

2019 full-year earnings

A year of transformation Impact of the COVID-19 crisis Continuation of synergy projects with the ISP Group

Madrid, April 16, 2020, 8:00 am - The [Antevenio](#) Group (ISIN ES0109429037), the marketing content and technology market leader in Southern Europe and the Americas, is today reporting its full-year earnings for 2019, ended December 31, 2019.

in million euros	At Dec 31, 2019	At Dec 31, 2018	Change %
Consolidated revenues	25.9	30.0	-14%
Net revenues ⁽¹⁾	25.2	29.5	-15%
Gross margin	14.30	17.28	-17%
<i>Gross margin rate (% of net revenues)</i>	56.7%	58.5%	
Staff costs	(11.38)	(10.50)	+8%
Other operating expenses	(3.01)	(3.28)	-8%
Amortization	(0.73)	(0.35)	+109%
Provisions / depreciation	(0.54)	(0.28)	+93%
EBIT	(1.36)	2.87	-147%
Financial income and expenses	(0.11)	(0.12)	-8%
Consolidated income before tax	(1.47)	2.75	-153%
Tax expense	(0.12)	(0.51)	-76%
Consolidated net income	(1.57)	2.23	-170%

(1) Revenues less volume discounts on ad sales

(2) 2018 financial statements restated for expenses related to stock options (-€0.2m), not affecting equity, in line with the standards applied in 2019

Business down 14% in 2019

Antevenio recorded a 14% contraction in 2019 revenues to €25.9m. The decrease in revenues was less marked in the second half of the year (-8%) than during the first six months (-19%), but the business continued to be affected by the slowdown on the digital advertising market for European operators. In a digital advertising and marketing market that continued to grow globally in 2019, European operators are still penalized by GDPR and the technical changes introduced by global players such as Google or Facebook.

This trend impacted the Publishing and Digital Media Trading divisions, down by around 20%, while the Marketing Technologies activities held up well, at +8%.

The geographical breakdown of revenues hardly changed, with a slight decline in Spain (39% of sales vs. 41% in 2018) and a progression in Latin America (22% vs. 18% in 2018).

Earnings

In 2019 Antevenio undergoes a "scissors effect" with:

- a fall in revenues (-14%) and a slight erosion of the gross margin, which nevertheless remains at historically high levels, at 56.7% of turnover (58.5% in 2018);

- an increase in personnel expenses, resulting mainly from the corporate reorganization and in particular the leadership team adjustment costs.

EBIT thus showed a loss of €1.36 million, compared with €2.87 million a year earlier. The impact of the implementation of IFRS 16 on operating income is not significant (+€18 thousand). Net income is €-1.57 million (vs. €2.23 million) in 2018.

Healthy financial position

Despite the losses incurred in 2019, the pursuit of the external growth strategy with the acquisition of B2 MarketPlace last October and a dividend payment of €1.2 million in December, the Group's financial structure at 31.12.2019 remains healthy with €2.8m of cash, net of financial debt, and €13.2m of shareholders' equity.

Outlook

Antevenio is continuing the transformation initiated at the beginning of 2019, to become a key player in digital marketing, through the activation of synergies with ISP Digital. Internal expertise has been redeployed to the business areas with greater potential, such as Content Marketing or Performance Marketing, where the teams are working more closely with Rebold's programmatic specialists to enrich the offer and create value. In addition, the Group is working on the internalization of its offers, such as the recently acquired eSports & gaming division (Antevenio Shakers), which is now present in Mexico. Antevenio has entered the year 2020 armed with its financial soundness, the diversity of its offer and the investments made in previous years with the objectives of growth and market share gain.

These prospects have of course been affected since March by the COVID-19 health crisis, whose impact on business cannot be estimated for the moment. At mid-April, Antevenio has its offices temporarily closed in order to ensure the safety of all its employees and partners, but maintains the continuity of all its activities and the best level of service for its clients thanks to teleworking. Since mid-March, campaigns have been cancelled or postponed, particularly in the travel, consumer finance, automobile and leisure sectors. To offset the expected decline in revenues, a cost-saving plan has been launched to minimize costs and eliminate non-essential expenses. In this context, and with the aim of preserving as many jobs as possible, discussions with staff representative bodies have been initiated to adapt the payroll to these exceptional circumstances.

During the period of containment, plans to intensify synergies with ISP Digital continue and are currently being reassessed in view of the profound changes taking place in the global economy as a result of the crisis.

Publication of the full-year financial report

The 2019 annual financial report will be available to the public and filed with the French Financial Markets Authority (AMF) today. It will be available on the company website at www.antevenio.com/fr/ under "Financial Information / Annual and Consolidated Accounts".

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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: 2020 half-year revenues on July 23, 2020

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