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Press Release

Deezer, one of the world's leading music streaming companies, has appointed NetBooster to optimize its digital channels globally

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent international agency in digital performance marketing, today announces a new partnership with Deezer.

After successfully supporting the launch of the music streaming service in the US last year, NetBooster has been appointed to manage Deezer's global online customer acquisition, including US and South America in addition to a strong focus on core European markets; France, UK, and Germany.

Deezer has appointed NetBooster to work in a highly collaborative capacity, providing holistic global digital consultancy and integrated campaign delivery. NetBooster has the scope to optimise all digital performance channels to achieve Deezer's overall customer acquisition objectives with a primary focus on increasing the number of free users and premium subscribers, in line with Deezer's wider growth and international development strategy.

Ombline De Coriolis, VP Marketing at Deezer, comments *"As a fast growing music brand operating in the digital space, we needed to work with an agency that would truly understand our challenges, our landscape and that would add real value to our already extensive in-house digital expertise. Having an independent agency partner, with the right International presence is very important to us. NetBooster has already proven itself to be a strong partner in a relatively short period of time and we're thrilled to be working with the team."*

Emmanuel Arendarczyk, Managing Director, NetBooster France, says: *"We are really proud that Deezer has chosen NetBooster to manage its online acquisition activities internationally. This new partnership is really exciting for us as it allows us to work very collaboratively with a fantastic and digitally-savvy brand, utilising our expertise in the best way possible because we have the freedom to optimize channels and media budgets to achieve their desired results."*

Deezer has more than 10 million active users across the world and over 43 million tracks in its library. Streaming remains the music industry's fastest-growing revenue source hitting US\$ 2.9 billion in 2015 with 68 million subscribers in the world, representing 19% of global industry revenues.

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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.).

About Deezer

Deezer connects over 10 million active users around the world to over 43 million tracks. Available in more than 180 countries worldwide, Deezer gives instant access to the largest and most diverse global music streaming catalogue on any device. Deezer is the only music streaming service with Flow, the unique mix of all your old favourites and new recommendations in one ever-changing stream. Based on an intuitive, proprietary algorithm and created by people who love music, it's the only place to hear all your music back-to-back with fresh discoveries tailored to you. Deezer is available on your favorite device, including smartphone, tablet, PC, laptop, home sound system, connected car or smart TV.

Making music happen since 2007, Deezer is a privately held company, headquartered in Paris with offices in London, Berlin, Miami and around the world. Deezer is available as a free download for iPhone, iPad, Android and Windows devices or on the web at deezer.com. For the latest news on Deezer go to Deezer.com/company/press

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