



- 02. Mission and strategy
- 03. Financial performance
- 04. COVID-19, impacts and trends
- 05. Accelerating the digitisation of promotions
- 06. Guidance and conclusions

First-half 2020 business and earnings impacted by COVID-19

DECLINE LESS STEEP
THAN EXPECTED

Q2 2020 GROSS PROFIT

€19.63 M

down 21.6% LFL¹ & Reported

H1 2020 GROSS PROFIT

€40.42 M down 16.1% LFL¹ & Reported

DROP IN EARNINGS BUT HEALTHY PROFITABILITY

Adjusted HPBIT²: €7.03 M down 44.7%

Adjusted operating margin²: 17.4%

Rec. oper. inc.: €7.63 M down 36.4%

Attributable net income³: €4.13 M down 37%

CASH GENERATION AND €30 M GBL⁴ UNUSED

NET CASH⁵ €71.49 M up €8.96 M (vs. 31 Dec. 2019)

NET CASH
excluding operating WC⁶
€8.01 M up €4.75 M (vs. 31 Dec. 2019)

Digital businesses held up well (down 9.4% LFL) and accounted for nearly 60% of gross profit in the first half (56.2% on a reported basis in 2019)

- (1) Like for like: Based on a comparable scope and at constant exchange rates.
- (2) Adjusted headline profit before interest & tax: Recurring operating income before restructuring costs and excluding the impact of performance share plans. Adjusted operating margin: Adjusted headline PBIT/Gross profit.
- (3) Net income attributable to owners of the parent.
- (4) Government-backed loan.

- (5) Net cash position: Cash and cash equivalents less gross current and non-current financial debt, including operating working capital (€63.49 M at 30 June 2020), and excluding finance lease debt.
- (6) Net cash excluding operating working capital: Cash and cash equivalents less gross current and non-current financial debt, excluding operating working capital (€63.49 M at 30 June 2020) and excluding finance lease debt.



02. Mission and strategy

- 03. Financial performance
- 04. COVID-19, impacts and trends
- 05. Accelerating the digitisation of promotions
- 06. Guidance and conclusions

02. Mission and offer

Our mission

As an expert in data marketing and communication,

HighCo continuously innovates

to work with brands and retailers

in facing the retail challenges of tomorrow.

02. Mission and offer

Our offer

4 complementary areas of expertise cover the entire customer engagement chain from initial contact to the transaction





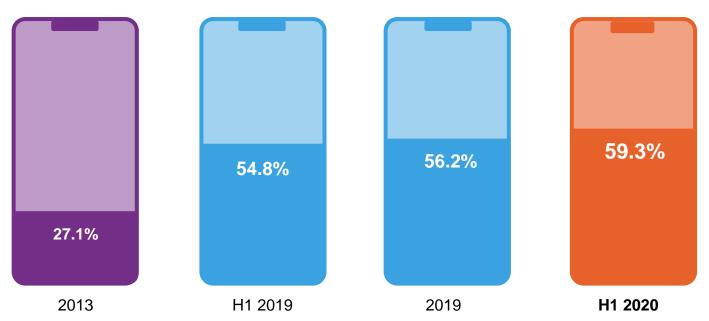




02. Overview of our strategic focuses

Strategic focus #1: Continue digitising our businesses

Digital business as a percentage of Group gross profit



02. Overview of our strategic focuses

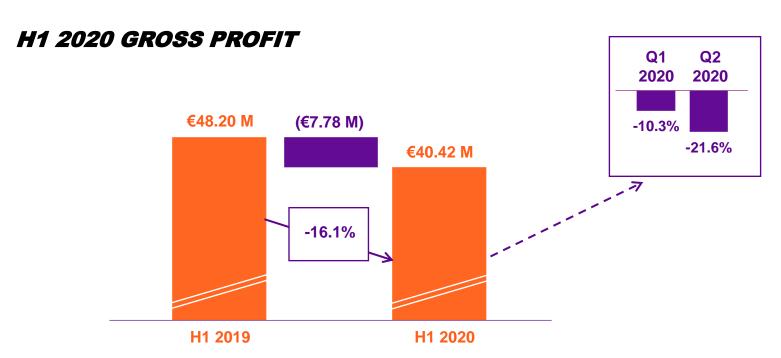
Strategic focus #2: Develop our understanding of data



- 01. Key messages
- 02. Mission and strategy

03. Financial performance

- 04. COVID-19, impacts and trends
- 05. Accelerating the digitisation of promotions
- 06. Guidance and conclusions

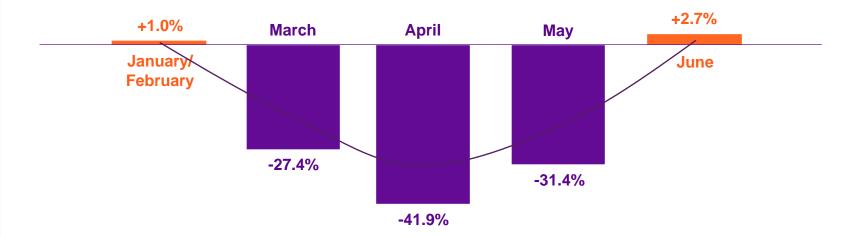


H1 2020 gross profit amounted to €40.42 M, down 16.1% on a reported basis and like for like¹. The first quarter fell 10.3% and the second quarter 21.6%.

