



Qwamplify

(Ex Custom Solutions) :

- Sales growth in the 1st Half, 2018 : +11,6%
- Price supplement ADSVISERS
- Proposal to appoint an administrator at Bilendi

Levallois-Perret, May 15th, 2018

Turnover 1st Half, 2018 : € 11,8 M (+ 11,6%)

Turnover 2nd trimester, 2018 : € 5,9M (+ 24%)

Qwamplify announces its unaudited sales revenue for the first half of fiscal year 2018 (October 2017 - March 2018) today at € 11.8 million, an increase of 11.6%.

TU per division in M€	2018	% of the Turnover	2017	Variation 2018/2017
Media	5,1	43,2%	3,1	+64 %
Marketing Activation	6,3	53,5%	7,4	-14,8 %
Data, CRM & Mobile	0,4	3,3%	0,1	+680%
TOTAL TU	11,8		10,6	+11,6 %

The **Media division**, an activity dedicated to the implementation of digital campaigns for performance recruitment by email, co-registration, Google Adwords and Facebook Ads in particular, increased strongly over the first half (+ 64%) and now represents **43.2% of the Group's activity**. Growth has been driven by the integration of Advisers since October 1, 2017, which is growing faster than expected.

The **Activation division** (historical activities and digitized promotional activities) remains the Group's leading pole, accounting for 53.5% of sales. This activity stabilized faster than expected (+ 0.2% in the second quarter). The half-year decline of 14.8% (vs -26% on Q1) is mainly due to the termination of the Total contract (ceased at the end of the first quarter of the previous fiscal year on January 31, 2017) and a decrease in activities in the Nordic countries. Excluding Total, the decline would have been much lower and the turnover would have come out a slight decrease of 3.8%.

The **Data, CRM and Mobile division**, which specializes in targeting users in order to optimize campaign performance, generated revenue of € 0.4m, up 15% on the previous half-year. This activity started during the 2nd half of 2017.



OUTLOOK FOR REVENUES 2018

For 2018, the Group confirms its double-digit growth objectives and a return to organic growth.

OUTLOOK FOR RESULTS FOR THE FIRST HALF OF 2018

This faster than expected growth and the savings realized within the Marketing Activation division make it possible to envisage a return to a double-digit operating profitability in the first half of 2018.

PRICE SUPPLEMENT ADSVISERS

Following the very good performance of ADSVISERS, acquired in September 2017, the price supplement for the 2017 financial year, based on the growth of the operating result, amounted to 4.8M €, of which 0,4M € in auto securities held. Payment will be made during the second half of the year and will be financed from the Group's cash position.

PROPOSAL TO APPOINT AN ADMINISTRATOR AT BILENDI

Qwamplify, the largest shareholder of Bilendi with 26.18% of the capital and 37.11% of the voting rights, will request the inclusion on the agenda of the next General Assembly of Bilendi, the appointment of Julien Braun as administrator. Julien Braun is himself a new administrator of the Qwamplify Group since the General Meeting of March 30th.

Qwamplify wants one of its administrators to be a member of the board of directors of Bilendi so that he/she can bring all its expertise to the board and collaborate on the future growth of the company. Qwamplify wants one of its directors to be a member of the board of directors of Bilendi so that it can bring all its expertise to the board and collaborate on the future growth of the company. Qwamplify also wants to explore further the potential commercial, data and product synergies between the two groups.

Cédric Reny, CEO, comments : « the Group is experiencing sustained growth faster than expected thanks to a return to organic growth in the second quarter and a stabilization of the activity of the Marketing Activation Division. This trend should accelerate in the next half-year with the ramp-up of the new group offer and a more favorable base effect. I am therefore particularly confident that our operating results will improve significantly in the first half of the year.»

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 21 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 an "Innovative Company" by Bpi France, the Group, listed on Euronext Growth since 2010, headquartered in Levallois-Perret, is also located in Paris, Bordeaux, Nice, Marseille and Aix-en-Provence. 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 a net cash position of € 6.7m as of September 30, 2017. Qwamplify is also the largest shareholder of Bilendi with 26.2% of the share capital.

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Listed on Euronext Growth Paris



ISIN : FR0010889386 – Mnemonic : ALQWA

Eligible to PEA-PME

Labelized « Innovative Company » - BPI France 2017 – 2020.