

---

March 27<sup>th</sup> 2014

## DURING THE FRANCO-CHINESE ECONOMIC FORUM HIMEDIA GROUP SIGNS DEAL WITH PERFECT WORLD

Chinese online gaming giant relies on Himedia Group to develop its business in Europe

**Paris, 27 March 2014**, established in 8 European countries, HiMedia Group guides advertisers, publishers and retailers on the development of their digital strategies. Operating in two business areas, digital advertising - HiMedia - and online payment - HiPay, its experts offer the solutions that are best adapted to boosting clients' revenues.

On the occasion of the Franco-Chinese Economic Forum taking place today in Paris, Perfect World Company announced that it has chosen to rely on HiMedia Group to support the development of its European office and the release of its award winning latest game Neverwinter in Europe.

Perfect World operates HiPay services in all Europe and on an exclusive base in France and Belgium. Last year Perfect World implemented HiPay services in three new countries, Turkey, Italy and Poland and is always exploring new opportunities to expand.

Both companies share a common passion to bring the highest quality service localized solutions to their audience and therefore this collaboration is a natural fit.

HiMedia Group also greatly contributed to the launch of the acclaimed free to play MMORPG Neverwinter thanks to the advertising campaigns done on [www.jeuxvideo.com](http://www.jeuxvideo.com). Jeuxvideo.com is the third biggest editorial videogame websites in the world and the first in Europe. This website reaches 5.8 million UV every month\*.

To stay competitive in the fast moving online videogame market, it is key for companies to answer the needs of the local markets users. Therefore, the partnership between Perfect World and HiMedia Group will continue to be highly valuable.

\*Source: Comscore FR February 2014

---

### About HiMedia Group

HiMedia Group guides advertisers, publishers and retailers on the development of their digital strategies. Operating in two business areas, digital advertising - HiMedia - and online payment - HiPay, its experts offer the solutions that are best adapted to boosting clients' revenues.

Established in 8 European countries, the group employs approximately 470 people and generated sales of €185 million in 2013. Independent since its creation, 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.hi-media.com](http://www.hi-media.com) and on our blog <http://blog.hi-media.com/>  
Facebook: <https://www.facebook.com/HiMediaGroup>  
Follow us on Twitter: [@himedia](https://twitter.com/himedia)  
LinkedIn: <http://www.linkedin.com/company/himediagroup>