online publishers and e-tailers the most relevant payment solutions to leverage their businesses. HiPay owns two European banking licenses: e-money issuer and payment institution.

HiPay is a company of HiMedia Group. The group acts as a global partner supporting its clients in their online strategy optimization operating in two business areas, digital advertising - HiMedia - and online payment - HiPay. The group employs approximately 470 people worldwide and generated sales of €185 million in 2013. Independent since its creation, the company is listed on the 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.hipay.com

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About Sojeans

Sojeans e-shop is one of the European leaders on the Jeanswear market. Operating in France, United Kingdom and Germany, the 30 Sojeans' coworkers actively work to offer more than 150 different brands in order to answer to all the e-shoppers' characteristics.

Sojeans' capital is historically supported by 360 Capital Partners. Entrepreneur Venture and Ventech joined the Sojeans adventure in 2013, during the 2nd fundraising realized by the website.

Next Financial Communication: First Half-Year results 2014: July 30th, 2014, before opening market.

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