

July 2014

HIMEDIA BECOMES THE EXCLUSIVE SALES HOUSE OF NOTREFAMILLE.COM GROUP WEBSITES

Paris, July 1st, 18h – HiMedia, leading European advertising network, announces a partnership with Notrefamille.com group, for the exclusive monetization of its Web, Mobile and Video inventories.

Notrefamille.com group, created in 2000, is the leading French portal dedicated to women and their families. Standard setter in the family landscape, it gathers several websites, such as Notrefamille.com and Généalogie.com, and reaches more than 2,1 Million Unique Users per month (source Médiamétrie, April 2014).

A 360° partnership

For HiMedia, the objective of this new cooperation is to maximize and optimize revenues from the digital advertising spaces of Notrefamille.com group websites, and to guide it in the monetization of its increasing inventory, thanks to its teams of experts : **Mobvious** (mobile sales house), **Fullscreen** (video sales house), **Adexchange.com** (programmatic marketplace) and **Magic** (custom solutions).

About this cooperation, Cyril Zimmermann, CEO and Founder of HiMedia Group: *“We are very happy about the confidence Notrefamille.com group shows us by giving us the exclusive monetization of its Web, Mobile and Video inventories. This partnership reflects the know-hows and positioning of HiMedia, which guides its publishers on the development of their audience thanks to its four areas of expertise (Adexchange.com, Mobvious, Fullscreen and Magic), through a 360° strategy”.*

Notrefamille.com group websites join an already rich portfolio : SeLogger, Skyrock, Jeuxvideo.com, Auféminin, Marmiton, La Tribune, Allociné, Pure People, 750g, Terrafemina, etc. This new partnership enables HiMedia to expand its offering by proposing a quality audience to its advertisers.

About Notrefamille.com Group

Publisher of services and content of string added-value, NotreFamille.com is the leading French portal dedicated to women and their families. The company also publishes Genealogie.com, the reference for French genealogists and Cadeaux.com, online shop specialized in personalized gifts.

The group employs approximately 50 people and accounts for 6 million subscribers since its creation. It generated sales of 10,5 million euros in 2013.

Notrefamille.com is listed on the Alternext compartment of the Euronext Paris (code ISIN: FR0010221069, code Mnémo : ALNFA). The group is qualified as “Innovative company” by BPI France and eligible to PEA-PME.

For more information: www.notrefamille.com

About HiMedia

Pioneer in its field, HiMedia is the leading European advertising network. The company offers its clients a wide range of advertising solutions to leverage and optimize their digital strategy. It relies on dedicated teams in four areas of expertise:

- Real time marketplace, Adexchange.com
- Mobile advertising, Mobvious
- Online video advertising, Fullscreen
- Creative solutions and brand content, Magic.

HiMedia 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 indices and CAC PME.

Code ISIN: FR 0000075988 / Mnémo: HIM.

More information on www.hi-media.com/regie

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Next financial communication: First-Half year results 2014 published on the 30th of July before market opening.

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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 www.himediagroup.com under the Investors heading.

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