

Press release, January 23, 2014

Rapid international expansion in our StarPass payment solutions

We are continuing to roll out our strategy by launching new payment solutions in an increasing number of countries:

In Asia/Oceania, our products are now accessible to Thailand, Vietnam, Indonesia and Malaysia.

In Latin America, we have added Brazil and Mexico to our solution portfolio, reaching hundreds of millions of end customers.

A number of other payment solutions will be launched over the coming weeks, enabling our merchants to reach even more end consumers.

Jim Dorra, Head of the Payments division, commented:

“We have gained extensive experience in the French market, which is ahead of the game in premium telecoms services.

We are drawing on this experience to replicate our strategy in new markets.

Our ambition is to build a solid client base and a wide range of solutions to make the lives of thousands of online merchants easier: as the payment market becomes increasingly fragmented with the emergence of mobile payments and the freemium model, our position as an aggregator is increasingly vital.”

About StarPass and BD Multimedia

StarPass is a fully integrated payment service that offers online merchants selling virtual goods and services the ability to monetize their content using a single solution with no installation costs or recurring fees.

StarPass is operated by BD Multimedia, a pioneer in premium and value-added services since 1986 and an expert in telecoms solutions.

BD Multimedia is listed on the Alternext market of the Paris Stock Exchange.

(ISIN code: FR0000035305/ALBDM)

Reminder of last press release dated December 23, 2013: “Group revenue to September 30, 2013”

Next press release in February 2014: “StarPass official exhibitor at the Mobile World Congress in Barcelona ”