

Paris, Monday 21<sup>st</sup> March 2016

## Press Release

### NetBooster refinances convertible bond with no dilution for shareholders and secures growth finance

**NetBooster (FR0000079683 – ALNBT – PEA-PME eligible)**, a leading independent European agency in digital performance marketing is pleased to announce the closing of a landmark €20.7m financing agreement.

The new senior secured facility consists of a €10.7m tranche that will be used to reimburse an existing convertible bond that comes due on the 23<sup>rd</sup> of March and smaller outstanding loans, as well as a €10m tranche that is dedicated to finance our envisaged growth plans. The latter represents a key cornerstone of management's promise to deliver continued strong growth and global expansion.

The new arrangements offer NetBooster considerable flexibility, with 50% of the transaction coming in the form of a bullet type euro private placement maturing in 2022 and 50% in the form of a traditional amortising loan with a term of 5 years and 9 months. Credit du Nord was appointed Lead Arranger on the transaction and jointly structured it with Tikehau Investment Management's NOVI I fund. Two other large European banks, BNP Paribas and Société Générale and a global player, HSBC, made up the rest of the pool.

**Tim Ringel, CEO of NetBooster S.A. commented:** "This financing round represents the culmination of many years of hard work, solidifies NetBooster's balance sheet with an attractive, long term financing structure, whilst also prefunds our ambitious growth plans to evolve into a global digital media agency. We would particularly like to extend our thanks to our financing partners for their continuing support and confidence in the prospects of the NetBooster group"

**Nathalie Bleunven of Tikehau Investment Management opined:** "We are delighted to assist NetBooster in diversifying its financing arrangements and putting in place a long term solution that hits all of its objectives. Tikehau saw a unique investment opportunity in NetBooster, given the company's strong position in the digital marketing domain, its proven track record in delivering results, its strong management team and its exciting international development plans."

**Alexandre Quevat and Bertrand Descours of Credit du Nord Corporate Finance commented:** "Credit du Nord was delighted to be appointed Lead Arranger on this transaction; beating off strong competition from NetBooster's banking pool. An innovative financing structure won the day, with the proposed solution being oversubscribed and two new banks and a Euro PP house being added to NetBooster's core banking relationships"

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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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