



Madrid, July 29, 2022

Making Science Group, SA (hereinafter, "Making Science", "Making Science Group", the "Company", or the "Group"), by virtue of the provisions of article 17 of the Regulation (EU) No 596/2014 on market abuse and in article 227 of the consolidated text of the Securities Market Law, approved by Royal Legislative Decree 4/2015, of October 23, and concordant provisions, as well as in Circular 3/2020 of the BME Growth segment of BME MTF Equity (hereinafter, "BME Growth"), hereby makes known the following information:

OTHER RELEVANT INFORMATION

With the aim of offering greater transparency and providing continuous information to the stock market, the Company presents in this report a preview of the financial information (unaudited) related to the first half of 2022:

1. Business summary for the first half of 2022
2. Consolidated income statement for the first half of 2022
3. *Core* business results for the first half of 2022
4. *Investments* business results for the first half of 2022

Sincerely,

Mr. José Antonio Martínez Aguilar
CEO of Making Science Group, SA

Advance financial information

H1 2022

Making Science Group, SA
The Digital Acceleration Company



1. Business Summary for the First Half of 2022

In the first half of 2022, **Making Science** has maintained the trajectory of solid growth, both in terms of revenue and profitability, reporting a consolidated **net revenue of €98.1 million and gross margin of €25.6 million, 111.7% and 100.4% higher, respectively, than the figures for the same period of 2021**. Operating income excluding non-recurring expenses¹ (recurring EBITDA) was €4.3 million in the period, up 33.1% over the €3.3 million generated in the first half of the previous year.

In its *Core* business, comprising the Digital Marketing, AdTech & MarTech and Cloud & Software service lines, **Making Science generated recurring EBITDA of €5.3 million in the first half of the year**, a growth rate of 57.1% over the equivalent figure for 2021 of €3.4 million.

Making Science's growth in this period was also geographically diversified, with business growth both in Spain, with increases of 46.2% in terms of gross margin and 42.2% in terms of recurring EBITDA, reaching figures of €13.7 million and €3.2 million, respectively, and in the international segment, with growth in gross margin and recurring EBITDA of 223.4% and 86.3%, reaching €10.4 million and €2.1 million, respectively. With these results, **the international segment comprised 43.2% of the gross margin of Making Science's Core business, up from 25.5% in the same period of the prior year**.

The sources of **Making Science's** growth in the first half of 2022 include both organic and inorganic business.

Organically², **Making Science's Core business experienced a 42.6% growth in gross margin in H1, while recurring EBITDA grew by 29.9%**. This was achieved despite having doubled the investment in the internationalization³ of the group, which has gone from expenses of €0.5 million in the first half of 2021 to €1.1 million in the same period of 2022.

Inorganically, in H1 **Making Science** integrated the Swedish group Tre Kronor Media, with offices in Copenhagen, Gothenburg and Stockholm, as well as the digital marketing agency ELLIOT, one of the leading digital marketing agencies in Georgia. **Acquisitions made since July 1, 2021 have contributed €5.5 million in gross margin and €0.9 million in recurring EBITDA** in the first six months of 2022.

¹ Non-recurring expenses in the period mainly include costs associated with M&A activities (€0.3 million), expenses associated with the integration of Ventis (€0.1 million) and other expenses related to the capital increase carried out in H1 and donations related to the war in Ukraine.

² In order to show organic growth without the effect of acquisitions, the organic growth figures are calculated on the basis of the income statement on a like-for-like basis, i.e. with the same companies that made up the perimeter of the company at the end of June 2021.

³ Internationalization expenses include the provision of structure to the country teams (Finance, MarCom and People), software licenses for corporate platforms and the implementation of internal integration programs.

In the **e-Commerce and Products** segment, **Making Science** reported **H1 2022 revenues of €6.0 million and a gross margin of 25.9%**, demonstrating a clear improvement in profitability since acquiring control of Ventis in May 2021 despite the intensive adjustment process undertaken and the effect of the war in Ukraine, which impacted the half year sales figures. Recurring EBITDA in the period improved by 27.6% compared to H2 2021, the first period under **Making Science's** control.

2. Consolidated Profit and Loss Account

The following is the Group's consolidated income statement⁴ for the first half of 2022, which includes both the *Core* business and the investments in e-Commerce and Products.

