

## HiPay marks a new year of growth with revenues up 18% in 2021

- Annual revenues were +18% higher than in 2020, a year in which conditions were particularly favorable.
- +28% increase in earnings generated in European markets (outside France).
- Continued growth of tier-2 customer portfolio: 381 key accounts joined HiPay in 2021.
- Solid end to Q4 2021 thanks to wins with significant brands.

February 24, 2022: HiPay, the fintech company specializing in omnichannel payment solutions, announces its 2021 revenues.

in millions of euros	2021	2020	Change %
<b>Year</b>			
Payment volume	6,612	5,565	+19%
Revenues <sup>1</sup>	53.9	45.7	+18%
<b>4<sup>th</sup> Quarter</b>			
Payment volume	1,934	1,752	+10%
Revenues <sup>1</sup>	14.8	13.5	+10%

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<sup>1</sup>Non audited figures

### Continued sales momentum in 2021, following an exceptional 2020 fiscal year

- E-commerce maintained high growth in 2021 after a 2020 that was heavily boosted by the pandemic and lockdowns, leading many merchants to speed up their digital transformation.
- Average annual growth was +24% for the 2019–2021 period, compared to +19% for the 2017–2019 period.
- The change in payment volume is in line with the sales numbers, reflecting a +19% increase over the year and a stable revenues vs volume ratio of 0.82% compared to the previous year.

### Continued growth of the tier-2<sup>2</sup> customer portfolio

- Growth slowed slightly in the last quarter of the year, with sales and payment volumes up +10%. This slowdown in growth rate is linked to a difficult base effect due to a very well performing end of 2020 (+37% vs 2019) and an underlying trend of tier-1 customers entrusting their volumes to multiple PSPs.
- HiPay continues to focus its growth strategy on tier2<sup>2</sup> *retailers*, with whom HiPay's *One Stop Shop* approach is particularly successful.
- **In France**, 86 new merchants chose HiPay in the fourth quarter to manage their online and in-store payments, including well-known brands like Menzzo, de Neuville, and Julien D'Orcel.
- The **Gaming** vertical benefited from the opening of the Dutch market, with the signing of one of the very first operators to obtain a local license. Entain plc, one of the world's largest sports betting and gaming groups, also now uses HiPay for their Bwin brand in Portugal, sponsor of the Portuguese Liga.
- **In Portugal**, HiPay has made good headway in the retail sector with LemonJelly, distributor of the women's shoe brand Vibrant, and a local subsidiary of E.Leclerc, and in the hospitality sector with several names like Alvor Mar, PM Holidays, and My Story Hotels.
- **In Italy**, in the furniture and home sector with Mobilclick.it, specializing in the manufacture and online sale of furniture, and the Gemimarket Group, who supplies accessories for fireplaces.
- **In Northern Europe**, HiPay strengthens its foothold by signing well-known brands in their respective markets: Streetbuzz (Germany), RDX Sports (United Kingdom), and Roosh (Netherlands).

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<sup>2</sup> customers generating between 1 million and 100 million euros in annual payment volumes

- HiPay has also signed new contracts which illustrate its ability to carry out projects on a pan-European scale, such as supporting Toys'R'Us in Portugal and then in Spain. HiPay will also roll out its Smart Terminal solution for use on tablets in the Okaidi network stores in France, Italy, and Spain.

### A stronger product offering

Alongside its commercial accomplishments, HiPay has continued to enhance its offering:

- Release of new Point Of Sale (POS) connectors to simplify access for merchants to unified commerce solutions;
- An update to the hosted payment page to improve success rate for merchants;
- Enhanced features for Bancontact (one of Belgium's main payment methods) for easier management of returns and refunds for retailers;
- Improved user experience for HiPay Console, the dashboard for customers, which now allows users to view, manage, and configure all transactions and payment data in real time.

**Next financial communication:** April 7, 2022 – Results and financial statements for the year 2021.

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#### About HiPay

HiPay is a global payment provider. By harnessing the power of payment data, we participate in our merchants' growth by bringing them a 360° vision of their activities.

More information on [hipay.com](https://hipay.com) and find us on [LinkedIn](#) and [Twitter](#).

HiPay Group is listed on Euronext Growth (ISIN code: FR0012821916 - Mnemo: ALHYP)

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#### Press Contact

**Annie Hurley** (CMO HiPay)

+33 (0)6 81 16 07 52

[annie.hurley@hipay.com](mailto:annie.hurley@hipay.com)

#### Investor Relations

**Jérôme Daguet** (CFO HiPay)

+33 (0)7 86 53 93 93

[jdaguet@hipay.com](mailto:jdaguet@hipay.com)

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