



## PRESS RELEASE

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### NETBOOSTER AND GUAVA TO MERGE THEIR UK OPERATION

**NETBOOSTER (FR0000079683 – ALNBT)**, the European interactive agency specialized in Online Marketing and **GUAVA A/S (DK0060074144 – GUAVA.CO)** announce today that they have decided to combine operationally their respective UK businesses under Guava brand and operational management.

As a result of this transaction, Guava and NetBooster will have a combined business

- employing a 50 people
- operating from locations in London, Cornwall and Hurst
- with the ability to serve UK and international clients across the entire spectrum of online marketing services

**Nils Carlsson, Guava Group CEO** commented as follows: *"We are very excited about the opportunity to merge both of our businesses as it will be a positive move for both Guava and NetBooster. NetBooster will benefit from Guava's strong structure and excellent reputation in the market. On Guava's side a closer relationship to NetBooster will put us in a strong position to service and win international projects that often originates from UK. Guava will also get some large international client accounts from NetBooster UK and be able to expanding offerings e.g. in affiliation and Display Advertising says."*

For **Pascal Chevalier, Chairman and CEO of NETBOOSTER Group**, *"following the acquisition of a 68% stake in Guava Group, the merger of our two teams in the UK is an excellent opportunity for both our respective clients and staff to benefit from each others expertise, tools and know-how. It is also a clear signal that NetBooster is serious about integrating operationally and extracting synergies with Guava"*

The final terms of this transaction will be finalized in the coming weeks and will take the form of an acquisition by Guava UK of NetBooster UK Limited.

Initiated in 2009, the strategic alliance between NetBooster and Guava results from a shared industrial vision. The clear objective is to better serve both sets of customers as a result of:

- Complementary geographical presence providing unparalleled coverage in Europe
- Combined access to a pool of over 400 online marketing specialists in 9 countries in Europe
- Deeper and complementary technology tools and technical platform

Guava and NetBooster are both leading interactive agency with strong market share in Northern Europe (Scandinavia and United Kingdom) in the case of Guava and Southern Europe (France, Italy, Spain) in the case of NetBooster. Both companies offer professional and expert advice across the full spectrum of online marketing including: Online Marketing Consulting, Search Engine Marketing, Media Advisory and Buying, Web Design, Affiliate Marketing Management and CRM Datamining.

#### About NETBOOSTER:

Established in 1998, NETBOOSTER is an **interactive agency specialised in Online Marketing**. NETBOOSTER makes its comprehensive and specialised expertise available to its clients for Internet marketing: marketing consulting, online loyalty-building and recruitment, search engine optimisation, search engine marketing, affiliation, media purchase, data-marketing and e-CRM, traffic generation, online media creation and strategic consulting. **Consolidated 2009 sales were € 31 million**. The Group is established with offices in France, the United Kingdom, Germany, Spain, Finland, Italy, China, Brazil and the Philippines. It is **managed by Pascal CHEVALIER** and employs a **workforce of 233 people**. It carries the OSEO-ANVAR seal of approval as an "Innovative Business" and thus its shares are eligible for FCPIs (French Mutual funds). **Truffle Capital, a European leader for venture capital**, is NetBooster's main shareholder.

Shares in NETBOOSTER trade on the Alternext market of NYSE Euronext  
 ISIN code: FR0000079683 - Ticker code: ALNBT  
 For further information, please visit our website: [www.netboostergroup.com](http://www.netboostergroup.com)



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