

Press release

Paris, 26 July 2016

ALLIANCE

HOPSCOTCH GROUPE, COMEXPOSIUM, and SOPEXA
in talks to create first international PR network
à la française

HOPSCOTCH Groupe (Euronext FR0000065278), a communication consultancy group and a major player in the digital and social web, global PR and events, and COMEXPOSIUM Group, one of the world leaders in event organization, and the shareholders of SOPEXA, the International Communication Agency specialized in food, wine and lifestyle, announce exclusive negotiations. This alliance would allow HOPSCOTCH Groupe and COMEXPOSIUM Group to each hold a minority share in SOPEXA's capital.

SOPEXA is an international communication agency with unique expertise. Its 26 agencies around the world employ 280 people working in approximately 60 countries.

The purpose of this alliance is to create the largest French PR network worldwide, capitalizing on the specific areas of expertise of each of the three companies.

As such, this alliance will represent the only alternative to the Anglo-Saxon networks to design and highlight what France does best: food, luxury, tourism, and lifestyle.

It is a coherent industrial project for the three companies, setting the course for excellent growth prospects.

The negotiation process is due to end on 29 September 2016.

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About HOPSCOTCH Groupe

HOPSCOTCH Groupe is the leading PR group in France, reinventing 'Global PR' by mixing all areas of communication: influence, events, activation, digitalization, internal communication, public affairs...

It is made up of its own branded agencies: Hopscotch (PR / Event / Travel / Corporate / rouge), Hopscotch Congrès, Hopscotch Luxe, as well as specialized agencies: heaven, Sagarmatha, Human to Human, Le Public Système PR, Le Public Système Cinéma, Capdel, U Pro...

HOPSCOTCH Groupe is present worldwide thanks to its multilingual continental hubs in Dublin and Casablanca, as well as the representative offices in the Americas and Asia.

Listed on Euronext Paris (ISIN Code: HOP FR 00000 6527 8), the group counts 540 members of staff today. It achieved a turnover of 150 million euros and gross margin of 53,9 million euros in 2015. Follow us: www.hopscotchgroupe.com and on Twitter/Instagram @HOPSCOTCHgroupe

About COMEXPOSIUM Group

COMEXPOSIUM Group, one of the world's leading event organizers, is involved in more than 170 BtoC and BtoB events across different sectors including food, agriculture, fashion, digital, security, construction, high-tech, optics and transport. COMEXPOSIUM hosts 45000 exhibitors and more than 3 million visitors all around the world. COMEXPOSIUM operates globally thanks to its offices in over 30 countries: Algeria, Germany, Argentina, Australia, Belgium, Brazil, Canada, China, Spain, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Thailand, Turkey, UAE, UK and USA.

For more information: www.comexposium.com

About SOPEXA

International communication and marketing agency, 100 % Food and Drink. International communication and marketing agency specialized in food, drink & lifestyle, Sopexa assists companies, brands, communities and institutions in their development and their communication and influence strategies.

Sopexa boasts 280 multi-cultural market experts, on the lookout for trends and constantly close to local prescribers. It operates in 60 countries and offers consulting & customized strategies, sales drive & international development, PR & brand content, events as well as health and nutrition strategies. For more information: www.sopexa.com