⁽¹⁾ LFL: See definition on page 3.

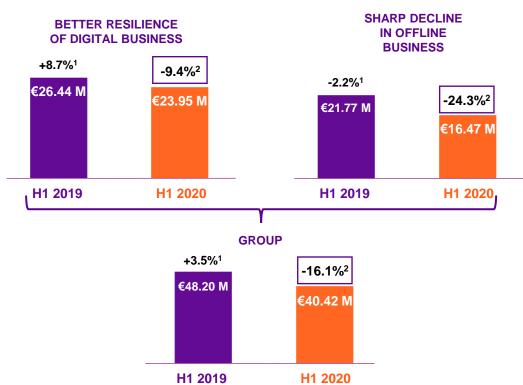


H1 2020 Gross profit on a monthly basis



After starting the year in line with the budget, business activity dropped significantly from March to May (down 34% on a monthly average) before a "technical" recovery with the easing of lockdown restrictions in June (up 2.7%).

Digital business held up better over the half-year

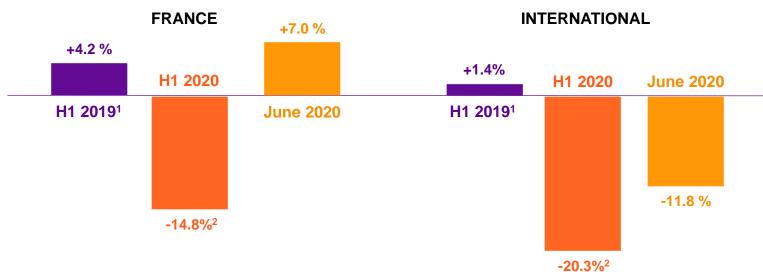




(1) Historical LFL data.

(2) LFL: See definition on page 3.

Gross profit by geographical area



- > Decline less steep than expected in France (down 14.8% to €30.95 M; 76.6% of the Group's gross profit), with a 7% upturn in business in June.
- > Sharp drop in International business (down 20.3% to €9.47 M):
 - Benelux: down 21.3% to €8.91 M, accounting for 22% of the Group's gross profit, and decline limited to 11.1% in June;

13

- Spain and Italy: up 0.1% to €0.55 M (1.4% of the Group's gross profit).

HighCo

⁽¹⁾ Historical LFL data

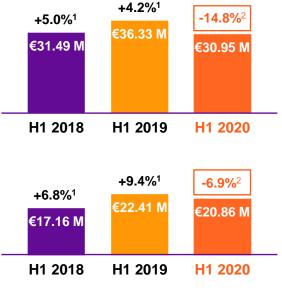
⁽²⁾ LFL: See definition on page 3. 27 AUGUST 2020

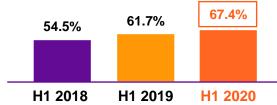
France: More than 2/3 of business is digital

> Decline limited to 14.8% for the first half

> Better resilience of digital business

> Increase in the share of Digital: More than two-thirds of total business





⁽²⁾ LFL: See definition on page 3.



27 AUGUST 2020 14

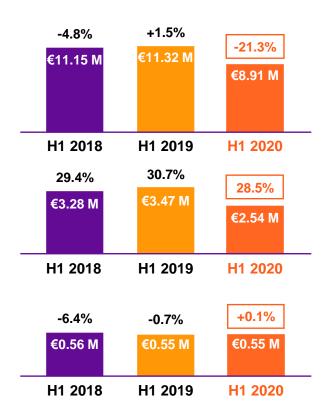
Historical LFL data.

International: Sharp decline

> Benelux: In-store businesses deeply impacted in the first half

> Benelux: Share of Digital down 220 bp

> Stable performance in Southern Europe over the half-year (100% digital)



03. Financial performance Operating profitability

(€ M)	H1 2020	H1 2019	CHANGE	LFL CHANGE ¹
GROSS PROFIT	40.42	48.20	-16.1%	-16.1%
OPERATING OVERHEADS	(33.39)	(35.48)	-5.9%	
Adjusted headline PBIT ²	7.03	12.72	-44.7%	
Adjusted OPERATING MARGIN ² (Adjusted headline PBIT/GP)	17.4%	26.4%	-900 bp	

- > Drop in adjusted headline PBIT²: down 44.7% in H1 2020.
- > 5.9% decrease in the breakeven point, mainly due to furlough programmes implemented in Q2 2020.

