

London, 9th September 2016

Press Release

NetBooster S.A. appoints Kristoffer Ewald as Group Chief Innovation Officer

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent European agency in digital performance marketing, today announces the appointment of Kristoffer Ewald as NetBooster first Group's Chief Innovation Officer (CIO).

Having worked at NetBooster for the last eight years, Kristoffer moves into the newly created Group CIO role from his previous position as Group Director of Data and Analytics. Kristoffer will be responsible for leading the Group's existing regional champions and driving innovation as part of a coordinated and consistent global approach.

Kristoffer will also be in charge of identifying emerging trends and recommending the key global initiatives to keep both NetBooster and its clients at the forefront of their industries. The introduction of this new senior level role reflects the Group's growth and increasing international presence.

Tim Ringel, CEO of NetBooster, commented: *"This is an exciting new challenge and a natural progression for Kris and NetBooster. As a global independent performance agency, we see this senior level role as critical to our success in this fast-paced and constantly evolving mar-tech landscape. This appointment will help ensure the business retains its status as a key player in the market by keeping innovation at the core of NetBooster Group's global strategy and operational delivery. Kris has always championed innovation within our business, both as part of our Strategic Committee and as a specialist digital and data consultant to our clients, so we have no doubt that we have the right person for the job. As a business we need to be challenging how things are done and anticipating the future so that we can continue to grow and help our clients to grow."*

Kristoffer Ewald, CIO NetBooster, comments: *"The creation of this new role is not only exciting for me, but also for the company as a whole. We are committed to making sure we evolve ahead of the market and keep bringing the most up-to-date insights to our clients. I am very humbled to be stepping into the Group CIO role, and I look forward to driving this ambitious and significant part of NetBooster's growth strategy."*

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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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