

# NetBase announces global expansion plans - leading social analytics provider extends services by opening European hub

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NetBase announces global expansion plans - leading social analytics provider extends services by opening European hub- SANTA CLARA, CA. – May 18, 2016, NetBase, a global leader in enterprise social analytics, has announced its expansion into Europe with the opening of three offices in London, Paris and Heidelberg (Germany). The offices will include sales, account management, customer success and social analyst professionals to engage and collaborate with customers. London will act as the company's European headquarters and the entire operation will be headed up by Jose Puyol who is currently Vice President and General Manager of NetBase's Agency and Digital Practice.

Using its social media listening platform to capture millions of posts on a daily basis NetBase works with global brands such as Coca-Cola, American Airlines, Walmart, T-Mobile, Universal Music Group as well as leading communications agencies including McCann, Edelman, Ogilvy to deliver analytical insights to support every facet of their business. These insights can be used to significantly drive incremental revenue from product launches and promotions, rapidly identify social decision situations, and improve customer care and retention.

Such is the demand for NetBase's services in Europe that it has already established a healthy customer base which includes the likes of Edelman, Havas Helia, McCann London, McCann Paris, Starcom UK and TBWA London.

Commenting on the expansion announcement Jose Puyol, Vice President Europe said: "The demand for our social analytics solution in Europe has been growing rapidly and is coupled with the need of our global customers with a major presence in Europe for a consistent approach to their business operations worldwide."

"Social analytics is a competitive space but we believe our technology is far superior in delivering accurate sentiment analysis and is much faster with a considerably lower cost of operation than the alternative solutions in the market. Furthermore, such is the power of the NetBase platform we can provide a full dimensional understanding of a company's customer which we believe presents a great opportunity to European businesses," adds Jose.

Jose Puyol joined NetBase in 2010 and has been working with social media listening companies since the industry's infancy as well as consumer and product research firms such as Iconoculture and Mintel making him well placed to drive forward NetBase's European presence. The company has over 15 employees in Europe and is actively recruiting to strengthen the team further with plans already underway to open more offices.

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About NetBase NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily to capture actionable business insights for marketing, research, customer

service, sales, PR, and product innovation. NetBase was named an Enterprise Listening Leader in Forrester's most recent Enterprise Listening Platforms report for Q1 2016 and is a trusted partner to American Airlines, Coca-Cola, Edelman, McCann, Ogilvy, T-Mobile, Universal Music Group and Walmart. For more information visit <http://www.netbase.com> or @NetBase. See your brand's social movement in real-time with NetBase LIVE Pulse™.