

## PRESS RELEASE

Paris, 17 November 2011

### **RAPHAEL ZIER, CHIEF EXECUTIVE OFFICER, APPOINTED CHAIRMAN**

**NETBOOSTER (FR0000079683 – ALNBT)**, the leading independent digital marketing agency in Europe, today announces a change in its governance.

#### **Merging of the duties of Chairman and Chief Executive Officer**

At its latest meeting, the Board of Directors of NetBooster decided to merge the duties of Chairman and Chief Executive Officer and to appoint Raphaël Zier as Chairman and CEO of the Group. This decision is in keeping with the transition phase implemented over the last few months.

Raphaël Zier, a Director of NetBooster since the beginning of 2010, became the principal shareholder of the Group in October 2010 before his appointment as Chief Executive Officer in April 2011.

#### **New composition for the Board of Directors**

During the same meeting, the Board voted to co-opt Nils Carlsson, Group Chief Operating Officer, as a Director. Nils is actively contributing to the on-going recovery, quarter after quarter, particularly through the implementation of new tools to monitor operations. His appointment remains subject to ratification at the next Annual General Meeting.

The Board of Directors of NetBooster is now made up of:

- Raphaël ZIER, Chairman and Chief Executive Officer
- Nils CARLSSON, Group Chief Operating Officer
- Pascal CHEVALIER
- Benjamin FAES
- Olivier HALLEY
- TRUFFLE CAPITAL, represented by Bernard-Louis ROQUES

#### **Further equity investment**

Furthermore, during the last few days Raphaël Zier acquired a block of 50,000 shares, representing almost an additional 0.5% of the share capital, and thus consolidates his position as NetBooster's principal shareholder with an equity stake of almost 25%.

#### **About Netbooster Group**

Established in 1998, NetBooster, an independent interactive communications group, makes its expertise available to its clients for Internet marketing: search engine optimisation, search engine marketing, affiliation, online media, creation, CRM and social networks. The agency invests significantly in R&D and also offers the latest digital marketing expertise and technologies to provide the best return on investment to its clients. The Group is established in France, Italy, the UK, Spain, Switzerland, Germany, Finland, Denmark, Sweden, South-East Asia, China and Brazil and is managed by Raphaël Zier. NetBooster employs a workforce of almost 550 people. For the 2010 financial year, Netbooster Group reported consolidated sales of € 45 million. It carries the OSEO-ANVAR seal of approval as an "Innovative Business" and thus its shares are eligible for FCPIs (French Mutual funds). Shares in NETBOOSTER trade on the Alternext market of NYSE Euronext Paris.

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Shareholders' agenda: 4<sup>th</sup> quarter 2011 business performance,  
30 January 2012 after close of trading

Shares in NETBOOSTER trade on NYSE Euronext Paris  
ISIN Code: FR0000079683 - Ticker: ALNBT



For further information, please visit our website: [www.netboostergroup.com](http://www.netboostergroup.com)

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