



PRESS RELEASE: HY1 2009 SALES

Paris, 30 July 2009

**FOCUS ON PRODUCTIVITY:
INCREASE IN GROSS PROFIT MARGIN AND DECREASE IN SALES**

NETBOOSTER (FR0000079683 – ALNBT), the European interactive agency specialised in Online Marketing, announced today its sales for the first half-year 2009 (unaudited data):

(€millions)	HY1 2009 (*)	HY1 2008 Proforma (**)
SALES	16.0	24.4
RESTATED SALES (***)	20.3	24.4
<i>% change</i>	<i>(17%)</i>	
GROSS PROFIT	8.0	9.4
<i>Gross profit margin</i>	<i>50%</i>	<i>38.5%</i>
<i>% change</i>	<i>11.5%</i>	

(*) Consolidated and pro forma data were virtually identical in HY1 2009, since the Group did not experience any significant change in its Group structure, except for the 30% equity investment in Guava, which was equity-accounted.

(**) Proforma sales with effect from 1 January 2008 include operations of the Evolnet subsidiary (Spain), acquired on 4 July 2008, and excluding operations of the ReactivPub platform, which was excluded from the consolidation scope on 31 December 2008.

(***) Restated sales correspond to HY1 2009 sales, primarily increased by purchases of sponsored links, which are no longer recognised by this division following the implementation of mandate contracts (see the note below on the "recognition of sponsored link purchases") in order to provide comparability of operations with 2008.

Pascal Chevalier, Chairman and Chief Executive officer of NETBOOSTER Group, commented: "NetBooster Group proved resilient at the start of 2009 within a difficult environment (termination of Google discounts, deteriorated macro-economic climate, postponed client projects) due to strong and dynamic work on (i) attracting new significant clients such as Accor and EBay, (ii) controlling costs (16% reduction in Group workforce) and (iii) the innovative features of its technological tools (Business Booster, Prism).

We have the situation under control due to cost cuttings, to our cash position and to our gross profit per staff member. We will be able to deal with this situation if the macro-economic climate was to deteriorate further. It is in times of crisis that we can leave competitors behind and we remain confident in our capacity to continue to generate an operating profit over the first half-year 2009."

The above data calls for the following comments and clarifications:

- **Recognition of sponsored link purchases:**
In order to secure itself against potential bad debts from sponsored link media purchases, the company implemented mandate contracts with its French advertising clients in the course of 2008, according to which NetBooster is not jointly liable for their duty to pay. Outside of France, the Company is gradually introducing direct payment for sponsored links by its clients. Consequently, a growing share of sponsored link media purchase is no longer recognised as sales: these legal and operational changes had a € 4.3 million knock-on accounting impact on HY1 2009 sales, but gross profit remained unaffected.
- **Termination of Google refunds:**
The Google refunds – which we fully lost in 2009 – had totalled € 1.3 million in 2008.
- **Gross profit:**
NetBooster decided to communicate on its gross profit level as of today, in order to provide a clearer understanding of developments in its business. Note that gross profit is defined as sales less cost of sales and thus primarily comprises fees invoiced by the agency.

About NETBOOSTER:

Established in 1998, NETBOOSTER is an **interactive agency specialised in Online Marketing**. The NETBOOSTER Agency division makes its comprehensive and specialised expertise available to its clients for Internet marketing: marketing consulting, online loyalty-building and recruitment, search engine optimisation, search engine marketing, affiliation, media purchase, data-marketing and e-CRM, traffic generation, online media creation and strategic consulting. **2008 consolidated sales were € 43.8 million**. The Group is established in France, the United Kingdom, Germany, Spain, Finland, Italy, China and the Philippines. It is **managed by Pascal CHEVALIER** and employs a **workforce of 218 people**. It carries the OSEO-ANVAR seal of approval as an "Innovative Business" and thus its shares are eligible for FCPIs (French Mutual funds). **Truffle Capital, a European venture capital leader**, is the main investor in NetBooster.

Shareholders' agenda: 2009 half-year results 30 September 2009 after close of trading

Shares in NETBOOSTER trade on the Alternext market of NYSE Euronext
ISIN code: FR0000079683 - Ticker code: ALNBT
For further information, please visit our website: www.netboostergroup.com



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