

FY 2024 REVENUES

- Consolidated FY 2024 revenues up 11%
- Pro forma revenues down 6% to €156.1m
- Growth expected to resume in 2025

Madrid, March 31, 2025 – 5:40 pm - ISPD (ISIN ES0109429037), a global cognitive marketing group, today presents its consolidated revenues for FY 2024, ending 31 December 2024.

In millions d'euros	2024	2023	Chg. %
Consolidated revenues	156.7	140.6	+11%
Net revenues ⁽¹⁾	156.1	140.0	+11%
Net pro forma revenues ⁽²⁾	156.1	166.2	-6%
Pro forma revenues by segment (€m)			
Publishing	4.9	5.7	-14%
Technology and Marketing Services	19.9	15.5	+29%
Digital Media Trading	146.4	162.1	-10%

(1) Revenues less volume discounts on ad sales

(2) Pro forma sales 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 that has since been amended. ISPD Mexico started billing again advertising space to clients since October 2023.

“Sales momentum in the USA is picking up, with significant new customer wins, and this trend is accelerating with the recent appointment of Andrea as CEO of the US subsidiary.” déclare Fernando Rodés, CEO d'ISPD.

Pause in US growth, good momentum in Latin America and Europe

ISPD posted consolidated net sales of 156.1 million euros in 2024, up 11% and down 6% on a pro forma basis compared with FY 2023. This pause in pro forma growth is essentially due to the non-renewal at the beginning of the year of a major US sports betting customer, which was acquired at the end of 2023. Restated for this non-renewal, pro forma annual sales were up by 3.5%.

The **Digital Media Trading** segment therefore ended the year down (-10% to €146.4m on a pro forma basis), but started 2025 with a strong rebound and is the Group's most buoyant segment in the medium term.

The **Technology and Marketing Services** segment posted growth of 29%, to €19.9m. This performance is due to the success of e-commerce offerings in Europe, driven by the B2M and Rocket PPC subsidiaries, as well as strong sales momentum in Spain, with new private and public-sector advertisers.

The **Publishing** segment was down by 14%, largely due to a drop in business in Mexico as a result of the US elections in Q4. However, business in the Latin America region continues to grow, and these markets remain among the most dynamic for the Group. The breakdown of pro forma sales by market is as follows: USA 32% (42% in 2023), Latin America 48% (46% in 2023), Europe 20% (13% in 2023).

Outlook

The U.S. market's lag in the fourth quarter of 2024 is now behind us, and the market is picking up again, with some significant new customer wins at the start of the year. What's more, the takeover of operations by Andrea Monge, who is now devoting all her time to developing business in the USA, is a real lever for growth in this market, which remains the largest and most buoyant for digital marketing. 2025 should therefore be a year of renewed growth for the Group, as shown by the gains in new customers and insertion orders at the end of March compared with March 2024.



Next date: FY 2024 results, April 24, 2025 (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 to learn more.

Pour en savoir plus, rendez-vous visite sur ispd.com.

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