



2020 Financial Results

30 April 2021

→ Disclaimer

- The consolidated financial statements as of December 31st, 2020 were approved by the Board of Directors on April 28th, 2021 and are subject to the review of the company's auditors.
- The financial report and the auditors' report will be made available on the company's website.
- This presentation does not constitute an offer to sell or a solicitation of an offer to buy HiPay Group shares.
- This presentation 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
- If you wish to obtain more information about HiPay Group, please refer to our website hipay.com, under the Investors heading.

→ Speakers



Grégoire BOURDIN

CEO



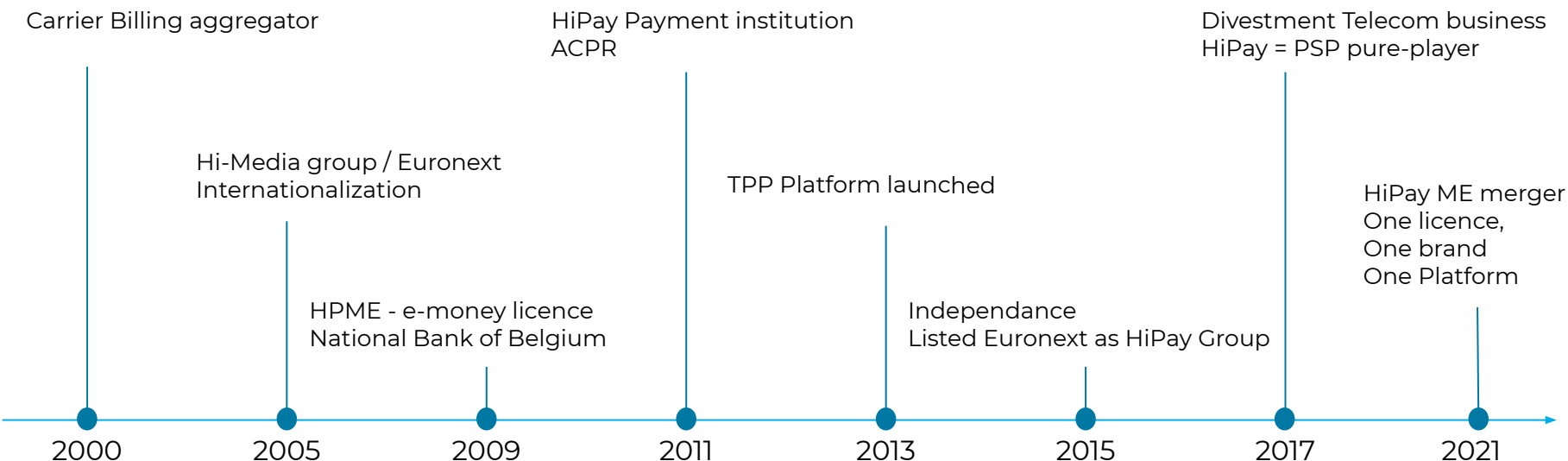
Jérôme DAGUET

CFO

HiPay at a glance

7

→ History of HiPay



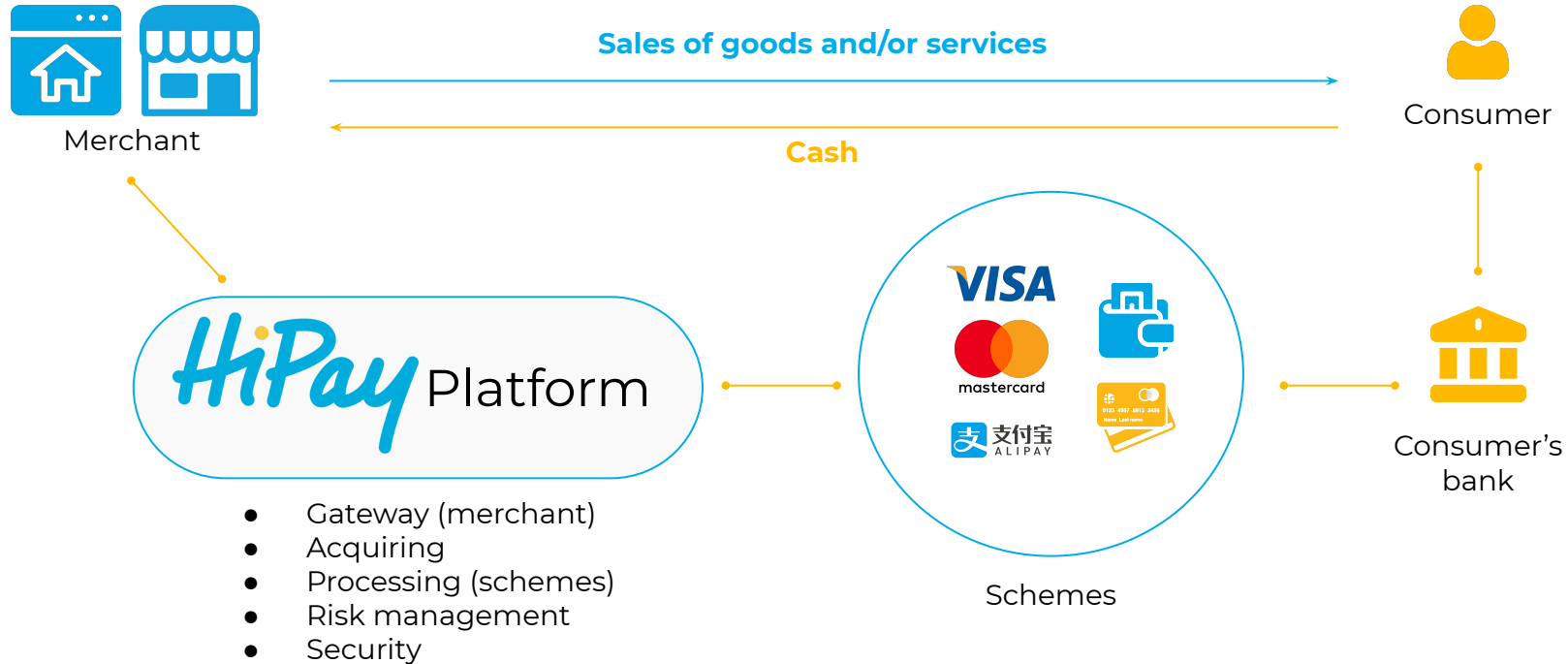
Main shareholders:

Independent

Hi-Media Group

BJ Invest & Eximium

→ HiPay is a business enabler through payment management



Context

franprix (groupe Casino) opened its first store in 1958: the retailer now owns 900 stores throughout France, including +300 in Paris.

Physical point of sale strategy only until June 2017 when the retailer launched its mobile app and stepped into e-commerce with HiPay.

Challenges

Intensified competition (besides classic FMCG retailers, many delivery apps and services have launched, and Amazon keeps on rising).

Reinforcing proximity positioning (at your doorstep and in your pocket) to generate more opportunities.

Solution

