

ISPD : pro forma revenues up 26% in the first half of 2022

Madrid, July 28 2022 – 8:00 am - ISPD (ISIN ES0109429037), a global cognitive marketing group, today presents its consolidated and pro forma revenues for the period ending on June 30 2022.

(In million euros)	Consolidated		Pro forma ⁽³⁾		
	2022	2021	2022	2021	Var. %
Publishing	2.9	3.1	2.9	3.1	(6%)
Technology and Marketing Services	6.2	6.9	6.2	6.9	(10%)
Digital Media Trading	40.1	40.4	51.7	40.4	+28%
Consolidated revenues ⁽¹⁾	45.4	45.5	57.1 ⁽³⁾	45.5	+25%
Net revenues ⁽²⁾	45.3	45.2	56.9 ⁽³⁾	45.2	+26%

(1) Excluding intra-group sales: €3.77m

(2) Revenues less volume discounts on ad sales

(3) Pro forma sales in 2021 calculated by reintegrating the €11.6m of advertising space sales in Mexico, invoiced to clients directly by the publisher since the second half of 2021 under the new law on advertising transparency

« The magnificent trajectory of this first semester confirms once again the success of the Rebold integration carried out 2 years ago, hence an organic growth of 68% in our revenues over 2 years. We have implemented the necessary measures and changes in order to adapt our offer to the needs of the European market. Some of these changes are the refresh of our Rebold agency and a simplified offer to our clients. » declares Andrea Monge, CEO of ISPD.

First-half financial highlights

- Consolidated net revenues of €45.3 million and €56.9 million on a pro forma basis, representing a 26% growth compared to H1 2021.
- Revenue breakdown by market: USA 49% (43% in H1 2021), Latin America 31% (29% in H1 2021), Europe 20% (28% in H1 2021). The 80/20 split between the Americas and Europe remains the same as in FY 2021, reflecting a recovery in business in Europe compared to H2 last year.
- Business growth driven, as in 2021, by Digital Media Trading services (+28% to €51.7m on a pro forma basis).
- Moderate decline in the Publishing (-6% to €2.9m) and Technology and Marketing Services divisions (-10% to €6.2m), which are stabilizing with the recovery of business in Europe.

Outlook

Despite the current political-economic context, the lack of visibility and the uncertainty it causes, as of today ISPD does not perceive any substantial changes in the evolution of its activities for the second half of the year.



Next date: 2022 half-year earnings, October 13 2022 (before stock market opening)

About ISPD

ISPD is a cognitive marketing group redefining how people and brands relate. We blend cognitive science and creativity to provide our customers with end-to-end capabilities across our network of agencies. Our 500+ multidisciplinary experts from research, data science, strategic planning, creative storytelling, shopper marketing, gaming, media, technology solutions, and consulting deliver breakthrough results for our clients. Visit us at ispd.com to learn more.

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