

PRESS RELEASE

QWAMPLIFY PRECISES ITS SHAREHOLDER POSITION IN THE COMPANY BILENDI

Levallois-Perret, France, May 29th, 2019, Qwamplify (ISIN: FR0010889386 - Mnemonic: ALQWA), a major player in France for Media & Data marketing solutions, wishes to clarify its shareholder position in response to the communications made by Bilendi.

Qwamplify recalls that in 2015, it entered the capital of Bilendi, a company listed on Euronext Growth, acquiring about 30% of its capital, thereby demonstrating its confidence in the company and its management and helping to revitalize the life of the Bilendi share, in the interest of the Company, its employees and shareholders. Qwamplify has always supported the management and Bilendi's acquisition plans and has always emphasized the undertaken turnaround.

In 2018, Qwamplify proposed the candidacy of a director out of a total of 7, who has been elected. Since then, Qwamplify has ensured that Bilendi's development projects create value for the company and its employees.

Qwamplify also intends to protect the interests of Bilendi shareholders. In this respect, the Board's proposal to vote financing resolutions that would dilute them does not have the support of Qwamplify, which will vote against the resolutions to this effect at the meeting of June 4, 2019.

In addition, Qwamplify is in favor of a distribution of dividends to the extent of the possibilities of the company and its projects.

Qwamplify also wishes an evolution in the composition of the board to benefit from a representation more in line with its participation in the capital.

Qwamplify currently holds 25.85% of the capital of Bilendi and approximately 38% of the voting rights.

Cédric RENY, President, declares: " I regret public statements which do not reflect reality even though we have allowed management to develop its project for 4 years. We look after the interests of the shareholders. The digital challenges facing the subject of disruption are major and we must absolutely challenge the strategy put in place until today which now clearly shows its limits. In 5 years, digital has changed everything. Who can believe that we would be willing to risk jeopardizing the value creation of one of our major assets as we have demonstrated our own ability to reinvent ourselves in the successful digital transformation of our own business; quite the contrary. "

NEXT PRESS RELEASE

S1, 2019 - Results : June 18th, 2019 and SFAF Presentation on June 20th, 2019.

QWAMPLIFY « Innovative Agency of the year 2018 »

About Qwamplify

Qwamplify is a European digital & data marketing group serving major brands and e-retailers to develop their sales. The Group offers digital solutions (emailing, SEA & SMA, SEO, RTB, co-registration), innovative promotional solutions. Since 1997, Qwamplify has gained a strong reputation among more than 800 announcers, among them: La Poste, Delonghi, Kärcher, Manitou, Sony, Coca-Cola, Daxon, Hager, Etam, Carrefour, Certideal or Rue du Commerce.

Qualified as an "Innovative Company" by Bpi France, the Group, listed on Euronext Growth since 2010, headquartered in Levallois-Perret, is also located in Aix-en-Provence, Marseille, Nice and Bordeaux in France and in Italy, Finland and Sweden. In its last financial year, it closed sales of € 23.7M at the end of September 2018, up 22%. The Group had net cash of € 4.4M as of September 30, 2018. Qwamplify is also the first shareholder of Bilendi with 25.85 % of the capital.

CONTACTS

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ISIN : FR0010889386 – Mnemonic : ALQWA

Eligible to PEA-PME

Labelized « Innovative Company » - BPI France

Identity of the person who made the notification: Cédric RENY, President of the Qwamplify Group

QWAMPLIFY « Innovative Agency of the year 2018 »

QWAMPLIFY – LTD with a capital of € 5 507 395

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