

Paris, 12th January 2017

Press Release

NetBooster Group certified Innovative Company by BPI France

NetBooster Group (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent international agency in digital performance marketing, has, again, been accredited with the '**Qualification Entreprise Innovante**' by the *Banque Publique d'Investissement France*; a French public-sector investment bank dedicated to economic development.

This three year qualification signals that *Banque Publique d'Investissement France* recognizes NetBooster as an innovative company and enables the Group to keep its capital open to innovation-focused mutual funds (known in France as fonds commun de placement dans l'innovation or FCPI) which invest at least 70% of assets into innovative companies' securities.

To qualify for 'Entreprise Innovante', companies have to cumulate at least 10% of their expenses in Research and Development (R&D) or provide evidence for the creation of innovative products, processes and / or techniques where viable commercial potential has been demonstrated.

"Innovation has always been part of our DNA, so we are glad to be recognized as an Innovative Company by BPI France." comments NetBooster's CEO, Thomas Armbruster. *"We challenge ourselves to anticipate the future of digital and stay ahead of the market by placing innovation at the core of our global strategy and development; investing in technology and people to develop in-house R&D programs".*

This accolade follows the Group's appointment of Kristoffer Ewald to the position of Chief Innovation Officer in September 2016.

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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.).

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