

Déco.fr, M6 Group, chooses HiPay

to manage payments for its new marketplace

Paris, 30 March 2017 at 5:45 pm: déco.fr, the specialist in home and garden furniture design, selected HiPay to transform its comparative pricing site into a commercial marketplace.

M6 Group, the French multimedia and TV group, just celebrated its 30th birthday. Thirty years building a strong corporate identity and a faithful relationship with the people of France. By launching its own marketplace, déco.fr carries on the Group's efforts by offering its clients the ability to enrich their visits by buying designer products. Thanks to this new e-commerce offering, déco.fr reinforces its leadership in indoor and outdoor decoration.

Online payment, a special challenge for marketplaces

A marketplace must have a robust solution for transaction management but also have features dedicated to marketplaces required to administer merchant accounts.

A payment solution tailored to marketplaces should offer the best features for cash-in transactions – conversion rate optimization, fraud prevention and data analysis – while facilitating the management, security and revenue allocation for each of the sellers.

At the beginning, visitors could not buy on déco.fr. *“After a benchmark of the online payment market, we did not feel ready to obtain our own banking license. By deploying our marketplace, we had a single purpose: maintain the trustworthy relationships we have built with our customers by offering an outstanding experience, as much in terms of payment as in a high-quality service. A long-standing leader in online payments with a complete solution for marketplaces, HiPay quickly stood out as the best choice to help us easily make the transition into this new e-commerce activity.”* explains Philippe Favier du Noyer, Head of déco.fr website.

“We are starting this new partnership under the best possible auspices. All the elements for success have come together to make déco.fr the e-commerce reference for home and garden design furniture. We are going to contribute to this goal by activating all the growth drivers available on the platform, such as unified payment, financial reconciliation, mixed cart management which also includes fraud prevention and international expansion. We are happy to welcome déco.fr amongst our numerous marketplace references. These



partnerships highlight the success of our solution combined with our dedicated support for marketplaces.” comments Nabil Naimy, COO at HiPay.

Thanks to this new collaboration, déco.fr plans to surpass 10 million euros in sales during 2017 and triple this amount within the next two years.

Next financial communication: 27 April 2017 – Q1 2017 revenue.

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 clients 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).

Press contact: Citigate Dew Rogerson

Daiana Hirte
+33 (0)1 53 32 78 90
daiana.hirte@citigate.fr

This press release does not constitute an offer to sell or a solicitation of an offer to buy HiPay Group shares. If you wish to obtain more information about HiPay Group, please refer to our website hipay.com, under the Investors heading. This press release may contain some forward-looking statements. Although HiPay Group considers that these statements are based on reasonable statements 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. HiPay Group operates in a continually changing environment and new risks could potentially emerge. HiPay Group assumes no obligation to update these forward-looking statements, whether to reflect new information, future events or other circumstances.