



Julien Braun has been appointed Administrator of Bilendi, on Qwamplify's proposal.

Repurchase of the SGP / Flexistart capital balance, now 100 % subsidiary.

Levallois-Perret, June 22th, 2018

Levallois-Perret, France, June 21st, 2018, Qwamplify (formerly Custom Solutions ISIN: FR0010889386 - Mnemonic: ALQWA), major player in France for digital Media & data marketing solutions, announces today that Julien Braun, Group Administrator, has been appointed Administrator of Bilendi by the Annual General Meeting of shareholders of 21 June 2018, on the proposal of QWAMPLIFY.

Qwamplify, the major shareholder of Bilendi since July 2015.

Qwamplify, which holds 26.18% of the capital and 38% of the voting rights of Bilendi, had requested the inclusion on the agenda of the Bilendi General Meeting of the appointment of Julien Braun as administrator, himself a new Administrator of the Qwamplify Group since the General Meeting of March 30th.

Julien Braun, 42, is currently CEO of Rythmone, adtech Media platform after a few years in the Publicis group as advisor to Maurice Levy. He will bring his digital expertise and Media and his great knowledge of strategic reconciliations.

The Group finalizes the acquisition of SGP (Flexistart) by acquiring the balance of 10% of the capital.

The Group continues to fully integrate its acquisitions by finalizing the purchase of SGP (Flexistart) shares from the two historical founders. This agency joined the group in 2013 by selling 70% of its capital. Jean-Marc Piette, co-founder of Flexistart, is currently leading the Group's « Activation Division ».

Cédric Reny, President and Founder of the Group, comments : "Bilendi has achieved a great transformation by becoming a leader and dynamic player in the market of loyalty and digital panels. In a context of high market concentration, important stakes around the Data (GDPR in particular), this appointment will enable us to share our respective visions and to study our synergies. Our participation in Bilendi, representing a significant asset of the Group and our position as leading shareholder, after our successful digital transformation, forces us today to include this asset in our strategic thinking. "

Julien Braun, Administrator of both the Qwamplify Group and Bilendi, comments : "I have just joined Qwamplify, which has achieved a beautiful digital pivot and has strong media and data technology expertise. Bilendi has also been successful. I am delighted with this appointment. My project is to support the two leaders in their dynamic organic and external growth giving the opportunity to fully study the operational synergies between both Companies. "



NEXT PRESS RELEASE :
Turnover 3rd quarter 2018 (end of June 2018)
July 24, 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 September 30, 2017. Qwamplify is also the largest shareholder of Bilendi with 26.2% 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 2017 – 2020.