

Paris, Tuesday 11<sup>th</sup> October 2016

## Press Release

# Growth Trend Continues with Strong Half-Year Performance from NetBooster Group

**NetBooster (FR0000079683 – ALNBT – PEA-PME eligible)**, the leading independent international agency in digital performance marketing, today announces positive 2016 Half-Year Results, in line with management expectations.

### Half-Year 2016 Consolidated Results

NetBooster achieved a Gross Margin of **€18.8m**, an increase of **8%** compared to the same period in 2015. **EBITDA** increased to **€2.3m**, up from €2.1m in the same period in 2015 (**+9.5%**), with **profitability** levels rising to **12.4%**.

<i>in million Euros</i>	<i>June 30, 2015</i>	<i>June 30, 2016</i>	
Revenue	52,3	64,7	23,7%
Cost of sales	(34,9)	(45,9)	31,5%
<b>Gross margin</b>	<b>17,4</b>	<b>18,8</b>	<b>8,0%</b>
Employee benefits expense	(11,7)	(12,9)	10,3%
External expenses	(3,6)	(3,6)	-2,8%
<b>EBITDA</b>	<b>2,1</b>	<b>2,3</b>	<b>9,5%</b>
Depreciation and Amortization	(0,2)	(0,3)	50,0%
Other operating income and expenses - non current	(0,2)	(0,2)	50,0%
<b>Operating profit (loss)</b>	<b>1,7</b>	<b>1,8</b>	<b>5,9%</b>
<b>Net financial profit (loss)</b>	<b>(0,4)</b>	<b>(0,4)</b>	-
<b>Profit (loss) before tax</b>	<b>1,3</b>	<b>1,4</b>	<b>7,7%</b>
Income tax expense	(0,4)	(0,8)	100,0%
<b>Net profit (loss) for the half year</b>	<b>0,9</b>	<b>0,6</b>	<b>-33,3%</b>

\*figures not audited

## Key Facts for the first half of 2016

Reflected in these numbers are NetBooster's success in winning new blue chip clients and upselling across channels and territories.

During the first half of 2016, NetBooster successfully closed a landmark €20.7m financing agreement, consisting of a €10.7m tranche used to reimburse an existing convertible bond and some smaller outstanding loans, as well as a €10m tranche dedicated to finance its envisaged growth plans and expand the company globally.

## Insight into H2

In September 2016, NetBooster completed a **€5.3m capital increase**, with 2,437,730 new ordinary shares (representing 12.76% of NetBooster's share capital) being fully subscribed by Fund Nobel, a private equity investment fund that is managed by Weinberg Capital Partners.

The **€10m credit facility** and €5.3m capital increase were two major moves, providing NetBooster with the resources to pursue its envisaged growth strategy. This subsequently enabled the acquisition of a UK agency, **4Ps Marketing**, forming a leading UK performance marketing agency with 140 employees.

## Outlook for 2016

NetBooster is today producing solid financial results, has a growing portfolio of new international clients (such as Audi, Crucial, Dubai Parks & Resorts, Center Parcs and Selfridges) and is focussed on growth disciplines for example Programmatic Display. Moreover, management is working hard on positioning NetBooster as the leading player in the global Performance Marketing space.

Management has earmarked overall growth of around 10% for 2016, with an EBITDA target of €5.5m.

**Tim Ringel, CEO of NetBooster**, comments: *"We have achieved a lot in the first half of 2016 and our solid results prove we have created a great company, based on an innovative approach. We successfully anticipated the need for transparency in the media agency space, as clients required full transparency on their media budgets to improve their ROI. We are also assisting our clients with the evolution of their budgets, shifting from pure brand awareness to performance marketing."*

The **Half-Yearly Report** is available on the Investor Relations section of our website - [www.netbooster.com/investor-relations/](http://www.netbooster.com/investor-relations/)

## SFAF MEETING - Half-Year 2016 Results

NetBooster will hold a SFAF meeting for equity analysts and investors at **8:30am** CEST / FR on **Wednesday, 12<sup>th</sup> October 2016 at SFAF – 135 boulevard Haussmann 75008 Paris**

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**About NetBooster Group | [www.netbooster.com](http://www.netbooster.com)**

NetBooster is a leading independent international 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 Alternext Paris.

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