⁽¹⁾ LFL: See definition on page 3.

⁽²⁾ See definitions on page 3.

Operating profitability by geographical area

(€ M)	H1 2020	H1 2019	CHANGE
Adjusted headline PBIT¹ France	6.48	11.13	-41.8%
Adjusted headline PBIT¹ International	0.55	1.59	-65.7%
Adjusted headline PBIT¹ Group	7.03	12.72	-44.7%
Adjusted OPERATING MARGIN¹ Group	17.4%	26.4%	-900 bp

- > France²: The decline in business resulted in a drop in adjusted headline PBIT1¹ (down 41.8% vs. H1 2019), but with a robust adjusted operating margin of 20.9%.
- > International²: The decline in business also led to a drop in adjusted headline PBIT¹ (down 65.7% vs. H1 2019), with adjusted operating margin remaining positive at 5.8%.

⁽¹⁾ See definitions on page 3

⁽²⁾ Head office costs allocated on a pro rata basis of the gross profit generated by geographical region.

Operating profitability

(€ M)	H1 2020	H1 2019	CHANGE
Adjusted headline PBIT ¹	7.03	12.72	-44.7%
Restructuring costs	(0.18)	(0.17)	
Cost of performance share plans	0.78	(0.55)	
Recurring operating income	7.63	12.00	-36.4%
Other operating income and expenses	-		
Operational income	7.63	12.00	-36.4%

> 44.7% decrease in adjusted headline PBIT1.

> Less steep decline in recurring operating income and operating income of 36.4% to €7.63 M (write-back of the provision on performance share plans).

Net income

(€ M)	H1 2020	H1 2019	CHANGE
Operating income	7.63	12.00	-36.4%
Cost of net debt and other financial income and expenses	(0.14)	(0.24)	
Tax expense	(2.78)	(4.52)	
Share in associates	0.04	0.04	
Net income from held for sale and discontinued operations	-	-	
Net income	4.75	7.29	-34.8%
Net income attributable to owners of the parent	4.13	6.56	-37.0%
Adjusted net income attributable to owners of the parent ¹	3.57	6.96	-48.7%

- > Tax expense of €2.78 M for a decrease of €1.74 M (down 38.4%).
- > Net income attributable to equity holders of the parent down 37% to €4.13 M.
- > Adjusted attributable net income (following the write-back of the provision on performance share plans) down 48.7% to €3.57 M.

⁽¹⁾ Adjusted attributable net income: Attributable net income excluding the net after-tax cost of performance share plans, excluding other operating income and expenses, and excluding net income from assets held for sale and discontinued operations.



03. Financial performance Earnings per share



> H1 2020 EPS and diluted EPS were down 36.5% to €0.20.



⁽¹⁾ Attributable net income per share based on an average number of shares of 20,679,528 at 30 June 2020 and 20,869,148 at 30 June 2019.

⁽²⁾ Diluted attributable net income per share based on an average number of diluted shares of 20,679,528 at 30 June 2020 and 20,869,148 at 30 June 2019.

03. Financial performance Financial position

(€ M)	30 June 2020	31 Dec. 2019	CHANGE
Cash and cash equivalents	106.50	69.84	+36.66
Of which Operating working capital	63.49	59.29	+4.20
Of which Government-backed loan	30.00		+30.00
Of which Operating cash flow (gross cash)	13.02	10.56	+2.46
(Gross debt)	(35.01)	(7.30)	(27.71)
Of which Government-backed loan	(30.00)		(30.00)
Of which Syndicated loan and other financial debt1	(5.01)	(7.30)	+2.29
Net cash position ²	71.49	62.54	+8.96
Net cash excluding operating working capital	8.01	3.25	+4.75

> Excluding operating working capital, the Group posted net cash of €8.01 M, an improvement of €4.75 M with respect to 31 December 2019.

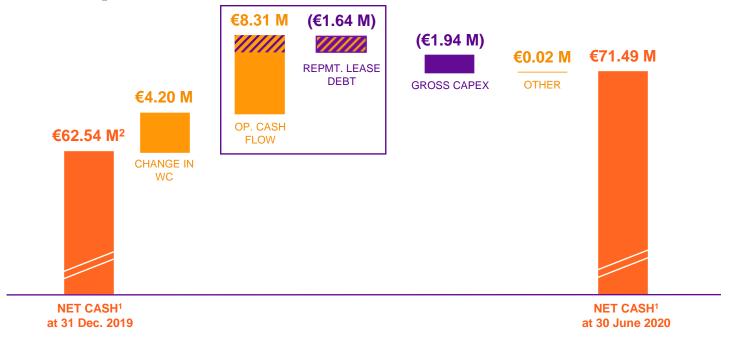
Obligations formerly classified as finance leases, which under IAS 17 amounted to €0.14 M€ at 30. Itina 2020 versus €0.15 M at 31.0 M a

> With the €30 M government-backed loan, unused to date, gross cash stood at €106.5 M.

