



2015 sales at €23 million, up 11%

Confirmed growth recovery Strong growth of MDirector and related services A strategic repositioning on the promising digital publishing market

Madrid, February 17th, 2016 - The [Antevenio](#) Group (ISIN ES0109429037), leader in Southern Europe in publishing and marketing technologies, publishes its net consolidated revenues for the fiscal year ended December 31st, 2015.

The repositioning strategy operated by the Group has been successful. From a digital marketing specialist, Antevenio has now become an advanced technology provider and a digital publisher.

With this change, the Group presents a new turnover breakdown into 3 divisions:

- **The Publishing division**, which corresponds to the activity of owned content creation to generate a proprietary audience for the benefit of advertisers' campaigns, notably via the Group's three vertical portals (travel, fashion and education);
- **Marketing Technology division**, which corresponds to the software suite MDirector sold directly as SaaS or through related services offered as part of a personalized service with dedicated assistance and strategic advice;
- **Digital Media Trading division** that corresponds to media trading on third party sites or databases on behalf of advertisers. The division also includes programmatic marketing, social networks, native advertising and affiliation.

<i>In million euros</i>	2015	2014	Change %
Publishing	12.2	11.0	+11%
Marketing technology	2.2	0.7	+214%
Digital Media Trading	10.7	10.7	0%
Consolidated revenues (1)	23.9	21.4	+12%
Net revenues (2)	23.0	20.7	+11%

(1) Excluding intra-group sales: €1.2 million (€1.0 million in 2014)

(2) Consolidated revenues less volume discounts on ad sales

Confirmed growth recovery in 2015

Having returned to growth in the 2nd half 2014, the Group today confirms the dynamism of its activities and records at the end of December 2015 a third consecutive half-year increase. Over the year, Antevenio generated net annual consolidated sales of € 23 million, up 11%.

- **The Publishing division** achieved a turnover of € 12.2 million, up 11%, driven by the growth of the vertical portals totaling more than 10 million active users and a community of 8 million Facebook fans;
- **The Marketing Technology division** is driven by sales of the software solution MDirector that keeps growing. Multiplied by 3 in 2015, sales amounted to € 2.2 million including € 1.2 million in SaaS mode and €1 million for related services. The division's turnover now accounts for 9% of Group sales vs. 3% in 2014;
- **The Digital Media Trading division** was stable at € 10.7 million, representing 42% of Group sales against 48% last year.

Internationally, the Group continues to strengthen its presence in particular in France and Mexico. The geographic 2015 turnover breakdown comes to 43% of sales in Spain, 30% in Italy, 15% in France, 11% in Mexico and 1% in Argentina.

A solid cash situation

After the investment in its technology assets and the acquisition of Coobis Antevenio still has a solid financial position,

At end December 2015, the Group's cash position amounted to € 6.2 million against € 5.4 million a year earlier. If we add € 0.5 million of treasury shares acquired in 2015, the generation of cash flow over the year amounted to €1.3 million.

Outlook

Carried by the dynamism of its publishing activities and its MDirector software, Antevenio has achieved its strategic repositioning and confirms its status as a digital publisher. This new positioning on higher margins activities drives the Group's profitability.

Antevenio therefore confirms the objectives announced at its interim results and after a strong rebound in H1 2015, anticipates continued improvement in its operating income in H2 2015. As a reminder in H1 2015, the operating income was € 0.5 million.

The Group is in running order to pursue growth and return to its historical margin levels.

Joshua Novick, Antevenio's Chairman and CEO, concludes: « 2015 marks a milestone in the development of Antevenio. Having invested heavily in our technology and especially in our software suite, our strategic repositioning and our innovations are paying off and are reflected in our turnover. Throughout the year, we won new accounts and developed our digital publishing specialist image. With the development of our vertical portals, particularly in France and Mexico, and the success of MDirector, we now have two strong drivers of growth on which we will leverage in order to keep our growth momentum in 2016. »

About Antevenio

[Antevenio](#) is an innovative company in publishing and marketing technology, leader in Southern Europe (Spain, Italy, France). It helps brands to convey their value proposition to consumers through a comprehensive offering combining advertising, content marketing and cross-channel technology. This offer is available either as a service or as a licensed cloud-based software with its MDirector suite. In 2015, Antevenio posted a consolidated turnover of €24 million. Antevenio is listed on Euronext Paris Alternext since February 15th, 2007 (ISIN code: ES0109429037) and is eligible for French « PEA PME » tax shielded investment in SMEs.



Next release: FY 2015 earnings, April 13th, 2016

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