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Press release

NetBooster S.A appoints François de la Villardière as the new Chairman of the Board

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent European agency in digital performance marketing in Europe and Middle East, announces the appointment of Mr. François de la Villardière as Chairman of the Board of the Company, in replacement of Mr. Bernard-Louis Roques who has resigned from his functions. Mr. François de la Villardière has been coopted as Administrator of the Board before being appointed as the new Chairman.

M. François de la Villardière is a French entrepreneur and expert in the digital advertising industry who co-founded in 1996 Business Interactif with Emmanuel Henrion; a highly successful performance marketing agency. Business Interactif was listed in the year 2000 on the French Stock Exchange and sold to Publicis Group in 2007.

He is succeeding Mr. Bernard-Louis Roques, co-Founder of Truffle Capital, who joined NetBooster as Chairman of the Board in 2013. Bernard-Louis strongly supported the Management team over the past three years, overseeing a restructuring of the Company, strengthening its balance sheet and establishing it as a worldwide leader in performance marketing.

NetBooster Group is now entering into a new phase of growth, with international expansion at the forefront. After the successful completion of the strategy laid out with Mr. Bernard-Louis Roques' help, M. François de la Villardière will now take the helm and lead the company through the next phase of its evolution.

Mr. Tim Ringel, CEO, NetBooster S.A. commented: *“All the Board and management would like to thank Bernard-Louis Roques for his amazing work and dedication to NetBooster over the past three years. He has provided invaluable support and has been a significant factor in helping the Company to get to where it is today. I would also like to warmly welcome François de la Villardière and congratulate him on his new position. As a digital marketing entrepreneur, I have no doubt that he will contribute a huge amount to NetBooster’s future success and actively support the Group in achieving its objective of being the leader in the performance marketing agency space.”*

Mr. François de la Villardière, Chairman of the Board, added: *“I am delighted and proud to join the Board of NetBooster as the new Chairman and praise Bernard-Louis Roques for all he has achieved with the NetBooster Group. I am also really happy to welcome 4Ps Marketing to the Group, a UK agency, that was acquired just last week. I endeavor to work very closely with the management team and look forward to supporting the growth ambitions of the Group.”*

Mr. Bernard-Louis Roques, General Partner and co-Founder of Truffle Capital, says: *“I am very proud to have served as Chairman of NetBooster over the past 3 years. It has been a fantastic journey with one of the best teams in the market, led by an exceptional management team. With profitability restored and aggressive growth envisaged, NetBooster is back on track to become an international leader. François, who has successfully been through it before, is stepping in as the right man, at the right time and in the right role.”*

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About NetBooster Group | www.netbooster.com

NetBooster is a leading independent European agency in digital performance marketing in marketing in Europe and Middle East 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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