- Mobile (SDK, NFC card scan, self check-out, one-click)
- Sentinel
- Main FR payment cards

Benefits

- +1 million app downloads in a year
- User-friendly dashboards to centrally track and manage orders, payments and chargebacks, traffic and performances
- Boosting fidelity and re-order rate thanks to the integration of franprix's loyalty programme and one-click feature.



The choice of our PSP was very crucial. Our new PSP needed to answer all our criteria, like a quick integration or the SDK. We have identified HiPay like the innovative partner that could follow us on our future projects."

Laëtitia Kedzierski, Chargée de mission - Direction de la stratégie franprix

Avec l'app franprix,
vos courses livrées où
et quand vous voulez.



Context

Launched in 2008, acquired by Decathlon in 2019, Alltricks sells sports articles for biking, running and other outdoor activities.

In 2017, the brand was looking for a way to accelerate its growth.

Challenge

Gather the largest product catalogue possible to become the online and offline leader in this niche market, beyond warehouse and points of sale storage capacities.

Solution

- Marketplace in collaboration with Mirakl
- Business Intelligence
- POS terminals installed in Alltricks branches and Decathlon stores

Benefits

- +300k to 400k€ additional monthly revenue right after the marketplace's launch.
- Few weeks after they were installed, the first two deployed POS terminals generated 10% of the sales of their respective stores.



