

Paris, 29th August 2016

Press Release

NetBooster S.A. appoints Julius Ewig to NetBooster Group's Strategic Committee

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent European agency in digital performance marketing, today announces the appointment of **Julius Ewig** to the Strategic Committee of NetBooster Group.

Julius Ewig, Managing Director of metapeople, the German subsidiary of NetBooster Group, extends his remit to include a Global Leadership position as part of NetBooster's Group Strategic Committee.

Comprising of key Management from across the business, the Strategic Committee's primary function is to develop and steer NetBooster's long-term strategic agenda, enabling the group to realise its ambition of being one of the largest independent Performance Marketing agencies.

With a growing portfolio of Internationally recognised brands that require complex performance marketing solutions, the Strategic Committee oversee strategy, innovation and delivery for NetBooster Group's multi-channel, multi-territory clients.

Under Julius' management for over three years, metapeople is a consistently high-performing part of NetBooster Group and a well-established brand in Germany. Ranked number one in the German market by publisher iBusiness for 'cost per sale' advertising and listed as the second largest agency for performance marketing in 2015, metapeople is hugely successful, delivering Consulting, Data management, CRM and Performance Marketing to clients globally.

Julius' notable successes as Managing Director of metapeople include handling major clients; Lufthansa, Deutsche Telekom, and Deichmann, which makes him a prime candidate to serve as part of the global leadership team on the Strategic Committee.

Tim Ringel, CEO of NetBooster, commented: *"Julius brings a great wealth of knowledge, experience and value to our Strategic Committee and I very much look forward to seeing him excel in this new extension to his role. I have no doubt that Julius will be a huge asset to this team. It is important that as a business we stay focused on innovating, anticipating our clients' next challenges and develop the right offerings. In a constantly changing digital and marketing-tech landscape, staying at the forefront of the industry and providing new opportunities to our clients ensures that both they and we will have strong competitor advantage."*

Julius Ewig, Managing Director of metapeople, said: *"I feel honored taking on the position as a member of the Strategic Committee. It is a huge challenge, but on the other hand a great motivation and opportunity to shape the future of the company"*.

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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 metapeople GmbH | www.metapeople.com

As an agency for effective performance marketing metapeople GmbH provides premium solutions for Affiliate, Display Media, SEA, SEO, Social Media, Data & Analytics as well as Consulting and Tracking from a single source. metapeople has been operating for more than 18 years and +25 locations worldwide. Since May 2011 metapeople works together with the affiliate- brand metapes, who were founded 2004 and with NetBooster. Thus they can realise best quality for their customers in all major European markets.

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