



First-half 2016 sales at €12.2 million, up 10%

Sales driven by the progression of MDirector and its associated services

Madrid, July 27th 2016 (17h45) - The [Antevenio](#) Group (ISIN ES0109429037), leader in Southern Europe in publishing and marketing technologies, publishes its net consolidated revenues for the first half 2016, ended June 30th, 2016.

<i>In million euros</i>	H1 2016	H1 2015	change %
Publishing	6.3	6.1	+3%
Marketing technology	1.8	0.7	+157%
Digital Media Trading	5.4	5.4	0%
Consolidated revenues (1)	12.8	11.6	+10%
Net revenues (2)	12.2	11.1	+10%

⁽¹⁾ Excluding intra-group sales: €0.7 million (€0.6 million in H1 2015)

⁽²⁾ Consolidated revenues less volume discounts on ad sales

First half 2016 business

Up 10% to EUR 12.2 million, the first half 2016 sales were driven by the progression of MDirector and its associated services, offsetting the anticipated decline in revenues from the ad sales business.

By business line, the trends for the first half 2016 were as follows:

- **The Publishing division** (creation of content via the Group's three main vertical portals: travel, fashion and training) recorded a slight activity increase, up 3% to €6.3 million against €6.1 million for the same period last year.
- **The Marketing technology division** (MDirector software suite in SaaS mode and associated services) continues its strong growth at +157%, with a turnover of €1.8 million against €0.7 million in the first half of 2015 distributed as follows: €0.8 million of sales in software and €1 million in associated services, versus 0.5 and 0.1 million respectively in 2015, when MDirector was launched. The division thus represents 13.5% of sales for the half year versus less than 6% last year. It is reminded that the software business has the highest margin within the division, as opposed to the service business.
- **The Digital Media Trading division** (media buying and selling activities, programmatic marketing, native advertising and affiliation) records stable sales of €5.4 million, with a good start of the Coobis platform compensating for the slight decrease of the ad sales business.

The geographical distribution of sales for the first half 2016 compares to the previous year with 44% of sales in Spain, 30% in Italy, 14% in France, 13% in Latin America.

Outlook

The good sales performances of the first half of 2016 validate the strategy implemented for several semesters in favor of higher margins activities and allow Antevenio to anticipate growth in results for the first half of 2016 and for the full year.

The Group should keep benefiting from the deployment of MDirector. Furthermore, in order to sustain its growth dynamics, the Group is developing new vertical portals and especially introduced two new vertical thematic in Spain focused on health and NGOs. Finally, Antevenio strengthens its position internationally, especially in South America, where the Group is expanding rapidly.

About Antevenio

[Antevenio](#) is an innovative company in publishing and marketing technology, leader in Southern Europe (Spain, Italy, France). It helps brands to convey their value proposition to consumers through a comprehensive offering combining advertising, content marketing and cross-channel technology. This offer is available either as a service or as a licensed cloud-based software with its MDirector suite. In 2015, Antevenio posted a consolidated turnover of €24 million. Antevenio is listed on Euronext Paris Alternext since February 15th, 2007 (ISIN code: ES0109429037) and is eligible for French « PEA PME » tax shielded investment in SMEs.

Next release: first-half 2016 results, October 18th before market opening



Contacts

ANTEVENIO

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

CALYPTUS

Sophie BOULILA / Nicolas HELIN
Tél. : +33 1 53 65 68 68
antevenio@calyptus.net