



PRESS RELEASE

Appointment of Julien Braun as Managing Director of the Qwamplify Group

Levallois-Perret, France, April 2, 2019, Qwamplify (ISIN: FR0010889386 - Mnemonic: ALQWA), a major player in France for Media & Data digital marketing solutions, announces today the appointment of Julien Braun as Managing Director of the Qwamplify Group.

Julien Braun, who has accompanied the Group for the past year as a Board Director, is ending his mandate and, as of April 1, 2019, will take over the Qwamplify operational management alongside Cédric Reny, President and Founder.

Julien Braun, 43, a polytechnician, has notably supported the Publicis Group in its growth strategy and digital transformation for nearly 15 years and has directed Radium One France, RTB Media platform. He will therefore bring to the Group all its expertise in terms of integration and his knowledge of the marketing and digital market.

His objectives will be to strengthen the Group's organic growth and optimize its profitability in order to make Qwamplify a leader in marketing and media purchase in the countries in which it operates, particularly in France, Italy and the Nordic countries.

The Group, which has successfully implemented its digital transformation, confirms its forecasts for 2019 and is still anticipating organic growth in 2019, strongly driven by the Media offer but still impacted by a controlled slowdown in the Group's historical and Mobile activities of its Activation Division. As announced in the annual results publication, the group also expects a double-digit revenue growth in 2019 and a positive net result.

Cédric RENY - President, comments: "I am delighted with this nomination. Julien has demonstrated his added value on the Board of Directors. I am very confident that he will be able to accelerate Qwamplify's success in the coming years at my side, making the Group a growth leader in Online Media based on a new agency model."

Julien BRAUN - Managing Director, comments: "Qwamplify is a multi-specialist entrepreneurial group in digital marketing and media purchase which growth model is based on innovation, customer service and the economic performance of the operations it manages. I am very happy to be able to join all the employees whose talent and enthusiasm match by this desire for shared success".

QWAMPLIFY « Innovative Agency of the year 2018 »

QWAMPLIFY – LTD with a capital of € 5 507 395
Headquarter: 14 place Marie-Jeanne Bassot 92300 LEVALLOIS PERRET - France
Administrative Office : 135 avenue Victoire, 13790 ROUSSET - France
Tel : +33 (0)4 86 91 42 00
Email: contact-us@qwamplify.com
RCS (SIREN) 500 517 776 NANTERRE / APE: 7311Z – TVA intra: FR33 500 517 776
www.qwamplify.com

NEXT PRESS RELEASE: Sales Turnover 1st Half and Q2 2019 : May 14, 2019

About Qwamplify

Qwamplify is a European digital & data marketing group serving major brands and e-retailers to develop their sales. The Group offers digital recruitment solutions on web (emailing, SEA & SMA, co-registration), innovative promotional solutions and CRM (digital platforms). Since 1997, Qwamplify has gained a strong reputation among more than 800 advertisers, among them : Butagaz, Delonghi, Kärcher, Manitou, Michelin, Sony, Coca-Cola, Daxon, Hager, Etam, Carrefour or Rue du Commerce.

Qualified as an "Innovative Company" by Bpi France, the Group, listed on Euronext Growth since 2010, headquartered in Levallois-Perret, is also located in Aix-en-Provence, Marseille, Nice and Bordeaux in France and in Italy, UK, Finland and Sweden. In its last financial year, it closed sales of € 23.7M at the end of September 2018, up 22%. The Group had net cash of € 4.4M as of September 30, 2018. Qwamplify is also the first shareholder of Bilendi with 25.85 % of the capital.

CONTACTS

Cédric Reny

President

<https://fr.linkedin.com/pub/cédric-reny/b7/669/69b>

Marc Langlet

Chief Financial Officer

Tel : +33 (0) 6 63 26 80 45

investisseurs@qwamplify.com

Listed on Euronext Growth Paris



ISIN : FR0010889386 – Mnemonic : ALQWA

Eligible to PEA-PME

Labelized « Innovative Company » - BPI France

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