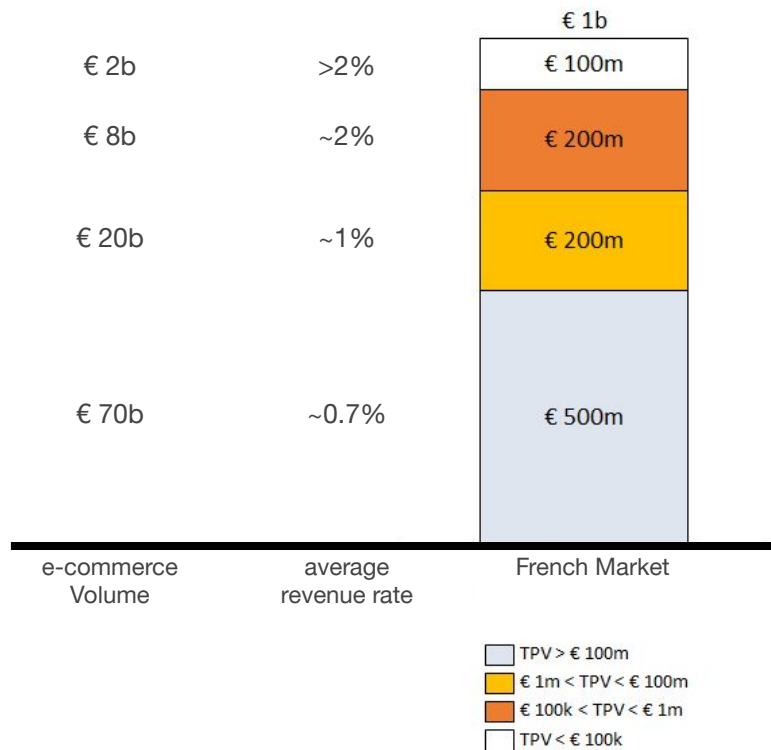
HiPay brings us a sense of serenity and saves us precious time by ensuring conformity and flow management, notably when it comes to the complexity of funds settlement."

Stéphane Rosi, Chief Financial Officer at Alltricks



→ Market

French e-payment market detail



European e-payment market summary

- French Addressable Market = € 400m, +9% p.a.
- France represents about 25 % of EU market
- Total EU Addressable Market = € 1.6b, +14% p.a.



HiPay's FR
market share
~7 %



HiPay's EU
market share
~3%

→ Positioning / Differentiators



Data Analytics	+++	+++	++	+	+
Fraud management	+++	+++	++	+	+
Financial reconciliation	+++	+++	+++	+	+
e-payment / APM / International	+++	+++	+++	++	+
Proxi-payment	++	+++	++	+++	++
Omnichannel features	++	+++	+	+	+
Marketplace	+++	+++	+++	+	+
Dedicated support for Tier-2 clients	+++	+	+	++	++

→ HiPay: a multispecialist PSP

Fashion

~11%*



170

merchants

2M€

average size

Key product features:

- Multi-currency coverage
- Omnichannel solution
- UX & Payment Script
- BI & Datas
- Fraud management
- Console Hipay
- Financial reconciliation
- Market place

Tech & digital

~11%*



80

merchants

4M€

average size

Key product features:

- International coverage
- Alternative & local payment method
- UX & Payment Script
- BI & Datas
- Fraud management
- Marketplace
- Financial reconciliation

iGaming

~28%*



100

merchants

10M€

average size

Key product features:

- Alternative & local payment method
- BI & Datas
- UX & Payment Script

Automotive

~13%*



100

merchants

4M€

average size

Key product features:

- Fraud management
- BI & Datas
- International coverage
- Alternative & local payment method
- UX & Payment Script
- Console Hipay

