

Making Science achieves recurring EBITDA of 3.6 million in the first quarter of 2024

- *The international segment posted revenues of €23.6 million in the first three months of 2024, 22.9% higher than in the same period of 2023.*
- *As published in its guidance, the company maintains its target of achieving recurring EBITDA of between €14 million and €15 million in 2024.*
- *Making Science's strategy remains focused on profitability, cash-flow generation, debt reduction and cost optimization, combined with a clear customer focus and leadership in proprietary technology solutions.*

Madrid, April 11, 2024. Making Science, technology and digital marketing consultancy, specialized in e-commerce and digital acceleration, today presented its financial results for the first quarter of 2024. The consultancy reported consolidated net revenues of €62.4 million and gross margin of €17.5 million, 15.4% and 15.2% higher, respectively, than the figures recorded in the same period of 2023. Regarding other consolidated results of the Group, recurring EBITDA amounted to €3.6 million, a 32.2% increase compared to the €2.7 million generated in the first quarter of the previous year, as a result of the growth in revenues and operating leverage.

These results are based on a 15.4% growth in revenue, 15.2% growth in gross margin and operational efficiency reflected in the increase in operating costs, which grew by 9.5% over Q1 of 2023 and has remained stable since Q2 of 2023. Thus, Making Science has achieved operational efficiency thanks to the appropriate allocation of resources to the markets, the development of high-return activities, and the continuous internal implementation of technology to have more agile and efficient processes throughout the company.

The increase in revenue is mainly due to organic growth, as the company has not made any acquisitions during this period and has adopted a more conservative cash approach in its M&A strategy. Furthermore, in addition to economies of scale, process automation and operating leverage, the good recurring EBITDA development in the first quarter of 2024 is due to the Group's geographic cost base, which is mainly in Spain, Georgia and Colombia, in relation to the demonstrated gross margin growth, which is mainly concentrated in the Nordics, the United States, the United Kingdom, France and Italy.

From a geographical point of view, the International business grew 22.9% in revenue and 24.6% in gross margin compared to Q1 of 2023, thanks to the aforementioned positive results of the operations in

France, Georgia, Italy, the Nordic countries and the United Kingdom, reaching a revenue of 23.6 million euros.

The diversification strategy is key to earnings growth and stability, as in the future, one-third are expected to come from Spain, one-third from the United States and one-third from the rest of the world.

Looking ahead to the end of the year, the company maintains its target of achieving a recurring EBITDA of between 14 and 15 million euros. It estimates that consolidated ordinary revenue will be between 270 and 290 million euros, while the consolidated gross margin will be between 74 and 77 million euros.

For its part, the long-term guidance, published in the "2027 Plan", shows EBITDA growth of 20% compounded until 2027 to reach a figure of between 23 and 27 million. This is based on three fundamental drivers: 1) Growth in digitalization, data and AI, 2) Growth in Big Tech platforms in which Making Science is a reference partner and 3) Geographical mix of Revenue, with expected growth in the international segment and the USA, at rates of over 25%.

José Antonio Martínez Aguilar, CEO of Making Science, said: *"The first quarter results maintain the growth path in revenues, gross margin, and EBITDA reported since 2016 and, in addition, confirm our ability to achieve the objectives of the business plan announced to the market in February of this year. During the first quarter, we gained significant new customers in all markets, particularly in Spain, France, Italy, Sweden and the USA. The rapid growth of the international business will soon take this to over 50%."*

"Furthermore, and in accordance with the strategy defined by the Group, Making Science, during the last financial year, has established an organizational structure based on four business lines, all of which are profitable and growing. A decision that was taken with the main objective of maximizing our development", adds José Antonio Martínez Aguilar.

Significant growth in all Business Areas

Making Science demonstrates solid growth, both in terms of revenues, profitability and business margins in the different segments of its activity. Thus, the Group's **"Core" business** (comprising the **Digital Marketing, AdTech & MarTech and Cloud & Software Technology** service lines) generated revenues of €59.4 million (+15.1%) and a gross margin of €16.6 million (+14.4%) in the first quarter of 2024. Recurring EBITDA in the Core business amounted to 3.4 million euros (+25.1%).

In its international segment in the Core business, Making Science obtained a revenue of €23.6 million in the first quarter of 2024, +22.9% vs. the same period of 2023. The gross margin contributed by this geography is 8 million, representing a solid growth of 24.6%. In the first three months of 2024, the



International business already accounted for 48.6% of the Core business gross margin, compared to 44.6% in the same period of 2023.

Regarding the **Investment** Area, Making Science achieved an EBITDA of €205 thousand compared to €9 thousand in the same period of 2023. An improvement supported by restructuring and operational improvement initiatives to achieve profitable growth. The company reported a revenue of €3 million and a gross margin of €1 million, representing an increase in the latter income statement of 30.6% compared to the first quarter of 2023.

Since incorporating this branch of activity, the Group has implemented initiatives focused on prioritizing gross margin over volume, redefining the product offering, streamlining software development costs, optimizing investment in digital marketing using tools with Artificial Intelligence, and redesigning logistics.

Click [here to access](#) the full report of results.

About Making Science

Making Science is a digital acceleration company that currently has more than 1200 employees and a presence and technological development in 15 markets: Spain, Portugal, Mexico, Colombia, France, Italy, UK, Ireland, Sweden, Denmark, Norway, Finland, Germany, Georgia and USA. As a consulting partner of Local Planet, the world's largest network of independent media agencies, Making Science offers digital marketing, Adtech and Martech, cloud technologies and software, and cybersecurity services globally, through delivery hubs that drive job creation and the availability of highly skilled technology talent.

Making Science is comprised of 4 business lines: the Global Digital Agency with Technology, with 360 digital advertising services that integrate strategic planning, creative, data and technology; the Cloud, Software and Cybersecurity business, with cloud-based solutions that deploy data intelligence and a specialized cybersecurity team; the Artificial Intelligence and SaaS division, with more than 400 engineers and data scientists for the development of platforms and digital solutions with AI technology applied to marketing; and the Making Science Investment area, with Ventis and TMQ, as a line of business diversification and implementation of the capabilities of all areas of Making Science.

In addition, the company participates in various ESG initiatives, including the Climate Pledge, the United Nations Global Compact and the Pledge1% initiative, supporting non-profit organizations in its community with a strong commitment to making a positive impact on the future.

Making Science

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