

Custom Solutions Group becomes Qwamplify

Move towards a quarterly communication First Quarter 2018 - Turnover

Aix en Provence, February 6th, 2018

The Custom Solutions Group (Qwamplify) announces a modification in its financial communication calendar, to move to a quarterly rate of publication of its turnover. This will enable the Group to inform the market more regularly about its activity and development.

Next financial disclosures :

Turnover Q1 2018	Tuesday, Feb. 6th, 2018
Turnover S1 / Q2 2018	Tuesday, May 15th, 2018
Results S1 2018	Tuesday, June 12th, 2018
Turnover Q3 2018	Tuesday, July 24th, 2018
Turnover Q4 + annual 2018	Tuesday, Dec. 11th, 2018
Annual results 2018	Tuesday, Jan. 29th, 2019

Q1 2018 - Turnover : € 5,9M (+2,2%)

The Group announces today its unaudited revenues for the first quarter of fiscal year 2018 (October-December 2017) at € 5.9 million, up 2.2%. Driven by a very good dynamic in its Media division, the company recorded a growth of 39% compared to Q4 2017.

TU per division in M€	2018	% of TU	2017	Variation 2018/2017
Media	2,6	43.7%	1,6	+63%
Activation Marketing	3,1	52.8%	4,2	-26%
Data, CRM & Mobile	0,2	3.5%	-	+100%
TOTAL TU	5,90	100%	5,77	+2,2%

The Media division, dedicated to the implementation of digital campaigns for performance recruitment by email, co-registration, Google AdWords and Facebook Ads in particular, is growing strongly and now accounts for more than **43% of the activity**. Growth is notably driven by the integration of Advisers.

The Activation division (historical activities + digitized promotional activities) remains the Group's leader with just over half of sales. The decrease is mainly due to the termination of the Total contract (ceased at the end of the first quarter of the previous fiscal year, ie December 31, 2016). Excluding Total contract, the Activation activity would have emerged a moderate decline of 7.7% in this first quarter.

www.qwamplify.com

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The Data, CRM and Mobile activity, which specializes in targeting users in order to optimize campaign performance, generated revenue of € 0.2 million. As a reminder, this activity only started in Q3 2017.

Excluding historical turnover related to the "Total" customer contract, first quarter revenue growth was **19%**.

For 2018, the Group confirms its growth objectives, notably driven by the Media and Data CRM Mobile divisions.

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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