⁽²⁾ Net cash: Cash and cash equivalents including operating working capital less gross current and non-current financial debt.

HighCo

Financial position



With cash-generating flows of €10.89 M (operating cash flow including repayments of lease debt and the change in working capital) and cash-consuming flows of only €1.94 M (mainly CAPEX, no dividend payouts and no share buybacks), the net cash position was protected, amounting to €71.49 M, for an increase of €8.95 M.

⁽¹⁾ Net cash position: See definition on page 3.



Environment of COVID-19: situation and measures taken

#1. Cash position

Gross cash position of €13.02 M, up €2.46 M from €10.56 M at 31 December 2019

#2. Government economic programmes

Use of programmes implemented by the government to reduce the impact of the situation: postponed payment of taxes and social security charges, furloughs (partial unemployment), etc.

#3. SBP

Suspension of the share buyback programme

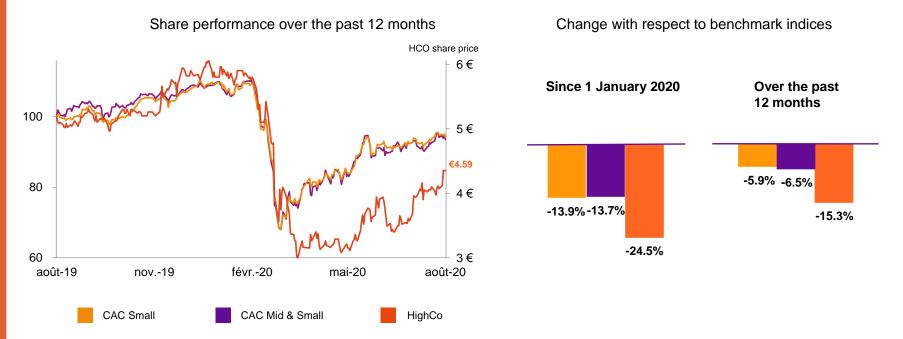
#4. CAPEX

Suspension of non-priority investments

#5. Dividends

No dividend payout in 2020 on 2019 profits

03. Financial performance Share performance



The HighCo share price (€4.59 at close of trading on 20 August 2020) has fallen 24.5% since the beginning of the year, compared to declines of 13.9% and 13.7% for the CAC Small and CAC Mid & Small indices, respectively.

Treasury shares

	20 Aug. 2020	30 June 2020	31 Dec. 2019
Number of existing shares	22,421,332	22,421,332	22,421,332
Maximum number of potential performance shares ¹	217,000	222,000	434,000
Number of treasury shares	(1,617,848)	(1,628,048)	(1,789,688)
Percentage of treasury shares out of existing shares	7.2%	7.3%	8.0%

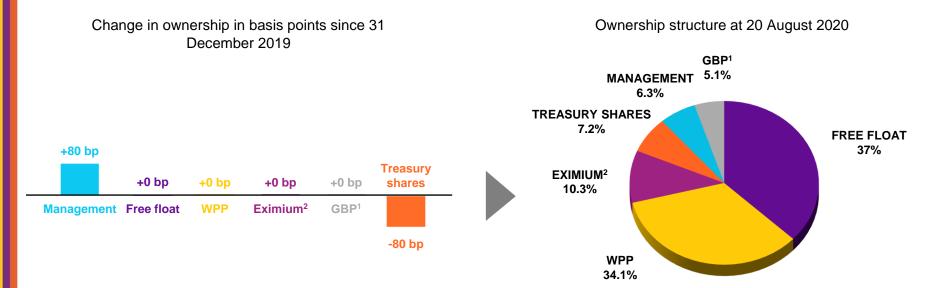
The maximum number of potential performance shares (qualifying shares) at this date represented 1% of the number of existing shares.

> The percentage of treasury shares was reduced from 8% at 31 December 2019 to 7.3% at 30 June 2020, mainly due to the vesting of performance shares by management.

⁽¹⁾ Equals the number of "qualifying" shares as defined in the performance share plan regulations (achievable performance and/or company service criteria). This number may differ based on the underlying accounting assumptions with regard to meeting these criteria.



03. Financial performance Ownership structure at 20 August 2020



HighCo continues to benefit from a relatively stable ownership structure compared to 31 December 2019, with an increase in management ownership to 6.3% (up 80 bp) mainly due to the vesting of performance shares.

