



Antevenio forecasts revenues of around €25m for 2019

Faced with a digital advertising market slowdown, earnings for 2019 will move back into the red for the first time in five years

The reorganization underway, linked to the integration within the ISP Digital Group, is ramping up to ensure a quick return to growth and profitability

Madrid, December 27, 2019, 8:00am - The [Antevenio](#) Group (ISIN ES0109429037, PEA-PME eligible), the marketing content and technology market leader in Southern Europe and the Americas, will close out 2019 with full-year revenues of just over €25m. This level of business, combined with the leadership team adjustment costs, will not be sufficient to maintain a positive level of profitability and the group is forecasting negative EBIT this year.

This underperformance is linked to the slowdown on the digital advertising market in Europe and specifically the impact of both GDPR and the change in Facebook's algorithm on co-registration revenues.

In line with this situation, the strategy launched this year to further strengthen existing synergies between Antevenio and its parent company, the ISP Digital Group, is accelerating, with a reorganization of the management teams for the various regions and subsidiaries.

In this way:

- Two new regional directors have been appointed: Ruth Blanch for Europe and Jesús Mera for Latin America. Alongside this, Ruth will head up Spain, and new country managers have been appointed in France and Italy.
- Collaboration between the teams from Antevenio and Rebold is being further strengthened with a view to offering a wider range of services, by integrating Rebold's expertise in data management and analysis.
- The teams are restructured and focused on developing offers with stronger potential for growth.

For Fernando Rodés, Antevenio's Chairman: *"The digital marketing market is evolving quickly and its path is never a straight line. The challenge for a group like ours is not only to successfully adapt, but also to anticipate advertisers' new needs. This is what we have focused on in 2019: by capitalizing on synergies across our offers, as well as the complementary geographical, commercial and technological features of Rebold and Antevenio, we are considerably increasing our capacity to adapt and anticipate with a view to bouncing back from 2020".*



About Antevenio

Antevenio is an innovative publishing and marketing technology firm and the market leader for Southern Europe and the Americas. It helps brands to convey their value propositions to consumers through a comprehensive range of solutions that combine advertising, content marketing and cross-channel technology. These solutions are available as a service or a licensed cloud-based software with its MDirector suite. In 2018, Antevenio recorded consolidated revenues of €30 million. Antevenio has been listed on Euronext Growth Paris since February 15, 2007 (ISIN: ES0109429037).

Next date: 2019 full-year revenues on February 27, 2020

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