

## 2018 first-half business

### Revenues up +21% to €15.3m driven by the acquisition of React2Media

Madrid, July 26, 2018, 5:45pm – The [Antevenio](#) Group (ISIN ES0109429037, PEA-PME eligible), the marketing content and technology market leader in Southern Europe and the Americas, is today reporting its consolidated revenues for the first half of 2018, ended June 30, 2018.

<i>In million euros</i>	H1 2018	H1 2017	Change (%)
Publishing	5.2	5.1	+2%
Marketing Technology	5.0	3.5	+43%
Digital Media Trading	6.5	5.1	+27%
Consolidated revenues <sup>(1)</sup>	15.6	12.8	+22%
<b>Net revenues <sup>(2)</sup></b>	<b>15.3</b>	<b>12.6</b>	<b>+21%</b>

<sup>(1)</sup> Excluding intragroup sales: €1.1m (€0.9m in H1 2017)

<sup>(2)</sup> Revenues less discounts on advertising sales

#### Continued growth over the first half of 2018

The Group continued to grow its business over the first half of 2018, building on the same trends as 2017, with strong progress in sales of Marketing Technology services and international development, particularly in the US, where the Group acquired React2Media, a specialist performance marketing agency, in June 2017.

These good performances and the external growth strategy made it possible to offset the performance by the Publishing business, which was stable, and Digital Media Trading, which contracted on the Group's historical markets over the first half of this year. On a like-for-like basis (i.e. excluding React2Media's integration), the Group's revenues for the first half of 2018 are stable at €12.6m.

The core trends from the first half of 2018 for each division are as follows:

- **Business flat for the Publishing division** (content creation through the Group's four main vertical portals: travel, fashion, learning and health / lifestyle), with slight growth, up +2% to €5.2m (versus €5.1m for the first half of 2017).
- **Strong growth for the Marketing Technology division** (MDirector software suite in SaaS mode and related services), with revenues climbing +43% from €3.5m to €5.0m, driven by the higher level of sales of services and MDirector confirming its success, with sales up +22% over the first half of the year.
- **Outstanding progress by the Digital Media Trading division** (media purchases-sales, programmatic marketing, content marketing and affiliation), reflecting the contribution by React2Media's new American activities.

The geographical breakdown of revenues for the first half of 2018 shows a significant change following React2Media's integration, with 43% of sales generated in Spain, 18% in Italy, 7% in France, 14% in Latin America and 18% in the USA.

## Outlook

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Over the first half of 2018, the Group continued rolling out its strategic investments in the US with a view to consolidating its operations and capitalizing on synergies between Antevenio and React2Media. However, these investments could have a slight impact on the half-year gross margin rate, compared with a record level from 2017.

For the full year, the Group is forecasting continued business growth, driven by the strong development of its American operations. Antevenio is also expected to resume its organic growth, thanks to its Marketing Technology business, the deployment of existing contracts and the new clients brought on board, particularly in Italy, where the Group is growing again.

In line with its strategy, which aims to continue building on its leadership, Antevenio has a solid cash position (€5.7m at June 30, 2018), enabling it to continue moving forward with its market consolidation strategy and fund potential acquisitions.

In view of all of these factors, the Group is able to once again confirm its target for profitable growth in 2018.

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## About Antevenio

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[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 2017, Antevenio recorded consolidated revenues of €28.6 million. Antevenio has been listed on Euronext Growth Paris since February 15, 2007 (ISIN: ES0109429037).

**Next release: H1 2018 earnings: October 8, 2018**



## Contacts

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