

2017 Q1 Revenue: €8M, +12%

Payment Flow: €494M, +78%

Payment Revenue: €5.9M, +44%

Paris, 27 April 2017, 5:45 p.m.: HiPay Group (ISIN code: FR0012821916 – HIPAY), a Fintech company specialized in online payments, announces its revenue for the first quarter of 2017.

Consolidated Revenue (in €M)	2017 Q1	2016 Q1	Var. %
<i>Unaudited results</i>			
First quarter			
Payment	5.9	4.1	+44%
Micropayment	2.1	3.0	-30%
TOTAL	8.0	7.1	+12%

Commenting on the first quarter earnings, Grégoire Bourdin, Chief Executive Officer at HiPay says: *“The beginning of the year follows the Group’s operating plan. The payment activity continues a string of sales successes and increases its market share. Technological innovation remains at the heart of the Group’s strategy, as the recent commercial launch of an artificial intelligence module dedicated to fraud management demonstrates. The micropayment division continues to decline since the second semester of 2016. We are currently restructuring this activity to give it the capacity needed to fully conquer the market.”*

Business Dynamism for the Payment Division

The first quarter confirms its 2016 growth. The amount processed via our platform reaches 494 million euros over the last three months, an increase of 78% compared to the first quarter of 2016.

This growth is based on successful contracts with leading brands, as much with online and offline acquisition as with marketplaces. This is true with Intermarché, for example, who enhances their distribution model with omnichannel solutions developed by HiPay.

HiPay’s omnichannel strategy is based on two major areas. First, HiPay wants to offer a complete omnichannel experience to customers. The goal is for every customer to enjoy a frictionless user experience on any sales channel – web, mobile, physical store and click & collect – and as much for purchases as returns. Finally, our technology allows merchants to collect, enrich and analyze all transactional data in a single platform. In response, HiPay



offers a Business Intelligence module helping brands gain a better understanding of their customers.

A Decreasing Micropayment Division

The micropayment activity decreases by 30% over the first quarter compared to the same period in 2016. This decline is based upon the same origins as during the second semester of 2016. As a reminder, it was partly due to the decision by carriers to discontinue a historical payment method, and also to the termination of non-strategic activities by refocusing on more promising verticals.

In order to revitalize the micropayment activity, the management team will finalize the independence of the division via a dedicated subsidiary within the end of the first semester. This subsidiary will become an agent of the payment institution HiPay, in order to remain in compliance while offering direct carrier billing to merchants. This independence will also involve a total rebranding of HiPay Mobile: a new name and a new logo. All these changes, associated with product updates under development, should renew the attractiveness to the French market for the Group's micropayment solutions.

Next financial communication: 27 July 2017 – 2017 First Half-Year Results.

About HiPay Group

We're a global payment provider processing more than 2bn € annually across 150 countries and 220 payment types. By harnessing data analytics we help deliver valuable customer insights that enable our client's businesses to succeed.

More information on hipay.com
Find us on [Twitter](#), [LinkedIn](#) and [Google+](#)

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

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