⁽²⁾ Eximium: Company controlled by Michel Baulé according to the most recent declaration of threshold crossing filed with the AMF on 1 August 2017.



26

⁽¹⁾ GBP: Gérard de Bartillat Participations, member of the Supervisory Board.

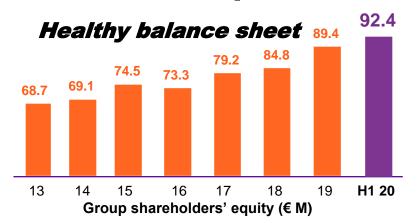
Change in main financial indicators in H1 2020

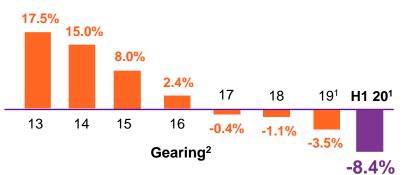
(€ M)	H1 2020	CHANGE ¹
Gross profit	40.42	-16.1%
Adjusted headline PBIT ²	7.03	-44.7%
Recurring operating income	7.63	-36.4%
Net income attributable to owners of the parent	4.13	-37.0%
Cash flow	8.31	-24.6%
Net cash excluding operating working capital	8.01	+€4.75 M

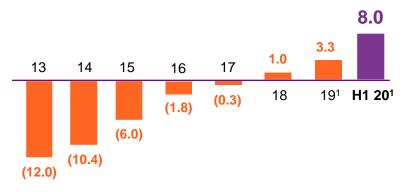


⁽¹⁾ Changes compared with H1 2019 except for Net cash excluding operating working capital (vs. 31 Dec. 2019).

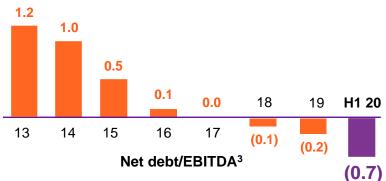
⁽²⁾ See definition on page 3.







Net cash excluding operating working capital (€ M)



Obligations formerly classified as finance leases, which under IAS 17 amounted to €0.14 M€ at 30 June 2020 versus €0.15 M at 31 December 2019, are now reported as lease obligations without the differentiated classification, in line with IFRS 16.

28 27 AUGUST 2020

Gearing: Net debt/Group shareholders' equity.

⁽³⁾ Net debt/EBITDA: (Gross debt - Net cash excluding WC)/Recurring operating income before amortisation and cost of performance share plans.

Gross cash position: Cash and cash equivalents (€106.5 M at 30 June 2020) excluding operating working capital (€63.49 M at 30 June 2020) and excluding the government-backed loan (€30 M at 30 June 2020) HighCo



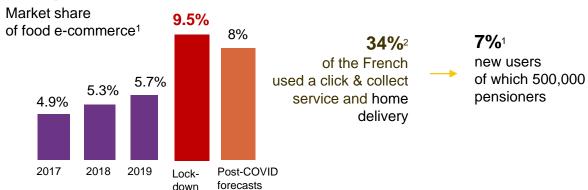
- 01. Key messages
- 02. Mission and strategy
- 03. Financial performance
- 04. COVID-19, impacts and

trends

- 05. Accelerating the digitisation of promotions
- 06. Guidance and conclusions

#1 / Change in shopping habits > Spectacular growth in food e-commerce

FRANCE



UNITED KINGDOM

Market share of food e-commerce: 13% vs. 7% before COVID³

USA

- Walmart/e-commerce: Revenue **up 97%** in Q2 2020
- Target added 750 food items on its click & collect website



(1) Nielsen - April 2020

(2) Kantar PWC - April 2020

(3) Nielsen - May 2020

#1 / Change in shopping habits

> Towards more digital and more experience

55%¹ of new food e-commerce users think they will continue shopping online

Especially if stores adapt their model

55%¹ of French people believe they will combine physical and online shopping.

And **48%**² prefer retail chains offering new shopping experiences.





54%² of consumers want digital innovations that improve their experience.

Example: No line to pay (68%²), simplified transaction (29%²)





⁽¹⁾ Criteo Retail Media Report - May 2020

⁽²⁾ Source: WPP Wunderman Thompson study conducted from 26 February to 5 March 2020 by an independent organisation

#2 / Acceleration in the digital transformation > What will become of the use of paper?

The use of paper, still predominant in communication, has been a focus of concern for years



By citizens

41%¹ of the French throw paper ads away

By the government

- France: Unauthorised distribution in letterboxes, a punishable offence as of 2021
- · Belgium: High taxes on paper flyers
- Netherlands: Opt-in concept applied to letterboxes

By chains

- Leclerc in 2010: Zero paper in 2020
- Monoprix in 2019: Letterbox flyers discontinued
- Carrefour: 50% of marketing investments will be in digital media by 2022

#2 / Acceleration in the digital transformation > Decisions to invest in digital

Media investments down 15%1

Investments are expected to rise again in 2021 (forecasts up 7.9%1).

