



## PRESS RELEASE

**Qwamplify Media Division :**  
**Qwamplify earns 2 new certifications :**  
**Google CSS Partner**  
**&**  
**Apple search ads Partner**

**Levallois-Perret, France**, October 3rd, 2018, Qwamplify (ISIN: FR0010889386 - Mnemonic: ALQWA), a major player in France for Media & Data digital marketing solutions, announces today that it obtained two new media certifications.

***The Media Division has obtained its Google Comparison Shopping Partners certification with its new Adversus Comparison Shopping Service (CSS).***

The Group, which is experiencing strong growth in its Media business (performance advertising, SEA, Social Ads, RTB, + 62% cumulated in the third quarter of 2018), has obtained its Google CSS Partner certification allowing it to offer campaigns via its own shopping comparison on the Google engine on advantageous terms for its customers. This certification continues to enrich the Media Products portfolio and enables it to manage shopping campaigns for its European customers.

The first customers already signed, Optical Discount, Menzso, PADD, M6 Boutique, Trend Corner, Pixmania or Millesima, testify to the dynamics that will bring this complementary offer.

**The Media division also obtains its Apple Search Ads certification on the Apple store.**

The Group is one of the first partners in France to obtain its Apple Search Ads Partner certification through two employees who have received their Search Ad Apple certification. This new certification confirms the expertise of the division on the application download campaigns on the Apple Store. It allows it to confirm its know-how on mobile application download campaigns, in addition to its expertise on Google UAC (Universal App Campaign).

**Jérémy Bendayan, one of the directors of Qwamplify Media**, co-founder of Advisers comments: *"The teams did a great job to get these two new certifications in a few weeks. This demonstrates our ability to consistently offer the best media solutions in our market. This will allow us to gain new accounts quickly by improving, in addition, the performance of campaigns of our existing customers."*



**Cédric Reny, Chairman and Founder of the Group**, comments: *"The speed at which the Media Teams are working to launch new solutions and the reactivity they display in their deployment is essential to the success of our offering. Thanks to them the Qwamplify Group Media Center is able to offer the best solutions for its customers a phase ahead. After the creation of the RTB subsidiary two months ago, these two new certifications demonstrate our agility in the market and our desire to accelerate the organic growth of the Media division to make the Group one of the independent media leaders in the coming years."*

**NEXT PRESS RELEASE :**

**Annual Turnover (at end of September 2018) : December 11th 2018, after market closure.**

**About Qwamplify**

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, co-registration), 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 and, in Europe, Italy, UK, Finland and Sweden. Last year, at the end of September 2017, it achieved sales of € 19.3M, up 7.8%, with REX of € 0.3 M. The Group had a net cash position of € 7.7M as of March 30, 2018. Qwamplify is also the largest shareholder of Bilendi with 26.18% of the share capital.

**CONTACTS**

**QWAMPLIFY**

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Listed on Euronext Growth Paris



ISIN : FR0010889386 – Mnemonic : ALQWA

Eligible to PEA-PME

Labelized « Innovative Company » - BPI France