

Paris, 18 February 2016

Press Release

NetBooster and PM Digital partner to form one of the biggest independent performance networks in the world

Combined International Presence of over 25 Offices, 800 Employees, 250 Leading Brands and managing over \$500m media spend

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent Europe and Middle East agency in digital performance marketing and **PM Digital**, a US-based independent leading full-service integrated marketing agency, today announce a new strategic relationship. This partnering, without an impact on the shareholding structures, will enable the two agencies to work alongside one another; leveraging their powerful offerings, employees and technology to benefit their clients.

Both PM Digital and NetBooster have a strong heritage of delivering marketing solutions to help clients generate awareness and drive performance. Together, their expertise lies in PPC, SEO, CRM, Display/RTB, Affiliate, Social, UX/CRO, with all of these supported by a strong Data and Analytics offering, and a creative team that supports those efforts, to target brands' most important audiences anywhere they are.

NetBooster and PM Digital's proven track record of success, coupled with their comprehensive understanding of data and actionable customer insights, will enable the two agencies to work alongside one another and deliver high-impact, cross channel marketing strategies for international brands looking to deepen their position and relevancy. The strategic partnering comes at an important time, as brands and clients look to cultivate integrated global strategies with deeply tailored, localised approaches, and to identify new customer and business opportunities across markets.

Tim Ringel, CEO of NetBooster, commented: *"The performance driven methodology is core to our cross-channel, global performance approach. With PM Digital's deep roots in direct and integrated marketing, coupled with their exceptional channel intelligence, this partnership will give our mutual clients a significant competitive advantage. Together we will strengthen the relationship with critical media providers, as well as best-in-class data and technology partners. The entrepreneurial spirit of both companies fuels our mutual plan for a global footprint with APAC as our next target."*

Chris Paradysz, Co-CEO, PM Digital, said: *"NetBooster brings impressive digital and vertical expertise that will complement our combined leading roster of brands across the Retail, Travel and Hospitality, Financial Services, Education, Publishing, Technology, Telco, Automotive, Non-profit and B2B sectors. Our shared dedication to creativity, innovation and performance will enhance our clients' overall programmes and allow them to grasp new opportunities to connect and engage across the globe."*

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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 PM Digital | www.pmdigital.com

PM Digital is a full-service integrated marketing agency specialising in innovative solutions across paid search (SEM), organic search (SEO), display, social, content, email, direct mail, print and insert, as well as creative brand and web development. With its direct and digital businesses, PM Digital's core capabilities are based in a data-driven approach to understanding, targeting, cultivating, acquiring and optimising customer value for clients. Through this comprehensive expertise, the agency leverages proprietary and best-in-class research and analysis tools to help clients make the most informed marketing decisions and manage the performance of their programmes. With a client list of leading global brands across key verticals, such as Retail, Financial Services, Education, Publishing, Technology, Nonprofit and B2B, PM Digital has continued to grow our reputation as the industry's most critical thinkers and leaders.

Information | For more information please contact:

Communication

Alexia Cassini (Responsible Communication Groupe)
NetBooster S.A.
Tel. 00 33 (0)1 40 40 27 00
acassini@netbooster.com

Contact Presse

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