-8%¹

Decline less steep in digital media investments

-20%¹

Sharp decline in investments in traditional and paper media





02. Mission and strategy

03. Financial performance

04. COVID-19, impacts and trends

05. Accelerating the digitisation of promotions

06. Guidance and conclusions

05. Accelerating the digitisation of promotions

Two main promotional tools in France



Discount coupons

Paper flyers



3 bn coupons issued/year1

350 M used/year1

But still a very paper-driven market: digital coupons only account for 15% of coupons cleared

€1 bn² in investments

18 bn

unwanted ads/year³

800,000 tonnes of paper³ 30 kg/household/year³

(3) France Nature Environnement press release - Dec. 2019

⁽¹⁾ Madame Benchmark report 2019

HighCo internal source: Data combined based on retailer, printer and agency sources

05. Accelerating the digitisation of promotions

Priority #1: Dematerialise discount coupons

1. Issuance and acquisition

Digital coupons for e-commerce



+92% Number of e-coupons issued by HighCo on click & collect websites in Q2 2020

Mobile coupons via SMS, displays, etc.







2. Clearing

Login to retailers' checkout systems Coupon burning Real-time reporting



05. Accelerating the digitisation of promotions

Priority #2: Dematerialise flyers

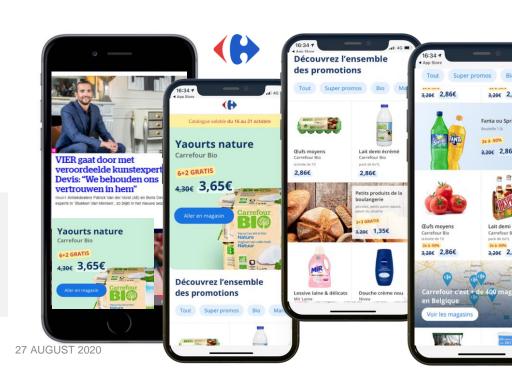
Offer a 100% digital alternative to paper flyers:

- Extending audience reach
- Maintaining advertising pressure
- · Issuing targeted, personalised flyers

Example: Carrefour Belgium

Based on CRM data:

- Identification of targets
- Personalised product display on flyers
- Personalised, location-based landing page



How to accelerate innovation process at HighCo

05. How to accelerate HighCo's innovation process

Innovation economy dominated by GAFAM and startups

GAFAM / BATX Increase in record capitalisations since COVID-19

- Apple \$2 trillion
- Amazon \$1.6 trillion
- Google \$1 trillion
- Facebook \$700 billion
- Alibaba \$700 billion











STARTUPS Record amounts raised¹

- €4.5 billion raised in France in 2019 (up 40% vs. 2018)
- 712 fundraising rounds (up 8%) of €6.8 M on average
- Booming MarTech (marketing technology) industry: 9.4% of funds raised
- 5 fundraising rounds of more than €100 M:





