



Press release¹

Tassin-la-Demi-Lune, France

July 30, 2021, 8:30am

For immediate release

1st semester revenue : €4.74M²

« We have managed to almost maintain our level of activity and even make progress on key activities. I am very confident in the growth that will be generated by our developments in the second half of the year. Once again, I would like to thank the Adthink teams for their daily commitment » **declares Jonathan Métillon, Chairman and CEO of Adthink.**

Key activities are growing

Adthink ([ENXTPA:ALADM](#)), Digital Marketing expert, announces its consolidated revenue for the first half of the year ended June 30, 2021. The revenue for the first half of 2021 comes to 4.74 M €, down slightly by 7.7% compared to the previous year.

The historical Agency activity, which represents 23% of the Group's activity, is globally stable, declining very slightly by -1.2%, however including **very strong growth of the Trading Desk unit of 219%** which made it possible to compensate for the breakdown of a major partnership within the Display Network unit. Still within Agency activities, it is worth highlighting many new signatures and renewals such as Pierre & Vacances in tourism, Panini in publishing and Valentin in furniture.

Performance Marketing and Digital Distribution activities represent 77% of sales, with a more marked decrease of -9.5%. Within these activities, **the Review Sites unit showed growth of 11.4%** and represents 19% of the group's activity. The overall slowdown in these activities is explained by end-of-life products such as the Mailkitchen emailing platform (-39%) and online games (-63%) but also by the one-off impact of strengthening

¹ Translated from French using neural machine translation, proofread by humans. English version is provided for accessibility only and no guarantee is made on accuracy.

² Non audité

of electronic payment security which required an adjustment of the new platform developed since mid-2020 and made it possible to successfully integrate the PSD2³.

Annual growth prospects

The Agency business pole is expanding its addressable markets and its upsell with new advertising channels in full growth such as digital audio and SEA (search engine advertising), but also with new customer verticals in strong growth such as:

- well-being with CBD products, for new customers such as La Ferme du CBD, Saveurs CBD and The Greenstore, with openings in several European countries scheduled for 2021. A market growing by 400% in Europe by 2023⁴, on which Sephora⁵ and Boiron⁶ are already developing, for example;
- private higher education with Pigier, MyDigitalSchool, Euridis, Y Schools, Win and ICL; a market of €4.5B in France, growing by 4% per year⁷.

The Agency completes this strategy of conquest by targeting a customer retention rate of 80%, ensuring recurrence.

E-commerce, through B2C operations and the sale of performance-based advertising in B2B, foresees **a strong acceleration in the second half of the year** thanks to the delivery of R&D work on the new platform. The Group is continuing its efforts to grow distribution on the US and EU markets.

Adthink is preparing to consolidate its achievements and confirm its repositioning by soon offering a **new innovative e-commerce platform**.

About Adthink

Expert in digital marketing, Adthink addresses the B2C market by developing a global digital and physical distribution platform and the B2B market by providing advertisers with its trading desk and affiliate platform to develop their customer acquisition. With its proprietary adtech solution [AdAccess](#), media publishers can optimize and multiply their revenue channels. More than 500 advertiser and publisher clients around the world rely on Adthink's expertise.

Created in 2001 to market the first video streaming advertising offer, the Adthink group is based in Lyon and has 32 employees at the end of June 2021. Its 2020 revenue amounted to 10.24 million euros.

Adthink is listed on the Euronext Growth market of Euronext Paris ([ALADM - FR0010457531](#)) and is part of the Top 100 Digital (PwC study - TECH IN France, July 2018).

³ <https://www.journaldunet.com/...>

⁴ <https://www.brightfieldgroup.com/...>

⁵ <https://astuces-beaute.sephora.fr/...>

⁶ <https://www.boironfinance.fr/...>

⁷ <https://www.consultor.fr/...>

Next publication: First-half earning on September 21, 2021

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