

Paris, Tuesday 7th April 2015

Press Release

NetBooster - 2014 RESULTS

Moving from restructuring to growth in 2015

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent European agency in digital performance marketing, today announces its **financial results for the year-ended 2014**.

For the year-ended 2014, **NetBooster** recorded an EBITDA of **€4.5m** (compared to €2.7m in 2013) and a Gross Margin of **€34.2m** (stable compared to 2013, €34.4m) leading to a **profitability level of 13.1%** (compared to 7.9% for the year-ended 2013). Despite goodwill amortization of €4.0m under French GAAP, the Company is reporting a **positive Net Income**.

In 2014, the Management team restructured the company and refocused efforts from a client, management, product and financial perspective. Principle amongst these included:

- A decision to exit unprofitable client relationships, thereby accepting a decline in Revenue from €133m to €116m, whilst keeping a **stable level of Gross Margin**, which is the leading indicator for the operational business performance.
- **Optimising the Group's cost base**; consolidating its business activities in the UK, squeezing out minority shareholders in Guava Holding and thereby reducing the listing and associated costs therewith, combining the Company's three German units and resizing the French business to actively improve profitability locally.
- Streamlining our vision, aligning our product offering towards clients' needs and improving our communication strategy. With a unique product offering, the right size to attract clients and by being a full service digital agency, **NetBooster is challenging the big media agencies as they are just starting to focus on digital**.
- **New client wins** with attractive blue chip, multinational players such as Estee Lauder, PSA, Nestle, Ringier, AXA Assistance, Standard Chartered, Jennyfer, Speedo and Maplin, providing a strong platform for future growth.

	2013(a)	2014 (a)	Change
Gross Margin	€ 34.4m	€ 34.2m	+/- 0%
EBITDA	€ 2.7m	€ 4.5m	+ 66%
EBITDA/Gross Margin	7.9%	13.1 %	

Management confirms outlook 2015

With 2014 being the **best financial year in the company's history**, the management is confident to confirm its outlook, targeting €5.5m to €6.0m EBITDA for 2015.

NetBooster's CEO, Tim Ringel, commented: *"The year 2014 has been clear proof for Management and our Team that we can deliver outstanding results, by focusing on our digital DNA. Our objective for 2015 is to keep challenging the big media agencies and win more business across all services, but especially in the Data and Consultancy area. Thanks to the work of our team, and the trust of our clients and investors, NetBooster is now well positioned to be the digital performance architects for advertisers in their digital advertising transition (going forward)."*

The consolidated Balance Sheet, Profit & Loss and Cash Flow Statement are available on the Investor Relations section of our website - www.netbooster.com/investor-relations/

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EVENT - Year-end 2014 Results

Tim Ringel (CEO), Tom Armbruster (COO) and Vincent Added (CFO) will hold an event for press, equity analysts and investors at **9.30am CET / FR on Wednesday, 8th April 2015** at the offices of NetBooster, 4-6 Passage Louis Philippe, 75011 Paris.

To attend, please contact Alize RP – Tel. +33 1 44 54 36 61

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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.

Information | For more information please contact:

Financial Communication

Alexia Cassini (Group Communication Manager)
NetBooster S.A.
Tel. 01 40 40 27 00
acassini@netbooster.com

Press Contact

ALIZE RP
Caroline Carmagnol
Tel. 00 33 (0)1 44 54 36 66
netbooster@alizerp.com