



2014 first-half revenues

Objective confirmed for resumption of growth

New growth driver with the marketing of proprietary technologies

Madrid, July 29th, 2014 - The Antevenio Group (ISIN ES0109429037), Spain's leading interactive marketing and advertising firm, recorded €9.6 million in consolidated net revenues for the first half of FY 2014 (€10.3 million pro forma), down 3% year-on-year. Consolidated revenues came in higher than the second half of 2013, confirming the objective set out at the start of the year for a resumption of growth.

At June 30th, 2014 (€'000,000)	H1 2013	H2 2013	H1 2014 consolidated	H1 2014 ⁽³⁾ (pro forma)	Yoy change (%)
Ad Sales	3.2	2.9	2.9	2.9	-9%
Performance and Emailing	2.6	2.7	2.4	2.4	-8%
Syndication					
Proprietary Portals	5.5	5.6	5.3	6.0	+9%
Consolidated revenues ⁽¹⁾	11.1	9.9	10.0	10.7	-3%
<i>Net revenues ⁽²⁾</i>	<i>10.6</i>	<i>9.4</i>	<i>9.6</i>	<i>10.3</i>	<i>-3%</i>

⁽¹⁾ Excluding intra-group sales: €0.5 million (€0.2 million for H1 2013, €1.3 million for H2 2013)

⁽²⁾ Consolidated revenues less volume discounts on ad sales

⁽³⁾ Including Antevenio UK, deconsolidated since July 1st, 2013

2014 first-half business

Pro forma revenues (including Antevenio UK's business) for the first half of 2014 are down slightly (-3%) compared with the previous year, but the business is showing signs of picking up again, confirmed by the year-on-year revenue growth. The trends for the first half of 2014 for each division were as follows:

- Ad Sales business (27% of revenues) stable, after contracting for several half-year periods;
- Performance and Emailing Syndication business (22% of revenues) stable, but down slightly for the half-year period;
- Proprietary Portals business (56% of revenues) seeing continued growth, up 9% pro forma.

Alongside this, the subsidiaries in France and Mexico achieved significant growth during the first half of the year.

Outlook

Antevenio is moving forward with its investments in Proprietary Portals, with enhanced content, in order to further strengthen its interests in e-commerce brands and enable greater interactivity with social media.

In 2013, Antevenio also ramped up the marketing of its multichannel marketing solution Mdirector (proprietary email / mobile / social media platform), generating €0.5 million in revenues on the local market. Faced with this innovative technology's immediate success, the Group has made technological and commercial investments with a view to developing Mdirector in all the countries where it is present. This evolution in the business model, with the marketing of technological solutions, will be a key driver for Antevenio's development.

With the downturn in its historical business lines seeming to have stopped and the growth drivers confirming their strong potential, the Group is able to once again confirm its objectives announced at the start of the year: returning to growth in 2014 and reaping the benefits of its investments from 2015.

Financial calendar

October 29th, 2014 : H1 2014 results

(release after stock market closes)

About Antevenio

Founded in 1997, Antevenio is Spain's leading interactive marketing and advertising firm. The company provides a wide range of services through advertising (Display Ad Sales House) and emarketing (emailing and performance) offerings on syndicated or proprietary audiences. The company provides brands adapted and innovative solutions to their issues of branding, customer acquisition and customer retention on the internet.

In 2013, Antevenio posted a turnover of €21.0 million.

Antevenio is listed on Euronext Paris Alternext since February 15th, 2007 (ISIN code: ES0109429037).

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