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## HIPAY ANNOUNCES AVAILABILITY OF THEIR PAYMENT SOLUTIONS ON KOOMO

**Paris, 6 October 2016, 5:45 pm:** HiPay Group (ISIN code: FR0012821916 – HIPAY), the Fintech company specialized in online payments, announces their partnership with Kooomo, an innovative e-commerce solution.

Kooomo is a SaaS-based e-commerce platform built for the world of fashion and luxury brands and is now available for companies of all sectors looking to make their way into the digital world at an international level. This highly personalized e-commerce platform responds to the specific needs of e-commerce merchants at an international level from a local focus.

*“Beyond the essential elements needed for the creation of an online store, we offer our users a network of knowledge and expertise from our numerous partners, from the design of their online stores to the management of online transactions. Thanks to HiPay being a licensed European payment institution and e-money issuer, our clients will be accompanied in all payment issues ranging from international expansion to transaction security.”* explains Giovanni Meda, CEO of Kooomo

This new partnership provides Kooomo’s e-commerce merchants with access to the HiPay payment solution directly from the platform. With over 220 local and international payment methods available with HiPay, including SisalPay, Visa, MasterCard, Maestro, and PayPal, the Kooomo ecosystem will benefit from the fintech’s expertise in this sector, as well as the knowledge of e-shopper purchase behavior across the world.

*“It’s an important step for HiPay because Kooomo offers a complete shopping experience for their clients. From here forward, merchants using the platform will be able to integrate all the payment methods that we offer from a single interface”* indicated Paola Trecarichi, Director, HiPay Italy. *“We are thrilled that this partnership will facilitate and accelerate the integration of our solutions within the Kooomo ecosystem. This strategic collaboration furthers our goal to extend our network internationally.”* concludes Gabriel de Montessus, CEO of HiPay.

**Next financial communication:** 3 November 2016, after market closing – 2016 Q3 results.

### **About HiPay Group**

HiPay Group is an expert in online payments. It offers online publishers and e-retailers next generation payment solutions in order to leverage their businesses. HiPay brings added value to payment processing with specific solutions, suited for each merchant, on data, mobile, and international development.

HiPay owns two European licenses: e-money issuer and payment institution, in order to support e-merchants in all their payment needs. HiPay has offices in 6 European countries, in Brazil, and in the United States, and has over 150 employees.

HiPay Group is listed on the Euronext Paris Compartment C (ISIN code: FR0012821916 / Mmemo: HIPAY).

More information: [www.hipay.com](http://www.hipay.com)

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### **About Kooomo**

Kooomo is a SaaS electronic commerce platform, birthed for the world of fashion and luxury brands and is now available for companies of all sectors looking to make their way into the digital world at an international level.

With 15 years of experience, Kooomo is a highly customizable electronic commerce platform that can be adapted to all types of B2C operations on all markets. With Kooomo, it is equally possible to us an omni-channel approach in combining online and offline resources.

More information: [www.kooomo.com](http://www.kooomo.com)

Follow us on Twitter: @kooomocom

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