

## **Making Science continues its international expansion with the acquisition of digital agency ELLIOT, expanding its marketing operations management centres.**

- *The company has completed the acquisition of digital marketing agency ELLIOT and, as part of its growth strategy, is adding new talent with the addition of 30 new professionals with high digital skills and expertise.*
- *The new acquisition will bring half a million euros of additional gross margin in 2022.*

**Madrid, 28 January 2022** – Making Science today announced the acquisition of digital marketing agency [ELLIOT](#), the leading digital marketing agency in Georgia, in order to expand its outsourcing capabilities in marketing operations with a new service centre, a market where the company already has a strong position.

The operation is part of the expansion process that the company has been carrying out since 2020, both nationally and internationally. It is the company's first corporate operation of the year, after which seven operations were carried out in 2021 as part of its organic growth strategy. In financial terms, ELLIOT is expected to generate revenues of half a million euros in 2022 and contribute to the company's EBITDA, generating a positive impact on the accounts from the first year of integration.

Likewise, with this acquisition, Making Science continues its commitment to consolidate a highly specialised workforce with the incorporation of 30 new professionals in a context in which there is a huge demand for talent in the digital sector and numerous difficulties to meet it. Thus, with the ELLIOT operation, Making Science continues to expand its global team of experts with high skills in different areas of the digital field, such as campaign tagging, creativity, digital marketing, data configuration and campaign optimisation, among others.

Jose Antonio Martinez Aguilar, CEO of Making Science, said: "We start the year with the same determination we closed 2021 on, betting on digital talent, diversification and expansion to take another step forward in our business strategy. We are convinced that the acquisition of ELLIOT will strengthen our marketing operations outsourcing capabilities by increasing our global service centres.

### **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 area of marketing. The markets in which Making Science operates are digital advertising, data analytics, e-commerce and cloud, all of them with high growth rates. The Making Science Group currently employs more than 800 people and has a presence and technological development in 10 markets: Spain, Portugal, Mexico, Colombia, France, Italy, UK, Ireland and USA. 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.

#### **Making Science**

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