

July 2014

## APPOINTMENT: FLORENCE BRAME HAS BEEN NOMINATED AS HIMEDIA FRANCE MANAGING DIRECTOR

**Paris, July 4th, 8h00** – HiMedia Group, leading European digital advertising network, announces the appointment of Florence Brame, as the Managing Director of HiMedia France.

The company organized around 4 major business units – Mobvious (mobile sales house), Fullscreen (video sales house), Adexchange.com (real time market place) and Magic (Special operations and Brand content) – is a strategic source of growth for HiMedia Group. Confronted to a digital advertising landscape constantly evolving and companies new challenges, the appointment of Florence Brame as Managing Director of the Group Advertising activity will enable HiMedia France to better anticipate the market changes and advertisers requests.

Florence Brame has developed some true expertise and sectorial affinities throughout her professional experience that promise great perspectives of growth for HiMedia France. Previously heading the Fullscreen business unit since 2013, she will now contribute to strengthen and galvanize the current Publisher pitch offer, as well as the new solutions of the French office.

Cyril Zimmermann, President – Founder of HiMedia Group, explains the reasons of this appointment: *“The objective is to hand the leadership to a real expert of Media and advertisers strategies. Her dynamism and expertise of the market will guide our sales house on a new development phase.”*

### Florence Brame

Graduated of a Business Administration Master from Paris Dauphine University in 1984, Florence Brame began her career as Account Manager, successively in Hachette Filipacchi Loisirs, Larousse – Calmels and La Cinq. In 1989, she joined M6 Group, where she had hold during 15 years the positions of Account Manager and Senior Account Manager for M6 Advertising, and Sales Manager of the thematic channels owned by M6 Advertising.

In 2004, she was nominated as the Sales Manager for M6 Advertising and the digital channels of the Group.





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Press release

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She was in charge of developing a client portfolio, managing major clients' accounts and generating an important turnover. She also managed the commercial launch of W9 channel.

Working at HiMedia Group since September 2013, Florence headed the Fullscreen unit in order to manage the Marketing strategy and Sales development with advertisers, before being appointed as Managing Director of HiMedia France today.

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### 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. Established in 9 European countries, the group employs approximately 470 people and generated sales of €186 million in 2013. Independent since its creation in 1996, the company is listed on the NYSE Euronext Paris Compartment C and is included in the CAC Small and CAC-All Tradable indices.

Code ISIN: FR 0000075988 / Mnémo: HIM.

More information on : [www.himedialogroup.com/regie](http://www.himedialogroup.com/regie)  
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**Next financial communication:** 2014 1<sup>st</sup> semester results, on July 30, 2014, before market opening.

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