

Update on Anagram's contract with PepsiCo

Madrid, 24 September, 2026 – 5:40 pm - ISPD (ISIN ES0109429037), an international group specializing in communication and marketing services, reports that, following the news recently appeared in the press, the direct award by PepsiCo of its global media account affects the contract between PepsiCo and Anagram Mexico, the Mexican subsidiary of ISPD especially dedicated to PepsiCo since 2010.

Based on current estimations, the revenues generated by Anagram for 2026 represent 31.5% of the total consolidated revenue of ISPD and 8% of the gross margin. These figures are estimated for 2026. It is not possible to evaluate the impact in 2027 until the end of the talks that ISPD currently holds with PepsiCo.

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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