



digital payments experts

Press Release

Mai 2014

HIPAY SIGNS WITH SISALPAY TO ENABLE CASH PAYMENTS FOR ONLINE PURCHASES AT OVER 45.000 PAYMENT POINTS IN ITALY.

Paris, May 7th 2014 – 7.30 am HiPay, the business unit of HiMedia Group (ISIN Code FR0000075988 HIM, HIM.FR) dedicated to online payments, has signed a unique agreement with SisalPay, a leading cash based payment solution, to enable Italian e-shoppers to pay cash for their online purchases at SisalPay points throughout Italy.

From today all of HiPay's e-commerce retailers will be able to offer cash payments to their Italian customers through the local network of over 45.000 SisalPay points throughout Italy (bars, tobacconists, newsstands....) available 7 days a week.

« We are happy to announce our partnership with HiPay which extends our cash payment solution to the largest number of retailers with a shared objective: respond to the needs and desires of the Italian consumers » explains Maurizio Santacroce, Manager of the Business Unit Digital Games & Service at Sisal.

With €11.2 billion in turnover, 14 million online shoppers and a growth rate of over 18% in 2013, Italian e-commerce is one of the fastest growing markets in Western Europe. Cash remains the preferred payment method in Italy for any type of commerce. HiPay now allows Italian consumers to purchase online using the payment method which is most familiar and most trusted while at the same time digitalizing the process for merchants,

« Paying in cash is an Italian habit not very useful online. We chose HiPay as our payment partner because they allow us to give our users what they want through SisalPay without any extra effort on our part » says Giorgio Grilli, founder of www.ufficiodiscount.com, one of the first HiPay customers to integrate the new solution.

HiPay proposes SisalPay as a valid alternative to « contrassegno » (Cash on Delivery). Mistrust of digital transactions is one of the leading barriers to online purchases so Cash on Delivery remains the most prevalent payment method in many e-commerce segments such as clothing and cosmetics. With SisalPay, the merchant is guaranteed he will receive



digital payments experts

Press Release

payment before he ships the goods reducing non-deliverable orders and the costs of refused shipments which can reach 20% of transactions.

« With this partnership, HiPay is the first to make SisalPay, a popular and well distributed payment network, available for e-commerce purchases. Our common goal in all markets where we operate is to provide merchants with locally adapted payment methods to help maximize successful transactions » say Bruno Gloaguen, Director Europe HiPay.

**Source NetCom Italy eCommerce 2013*

About HiPay

With over 10 million transactions processed every month, HiPay is an expert in online payments. It offers online publishers and e-retailers the most relevant payment solutions to leverage their businesses. HiPay owns two European 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.hipayfullservice.com

Follow us on Twitter: [@hipay](https://twitter.com/hipay)

LinkedIn: <http://www.linkedin.com/company/hipay>

About Sisal

Sisal was established in 1946, as the first company licensed by the Italian state to operate in the gaming sector, and for the last 65 years it has played a leading role in the history of Italy and in Italian people's lives.

Today Sisal Group, lead by CEO Emilio Petrone, is a major player in gaming markets - one of the top ten operators worldwide - and in the payment services sector, with over 45,000 points of sale distributed on a capillary basis throughout Italy. This commercial network enables the company to present an innovative offering of entertainment experiences to the public and a broad range of payment solutions.

Sisal Group manages the games SuperEnalotto, SiVinceTutto SuperEnalotto, Vinci per la Vita - Win for Life and Eurojackpot. It also has a presence in the sport betting sector, with Sisal Match Point, and online through the company's website, www.sisal.it, and dedicated mobile applications. In September 2010, the Company also introduced Sisal Wincity, a new retail concept which combines entertainment and catering at six venues in Italy's main cities.

The Group's SisalPay brand puts innovation at the service of consumers by offering simple, secure payment services for utility bills, mobile phone top-ups, prepaid debit cards and much more.

Sisal has had a strong focus on social responsibility right from the outset. This commitment in the areas of education, culture, sport and science is set out in a detailed Social Responsibility programme, with projects addressed to enhancing the value of talent, to educating young people and to research. The Gioco Responsabile (Play Responsibly) campaign represents the central pillar of the social sustainability strategy put in place by Sisal,



digital payments experts

Press Release

which has always regarded the protection of its customers and the most vulnerable categories in society as a key priority for the company. This ethical approach, based on an offering of entertainment products that is transparent, aware and safe, is certified by leading international entities.

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

Press Contact HiPay :

Majida GUETTAOUI

mguettaoui@vecteurimage.com

Tel: + 33 9 73 87 03 15

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 <http://www.hi-media.com> under the Investors heading.

This press release may contain some forward-looking statements. Although HiMedia Group considers that these statements are based on reasonable hypotheses on the publication date of this release, they are by their very nature subject to risks and uncertainties that could cause the actual results to differ from those indicated or projected in these statements. HiMedia Group operates in a continually changing environment and new risks could potentially emerge. HiMedia Group assumes no obligation to update these forward-looking statements, whether to reflect new information, future events or other circumstances.