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Press Release

Hello bank! by BNP Paribas chooses NetBooster's Data & Analytics department

NetBooster (FR0000079683 – eligible ALNBT – PEA-PME), a leading independent European agency in digital performance marketing, today announces a new partnership and contract win with **Hello bank!** the online subsidiary bank of **BNP Paribas**.

Following substantial wins and the trust given by blue chip brands like PSA, Adidas, Accor and Pierre & Vacances, **Hello bank!** has chosen the Data & Analytics department of **NetBooster** for their consultancy mission.

NetBooster will guide and support the bank by defining its needs linked to the collection and use of data, in order to gain new clients. **NetBooster** will also assist **Hello bank!** in the selection of data tools and platforms. The mission concerns the French, Belgium and Italian markets for both **Hello bank!** and **BNP Paribas** agencies, and further the German market for **Hello bank!**.

Hello bank! the online banking subsidiary of BNP Paribas, is the first 100% digital mobile bank in Europe, created in 2013 and assists more than 800,000 clients.

Thomas Hubert, Head of Data & Analytics, France and Southern Europe at NetBooster Group, commented: *"As a data team in a digital performance agency, our goal is to move to the next level by taking up the data value chain challenges and optimizing the marketing solutions. That's why **NetBooster** created a specialised team dedicated to supporting our clients choose the best data solutions before the traditional deliveries of KPI's definition, tagging plans or analysis tools set ups. The **NetBooster DnA** international team of 35 dedicated experts, provides the best answers for our clients, from DMP to machine learning and through ad-centric, CRM or data web analytics"*

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About NetBooster Group | www.netbooster.com

NetBooster is a leading independent European agency in digital performance marketing that makes its comprehensive expertise of digital marketing available to its clients to achieve the best possible performance for their investments. The agency invests in technology and covers the entire chain of online marketing through its European network: search engine optimisation and marketing, data and analytics (DnA), GroundControl Technology, display, affiliation, online media, creation, eCRM and social networks, with a recognised expertise in tomorrow's digital marketing (Social Media, Video, Ad Exchange, etc.). Shares in NetBooster are traded on the NYSE Alternext Paris.

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