

Custom Solutions Group becomes Qwamplify

Capital increase reserved for employees

Aix en Provence, February 23, 2018

The Qwamplify Group (Custom Solutions ISIN: FR0010889386 - Mnemonic: ALSOL) implements a capital increase operation, reserved for employees whose accounts are consolidated within the Group.

FRAMEWORK OF THE OPERATION

By delegation of the Combined General Meeting of March 30, 2017 and pursuant to the resolution n ° 16 voted at this mixed general meeting, the Board of Directors of February 21, 2018 chose to proceed with a capital increase reserved for the benefit of the employees of the Group's consolidated companies subscribing to a Company Savings Plan.

The Qwamplify Group wishes to strengthen the link between the Group and its employees by offering them the opportunity to be more closely involved in the development and performance of the Group.

In accordance with the voted resolution, the nominal amount of this operation may not exceed 109 585 shares for employees who are members of a savings plan.

On February 21, 2018, the Board of Directors set the subscription price at € 5.13, equal to approximately 80% of the average share price over the last 20 trading days (Custom Solutions share price on the Euronext Growth market). This price is fixed for the duration of the subscription period.

The subscription period is open from Monday, February 26 to Friday, March 16, 2018 inclusive.

The amount of Custom Solutions' share capital recorded as of February 21, 2018 amounted to € 5,479,260 divided into 5,479,260 shares of € 1 par value each, in the event of subscription of all the offered shares, the capital of Custom Solutions will be increased to € 5,588,845 divided into 5,588,845 shares with a value of € 1 each.

The capital increase will be carried out only up to the amount of the shares actually subscribed.

This capital increase is open to Custom Solutions, Securized Guarantee Promotion (Flexistart), Loyaltic, Advertise Me, Audience + and Advisers companies in France, Italy, Great Britain, Sweden and Finland, subject to obtaining local authorizations in some countries.

The shares will be subscribed according to the applicable legislation in the different countries of the scope of the offer, through the existing savings plans.

The creation and admission of the new shares to trading on the Euronext Growth Paris market (ISIN: FR0010889386 - Mnemonic: ALSOL) will be carried out as soon as possible following the recognition of the capital increase by the Board of Directors.

www.qwamplify.com

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The shares will bear dividend rights as of May 1, 2018 and will, for the first time, be entitled to dividends distributed for the financial year commencing on October 1, 2017 and ending on September 30, 2018.

About Qwamplify (formerly Custom Solutions)

Qwamplify is a European digital & data marketing group serving major brands and e-tailers to develop their sales. The Group offers digital recruitment solutions on web (emailing, SEA & SMA) and mobile (via push notifications), innovative promotional solutions and CRM (digital platforms). For 20 years, Qwamplify has gained a strong reputation among more than 800 advertisers, including: Butagaz, Delonghi, Kärcher, Manitou, Michelin, Nokia, SoLocal, Sony, Coca-Cola, Daxon, Pandora, Hager or Tinder.

Qualified as "Innovative Company" by Bpi France, the Group, listed on Euronext Growth since 2010, headquartered in Aix en Provence, is also established in Paris, Bordeaux, Nice and Marseille and, in Europe, Italy, UK, Finland and Sweden. Last year, at the end of September 2017, it achieved sales of € 19.3 million, up 7.8%, with REX of € 0.250 million. The Group had net cash of € 6.7m as of September 30, 2017. Qwamplify is also the largest shareholder of Bilendi with 26.4% of the capital.

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Listed on Euronext Growth Paris



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Eligible to PEA-PME

Labeled as « Innovative Entreprise » by BPI France 2017 – 2020.

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