Table 1. Consolidated income statement

| <i>Thousands of euros</i> | H1 2021 | H1 2022 | 22/21 growth |
|--|---------------|---------------|---------------|
| Revenue | 46,325 | 98,061 | 111.7% |
| Cost of Sales | -33,544 | -72,446 | 116.0% |
| Gross Margin | 12,781 | 25,615 | 100.4% |
| <i>% of Revenue</i> | 27.6% | 26.1% | |
| Capitalized Expenses | 1,139 | 1,711 | 50.2% |
| Personnel Expenses | -7,772 | -15,590 | 100.6% |
| <i>% of Gross Margin</i> | 60.8% | 60.9% | |
| Other Operating Expenses | -2,600 | -6,492 | 149.7% |
| <i>% of Gross Margin</i> | 20.3% | 25.3% | |
| Other Operating Income | 172 | 195 | 13.9% |
| Recurring EBITDA Before Internationalization Expenses | 3,719 | 5,439 | 46.2% |
| <i>% of Gross Margin</i> | 29.1% | 21.2% | |
| Internationalization and Integration Expenses - Personnel | -230 | -659 | 186.4% |
| Internationalization and Integration Expenses - Other Operating Expenses | -225 | -436 | 93.7% |
| Recurring EBITDA | 3,264 | 4,345 | 33.1% |
| <i>% of Gross Margin</i> | 25.5% | 17.0% | |
| Non-Recurring Operating Expenses | -2,195 | -673 | -69.4% |
| EBITDA | 1,069 | 3,672 | 243.4% |
| <i>% of Gross Margin</i> | 8.4% | 14.3% | |

On an accounting basis, the company reported consolidated net revenues of €98.1 million in the first half of 2022, compared to €46.3 million in the same period of 2021, an increase of 111.7%. **Consolidated gross margin doubled, increasing by 100.4% to €25.6 million.**

Recurring EBITDA for the first half of 2022 amounted to €4.3 million, 33.1% higher than the figure reported in the same period of the previous year, despite the reduction in results due to the acquisition of the e-Commerce investment, which is highly seasonal and in the process of scaling and *ramp-up*, as well as the integration expenses of the acquired companies, which increased from €0.5 million to €1.1 million (internationalization expenses).

⁴ Preliminary figures not audited nor subject to limited review.

3. Core Business Results for H1 2022

The following is the profit and loss statement for **Making Science's** Core business for the first half of 2022, which includes the Digital Marketing, AdTech & MarTech and Cloud & Software business lines.

For clarification purposes, the profit and loss account of the Core business for the first half of 2021 and 2022 is presented in accordance with accounting principles for consolidation, i.e. incorporating the acquisitions from the date of their integration into the group and not from January 1 of the financial year, as was reported by the company in previous results releases⁵.

Table 2. Consolidated income statement of the Core business

| <i>Thousands of euros</i> | H1 2021 | H1 2022 | 22/21 growth |
|--|---------------|---------------|---------------|
| Revenue | 45,739 | 92,110 | 101.4% |
| Cost of Sales | -33,165 | -68,037 | 105.1% |
| Gross Margin | 12,574 | 24,073 | 91.5% |
| <i>% of Revenue</i> | 27.5% | 26.1% | |
| Capitalized Expenses | 1,044 | 1,413 | 35.4% |
| Personnel Expenses | -7,636 | -14,660 | 92.0% |
| <i>% of Gross Margin</i> | 60.7% | 60.9% | |
| Other Operating Expenses | -2,324 | -4,626 | 99.1% |
| <i>% of Gross Margin</i> | 18.5% | 19.2% | |
| Other Operating Income | 170 | 194 | 14.2% |
| Recurring EBITDA Before Internationalization Expenses | 3,827 | 6,394 | 67.1% |
| <i>% of Gross Margin</i> | 30.4% | 26.6% | |
| Internationalization and Integration Expenses | -455 | -1,095 | 140.6% |
| Recurring EBITDA | 3,372 | 5,299 | 57.1% |
| <i>% of Gross Margin</i> | 26.8% | 22.0% | |
| Non-Recurring Operating Expenses | -2,119 | -509 | -76.0% |
| EBITDA | 1,253 | 4,790 | 282.3% |
| <i>% of Gross Margin</i> | 10.0% | 19.9% | |

Net revenue in H1 2022 amounted to €92.1 million in the Core business, while gross margin reached €24.1 million.