Franchise



10

merchants

10M€

average size

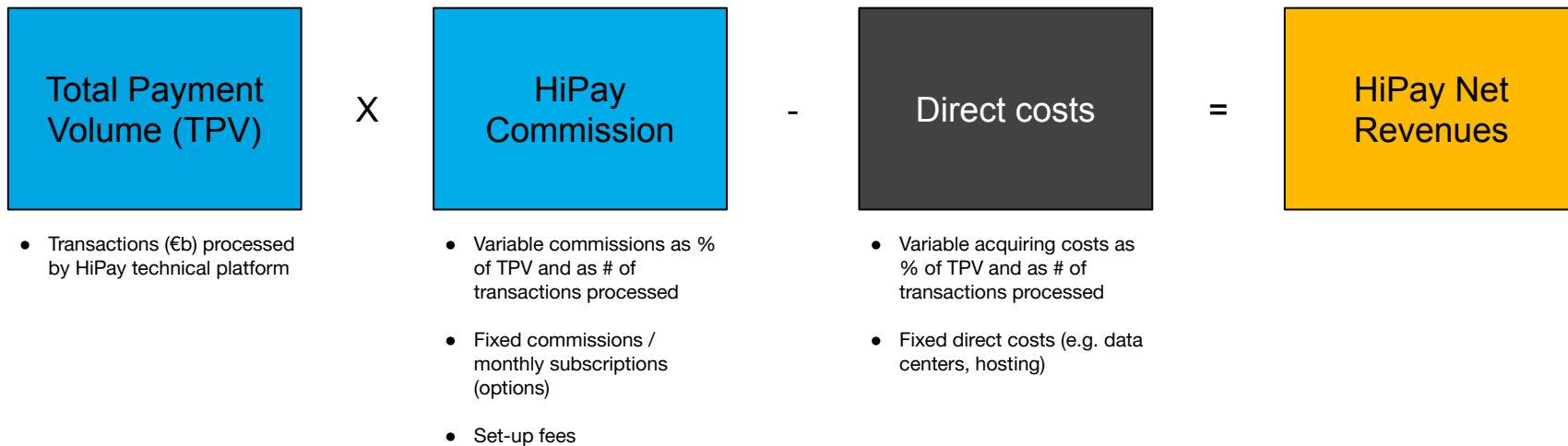
Key product features:

- Multi-account management
- Console Hipay
- Omnichannel solution
- UX & Payment Script
- BI & Datas
- Fraud management

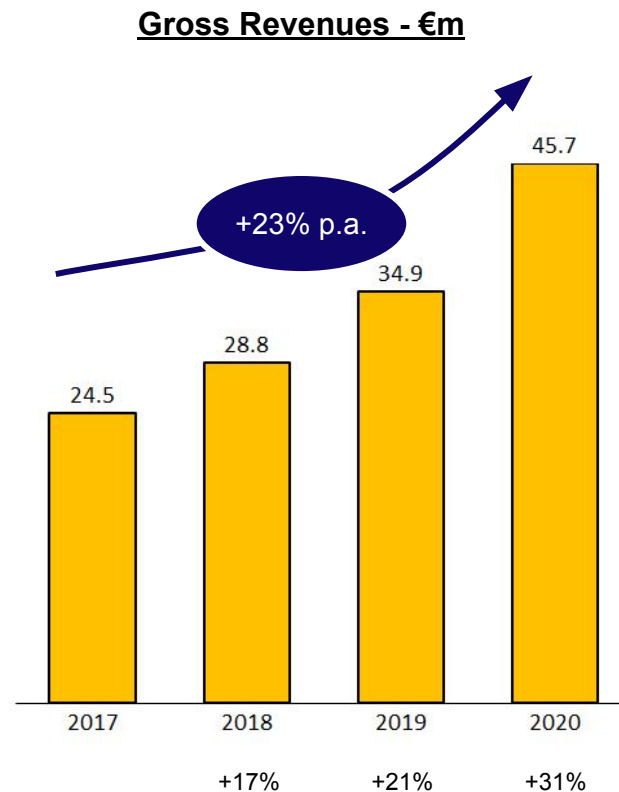
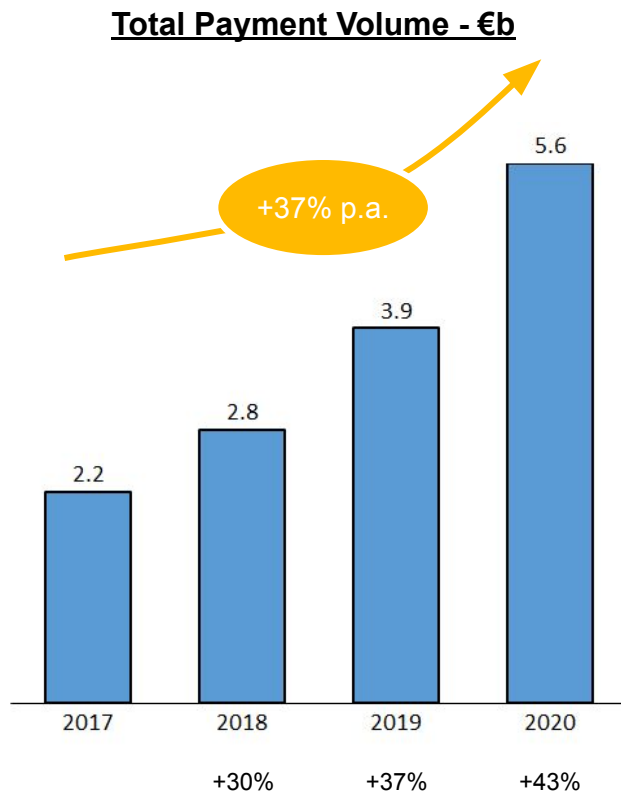
Other : Food (Franprix, Metro...), Retail (Aubert, Vert Baudet, Ikea, Gifi, Nature et découvertes), Health & Beauty (Marionnaud, Nocibe, Santediscount), Sport (Ripcurl, Roland garros, Lafuma, Ekosport) ... and more

