

Paris, Tuesday 19th April 2016

Press Release

Crucial selects NetBooster to drive its global SEO strategy

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible) a leading independent European agency in digital performance marketing, today announces a new partnership and contract win with **Crucial**, part of **Micron Group**.

NetBooster has been selected to develop and manage Crucial's global SEO strategy in the USA, UK, Italy, Germany and France. This new partnership represents a key milestone for NetBooster, as it's the first time the European Agency has been appointed by a US company to manage a global SEO strategy including the US.

NetBooster is working in partnership with the Crucial marketing teams, product specialists and website developers to deliver a comprehensive SEO campaign to drive increased organic visibility in the target markets. The project includes technical SEO, multi-language content marketing, data analysis, outreach & influencer marketing as well as providing SEO and search marketing training to Crucial's stakeholders. This will be managed out of NetBooster's SEO competence hub in Cornwall, with the support of the local NetBooster offices in the target countries.

Crucial specialises in computer memory and storage, with over 6500 engineers on staff, more than 25 000 patents and products available in 209 countries around the world.

Tim Ringel, CEO of NetBooster, says – *"We are proud that Crucial chose NetBooster to develop and implement their SEO strategy both in the US and in Europe. Crucial is our first client in the semi-conductor industry and international, making this an important win for us, putting into place our development plans in the US and our ambition to grow our international footprint as the largest independent digital performance agency."*

"We're excited to be working with NetBooster for our SEO needs," said Fabrice Sabo, E-Commerce Marketing Manager, Crucial. "Their broad experience within the SEO industry combined with their knowledge of regional e-commerce models will help us take our digital marketing to the next level."

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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.

About Crucial | www.crucial.com

Crucial is a global brand of Micron Technology, Inc. Crucial solid state drives (SSDs) and memory (DRAM) upgrades are compatible with over 100,000 new and old desktops, laptops, workstations, and servers. Available worldwide at leading retail and e-tail stores, commercial resellers, and system integrators, Crucial products enhance system performance and user productivity. Learn more at crucial.com.

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