



## AMA: 2024 first-half earnings

AMA CORPORATION PLC ("AMA") (ISIN GB00BNKGC5 - ticker ALAMA), a publisher and integrator of secure productivity applications designed for connected mobile workers, is releasing its unaudited consolidated sales at constant exchange rates for the first-half of 2024.

Unaudited consolidated sales, IFRS, in €K At constant exchange rates	2024	2023	Change
1 <sup>st</sup> trimester	0,7	0,8	-14%
2 <sup>nd</sup> trimester	0,6	0,9	- 31 %
<b>Total 1<sup>st</sup> semester</b>	<b>1,3</b>	<b>1,7</b>	<b>-22%</b>

### Major strategic developments in the first half of 2024

Sales for the first half of 2024 totaled €1.3 million, down 22% on the same period last year. Faced with difficult market conditions, AMA has embarked on an in-depth transformation of its offering and organization<sup>1</sup>.

The strategic plan deployed in the spring places artificial intelligence at the heart of its operations. Thanks to its expertise in AI, AMA is developing innovative services to improve efficiency, traceability and the sharing of expertise among field professionals. Its flagship solution, XpertEye, already enhanced by features such as Data Locker API and AI Report, will continue to evolve, notably by adding advanced computer vision capabilities. AMA, thus, intends to seize new opportunities in the assisted reality market and boost its growth.

### Stronger governance and financial position

To effectively implement this transformation over an envisaged period of 18 months, AMA's main shareholder, Guillemot Brothers SAS, has allocated €4 million in current account in June 2024. This allocation brings the gross cash position to €9.2 million (€6.7 million net of debt) at June 30, 2024. The strategic plan will also generate savings of at least €2 M per year.

In addition to the support of its main shareholder, AMA benefits from a new dynamism brought about by changes in its management. With a management team committed to the new CEO, Etienne Guillemot, AMA is mobilizing to relaunch its growth and move towards a path of profitability.

#### Next financial press release

2024 first-half revenues: October 31<sup>st</sup>, 2024 (before start of trading)

<sup>1</sup> cf. Press release of May 29<sup>th</sup>, 2024

## About AMA

AMA is a global provider of powerful productivity applications, designed for the connected frontline workforce. We use cutting-edge technologies such as assisted Reality (aR) and Artificial Intelligence (AI) to enable remote support and digitized work instructions and inspections, transforming how organizations operate. Our XpertEye suite of secure applications empowers customers to improve productivity, speed up resolution time, retain knowledge, and reduce their carbon footprint.

We are B Corp certified, affirming our dedication to meeting the highest standards of social and environmental performance, transparency, and accountability.

We have a global presence with offices in Europe, APAC, and the USA, enabling us to reach customers across all time zones and geographic locations.

AMA is listed on Euronext Growth Paris (GB00BNKGZC51 - ALAMA).

More information on [www.amaxperteye.com](http://www.amaxperteye.com)

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