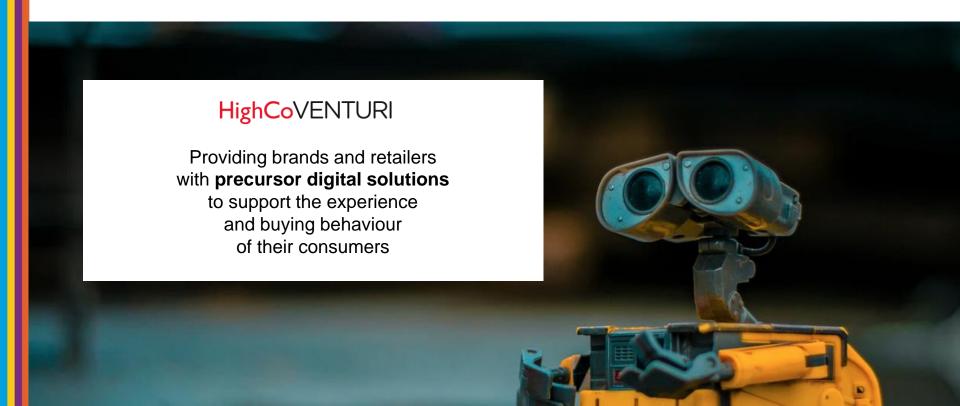






05. How to accelerate HighCo's innovation process

HighCo launched a retail tech startup studio in early 2020



05. How to accelerate HighCo's innovation process

HighCo launched a retail tech startup studio in early 2020

An ambitious programme

Support innovation efforts at BUs

Encourage internal innovation

Capture **subtle market signals**

Stay ahead of customer expectations

Initiate new forms of collaboration

In 4 phases





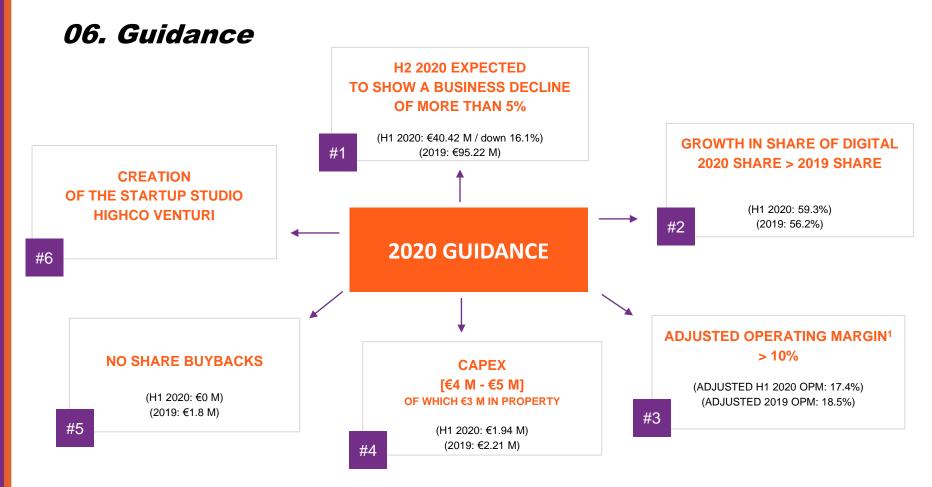




96 Guidance and conclusions

- 01. Key messages
- 02. Mission and strategy
- 03. Financial performance
- 04. COVID-19, impacts and trends
- 05. Accelerating the digitisation of promotions

06. Guidance and conclusions



06. Conclusions

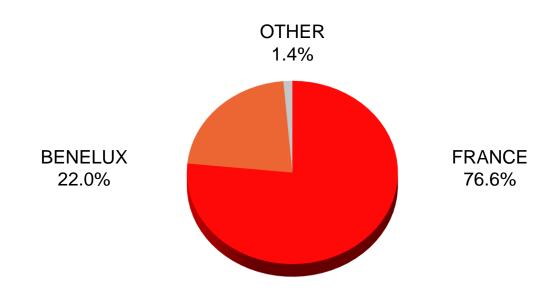
In this unprecedented health and economic crisis, HighCo has shown sound financial performance, mainly due to the better resilience of its digital businesses.

COVID-19 has profoundly impacted business and significantly influenced the digital transformations under way.

To help its clients navigate these major changes and create growth drivers for the future, HighCo will accelerate its innovation policy primarily by investing in its startup studio HighCo Venturi.



BREAKDOWN OF H1 2020 GROSS PROFIT BY GEOGRAPHIC AREA



CONSOLIDATED INCOME STATEMENT

(in € thousands, except for earnings per share)	30/06/20	31/12/19
Sales	73,411	89.861
Purchases and external charges	(39,176)	(48,153)
Personnel expenses	(22,436)	(25,122)
Taxes	(952)	(839)
Depreciation and amortization	(3,917)	(3,387)
Other current operating income	1,379	298
Other current operating expenses	(679)	(656)
Recurring operating income	7,630	12,001
Other operating income and expenses	-	-
Operating income		
Financial income	1	1
Gross cost of financial debt	(177)	(215)
Net cost of financial debt	(176)	(214)
Other financial income	46	2
Other financial costs	(6)	(23)
Income tax expense	(2,784)	(4,516)
Share of income of associates	43	39
Net income from continuing operations	4,754	7,290
Net income from non-current assets held for sale and discontinued operations	-	-
Net income	4,754	7,290
- HighCo shareholders	4,131	6,562
- Minority interest	624	728
Headline PBIT ¹	7,808	12,171
Adjusted Headline PBIT ²	7,029	12,721
Basic earnings per share from continuing operations in euros ³	0.23	0.35
Diluted net earnings per share from continuing operations in euros ⁴	0.23	0.35
Basic earnings per share in euros ³	0.23	0.35
Diluted net earnings per share in euros ⁴	0.23	0.35
Basic earnings per share attributable to HighCo shareholders in euros ³	0.20	0.31
Diluted net earnings per share attributable to HighCo shareholders in euros ⁴	0.20	0.31

⁽¹⁾ Adjusted headline profit before interest & tax: Recurring operating income before restructuring costs (S1 2020 : €177h; S1 2019 : €170th).

