



**Continued strong growth in the first half**  
*Revenue: €10.8 million, +83%*  
*(of which +42% on a like-for-like basis)*

Madrid, 28 July 2008

ANTEVENIO (Alternext - ALANT), Spain's leading advertising and interactive marketing Group, posted revenue of €10.8 million in the first half of 2008, up 83% on the first half of 2007. On a like-for-like basis (excluding the companies acquired in 2007), organic growth amounted to +42%, mainly driven by performance marketing activities.

As at 30 June, € millions (unaudited)	2008	2007	% Change 08/07
Antevenio Direct	1.3	1.5	-13.4%
Antevenio Media	2.4	1.9	+26.3%
Antevenio Comunidades	0.8	0.5	+60.0%
Netfilia <sup>1</sup>	1.2	0.3	NA
Centrocom (Lead Management <sup>2</sup> )	4.0	2.2	+81.8%
Antevenio Italia (Webnation <sup>3</sup> )	2.3	-	NA
<b>Total revenue <sup>4</sup></b>	<b>10.8</b>	<b>5.9</b>	<b>+83.0%</b>
<i>Net revenue <sup>5</sup></i>	<i>10.3</i>	<i>5.6</i>	<i>+83.9%</i>

(1) Netfilia was consolidated into the accounts effective 01/04/07.

(2) Lead Management: full service sales lead generation agency

(3) Webnation was consolidated into the accounts effective 01/09/07.

(4) Excluding intra-group sales: €1.2 million in H1 2008 vs. €0.5 million in H1 2007

(5) Revenue less rebates on advertising sales

### Revenue up and in line with the published strategy

In line with published goals, Antevenio posted strong growth in the first half, with an upswing in all performance-marketing strategic businesses:

- **Affiliation / proprietary portals:** revenue from this business combines the operations of Antevenio Comunidades and Netfilia. It amounted to €2.0 million over the first half, up 133% (+100% on a like-for-like basis).
- **Lead Management:** Centrocom saw the Group's strongest revenue growth (+83.8%), thanks to the acquisition of new clients and the growth in the revenue generated from current advertisers.

In parallel, Antevenio Media grew 27.7% over the first half. The audience of the ad network reached 10 million unique monthly users (source Nielsen).

The decline in revenue at Antevenio Direct (€1.3 million compared to €1.5 million) is mainly due to the drop-off in the CPM rates paid by advertisers.

In the context of the Spanish online advertising market that grew 28.3% (source Infoadex), Antevenio demonstrated the solidity of its positioning and its ability to grow in overall market share.

### Confirmation of 2008 goals

For 2008, Antevenio confirms its goals of strong growth and increased profitability. The performance over the first half heads in this direction. With cash of €9.3 million at the end of June, Antevenio has the financial resources to accelerate its growth strategy.

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> (after the stock market closes) <

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## About ANTEVENIO

**Antevenio** is Spain's leading interactive marketing and advertising agency. The company provides top-tier advertisers in Spain and Italy with innovative online brand-building, customer acquisition, and customer loyalty solutions through four services: advertising, e-mail campaigns, lead management, and affiliate marketing.

**Antevenio** generated pro forma revenue of €16.6 million in 2007, up from €8.4 million in 2006. The company listed on Euronext Paris Alternext on 15 February 2007 (ISIN code ES0109429037).



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