

## ISPD continues to grow strongly, with revenues up 27% in the first half of the year

Madrid, July 27, 2023 – 8:00 am - ISPD (ISIN ES0109429037), a global cognitive marketing group, today presents its revenues for H1 2023, ending June 30, 2023.

(in million euros)	2023	2022	Variation
Publishing	2.3	2.9	-22%
Technology and Marketing Services	7.0	6.2	+13%
Digital Media Trading	53.4	40.1	+33%
<b>Consolidated revenues <sup>(1)</sup></b>	<b>57.9</b>	<b>45.4</b>	<b>+27%</b>
<b>Net revenues <sup>(2)</sup></b>	<b>57.6</b>	<b>45.3</b>	<b>+27%</b>
<b>Net pro forma revenues <sup>(3)</sup></b>	<b>71.9</b>	<b>56.9</b>	<b>+26%</b>

(1) Excluding intra-group sales: €4.77m (€3.77m in H1 2022)

(2) Revenues less volume discounts on ad sales

(3) Pro forma sales in 2023 and 2022 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. This change no longer impacts the comparison of the 2022/2023 consolidated turnover: ISPD continues to publish this indicator to facilitate comparison between the different zones.

"In a global digital advertising market becoming mature, ISPD continues to post high growth rates thanks to the effectiveness of its cognitive marketing solutions. Our strong footprint in the particularly dynamic markets in the Americas also contributes to our strong growth," says Andrea Monge, CEO of ISPD.

### H1 2023 highlights

- Consolidated net revenues of €57.6 million, up 27% on H1 2022.
- Pro forma revenues breakdown by market: USA 55% (49% in H1 2022), Latin America 32% (31% in H1 2022), Europe 13% (20% in H1 2022). The increase in the Americas' share at the expense of Europe reflects the rise in advertising spend and the success in new business activity of the Group's subsidiaries in the USA, Mexico, Colombia and Chile.
- Growth continues to be driven by Digital Media Trading services (up 23% to €53.4m), whose effectiveness is generating ever-larger budgets from advertisers.
- A recovery in Marketing Technology and Services (up 13% to €7.0m), thanks in particular to the acquisition of new accounts in Spain, and a marked decline in Publishing activities (down 22% to €2.3m), which are operating in market segments with little growth potential in Europe.

### Outlook

ISPD's strong first-half performance confirms the relevance of its offering and the potential of its geographical footprint. The Group remains positive about the evolution of its activity in 2023.



**Next date:** HY 2023 results, October 11, 2023 (before stock market opening)

### About ISPD

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.

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