



## PRESS RELEASE

**Media Division :**

**Creation of the SEO subsidiary : STATUM**

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**Equity accounting of BILENDI**

**Levallois-Perret, France, November 20th, 2018,** Qwamplify (ISIN: FR0010889386 - Mnemonic: ALQWA), a major player in France for Media & Data digital marketing solutions, announces today the creation of a new subsidiary called *Statum*.

***The Media division is once again expanding its offering to accelerate organic growth.***

The Group, which is experiencing strong growth in its Media business (performance advertising, SEA, Social Ads, Programmatic, + 70% in the 3rd quarter of 2018), has created Statum, a subsidiary dedicated to natural referencing, SEO (Search Engine Optimization).

Statum, co-directed by Brice Aquilina (formerly I-prospect), naturally reinforces the Group's Media offer, a business that is perfectly complementary to the paid search engine indexing (SEA).

With a team of experts specializing in each Media, the Group is once again expanding its product range and continues to expand to accelerate organic growth.

**Cédric Reny, Chairman and Founder of the Group,** comments: " As initiated two years ago, we are developing our Media strategy at a steady pace to give us the means to generate strong growth for 2019 and the following years."

**Brice Aquilina, co-founder of Statum,** comments : « Strengthened by my own experience, I joined this very stimulating project with a team of particularly dynamic entrepreneurs. We have already signed our first contracts and the broad customer portfolio of the Group in a fast-growing market offers great prospects for the development, which is very motivating."

***The Group also announces the equity accounting of Bilendi in its consolidated financial statements***

Following the entry of Julien Braun, director of the Qwamplify group, on the Bilendi Board of Directors, the Bilendi shares will be accounted for under the equity method in the consolidated financial statements.

Due to the inclusion of significant influence as from the end of June, the result will not be accounted for using the equity method until next financial year.



**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.

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Listed on Euronext Growth Paris



ISIN : FR0010889386 – Mnemonic : ALQWA

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Labelized « Innovative Company » - BPI France