



**PRESS RELEASE**

Paris, 05 May 2009

## **Guava and NetBooster industrial partnership NetBooster increases its stake in Guava to 30%**

**NETBOOSTER SA** (FR0000079683 – ALNBT) the interactive agency specialized in Online Marketing and **GUAVA A/S** (DK0060074144 – GUAVA.CO) announce today that, as part of their industrial partnership, NetBooster is increasing its equity stake in Guava to 29.89%.

Originally announced in January 2009, this strategic alliance between the two companies 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 unparallel 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

Following recent share purchases in the market, NetBooster has taken its stake above 15% and committed to participating in a reserved capital increase of Guava with a view to taking its stake to 29.89%. The capital increase amounts to 28 996 992 new shares in Guava at a price of 0.36 DKK per share i.e. an investment of 1.4 M€.

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.

**Brian Mertz Pedersen**  
**Managing Director/ CEO**  
**Guava AS**

**Pascal Chevalier**  
**Chairman / CEO**  
**NetBooster SA**

## About NETBOOSTER:

Established in 1998, NETBOOSTER is an **interactive agency specialised in Online Marketing**. The NETBOOSTER Agency division 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. **2008 pro forma sales were € 46.3 million**. The Group is established in France, the United Kingdom, Germany, Spain, Finland, Italy, China and the Philippines. It is **managed by Pascal CHEVALIER** and employs a **workforce of 230 people**. It carries the OSEO-ANVAR seal of approval as an "Innovative Business" and thus its shares are eligible for FCPs (French Mutual funds).

**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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