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Press Release

NetBooster wins two new international clients: Estée Lauder Group brand and Standard Chartered Bank

NetBooster (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent European agency in digital performance marketing, today announces two new partnerships with **Estée Lauder Group** and **Standard Chartered Bank**.

These client wins were achieved following a selection process involving several strong marketing agencies, strengthening NetBooster's expertise and capacity to support blue chip clients in their digital transformation.

NetBooster will handle **Estée Lauder's digital performance strategy deployment** (Search, Paid Social, RTB, Display Performance, Affiliation...) in Europe.

Standard Chartered Bank has chosen NetBooster to handle its digital performance marketing activities and to manage **all digital acquisition channels**: Search, Paid Social, RTB, Display Performance, Remarketing and Financial Comparison Sites.

NetBooster is in charge of **Standard Chartered Bank's** digital performance activities for all MENA regions, with a dedicated team of digital specialists from NetBooster's Dubai office.

With relevant solutions and a guided Customer Centric vision, NetBooster continues to strengthen itself as a leading and major digital marketing agency in Europe.

Tim Ringel, CEO of NetBooster, commented: *"I am very proud Estée Lauder Group and Standard Chartered Bank, two major worldwide brands, have entrusted NetBooster with their digital performance strategy. This is a great start to achieving our 2015 goals of stepping into a rapid acceleration of the NetBooster's Brand and Strategic offerings across markets, continents and product areas."*

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About NetBooster Group | www.netbooster.com

NetBooster is an independent international performance agency 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.). Shares in NetBooster are traded on the NYSE Alternext Paris.

Information

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