→ Margin generation

HiPay margin generation model relies on the balance between payment volume monetization and acquisition costs



→ A recurring excellent commercial performance over time, with a significant acceleration in 2020



→ An outstanding performance in 2020 across key performance indicators



PAYMENT VOLUME

€ 5.6B

(+43% vs. '19)



REVENUE

€ 45.7m

(+31% vs. '19)



EBITDA

€ 3.4m

(vs. 0.1m in '19)



NET RESULT

€ -1.9m

(vs. -5.8m in '19)



NET FINANCIAL DEBT

€ 12m

(vs. € 7m in '19)



HEADCOUNT

216 FTE

(vs. 196 in '19)

→ HiPay's share

Identity:

- HiPay Group SA, listed on Euronext Paris
- ISIN FR0012821916
- Code mnémo : HIPAY
- Spot as of 31st March 2021: €12,85
- Market cap as of 31st March 2021: M€64
- Perf. YTD 1 year: +373%
- Perf. YTD 5 years: +52%

Shareholding structure:

Shareholder	Number of shares	%	Number of voting rights	%
BJ Invest	1 478 564	29,8%	1 478 564	29,3%
Eximium	1 448 834	29,2%	1 448 834	28,8%
Floating	2 033 576	41,0%	2 110 915	41,9%
TOTAL	4 960 974		5 038 313	

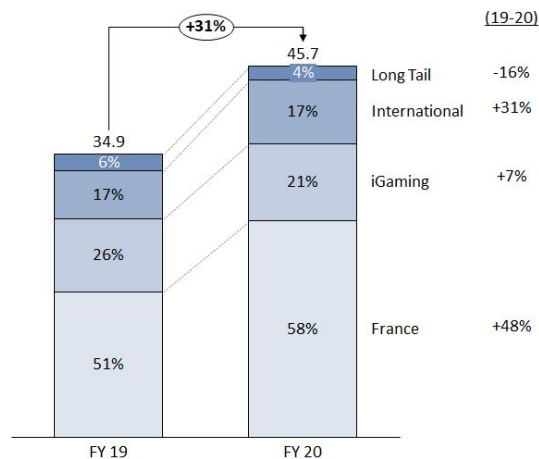
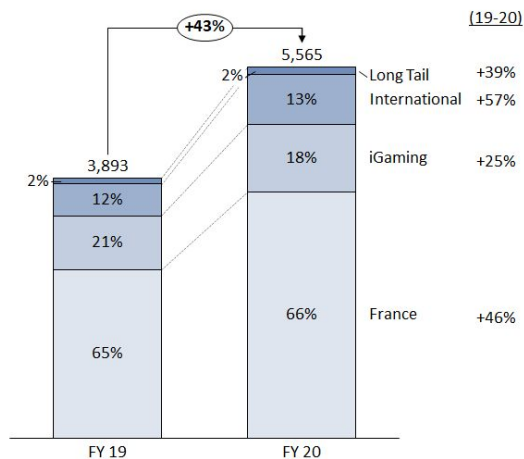


