

Paris, Tuesday 15th December 2015

## Press Release

# NetBooster chooses Kontrapunkt agency to strengthen its brand globally

**NetBooster (FR0000079683 – ALNBT – PEA-PME eligible)**, a leading independent European agency in digital performance marketing, has chosen the Scandinavian design and brand agency **Kontrapunkt** to handle the task of strengthening their brand and position worldwide.

With 500 consultants and 22 offices around the world, NetBooster has a unique position as one of the only independent, international digital agencies. Kontrapunkt will help sharpen and position NetBooster to reach their optimum level.

**Tim Ringel, CEO of NetBooster** commented, *“NetBooster has grown externally and acquired several agencies in different countries. Now we need to renew and unify our global brand and position. We have chosen Kontrapunkt, because they have a sharp strategic approach to design and branding, and because they see the value in being genuine and transparent – just like us.”*

*“When NetBooster prioritises to develop their own brand, they show that they are willing to walk the talk in this respect. This I admire. We look forward to a collaboration that will mean a lot to both us and NetBooster. At Kontrapunkt, we specialize in brand development and brand design, while NetBooster delivers digital solutions that measure any marketing effort. I definitely see great potential in creating a synthesis of performance marketing and branding,”* says **Morten Gade, Partner at Kontrapunkt**.

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**About NetBooster Group | [www.netbooster.com](http://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.

**About Kontrapunkt | [www.kontrapunkt.com](http://www.kontrapunkt.com)**

Kontrapunkt is the leading Scandinavian design agency. The agency develops brands and designs 360° brand experiences through visual identities, communication, services, products, behaviour and surroundings.

Kontrapunkt works globally from offices in Copenhagen and Tokyo. The company has more than 50 employees and work for customers like Nissan, Carlsberg, KPMG, DSB, Hitachi, Glyptoteket, Kino.dk, Saxo.com, TDC, Orkla, LEGO, Noma, Novo Nordisk and Red Cross.

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