



Antevenio sells its 50% stake in Antevenio UK Net cash unchanged in 2014 at € 5.4 million

Madrid, January 22nd 2015 [The Antevenio Group](#) (ISIN ES0109429037), Spain's leading interactive marketing and advertising firm, has finalized the sale of its 50% stake in Antevenio UK, with effect from 31 December 2014, for € 0.5 million in cash.

Founded in 2010, the subsidiary was consolidated using the equity method since July 2013 and the sale will therefore have no impact on the consolidated operating account. The operation will however impact 2014 FY net income, for approximately € -0.2 million, resulting from the difference between the balance sheet assets (participation and loans on the subsidiary) and the value of the transaction. Furthermore, the contribution of the results of the subsidiary to net income in 2014 will be slightly negative.

With the contribution of € 0.5 million in cash, Antevenio ends the year with net cash of € 5.4 million, identical to the level of January 2014.

This operation completes the group's withdrawal of the British market started in 2013, when Antevenio had refocused on markets where it had a sufficient critical size to sustain its growth, namely Southern Europe (Spain, Italy, France) and Latin America. In addition to a lack of critical size, the business model of Antevenio UK no longer offered synergies with the rest of the Group.

Joshua Novick, CEO of Antevenio, declares: « *I thank our partner Marco Sicuro, founder of Antevenio Italia and Antevenio UK, for the work done together. The sale of Antevenio UK strengthens our cash position and concludes the reorganization of the group achieved in 2013. This reorganization was fruitful, as we confirm our objective of returning to growth in 2014 and reaping the benefits of our investments from 2015 on.* »

Next financial publication

2014 revenues, February 25th, 2015 (release after stock market closes)

About Antevenio

Founded in 1997, Antevenio is Spain's leading interactive marketing and advertising firm. The company provides a wide range of services through advertising (Display Ad Sales House) and emarketing ([emailing](#) and [performance](#)) offerings on syndicated or proprietary audiences. The company provides brands adapted and innovative solutions to their issues of branding, customer acquisition and customer retention on the internet.

In 2013, Antevenio posted a turnover of €21.0 million.

Antevenio is listed on Euronext Paris Alternext since February 15th, 2007 (ISIN code: ES0109429037).

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