

Paris, 28 October 2014

## Press Release

### NetBooster publishes its gross margin and EBITDA for the third quarter 2014

#### RECOVERY WITH STRONG GROWTH IN EBITDA AND PROFIT RATE

**NetBooster (FR0000079683 – ALNBT – PEA-PME eligible)**, an independent European agency and leader in digital performance marketing, today announces its gross margin for the third quarter of its 2014 fiscal year.

In the first nine months of 2014, NetBooster achieved a gross margin of €25.0 million (analogue 2013), and a boosted EBITDA at €2.8 million from €1.0 million in the same period 2013 (+180%). In total this led to a profitability level of 11.2% (4.0% in the prior year). With a traditional strong last quarter, the management is confident to fulfil the EBITDA target of €4.0 million this year.

New contracts wins from a global cosmetic brand, the finance industry, an European publishing company in Q3 and a promising sales pipeline in Q4 enable the Company's return on the growth track. On top of this NetBooster's has begun selling its self-developed **GroundControl by NetBooster** technology, a product that enables NetBooster's advertisers to communicate consistently across all digital advertising channels with individual messages for specific target audiences.

Gross Margin € m	2013	2014	Variation
Q1	8.3	8.5	2.4%
Q2	8.6	8.6	0.0%
Q3	8.2	7.9	-3.1%
Total	25.1	25.0	-0.2%

EBITDA € m	2013	2014	Variation
Q1	0.3	0.7	133.3%
Q2	0.1	1.0	900.0%
Q3	0.6	1.1	83.3%
Total	1.0	2.8	180.0%
EBITDA/Gross Margin	4.0%	11.2%	

## NetBooster now owns 100% of Guava A/S

The Management's plans to strengthen the Group structural and financial efficiency are taking shape as the Group has completed the Guava A/S delisting and squeeze-out transaction. A total amount of €0.7 million from the Operating Cash has been used in 2014 to squeeze out the remaining shareholders within Guava A/S (9.51%) to gain structural and financial efficiency by delisting the Danish entity. NetBooster therefore owns 100% of Guava A/S and can activate more than €0.2m in saving every year from reducing the complexity of the Guava ownership structure.

## OUTLOOK

The Company will provide further details on the 2015 strategic plans in November 2014.

**NetBooster's chief executive, Tim Ringel, commented:** "We are very proud of our performance, having already surpassed our year-end 2013 EBITDA (€2.7m) result in Q3/2014 (€2.8m). Following a year of transition, NetBooster is focusing on strategic, geographical and product growth, as well as financial performance. Our goals for 2015 are to step into a rapid acceleration of NetBooster's Brand and Strategic offerings, across markets, continents and product areas. Thanks to our self-engineered technology **GroundControl**; we are once again leaping ahead of our agency network competitors by offering cutting edge solutions, which includes driving our client's digital strategies and deriving a majority of their revenues from all digital channels. With more advertising channels now moving into digital and NetBooster being the agile, innovative and one of the biggest independent one stop shops from an international, digital channel and technology perspective, this make us confident about the growth of our gross margin and profitability in 2015 and beyond."

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

NetBooster is an independent international performance agency 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.

## Information

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