



Making Science acquires Sweeft Digital, a leading e-commerce, payment platform, and app development company

- *With this acquisition, more than 200 software engineers and data scientists are joining Making Science*
- *Sweeft Digital, based in Tbilisi (Georgia), contributes 1M euros of pro forma EBITDA to Making Science in 2021 and with this acquisition, Making Science achieves more than 50% of EBITDA outside Spain*

London, 15 September, 2021.- Making Science, a technological and digital marketing consultancy, has announced a step forward in their growth strategy with the acquisition of Sweeft Digital, a company based in Tbilisi (Georgia) that is highly specialised in e-commerce, payment platforms, and apps.

"With Sweeft Digital, we strengthen our expertise in key areas of e-commerce, payment platforms, and apps that have seen strong growth during the pandemic. Sweeft Digital's engineering team complements our capabilities in these areas," emphasises José Antonio Martínez Aguilar, CEO of Making Science.

Strength of the expansion plan

Thanks to this new investment, Making Science plans to capture Sweeft Digital customers in the UK, Italy, Germany and Georgia and adds to its product portfolio a proprietary Digital Wallet (Sweeft Wallet), which has been operating in Georgia since 2017.

Making Science continues with its international expansion plan, based on geographic diversification and business areas, and adds €1M of proforma EBITDA for this year 2021. As a highlight, Making Science already manages to generate more than 50% of EBITDA in international markets, "a fact that shows the strength of our expansion plan outside Spain." adds José Antonio.

Sweeft Digital is a full-stack development and business-building agency, offering a wide range of creative and customised technology solutions. With a dedicated team of professionals, it provides end-to-end mobile solutions, including iOS, Android, frontend, backend, and third-party integration. It also develops any type of web application and has extensive experience in Fintech and e-commerce, among other areas.

The acquisition is part of the company's international expansion strategy, which is already present in Spain, Portugal, Mexico, Colombia, the United States, Ireland, France, Italy, and the United Kingdom. In this regard, Making Science accelerated its growth plan in 2020 by joining



BME Growth in Spain and Euronext Growth Paris in France to increase its financing capacity and boost its international growth.

About Making Science

Making Science is a technology and digital marketing consultancy specialising in e-commerce and digital transformation. Its business model responds to the growing need for companies to digitise their entire value chain, particularly in the marketing area. The markets in which Making Science operates are digital advertising, data analytics, e-commerce, cloud analytics, e-commerce, and cloud, all of which have high growth rates. The Making Science Group currently employs more than 500 people and has a presence and technological development in Spain, Portugal, Mexico, Colombia, France, Italy, United Kingdom, Ireland, and the United States. The company has been chosen SME of the Year 2019 by the Madrid Chamber of Commerce and has recently received the C.R.E.C.E. (Rapidly Expanding Company with Exponential Growth) award from the consultancy firm Ernst and Young as part of the Entrepreneur of the Year Awards. It has also obtained the 71st position in the FT1000: Europe's Fastest-Growing Companies 2021 ranking, prepared by the Financial Times, positioning itself as the first fastest-growing European company in the marketing and sales sector. Making Science has also joined the Pledge1% initiative, supporting non-profit organisations in our community with a commitment that will have a major impact in the future.