



Antevenio: continued upturn during the first half of the year, with +30% pro forma revenue growth

Madrid, July 28, 2021 - 8:00am - The Antevenio Group (ISIN ES0109429037), an innovative data-driven communication, marketing and e-commerce company operating in Southern Europe and the Americas, is today reporting its consolidated revenues for the first half of 2021, ended June 30, 2021.

In million euros	Reported consolidated revenues		pro forma revenues ⁽³⁾	
	H1 2021	H1 2020	H1 2020	Var. %
Publishing	3.1	2.7	2.7	+15%
Technology and Marketing Services	6.9	5.2	6.4	+8%
Digital Media Trading	40.4	2.8	28.9	+40%
Consolidated revenues ⁽¹⁾	45.5	10.2	34.9	+30%
Net revenues ⁽²⁾	45.2	10.1	34.7	+30%

⁽¹⁾ Excluding intragroup sales: €4,9m

⁽²⁾ Revenues less discounts on advertising sales

⁽³⁾ Pro forma revenues including full year Rebold sales and excluding intra-group sales

Upturn confirmed during the first half of 2021

Following on from the last two quarters of 2020, Antevenio is confirming the upturn in business, with consolidated revenues of €45.5m, up 30% versus pro forma revenues for the first half of 2020.

The progress with revenues is being driven in particular by the robust trends seen for the subsidiaries in Latin America and the development of the Digital Media Trading business.

The core trends from H1 2021 for each division are as follows:

- **Upturn in the Publishing division** (content creation through the Group's four main vertical portals: travel, fashion, learning and health / lifestyle) with +15% pro forma growth to €3.1m.
- **Slight increase for the Marketing Services and Technology division** (email marketing, monitoring, analytics, e-commerce and related services), with pro forma revenues up +8% to €6.9m. The upturn in this business is currently focused primarily on Europe, reflected in a more modest level of global growth. The percentage of new business linked to e-commerce is growing very quickly, thanks in particular to new clients in Italy, Mexico and the US, in addition to achieving Amazon Advertising Partner status.
- **Strong growth for Digital Media Trading** (media purchasing-sales activities, programmatic marketing, content marketing and affiliation), up +40% (€40.4m of revenues). This figure compares with a full-year figure of around €64m in 2020 (63.7) and 2019 (64.3), reflecting a strong trend that is not linked to a post-crisis catch-up effect. Specifically, this division's progress has been driven by the programmatic advertising business and performance-linked campaigns.

The geographical breakdown of sales reflects an acceleration of the outperformance in Latin America (29% of sales, versus 20% in 2020) and support for the Group's growth in the United States (43% vs 41% in 2020), limiting the percentage for Europe (28% vs 38% in 2020).

Outlook

Against the backdrop of a still fragile economic recovery, Antevenio's increasingly data-driven marketing solutions are designed to meet brands' needs for targeting, responsiveness and efficiency. Through this positioning that is aligned with the market, the Group is positive about business for the second half of the year.

About Antevenio

Born from the merger of digital marketing and advertising businesses under the Rebold and Antevenio brands within the ISP Digital Group, Antevenio is an innovative data-driven communication, marketing and e-commerce company with a presence in Southern Europe, the United States and Latin America. It generates growth opportunities for brands based on a deep knowledge of consumers, marketing technologies and data ecosystems.

In 2020, Antevenio recorded consolidated revenues of €90 million. Antevenio has been listed on Euronext Growth Paris since February 15, 2007 (ISIN: ES0109429037).

Contacts

ANTEVENIO

Analore GARCIA

Tél. : + 34 91 414 91 91

shareholders@antevenio.com / accionistas@antevenio.com

CALYPTUS

Mathieu CALLEUX / Nicolas HELIN

Tél. : +33 1 53 65 68 68

antevenio@calyptus.net