

## HiPay continues its growth in 2023 with revenue up +11%

- In a continuous growth momentum, annual revenue has risen +11% compared to 2022, and +21% compared to 2021.
- Payment volume has increased by +11% compared to 2022, and by +27% compared to 2021.
- Revenue generated in points of sale (POS) has seen a strong +36.5% rise compared to 2022.

March 5, 2024: HiPay, the fintech company specializing in omnichannel payment solutions, announces its 2023 revenue.

In millions of euros	2023	2022	Var. %
<b>Year</b>			
Payment volume	8,389	7,528	+11%
Revenue <sup>1</sup>	65.5	58.9	+11%
<b>4<sup>th</sup> quarter</b>			
Payment volume	2,373	2,186	+9%
Revenue <sup>1</sup>	17.1	17.2	+0%

### Despite a challenging economic context, HiPay marks its return to annual growth above 10%

- Buoyed by an ongoing growth momentum, HiPay reports at the end of its financial year an increase in payment volume across the entire year of +27% compared to 2021, and +11% compared to 2022. Revenue is up +21% compared to 2021, and +11% compared to 2022.
- Q4 saw sustained volume growth, but revenue growth was lower due to a higher basis of comparison (very positive price effect in Q4 2022).
- Over the year, the turnover rate on flows is 0.79%, improving by 0.01 basis point compared to 2022 (0.78%).

---

<sup>1</sup> Unaudited financial data

## Success of the unified commerce offering

- HiPay is growing very steadily and strongly in omnichannel payments, with revenue for POS transactions up +36.5% over the year compared to 2022.

## Continued growth in all sectors

- In France, HiPay's market momentum is strong, with over 267 new contracts signed in the retail sector, with brands such as Kujten, ADEO, Tradition des Vosges and La Fée Maraboutée. The omnichannel positioning confirms HiPay's attractiveness in France among retail customers.
- Flows outside France remain high at 50.8%, driven by the strong momentum of iGaming and our Southern European merchants.

## Reveal of the HiPay brand

On November 28, 2023, HiPay revealed its new brand identity, reinforcing HiPay's vision around augmented payments. The change of identity reaffirms its ambition for unified commerce to optimize the payment strategies of all its merchant partners.

**Next financial communication:** April 12, 2024 – 2023 year-end results.

---

## About HiPay

HiPay is a global payment services provider. Using the power of payment data, we help our sellers grow by giving them a 360° overview of their business.

More information at [hipay.com](https://hipay.com). You can also find us on [LinkedIn](#).

HiPay Group is listed on Euronext Growth (ISIN code: FR0012821916 – ALHYP).

## Investor relations

**Eric Meynard (DGM)**

+33 (0)6 98 04 33 07

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

*This press release does not constitute an offer to sell or the solicitation of an offer to purchase HIPAY securities. If you wish to obtain more information on HiPay Group, we invite you to refer to our website at [hipay.com](https://hipay.com), under Investors. This release may contain certain forward-looking statements. Although HiPay believes these statements are based on reasonable assumptions as of the date of this release, they are inherently subject to risks and uncertainties that may cause actual results to differ from those expressed or implied by these statements. HiPay Group operates in a highly-evolving industry in which new risk factors may emerge. HiPay Group assumes no obligation to update these forward-looking statements to reflect new information, events or circumstances.*