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Press Release

NetBooster publishes a strong second Quarter 2016 Results

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent European digital performance marketing agency, today announces record results for the second quarter of 2016, with Gross Margin increase 16% and EBITDA up 25% over the same period in 2015.

NetBooster continues to deliver on promises made in 2015, with the Company hitting growth targets and delivering solid EBITDA margins in line with management expectations. Q2, 2016 Gross Margin increased from €8.7m in the same period of 2015 to €10.1m in 2016, whilst EBITDA grew from €1.2m in Q2, 2015 to €1.5m in Q2, 2016. Moreover, profitability continued to improve, hitting a new level of 14.9% in Q2, 2016.

	Q2/2014	Q2/2015	Q2/2016	% Growth
Gross Margin	€8.6m	€8.7m	€10.1m	16%
EBITDA	€1.0m	€1.2m	€1.5m	25%
EBITDA/Gross Margin	11.6%	13.8%	14.9%	

In 2016, NetBooster successfully won new blue chip clients, extending the portfolio to include; a well-known international car rental company, a global music streaming service provider, a worldwide leading sport and fashion brand and a large package travel provider. These new clients are serviced across multiple channels and territories, demonstrating the significant demand for NetBooster’s global digital marketing capabilities and further cementing the Group’s overall strategy. In addition, the existing client base is not only growing, but also evolving, with a distinct shift from pure digital performance budgets into the digital awareness space. This is challenging the dominant traditional media agencies and providing further opportunities for NetBooster to pick away at their market share. The partnership with US based PMX Agency has already borne fruit in enhancing the credibility of the Company’s global strategy and helped to win strategically significant new clients that are to be reported on in the near future.

OUTLOOK 2016

The management is confident in the EBITDA target of €5.5m and strong top-level growth in line with the first and second quarter of 2016.

Tim Ringel, CEO of NetBooster, commented: “NetBooster is in the best shape ever from a client structure, efficiency, team-strength and a financial performance perspective. Clients especially value our innovative approach, transparency and deep product knowledge. Supporting our clients in digital performance marketing is a given today. Interestingly, guiding them on their overall digital marketing strategy and awareness budgets are now firmly on the agenda too; creating extensive growth opportunities for NetBooster Group.”

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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.

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