



Continued strong growth in the first half
Revenue: €10.8 million, +83%
(of which +42% on a like-for-like basis)

Madrid, 28 July 2008

ANTEVENIO (Alternext - ALANT), Spain's leading advertising and interactive marketing Group, posted revenue of €10.8 million in the first half of 2008, up 83% on the first half of 2007. On a like-for-like basis (excluding the companies acquired in 2007), organic growth amounted to +42%, mainly driven by performance marketing activities.

As at 30 June, € millions (unaudited)	2008	2007	% Change 08/07
Antevenio Direct	1.3	1.5	-13.4%
Antevenio Media	2.4	1.9	+26.3%
Antevenio Comunidades	0.8	0.5	+60.0%
Netfilia ¹	1.2	0.3	NA
Centrocom (Lead Management ²)	4.0	2.2	+81.8%
Antevenio Italia (Webnation ³)	2.3	-	NA
Total revenue ⁴	10.8	5.9	+83.0%
<i>Net revenue ⁵</i>	<i>10.3</i>	<i>5.6</i>	<i>+83.9%</i>

(1) Netfilia was consolidated into the accounts effective 01/04/07.

(2) Lead Management: full service sales lead generation agency

(3) Webnation was consolidated into the accounts effective 01/09/07.

(4) Excluding intra-group sales: €1.2 million in H1 2008 vs. €0.5 million in H1 2007

(5) Revenue less rebates on advertising sales

Revenue up and in line with the published strategy

In line with published goals, Antevenio posted strong growth in the first half, with an upswing in all performance-marketing strategic businesses:

- **Affiliation / proprietary portals:** revenue from this business combines the operations of Antevenio Comunidades and Netfilia. It amounted to €2.0 million over the first half, up 133% (+100% on a like-for-like basis).
- **Lead Management:** Centrocom saw the Group's strongest revenue growth (+83.8%), thanks to the acquisition of new clients and the growth in the revenue generated from current advertisers.

In parallel, Antevenio Media grew 27.7% over the first half. The audience of the ad network reached 10 million unique monthly users (source Nielsen).

The decline in revenue at Antevenio Direct (€1.3 million compared to €1.5 million) is mainly due to the drop-off in the CPM rates paid by advertisers.

In the context of the Spanish online advertising market that grew 28.3% (source Infoadex), Antevenio demonstrated the solidity of its positioning and its ability to grow in overall market share.

Confirmation of 2008 goals

For 2008, Antevenio confirms its goals of strong growth and increased profitability. The performance over the first half heads in this direction. With cash of €9.3 million at the end of June, Antevenio has the financial resources to accelerate its growth strategy.

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> (after the stock market closes) <

About ANTEVENIO

Antevenio is Spain's leading interactive marketing and advertising agency. The company provides top-tier advertisers in Spain and Italy with innovative online brand-building, customer acquisition, and customer loyalty solutions through four services: advertising, e-mail campaigns, lead management, and affiliate marketing.

Antevenio generated pro forma revenue of €16.6 million in 2007, up from €8.4 million in 2006. The company listed on Euronext Paris Alternext on 15 February 2007 (ISIN code ES0109429037).



Joshua NOVICK
Chairman and CEO
Tel: +34 91 414 91 91
jnovick@antevenio.com

Contacts



Financial communications
Nicolas MEUNIER
Tel: +33 (0)1.56.88.11.11
nmeunier@actifin.fr

www.antevenio.com