2020 financial results

→ FY 2020 outstanding commercial performance

Total Payment Volume (€m)

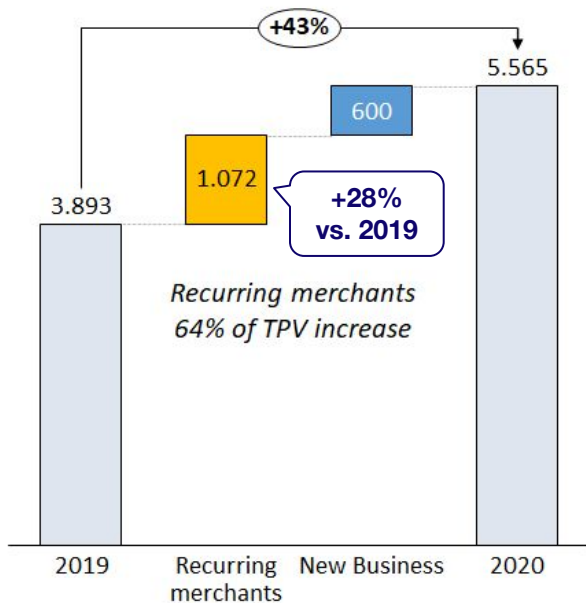
Revenues (€m)



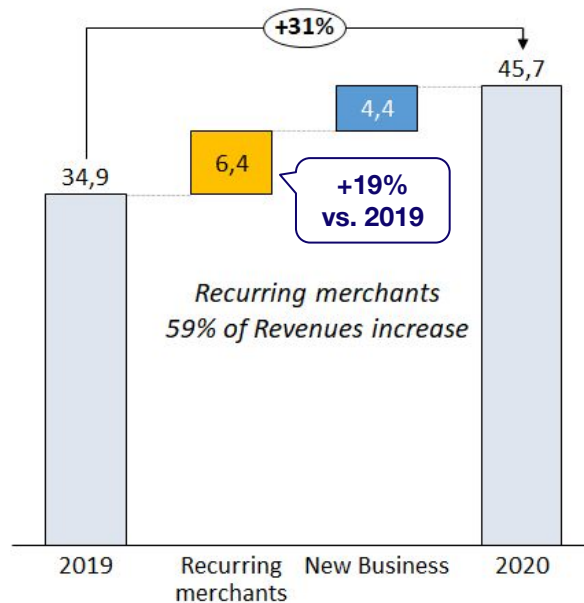
- France, our historical core market remains the growth engine both in terms of TPV and Gross Revenues
- iGaming impacted during H1 2020 (vs. H1 2019) as gambling new regulation in Belgium is live since June 2019
- International taking off, especially Portugal (+53% TPV / +45% Revenues) and Italy (+88% TPV / +83% Revenues)
- Good monetization of TPV with key accounts
 - +305 key accounts joining HiPay during 2020
 - Revenues reaching 0.82% in 2020 vs. 0.90% in 2019

→ ~60% of the growth comes from recurring merchants

Total Payment Volume (€m)



Revenues (€m)



Recurring merchants New Business

Note: New business corresponding to merchant launched during the rolling past 12 months

→ P&L key metrics significantly improving

in thousands euros

	31 Dec. 20	31 Dec. 19
Revenue	45 713	34 872
Direct costs	-25 105	-17 442
Staff costs	-12 999	-12 321
Opex	-4 221	-4 985
EBITDA	3 387	124
D&A	-3 514	-4 041
Current EBIT	-127	-3 917
Free shares	-168	-112
Non current items	-278	-704
EBIT	-572	-4 733
Financial result	-1 164	-952
Income tax	-142	-66
Net result	-1 878	-5 750

