

Custom Solutions Group becomes Qwamplify

Operating Income (REX) 2017: + € 0,25 M
Consolidated net income Group share (RNPG): - € 0,69 M
Expected growth in revenue and profitability in 2018

Rousset, France, January 30st, 2018, Qwamplify (Custom Solutions ISIN : FR0010889386 - Mnemonic: ALSOL), major player in France for digital & data marketing solutions, announces today its annual results for the 2017 financial year (ended September 30, 2017).

ANNUAL RESULTS 2017 :

In thousands of Euros	2017	2016	Variation 2017/2016
TURNOVER (TU)	19 318	17 984	+7,4%
Operating Income	252	1 914	-86,8%
In % of the TU	1,3%	10,6%	
Financial Result	459	444	+3,6%
In % of the TU	2,4%	2,5%	
Current Result before Tax	712	2 358	- 69,8%
In % of the TU	3,7%	13,1%	
Exceptional Result	257	-1 023	+125%
In % of the TU	1,3%	-5,7%	
Corporation Tax	-1 031	-738	+ 39,7%
Correction of error (excluding tax)	0	-147	-
Net income before amortization of goodwill	-62	449	- 113,8%
In % of the TU	- 0,3%	2,5%	
Amortization of goodwill	- 82	-869	+ 90,6%
Results of equity affiliates	+47	-448	+ 110,5%
Net consolidated result	4	-868	+549%
In % of the TU	0%	-4,8%	
Minority Interests	-593	-86	-589%
In % of the TU	3,1%	0,5%	
Net consolidated result Group Share	-690	-954	+27,7%
In % of the TU	- 3,6%	-5,3%	

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Decrease in operating income by 87% to € 252,000

The annual turnover, up 7.4%, was strongly impacted by the decline in historical activities, including the end of the Total contract at 31/12/16, resulting in a 14% drop in the second half after a rise of 31% in the first half.

As a result, the operating result decreases by 87%, mainly due to:

- the sharp decline in historical activities and reorganization costs expensed;
- costs of implementing the Group strategy; and
- delays in sales on the Mobile CRM platform.

Improvement of the consolidated net income Group share

The improvement of the consolidated net income Group share is mainly driven by the improvement in earnings of companies accounted for using the equity method (Highten and Q3), and the increase in exceptional income not impacted by asset write-downs.

A solid financial structure

The group posted net cash of € 6.7 million at September 30, 2017 (-40% compared to September 30, 2016) and total cash of € 14.2 million. This cash flow evolution is mainly related to the payment of Advisers shares which took place on September 28, 2017. Post closing of the financial year, this acquisition was the subject of a € 4 million bank refinancing.

OUTLOOK 2018 :

The Group, renamed Qwamplify (a change of name to be voted on by the GA in March 2018), has begun to roll out its new offering, and anticipates revenue growth in 2018. This dynamic will allow for strong growth of its results, driven by the Media division and the savings realized on the historical trades.

The Group also expects growth in equity-accounted companies The company has also increased its stake in Advertise Me from 55% to 70%, which should have a positive impact on the Group's net income as of 2018.

Finally, the company which holds a 26.4% stake in the capital of Bilendi, whose value has appreciated 280% since its capital acquisition, reminds that the value taken into account in the balance sheet corresponds to acquisition value.

With these results and prospects, it will be proposed to the next GA the distribution of a dividend of € 0.075 per share.

Cédric Reny, CEO, comments : "The Group has undergone profound changes over the last few years, with a weight of historical activities that should be less than 25% of the Group's business in 2018. Media activities are particularly well oriented and we can count on Qwamplify Group's new offering and

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customer synergies to amplify this dynamic driven by a new organization. I am therefore particularly confident for our 2018 financial year, which should show a clear reversal of our earnings. "

NEXT PRESS RELEASE : Turnover Half 1, 2018 (at end of March, 2018) : May 15th, 2018 after market closure.

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



ISIN : FR0010889386 – Mnemonic : ALSOL

Eligible to PEA-PME

Labeled « Innovative Entreprise » by BPI France 2017 – 2020.

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