

## ISPD : revenues up 17% (pro forma) in 2022

**Madrid, March 9, 2023 – 8:00 am** - ISPD (ISIN ES0109429037), a global cognitive marketing group, today presents its revenues for FY 2022, ending December 31, 2022.

(in million euros)	Consolidated		Pro forma <sup>(3)</sup>		
	2022	2021	2022	2021	Change %
Publishing	7.5	7.3	7.5	7.3	+2%
Technology and Marketing Services	14.9	7.5	14.9	7.5	(10%)
Digital Media Trading	102.3	99.8	138.5	115.9	+20%
<b>Consolidated revenues <sup>(1)</sup></b>	<b>106.4</b>	<b>106.2</b>	<b>142.7 <sup>(3)</sup></b>	<b>122.2</b>	<b>+17%</b>
<b>Net revenues <sup>(2)</sup></b>	<b>105.9</b>	<b>105.7</b>	<b>142.2 <sup>(3)</sup></b>	<b>121.7</b>	<b>+17%</b>

(1) Excluding intra-group sales: €18.3m in 2022 (€8.4m in 2021)

(2) Revenues less volume discounts on ad sales

(3) Pro forma sales in 2022 and 2021 calculated by reintegrating the advertising space sales in Mexico, invoiced to clients directly by the publisher since the second half of 2021 under the new law on advertising transparency

*“With its relevant positioning on cognitive marketing, ISPD managed to maintain double-digit growth in the second half of the year, despite the slowdown in the global advertising market. The adaptation of our offer to the needs of the European market has resulted in significant commercial successes in the last six months.”* declares Andrea Monge, CEO of ISPD.

### FY 2022 highlights

- Consolidated net revenues of €105.9 million and €142.2 million on a pro forma basis, representing growth of 17% compared to FY2021.
- Second half sequentially up 50% on the first half, despite a slowdown in the global advertising market from September 2022 onwards due to economic and geopolitical tensions.
- Revenue breakdown by market (pro forma): USA 43% (vs 46% in 2021), Latin America 41% (34% in 2021), Europe 16% (20% in 2021). The share of Europe and the USA declined slightly in the second half of the year, to the benefit of the Latin America region, which remains very dynamic.
- Business growth still driven by Digital Media Trading services (+20% to €138.5m on a pro forma basis) and a significant rebound in Publishing business (+8%) in the second half of the year, thanks in particular to the launch of new campaigns in Europe.

### Outlook

In a still uncertain political-economic context, ISPD remains positive about its development prospects, without giving any objectives at this stage.

**Next date: 2022 FY earnings, April 27, 2023 (before stock market opening)**



## About ISPD

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ISPD is a cognitive marketing group redefining how people and brands relate. We blend cognitive science and creativity to provide our customers with end-to-end capabilities across our network of agencies. Our 500+ multidisciplinary experts from research, data science, strategic planning, creative storytelling, shopper marketing, gaming, media, technology solutions, and consulting deliver breakthrough results for our clients. Visit us at [ispd.com](https://ispd.com) to learn more.

## Contacts

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### ISPD

María Pousá

[maria.pousa@ispd.com](mailto:maria.pousa@ispd.com)

[shareholders@antevenio.com](mailto:shareholders@antevenio.com)

[accionistas@antevenio.com](mailto:accionistas@antevenio.com)

### CALYPTUS

Mathieu CALLEUX / Nicolas HELIN

Tél. : +33 1 53 65 68 68

[ispd@calyptus.net](mailto:ispd@calyptus.net)