⁽²⁾ Adjusted headline profit before interest & tax: Recurring operating income before restructuring costs (S1 2020 : €177th; S1 2019 : €177th) and excluding the impact of performance share plans (S1 2020 : income of €778th;

S1 2019 : expense of €550th).

⁽³⁾ Based on an average number of shares of 20,679,528 at June 30, 2020 and 20,869,148 at June 30, 2019.

⁽⁴⁾ Based on an average number of diluted shares of 20,679,528 at June 30, 2020 and 20,869,148 at June 30, 2019.

CONSOLIDATED BALANCE SHEET

Assets (in € thousands)	30/06/20	31/12/19
Non-current assets		
Goodwill	79,811	79,811
Net intangible assets	8,430	9,477
Net tangible assets	3,857	2,791
Right-of-use assets related to leases	20,014	15,261
Investments in associates	421	578
Other non-current financial assets	623	623
Other non-current assets	-	-
Deferred income tax assets	776	1,265
Total non-current assets	113,932	109,807
Current assets		
Inventories and work in progress	330	45
Advances and prepayments	1,890	1,572
Trade and other receivables	32,464	44,818
Other current assets	10,823	6,797
Tax receivables due	748	1,056
Tax receivables	5,547	8,723
Cash and cash equivalents	106,502	69,841
Total current assets	158,303	132,852
Assets held for sale	-	-
Total assets	272,236	242,660

Liabilities (in € thousands)	30/06/20	31/12/19
Shareholders' equity		
Ordinary shares	11,211	11,211
Share premium	26,129	26,129
Other reserves	50,945	42,765
Net income for the year	4,131	9,316
Group shareholders' equity	92,415	89,421
Minority interest in equity	2,924	2,304
Total shareholders' equity	95,339	91,726
Non-current liabilities		
Borrowings	2,603	2,582
Lease liabilities	17,606	12,891
Provisions for liabilities and charges	1,889	1,869
Other non-current liabilities	2,650	2,650
Total non-current liabilities	24,748	19,991
Current liabilities		
Financial debt	32,408	4,723
Lease liabilities	3,350	3,100
Provisions for liabilities and charges	1,304	1,176
Trade and other payables	31,749	31,392
Other current liabilities	76,207	78,132
Tax debts payable	48	71
Tax debts	7,082	12,349
Total current liabilities	152,148	130,943
Total debts	176,896	150,934
Liabilities directly associated with assets held for sale	-	-
Total liabilities	272,236	242,660

CONSOLIDATED CASH FLOW STATEMENT

(in € thousands)	30/06/20	31/12/19	30/06/19
Net income	4,754	10,681	7,290
Net income from discontinued operations	-	-	-
Depreciation and provisions charges (net)	3,942	7,339	3,441
Income and expenses arising from share-base payments	(911)	364	289
Dividends	200	-	-
Remeasurement (Fair Value)	1	(118)	1
Share of profit of associates	(43)	(237)	(39)
Deferred tax	347	(190)	50
Gain or loss on sales of assets	23	(38)	(4)
Net cash from operating activities - before changes in working capital	8,313	17,800	11,028
Changes in working capital	4,200	8,086	6,181
Net cash from operating activities	12,513	25,885	17,209
Purchases of fixed assets	(1,938)	(2,208)	(1,323)
Proceeds from disposal of fixed assets	19	46	21
Change in other non-current assets	2	(6)	(9)
Net cash allocated to subsidiary acquisitions/disposition	(1)	(2,909)	(119)
Net cash from investing activities	(1,918)	(5,078)	(1,430)
Capital increase	-	-	-
Dividends paid to shareholders	-	(5,331)	(5,305)
New loans	30,021	529	-
Repayment of loans	(2,315)	(3,561)	(1,767)
Repayment of lease liabilities	(1,641)	(3,585)	(2,110)
Treasury shares	-	(1,802)	(375)
Net cash from financing activities	26,066	(13,750)	(9,557)
Foreign exchange impact	-	2	1
Net cash inflow (outflow)	36,661	7,059	6,222
Cash and cash equivalents at the beginning of the period	69,841	62,781	62,781
IFRS 5 Impact of cash and cash equivalents	-	-	-
Cash and cash equivalents at the end of the period	106,502	69,841	69,003
Change	36,661	7,059	6,222

INVESTOR RELATION CONTACTS AND FINANCIAL REPORTING CALENDAR



Cécile COLLINA-HUE

Managing Director

comfi@highco.com

Addresses

> 8, rue de la Rochefoucauld 75009 Paris Tel: +33 (0)1 77 75 65 06

> 365, avenue Archimède - CS 60346 13799 Aix-en-Provence Cedex (headquarters)

Tel: +33 (0)4 42 24 58 24

2020 Calendar

Q3 2020 (GP)

14 October 2020

Q4/FY 2020 (GP)

20 January 2021

Published post closing.