



Antevenio: the innovative "True Target" project supported by the Ministry of Economy and Competitiveness

Madrid, December 23rd, 2014, **The Antevenio Group (ISIN ES0109429037), Spain's leading interactive marketing and advertising firm, has just obtained a loan with a grant, totaling 564,000, from the Ministry of Economy and Competitiveness for its "True Target" custom digital marketing technology.**

The CDTI ("Centro para el Desarrollo Tecnológico Industrial"), part of the Spanish Ministry of Economy and Competitiveness, awarded Antevenio a loan of 464,000 euros at a rate of 0.57% per year, together with a grant of 100,000 euros for the development of its "True Target" custom digital marketing technology.

Entitled "New custom digital advertising system through techniques of Machine Learning and advanced data processing algorithms " the project, thanks to techniques of artificial Intelligence, Data Mining and Big Data, can predict the responsiveness of the recipients of a marketing campaign (display, emailing) and thus significantly increase its effectiveness.

Exclusively owned by Antevenio, this new technology will be incorporated in 2015 to the group's flagship marketing offers, including portals and the MDirector emailing suite. Ultimately, it will be licensed to partner companies or advertisers, under the "True Target" brand.

Joshua Novick, CEO of Antevenio, declares: "obtaining the CDTI loan confirms the strong innovation capacity of Antevenio in the field of digital marketing technologies. These new financial resources will enable us to accelerate the time-to-market of this promising technology. »

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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