- Revenues reaching € 45.7m, +31% vs. '19
- Direct costs growing in line with Payment Volume to € 25m, +44% vs. '19
- Staff costs under control at € 13m
 - ◆ +6% vs. '19 after 750 K€ of covid-19 partial activity subsidy
 - ◆ +12% like for like vs. '19
- Expenses savings (travels, events)
- EBITDA reaching € 3.4m vs. € 0.1m in '19
- EBIT reaching € -0.5m vs. € -4.7m in '19
- Net result reaching € -1.8m vs. -5.8m in '19

→ Balance sheet - assets

in thousands euros	31 Dec. 20	31 Dec. 19
Goodwill	40 222	40 222
Net intangible assets	5 480	4 901
Net tangible assets	8 591	8 667
Deferred tax	1 437	1 434
Other financial assets	1 117	1 320
Non current assets	56 847	56 544
Trade receivables	2 239	2 218
Other current assets	101 263	76 384
Cash and cash equivalents	3 081	1 557
Current assets	106 583	80 159
ASSETS	163 430	136 704

- € 40m goodwill confirmed by last impairment test
- Intangible fixed assets related to the development of the technical platform
- Tangible fixed assets mainly related to IFRS 16 (Levallois HQ rents)
- Other current assets including Available cash balance for € 98m vs. merchant debt reaching € 96m (integrated in other current debt)
- Net cash end of period reinforced to € 3.1m vs. € 1.6m as of end of 2019

→ Balance sheet - liabilities

in thousands euros	31 Dec. 20	31 Dec. 19
Share capital	19 844	54 505
Share premium	50 156	15 495
Retained earnings	-33 686	-27 470
Net result	-1 878	-5 750
Equity	34 436	36 780
Long term financial debt	16 233	15 820
Non current provision	624	616
Deferred tax	0	0
Non current liabilities	16 857	16 436
Short term financial debt	0	45
Suppliers and other creditors	4 322	4 889
Other current debts	107 814	78 553
Current liabilities	112 137	83 487
LIABILITIES	163 430	136 704

→ Financial debt including borrowings for € 8.4m and IFRS 16 debt for € 7.5m (mainly related to Levallois HQ offices)

→ BJ Invest current account used for € 6.4m (vs. total granted of € 10m)

→ Cash flow statement

in thousands euros	31 Dec. 20	31 Dec. 19
Net result	-1 878	-5 750
P&L adjustments	4 158	4 181
Operational result before variation of working capital	2 280	-1 569
Variation of working capital	-2 687	2 460
Interest paid	-11	-124
Tax paid	-2	-377
Cash from operational activities	-420	390
Acquisition of assets	-3 592	-3 718
Variation of financial assets	204	-919
Cash from investment activities	-3 388	-4 637
New loans	6 522	4 643
Loans reimbursements	-130	-237
IFRS 16 impact	-1 013	-1 166
Cash from financing activities	5 379	3 240
Cash as of 1 January	1 512	2 519
Net cash variation	1 569	-1 007
Cash as of 31 December	3 081	1 512

- Operating profit before variation of the operating capital need and provisions € 2.3m (vs. € -1.6m en 2019)
- Working capital variation of € -2.7m (vs. € +2.5m in 2019)
- Net Cash Flow Resulting From Operating Activities close to breakeven: € -0.4m (vs. € 0.4m in 2019)
- € -3.4m Net Cash Flow Resulting From Investing Activities, mainly related to R&D
- € 5.4m Net Cash Flow Resulting From Financing Activities (€ 3.6m of PGEs and € 3m from BJ Invest current account)

2021 outlook

→ 2021 outlook

- Finalize PSD2 ecosystem implementation / stabilization
- Continue the development of unified commerce offering
- Confirm the growth potential of International Business Units
- Enhance the Payment Processing Platform (stability, QoS)
- Confirm the financial performance of the last semesters (business model scalability)

Questions?

HiPay