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Press Release

NetBooster Group announces the appointment of Thomas Armbruster as CEO

Tim Ringel steps down as CEO, remains on NetBooster Group Board

The Board of Directors of NetBooster SA (FR0000079683 – ALNBT – PEA-PME eligible), the leading independent international agency in digital performance marketing, today announces the appointment of Mr. Thomas Armbruster as its new Chief Executive Officer . Thomas has been with the Company for six years, undertaking several key Executive Management positions, including his most recent role as Chief Operations Officer of the Group.

Tim Ringel will stand down from his position as CEO at the end of October, due to personal reasons, but remains as an independent Board Member and shareholder of NetBooster.

This change in leadership comes as the Company embarks on a new phase of international growth, following its successful financial, operational and strategic restructuring, overseen in recent years by both Thomas and Tim. Thomas will now lead NetBooster through its next phase of growth; driving the Company's strategic agenda and cementing the Group's position as an independent global competitor to the 'Big Six' traditional media networks.

This strategic transformation of NetBooster's leadership team also coincides with recent changes to the Board, with the appointment of **François de La Villardiere** as Chairman and Fund Nobel, represented by **Cedric Weinberg**, also joining the Board.

François de La Villardiere, Chairman of the Board, comments: "Tom is perfectly placed to take the Group forward, whilst maintaining its culture and understanding the drive, vision and goals that are fundamental to the next phase of the Company's evolution. The Board and NetBooster Management would like to thank Tim Ringel for his dedication and fantastic leadership of the Group in recent years."

Thomas Armbruster, COO of NetBooster said: "I'm honoured to be appointed as the CEO of NetBooster and I'm looking forward to bringing the Company to the next level; delivering for our clients, staff and investors. I will continue with the strategic vision we have built for the NetBooster Group, as we aim to become the world's leading independent performance marketing agency."

Tim Ringel said: "It has been a real privilege to have been part of NetBooster Group's transformation over the past three years and I am immensely proud of everything that has been achieved. I would like to thank our employees, partners and the great management team that have supported the vision and made NetBooster Group the success that it is today. Under Tom's leadership, the Group will go from strength to strength and I look forward to continuing to support the business and my colleagues as a member of the Board."

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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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