

Making Science debuts at Euronext Growth Paris promoting its internationalization

- *An initial capitalization for the company of 58 million euros*
- *Following the recent acquisition in Spain of Cloudforms and the Italian Omniaweb, the technology consultancy is actively pursuing international growth, whilst enhancing its brand image and reputation with the investment community, customers and suppliers*
- *Making Science has recently opened new offices in France, Mexico and Italy and plans to continue its expansion in other European countries, as well as to start its activity in Latin America in the coming months.*

Madrid, October 20th, 2020. Making Science, a digital marketing and technology consultancy specialized in e-commerce and digital transformation, joins Euronext Growth Paris. Following the recent acquisition in Spain of Cloudforms, a company specialized in Salesforce, and of the Italian Omniaweb, a digital marketing consultancy; Making Science seeks to develop its international growth and continue implementing its strategic plan with the aim of expanding to 20 markets in the next 5 years.

The listing of the securities has been carried out through the procedure known as dual-listing, in which the shares are listed simultaneously on two different markets. It is an operation in which the shares are incorporated into the market without the need to carry out a public offer for sale. As such, they are negotiated directly at the exit price set in advance. In the case of Making Science, this has been situated at 8.30 euros, and hence the capitalization at the start of trading on the alternative market Euronext Growth Paris was 58 million euros.

José Antonio Martínez Aguilar stated: *“We are very proud of the potential of our project. In the last four years we have managed to become a benchmark for our activity in the Spanish market and advance at a good pace in new and challenging international markets. Today we have taken a new step forward and I am convinced that with the excellent team that is part of this company, we are going to fulfil our plans to become the foremost Spanish operator at an international level, in a sector that grows at double digit rates. and which is already a fundamental pillar in the creation of brand and visibility for large and medium-sized companies at a global level”.*

This operation will allow Making Science to achieve its objectives for the coming years of becoming a benchmark both nationally and internationally in digital marketing and data analytics, expanding into Latin America and maintaining the current phase of growth in Europe. In accordance with this, the company has already opened offices in France, Mexico and Italy and plans to start its activity in Latin America in the coming months.

Likewise, Making Science continues to invest in the development of technological and business solutions that complement this ecosystem, integrated with other high-impact pieces in the company's strategy, sales and operations.

Solid 2020 results and growth expectations at closure

In the first half of 2020, Making Science's business continued to grow, maintaining the upward trend of recent years. This is due to the international expansion of the company, exporting its talent and expertise and leveraging its broad portfolio of comprehensive data-based services. However, the months of March, April and May were affected by the issues derived from the COVID-19 pandemic in some sectors, which has impacted business this quarter. This drop-in invoicing has been offset by an equivalent drop in costs and therefore the Gross Margin, which amounted to 6,858 thousand euros for the first half, has not been affected. This annualized is equivalent to an amount of 13,716 thousand euros, which would represent an increase in the Gross Margin of 20.4% over the 2019.

The company is confident in the medium and long term, and in the effects that COVID-19 can have on consumer trends, becoming a catalyst for the digital transformation of companies with forecasts of growth for electronic commerce of more than 20%.

About Making Science

Making Science is a company specialized in comprehensive marketing and technology solutions for digital business. Its business model responds to the growing need for companies to digitize throughout their value chain, particularly in the area of marketing. The markets in which Making Science operates are digital advertising, data analytics, e-commerce and cloud; all with high growth rates.

The Making Science Group was born in 2016 as a technology and marketing group from the integration of the companies The Science of Digital, S.L and Make Marketing y Comunicación, S.L. In the last three years, the company has integrated seven partnerships with complementary equipment and know-how.

The company has been elected SME of the Year 2019 by the Madrid Chamber of Commerce and, recently, it has received the CRECE (Rapid Expansion Company with Exponential Growth) award from the Ernst and Young consultancy within the framework of the Entrepreneur of the Year Awards.

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