

Consolidated revenues reaches the €30m mark in 2018

2018 business affected by an unfavorable environment in the second half of the year Growth to continue in 2019

Madrid, February 21, 2019, 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 2018 consolidated revenues for the year ended December 31, 2018.

<i>In million euros</i>	2018	2017	Change (%)
Publishing	9.4	11.3	-20%
Marketing Technology	9.2	8.3	+10%
Digital Media Trading	13.0	11.1	+15%
Consolidated revenues ⁽¹⁾	30.0	29.3	+2%
Net revenues ⁽²⁾	29.4	28.6	+3%

⁽¹⁾ Excluding intragroup sales: €1.6m (€1.4m in 2017)

⁽²⁾ Revenues less discounts on advertising sales

Annual growth affected by an unfavorable environment in the second half of year

Antevenio recorded +3% revenue growth in 2018, up to €29.4m, below its expectations, compared with strong growth of +13% in 2017.

Over the second half of the year, the Group's business was penalized by the European market slowdown linked to the rollout of GDPR. Although the **Marketing Technology** and **Digital Media Trading** business lines have continued to grow, in line with the Group's strategy, the contraction in **Publishing** sales affected revenue growth in 2018.

The core trends from 2018 for each division are as follows:

- The **Publishing division** (content creation through the Group's four main vertical portals: travel, fashion, learning and health/lifestyle), penalized by a difficult second half of the year, recorded a contraction in sales;
- The **Marketing Technology division** (MDirector software suite in SaaS mode and related services), also impacted in the second half of the year, nevertheless continued to grow in 2018, driven by the success of MDirector and the deployment of the related services;
- The **Digital Media Trading division** (media purchasing-sales, programmatic marketing, content marketing and affiliation activities) delivered strong growth in 2018, buoyed by the new American activities with React2Media and the Mexican market's growth.

The regional breakdown of the Group's sales has continued to evolve with a growing focus on North America. With the integration of React2Media and growth in the American activities, revenues in North America climbed to 16% of sales in 2018, versus 9% in 2017. Spain is still the leading region, generating 41% of the Group's sales in 2018, compared with 47% in 2017. Sales in Latin America represent 18% of the Group's revenues, followed by Italy (17% of sales) and France (8% of sales).

Outlook

Although penalized by particularly challenging market conditions in the second half of the year, Antevenio expects its operating income for 2018 to be similar to the €3m recorded in 2017.

For 2019, the Group is continuing to capitalize on the technological and commercial positions built up on its key markets in order to continue with its growth. Antevenio's balance sheet is still very strong, with €5.6m of cash at December 31, 2018, giving it the financial resources needed to continue rolling out its market consolidation strategy and finance potential acquisitions.

Alongside this, in line with market developments, Antevenio is launching new products and services in the e-sport sector. Thanks to its proven digital marketing expertise, Antevenio is positioning itself on this new rapidly expanding market. In 2018, global e-sport and gaming revenues grew by over 13% to nearly \$140bn (source: Newzoo). The Spanish market, ranked ninth worldwide, is particularly dynamic, with more than 24.6 million gamers.

Lastly, in the US, the Group is continuing to move forward with its development, notably launching its Marketing Technology services business at the start of 2019 under the Antevenio Go brand.

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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: 2018 full-year earnings on April 11, 2019 (initially planned for April 18, 2019)



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