

Paris, Thursday 10<sup>th</sup> March 2016

## Press Release

### NetBooster to move to IFRS

**NetBooster (FR0000079683 – ALNBT – PEA-PME eligible)**, a leading independent European agency in digital performance marketing, today announces its move to International Financial Reporting Standards (IFRS).

The switch to IFRS will provide investors and other users of financial statements with the ability to compare the financial performance of NetBooster on a like-for-like basis with its international peers and provide more transparency to investors on the Group's performance. It represents yet another step in making NetBooster's Investor Relations best in class, providing the investment community with the type of information that can inform their decisions on an investment in the group.

The key impact for the Group from a financial perspective will be in the net income line, with goodwill on historic acquisitions being subject to an annual impairment test, rather than being depreciated annually on a straight-line basis. Net income would thus have been approximately €4m higher in 2014 under IFRS standards. All other material changes will be disclosed in the Company's 2015 Annual Report. However, to give investors an orientation, non-audited 2013 and 2014 IFRS Financials are available on the Group's website.

NetBooster will publish its first IFRS detailed consolidated financial statements as of and for the three years ended December 31, 2015. The annual report 2015 will be published in April 2016.

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