

PRESS RELEASE

NETBOOSTER to acquire German Group METAPEOPLE and significantly strengthen its operations in the second largest European market.

NETBOOSTER, the leading independent digital communication agency in Europe, today announces the acquisition of metapeople, one of the most dynamic agencies in Germany. Netbooster will thus strengthen its position in this country and become the independent group with the most extensive European network in its sector.

A major strategic acquisition for Netbooster Group

Established in 1999, metapeople has become one of the most competitive digital communication companies in Germany and Switzerland, recognised as one of the best agencies in its market for search, display, affiliation and social marketing. This company currently boasts iconic customers in many sectors (retail, telecoms, travel, banking and insurance, etc.), owing to its multi-channel approach, its innovative proprietary technology and the expertise of almost 100 staff members working in 25 languages. metapeople achieved a gross profit of € 5.7 million in 2010, with very strong profit margins, and forecasts significant growth for 2011-2013.

As a result of the acquisition, NetBooster will hold 100% of metapeople's share capital. The acquisition will include an initial instalment in cash and NetBooster shares, followed by earn-out instalments, subject to performance conditions, during the 2011, 2012 and 2013 financial years.

This transaction will significantly increase the size of NetBooster and expand its geographic network and customer portfolio. It is also intended to accelerate the Group's business development and grow both its revenues and earnings.

One step ahead in digital marketing for the benefit of customers

The merger between the two companies will allow NetBooster Group to market a comprehensive and unique offering to its customers in the German market. It will also enable metapeople's customers to benefit from NetBooster's network, expertise and technologies, and vice and versa.

The combined personnel of nearly 550 employees worldwide will work in full synergy, within a culture of customer performance and ROI.

The consolidated expertise will focus on the digital marketing of the future, in particular on Ad Exchange and Facebook, with state-of-the-art expert profiles in this segment.

This merger will also give a boost to research and development work carried out to offer unique and ever more innovative technologies to the Group's customers.

"The acquisition of Metapeople in Germany is perfectly consistent with our wish to become a key player in every European country through strong local operations. It concludes a first cycle of acquisitions, which was necessary to establish our position. It also goes hand in hand with our wish to be the agency of the future and remain one step ahead to offer the best resources and technologies to our clients. We thus have the same firepower as very large agencies due to our international network, combined with the agility and real-time decision-making ability of smaller firms", stated Raphael Zier, CEO of Netbooster Group.

"Netbooster's backing will provide us with access to the power of a leading digital communication group. Therefore, we will provide our customers with an international network, as well as technologies and a unique expertise. Aside from this, I am very pleased to see metapeople become a strategic platform for NetBooster in one of the largest European markets", added Tim Ringel, founder of metapeople.

About the metapeople GmbH:

As an agency for effective Performance-Marketing metapeople GmbH, cooperating with a network of national and international agencies around the world, offers premium one-stop solutions in the fields of Search-Engine-Marketing, Search-Engine-Optimisation, Affiliate-Marketing, Social-Media, Online-Media, Consulting and Tracking from one source.

Founded in 1999 by Marco Ciachera and Tim Ringel, metapeople has launched subsidiaries in Europe, Asia and America in the course of the last 10 years.

About Netbooster Group (FR0000079683 – ALNBT):

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 tomorrow's 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. 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 Paris market of NYSE Euronext.

Press contact:

metapeople GmbH

Ms Judith Reyter
Manager Corporate Identity
Philosophenweg 21
47051 Duisburg
Germany
phone: +49 203 41050-157
fax: +49 203 41050-281
e-mail: judith.reyter@metapeople.com

metapeople GmbH

Mr Tim Ringel
CEO
Philosophenweg 21
47051 Duisburg
Germany
phone: +49 203 41050-333
fax: +49 203 41050-281
e-mail: tim.ringel@metapeople.com