ISPD

ISPD : H1 2026 revenue

- **Revenue increase by 18% (23% pro forma basis) outperforming market[1]**

Madrid, 29 July, 2026 – 8:00 am - ISPD (ISIN ES0109429037), an international group specializing in communication and marketing services, today presents its consolidated revenues for H1 2026, ending 30 June.

(In million euros)	H1 2026	H1 2025	Change
Consolidated revenues (1)	71.9	61.0	+18%
Net revenues (2)	71.8	60.9	+18%
Net pro forma revenues (3)	**81.1**	**66.0**	**+23%**
Pro forma revenues by segment (€m)			
Publishing	1.7	2.2	-23%
Technology and Marketing Services	5.4	5.6 [2]	-4%
Digital Media Trading	74.1	58.2 [2]	+27%

(1) Excluding intra-group sales: €4.4 million in H1 2026 (€4.4 million in H1 2025)
(2) Revenues less volume discounts on ad sales
(3) Pro forma revenue calculated by reintegrating media investments managed by ISPD but billed directly to customers by the platforms

"ISPD confirms the increase in revenues that was expected in this half-year outperforming market. Solid growth driven by media trading activities especially in the Americas, surpasses markets disrupted by an unstable geopolitical environment. The Group's broad offering and geographical reach enable it to confirm growth for 2026." says Albert Llorens, CEO of ISPD.

First-Half highlights

- A balanced distribution of pro forma revenue across the three markets: US 31% (34% in H1 2025), Latin America 36% (33% in H1 2025), Europe 33% (33% in H1 2025) with a remarkable increase in Latin America.

- Outstanding growth in Digital Media Trading (+27% to €74,1 million) partly linked to the FIFA world cup event in America.
- Decline in Publishing activities (-23% to 1,7 million) still experiencing a global downturn, combined with the discontinuation of this business in Italy.

[1] Global marketing budgets grew by 1.3% in h1 2026, according to Gartner (see https://www.gartner.com/en/articles/cmo-spend) among other sources confirming the same trend
[2] B2M subsidiary's revenue reclassified as Digital Media Trading

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Outlook

The favorable mix of activities recorded during the first half of the year should enable gross margin to improve, but at a slower pace compared with revenues due to the increase in large clients investment.

Next date :

2026 First-half results, 13 October 2026 (before stock market opening)

About ISPD

ISPD is a leader in strategic communication, marketing, and advanced AI solutions, reshaping the relationship between people and brands. With a clear focus on digital transformation, we work alongside our clients to co-create value, driven by a deep commitment to sustainability and generating a positive impact on people and the planet.
Our multidisciplinary team, made up of more than 500 experts in research, media intelligence, data science, storytelling, shopper marketing, gaming, media, technology, and consulting, combines to deliver comprehensive and innovative solutions. We are listed on Euronext Growth, Paris (ALISP). Learn more at ispd.com or on our LinkedIn page.

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