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HI-MEDIA AND WEBORAMA JOIN FORCES IN THE UK

20th December 2011: London - **Weborama**, the European leader in technologies and data for online advertising, and **Hi-Media** (Code ISIN FR0000075988 - HIM, HIM.FR), the European leader in monetising Internet audiences, **announce a joint venture to combine the media business of both groups in the UK.**

Operating under the **Hi-Media UK** brand, the entity will be held on **equal basis** and will **combine both groups' online advertising sales assets in the UK.** **Weborama** will also operate its technology and data business under the **Weborama UK** brand as a separate entity, and **Hi-Media** will develop its digital payment business under the brands **Hi-Pay** and **Allopass** independently.

Mathieu Roche will take the role of Managing Director of Hi-Media UK, in addition to his position as Managing Director of **Weborama UK**

The strategy pursued by the two Groups is to integrate **Weborama's** audience targeting network activity with **Hi-Media's** Ad Exchange platform and exclusive network of premium media owners including Visit London, The Football League, DatingDirect, Newsnow, Freeads and See Tickets. In the coming months, **Hi-Media UK's** management team will **increase the number of premium publishers** it represents to develop the reach and quality of the **Hi-Media Ad Exchange**. It will also leverage the **Weborama** rich media platform to create branding opportunities for advertisers and agencies across **Hi-Media UK's** premium environment. Finally, **Weborama's** data - including demographics, interest and intent profiles - will be used to enhance targeting and performance advertising capabilities across the **Hi-Media** network.

This combination will give **Hi-Media UK** key assets to **increase its share of the online advertising market.**

Commenting on the new joint venture, Mathieu Roche, Managing Director of **Weborama UK** and **Hi-Media UK**, explains, "**This joint venture will provide a unique communication platform** to advertisers and agencies. Now, they can reach their **target audience** with **impactful brand formats** across a range of **quality online publishers**. They can also **optimise their media budgets using data and targeting technologies**, including **Real-Time Bidding (RTB)** on the new **Hi-Media Ad Exchange**. We plan to grow the business in the UK, with new hires and by bringing new quality publishers on board who can benefit from **Hi-Media's** solutions to increase their revenues from brand and performance advertisers."

Alain Levy, CEO of **Weborama** Group, adds: "**Weborama** is growing strongly internationally and the UK is an important market for us. We are convinced that this partnership with **Hi-Media** will improve our position in a very competitive marketplace and will allow us to demonstrate the quality of our Data and Technology solutions to the online advertising community."

Cyril Zimmermann, CEO of **Hi-Media** Group adds: "We believe we are bringing together solid experiences and assets to give our joint venture everything it needs to succeed on the UK's online advertising market. After the recent announcement of our cooperation with AppNexus to operate our European Ad Exchange, our partnership with **Weborama** is the

second step in fuelling our ambitions to create an efficient and attractive advertising marketplace in the UK. We are excited by this deal and by Mathieu Roche's appointment as the Managing Director of our joint venture."



ABOUT HI-MEDIA GROUP

Hi-Media, the online media group, is one of the top Internet publishers in the world. Its business model relies thus on two different revenue streams: online advertising via its dedicated ad network Hi-Media Advertising and online content monetization via Hi-Media Payments. The group, which operates in 9 European countries, the USA and Brazil, employs more than 500 people and in 2010 posted over 220 million euros in sales. Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist B) and is included in the CAC Small and CAC All-Tradable indices. ISIN code: FR0000075988. Hi-Media qualifies for FCPI as it received the OSEO label of "innovating company".

Website: www.hi-media.com Visit our blog: <http://blog.hi-media.com>

Full year 2011 sales figures: Wednesday, January 25, 2012 after market closure.



WEBORAMA: FROM DATA TO VALUE

Weborama is the European leader in technologies and data for online advertising. Launched in 1998 in Paris, the company employs 135 people across six countries (France, Spain, Portugal, Italy, Netherlands and UK), providing over 300 key advertisers and agencies with innovative solutions to manage, target and optimise their online marketing investments.

Weborama has been listed on NYSE Euronext's Alternext market in Paris (ALWEB) since 2006 and had revenues of 15.2M€ in 2010.

Website: www.weborama.com