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Press Release

Car rental giant Hertz appoints NetBooster as its European performance marketing partner

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent international agency in digital performance marketing, today announces a new collaboration with Hertz - the car rental company.

Following a competitive pitch process, Hertz appointed NetBooster to manage its paid media activity across seven European countries, as well as their international campaigns across the US, MEA and APAC regions. NetBooster's focus will be on driving innovation in the continuously competitive and complex travel marketplace, while helping Hertz unlock the full lifetime value of its customers.

The appointment further expands NetBooster's travel portfolio, which includes brands such as AccorHotels, Emirates and Center Parcs.

Vincent Gillet, VP Marketing at Hertz Int., comments: *"NetBooster is a natural fit for Hertz International due to the agency's broad global and local credentials and expertise. Their European market knowledge and sector expertise in travel were particularly appealing to us. We look forward to working with NetBooster and further developing the Hertz brand on a global scale."*

Tim Ringel, CEO of NetBooster, said: *"We're thrilled to be partnering with such a fantastic and well established brand like Hertz. The appointment is a real testament to NetBooster's strong international footprint and market expertise. The challenge of delivering complex multi-territory campaigns is exactly what makes us tick and we're looking forward to driving further innovation in this space."*

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About NetBooster Group | 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.

About Hertz

Hertz operates the Hertz, Dollar, Thrifty and Firefly vehicle rental brands in approximately 10,000 corporate and franchisee locations throughout North America, Europe, Latin America, Africa, the Middle East, Asia, Australia, and New Zealand. Hertz Global is one of the largest worldwide airport general use vehicle rental companies, and the Hertz brand is one of the most recognized in the world. Product and service initiatives such as Hertz Gold Plus Rewards, Carfirmations, Mobile Wi-Fi and unique vehicles offered through the Adrenaline, Dream, Green and Prestige Collections set Hertz Global apart from the competition. Additionally, Hertz Global owns the vehicle leasing and fleet management leader Donlen Corporation, operates the Hertz 24/7 hourly vehicle rental business in international markets and sells vehicles through its Rent2Buy program. For more information about Hertz Global, visit: www.hertz.com.

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