

Paris, 29 January 2018  
18:00 CET

## Press Release

### **NetBooster announces the launch of a private placement via accelerated book building**

**NetBooster (FR0000079683 – ALNBT – eligible for the French PEA-PME investment scheme)**, a leading independent international agency in digital performance marketing (the “Company”), today announced the launch of a capital increase via the issue of new ordinary shares, without preferential subscription rights, to qualified investors, in accordance with the third resolution approved by the Combined General Shareholder’s Meeting of 15 January 2018. The new shares will be subject to a request for admittance to trading on Euronext Growth via Euronext Paris.

The funds will be raised in accordance with Article L. 411-2 II of the Monetary and Financial Code (the “Private Placement”) from qualified domestic and international investors, notably excluding the United States, Canada, Australia and Japan.

This round of fund raising is part of the Group’s transformation that has been underway in recent months and the 2018-2020 Strategic Plan presented in November 2017. With this plan, the Group intends to exceed €100m in gross profit by 2020. This change in scale must go hand in hand with a robust trend of increasing margins, with the aim of generating EBITDA of between 10% and 15% of gross profit within three years.

The successful completion of this transaction would afford the Group new resources dedicated to developing its Data solution in France and internationally. The funds raised would also bring within reach any potential acquisition opportunities that may expand the Group’s expertise or geographic reach.

The placement will be performed via the accelerated building of an order book, after which the number and price of the new shares to be issued will be determined. The accelerated book building will begin immediately and should be completed before market opening on 30 January 2018, notwithstanding a possible extension. The Company shall announce the result of the transaction in a press release as soon as possible after the closing of the order book.

According to the terms of the third resolution of the Combined General Shareholder’s Meeting held on 15 January 2018, the issue price of the new shares will be at least equal to the weighted average price of the Company’s share on the Euronext Growth market in Paris in the six months prior to setting the issue price, which may be reduced by a maximum haircut of 25%. The maximum number of new shares to be issued under this transaction will be 5,158,223 or 20% of the Company’s share capital, the limit set forth in Article L. 225-136 of the French Commercial Code.

The new shares will bear current dividend rights and will be admitted for trading on the Euronext Growth market in Paris, under ISIN code FR0000079683 – ALNBT.

Invest Corporate Finance provided consulting services and Invest Securities acted as Lead Arranger and Bookrunner.

In accordance with the provisions of Article 211-3 of the General Regulation of the Autorité des Marchés Financiers, the Company’s offer of shares in the context of this private placement does not give rise to an

obligation to issue a prospectus approved by the Autorité des Marchés Financiers. Detailed information about the Company, particularly as regards its business, results and related risk factors, are described in the annual financial report for the fiscal year ended 31 December 2016. This document is available together with other regulated information and all of the Company's press releases, on its website (<http://www.netbooster.fr>).

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

NetBooster is a leading independent international agency in digital performance marketing that makes its comprehensive expertise in 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, RTB, creation, eCRM and social networks, with a recognised expertise in tomorrow's digital marketing (Social Media, Video, Ad Exchange, etc.).

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This press release is for information purposes only. This press release does not constitute and may not be considered as a public offer, a subscription offer or a solicitation of public interest for a public offering of financial securities.

In accordance with Article 211-3 of the General Regulation of the Autorité des Marchés Financiers, it is hereby reiterated that:

- the offer does not require a prospectus to be submitted for approval to the Autorité des Marchés Financiers;
- persons or entities referred to in Point 2°, Section II of Article L. 411-2 of the Monetary and Financial Code may take part in the offer solely for their own account, as provided for in Articles D. 411-1, D. 411-2, D. 734-1, D. 744-1, D. 754-1 and D. 764-1 of the Monetary and Financial Code;
- the financial instruments thus acquired cannot be distributed directly or indirectly to the public otherwise than in accordance with Articles L. 411-1, L. 411-2, L. 412-1 and L. 621-8 to L. 621-8-3 of the Monetary and Financial Code.

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