



Antevenio limits the decline in its 2020 pro forma turnover to -2.9%

Madrid, March 8, 2021, 8:00am - The Antevenio Group (ISIN ES0109429037, PEA-PME eligible), data-driven communication, marketing and e-commerce company present in Southern Europe and the Americas, is today announcing its consolidated and pro forma revenues for the financial year ending 31 December 2020.

In million euros	Reported consolidated revenues		pro forma revenues ⁽³⁾		
	2020	2019	2020	2019	Var. %
Publishing	6.1	7.5	6.1	7.5	-19%
Technology and Marketing Services	13.2	10.0	20.1	22.9	-12%
Digital Media Trading	43.5	10.3	63.7	64.3	-1%
Consolidated revenues ⁽¹⁾	54.8	25.9	89.9	92.9	-3.2%
Net revenues ⁽²⁾	54.4	25.2	89.5	92.2	-2.9%

⁽¹⁾ Excluding intragroup sales: €7.8m reported (€1.9m in 2019)

⁽²⁾ Revenues less discounts on advertising sales

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

Strong business upturn in the 2nd half of 2020

After being heavily impacted in the first half of the year by the health crisis (H1 net sales down 23% in consolidated terms and 17% on a pro forma basis), Antevenio ended the year 2020 with pro forma net sales of €89.5 million, limiting the y-o-y decline to 2.9%.

Business began to rebound sharply in the third quarter and accelerated in the fourth quarter, driven in particular by the Digital Media Trading segment and the rebound in the Technology and Marketing Services segment, which now includes the monitoring and analytical services developed within Rebold.

The core trends from 2020 for each division are as follows:

- **Downturn for the Publishing division** (content creation through the Group's four main vertical portals: travel, fashion, learning and health / lifestyle), with pro forma revenues of €6.1m, down 19%, with a particularly steep decline on portals dedicated to travel.
- **Downturn for the Marketing Technology Services division** (email marketing, monitoring, analytics, e-commerce and associated services), with pro forma revenues of €20.1m, down 12%, reflecting the resilience of activities with a high technological content in a sharply declining market
- **Stability for the Digital Media Trading division** (media purchasing-sales activities, programmatic marketing, content marketing and affiliation) with pro forma revenues of €63.7m, down 1% (vs. €13.0m for 2018), largely due to good performance in the United States despite significant exposure to the tourism sector and the underperformance of React2Media's activities, which could not be relaunched in the context of the health crisis.

The geographical breakdown of revenues showed a slight decline in the United States (41% pro forma 2020 vs. 42% in 2019) and Europe (29% pro forma 2020 vs. 32% in 2019) in favour of Latin America (30% pro forma 2020 vs. 26% in 2019), where the subsidiaries in Colombia and Mexico resisted the crisis particularly well.

Perspectives

The health crisis accelerates digital transformation for companies worldwide and digital marketing players such as Antevenio are at the forefront of this transformation. Although the company has suffered the impact of the crisis on some of its specialised industry segments such as tourism, new opportunities have emerged which have enabled Antevenio to bounce back strongly in the second half of the year.

Over the current year, visibility remains limited but business of the first two months has shown a dynamism similar to that of the 4th quarter 2020.

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).

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