

Paris, 27th September 2016

Press Release

NetBooster Group acquires UK agency 4Ps Marketing and strengthens its European footprint

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible) the leading independent European agency in digital performance marketing, announces the acquisition of one of the UK's top digital agencies, **4Ps Marketing Ltd**, based in London. With this new acquisition, NetBooster Group is now the biggest independent Performance Marketing player in Europe's three core markets and, along with its US partner, has 850+ employees across 25 locations worldwide.

NetBooster Group's presence in the UK increases to 140 employees, enhancing its SEO and Paid Media capabilities and providing a full suite of integrated, multi-territory performance marketing services to the newly combined UK client portfolio.

Established in 2008, award winning 4Ps Marketing delivers integrated search marketing campaigns, for national and international clients including; **Selfridges, Audi, Yotel, Experian, WGSN, Jigsaw and Jamie Oliver**. A well-established and highly regarded agency in the UK, 4Ps Marketing was named Best Agency, Best eCommerce and Best for Customer Service in the 2016 Recommended Agency Register Awards.

Led by 4Ps Marketing's original co-Founders, Matt Phelan and Chris Hyland, all UK operations will integrate over the coming months, overseen by a newly formed UK management team. Matt Phelan will also take on a senior global role as part of NetBooster Group's Strategic Committee to support the Group's global expansion.

The transaction was structured using a mixture of cash and shares, coupled with an earn-out mechanism that is performance linked, ending in December 2018. NetBooster's financing pool approved the deal and, as a result, the existing growth capex facilities were drawn down in part.

Tim Ringel, CEO, NetBooster Group commented: *"I'm thrilled to welcome Matt, Chris and the entire 4Ps team on board. Their decision shows that NetBooster is the perfect home for entrepreneurs of best in class agencies to outgrow their market limitations and join the mission of building a real global independent player in our industry. The combination of NetBooster UK and 4Ps puts us at the forefront of the UK performance marketing space and this will result in growth from UK clients but also international customers running their European operations out of the UK."*

Mr. Matt Phelan, Co-Founder of 4Ps Marketing opined: *"This exciting announcement has been driven by demand from our staff and clients to carry out more work nationally and internationally. Both NetBooster Group and 4Ps Marketing hold client centricity at their core, with the desire to ensure transparency by remaining as part of an independent agency Group. Clients*

of 4Ps Marketing will now have full access to NetBooster's global delivery capabilities, as well as the full suite of performance marketing services, including international data and 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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