



Madrid, February 8, 2020

MAKING SCIENCE GROUP, SA (the "Company" or "Making Science") pursuant to the provisions of Article 17 of Regulation (EU) No. 596/2014 on market abuse and Article 228 of the revised text of the Securities Market Law, approved by Royal Legislative Decree 4/2015, of October 23, and related provisions, as well as Circular 3/2020 of the BME Growth segment of BME MTF Equity, informs the following:

PRIVILEGED INFORMATION

Making Science Group, SA and its subsidiary Making Science Ltd, have acquired 100% of the shares of the company Nara Media Ltd., and 51% of the shares of the company Celsius SAS.

Nara Media is a digital marketing company specializing in application marketing and APP marketing measurement based in London, where it has recognized prestige.

Making Science will export its ecommerce and AdTech products to the United Kingdom, including its NILO platform, Google Marketing Platform and Advanced Analytics. This movement represents the first acquisition in the United Kingdom, a strategic market for the Company, in which we place great confidence due to its size and relevance worldwide and in which we hope to continue investing in the future.

Celsius is a Marketing Consulting firm founded by former Googlers, Jérôme Cauchard and Jérémie Leitao, who designs and deploys digital strategies for companies of all sizes. Accompanying the customers through the conversion tunnel, from acquisition to measuring attribution of marketing campaigns and their performance.

Celsius will complement Making Science's expertise in programmatic through Loyal, a specialized agency, of which Celsius owns 100% of the shares. Likewise, the french company will provide the latest innovations in search and its ability to activate all optimization levers for its online campaigns with the services that Making Science already offers in Spain. With this move, the Company hopes to offer its expertise in cloud, e-commerce and digital solutions in the French market, while providing services in its local market to the French clients with whom it operates from Spain such as Carrefour, PSA peugeot, L'Oréal, and BNP, among others.

The two companies are acquired debt free. The two companies have generated a joint EBITDA of 1.7 million euros in 2020.

The enterprise value agreed by Nara Media is 6,150,000 euros, paid with a part in shares, another in cash and another in an earn-out. The purchase price of 51% of Celsius, SAS is € 1 million down payment, 300,000 Making Science shares and an earn-out of € 1,200,000. Making Science has secured a purchase option for the remaining 49% of Celsius, SAS.

Making Science continues to implement its strategic plan with the objective of expanding to 20 markets in the next 5 years. On the other hand, the Company continues to bet on the development of technological and business solutions that complement this ecosystem and allow it to be integrated with other pieces of high impact in the Company's strategy, sales and operation.

We remain at your disposal for any further clarification.

Yours sincerely,

CEO of Making Science Group, SA
José Antonio Martínez Aguilar