Recurring EBITDA amounted to €5.3 million, an increase of 57.1% compared to the

⁵ Unlike previously published reports, the figures are presented using the same full consolidation criteria as that applied in the consolidated accounting statements, with the aim of simplifying the presentation of the company's results and facilitating their comparability with the statutory accounts by eliminating pro forma adjustments.

€3.4 million reported in the same period of the previous year.

Due to the international growth and diversification brought about by the acquisitions made by **Making Science** in the last 18 months, and to provide further clarity on **Making Science**'s value generation, a further breakdown of the accounting figures for the three business segments is provided below:

3.1 Spain

Table 3. Income statement for Spain

| <i>Thousands of euros</i> | H1 2021 | H1 2022 | 22/21 growth |
|--|---------------|---------------|-----------------|
| Revenue | 38,407 | 54,051 | 40.7% |
| Cost of Sales | -29,045 | -40,366 | 39.0% |
| Gross Margin | 9,362 | 13,685 | 46.2% |
| <i>% of Revenue</i> | 24.4% | 25.3% | |
| Capitalized Expenses | 1,044 | 1,413 | 35.4% |
| Personnel Expenses | -6,383 | -8,922 | 39.8% |
| <i>% of Gross Margin</i> | 68.2% | 65.2% | |
| Other Operating Expenses | -1,922 | -2,768 | 44.0% |
| <i>% of Gross Margin</i> | 20.5% | 20.2% | |
| Other Operating Income | 131 | 150 | 14.3% |
| Recurring EBITDA Before Internationalization Expenses | 2,232 | 3,559 | 59.4% |
| <i>% of Gross Margin</i> | 23.8% | 26.0% | |
| Internationalization and Integration Expenses | 0 | -384 | n.m. |
| Recurring EBITDA | 2,232 | 3,175 | 42.2% |
| <i>% of Gross Margin</i> | 23.8% | 23.2% | |
| Non-Recurring Operating Expenses | -2,066 | -338 | -83.7% |
| EBITDA | 166 | 2,837 | 1,609.2% |
| <i>% of Gross Margin</i> | 1.8% | 20.7% | |

In the first half of 2022, the Spanish business showed robust growth in the main activity and profitability metrics compared to the same period in 2021: **Revenue +40.7%, Gross Margin +46.2%, Recurring EBITDA +42.2%**.

In addition, the company's R&D activity has increased (+35.4% compared to the first half of 2021), mainly focused on the development of high-value technological tools for **Making Science**'s customers.

3.2 International

Table 4. Accounting income statement of the International Business

| <i>Thousands of euros</i> | H1 2021 | H1 2022 | 22/21 growth |
|--|--------------|---------------|---------------|
| Revenue | 7,332 | 38,059 | 419.1% |
| Cost of Sales | -4,120 | -27,671 | 571.6% |
| Gross Margin | 3,212 | 10,388 | 223.4% |
| <i>% of Revenue</i> | 43.8% | 27.3% | |
| Capitalized Expenses | 0 | 0 | n.m. |
| Personnel Expenses | -1,253 | -5,738 | 357.9% |
| <i>% of Gross Margin</i> | 39.0% | 55.2% | |
| Other Operating Expenses | -402 | -1,858 | 362.4% |
| <i>% of Gross Margin</i> | 12.5% | 17.9% | |
| Other Operating Income | 39 | 44 | 13.7% |
| Recurring EBITDA Before Internationalization Expenses | 1,595 | 2,835 | 77.7% |
| <i>% of Gross Margin</i> | 49.7% | 27.3% | |
| Internationalization and Integration Expenses | -455 | -711 | 56.2% |
| Recurring EBITDA | 1,140 | 2,124 | 86.3% |
| <i>% of Gross Margin</i> | 35.5% | 20.4% | |
| Non-Recurring Operating Expenses | -53 | -172 | 221.4% |
| EBITDA | 1,087 | 1,953 | 79.7% |
| <i>% of Gross Margin</i> | 33.8% | 18.8% | |

The International segment details the accounting figures generated by the companies acquired by **Making Science** outside of Spain (excluding Ventis Srl, which is included in Investments). H1 2022 figures include the acquisitions of Tre Kronor (SE) and Elliot (GE) since their acquisition date. H1 2021 figures include Celsius (FR), Loyal (FR), Nara Media (UK) and 360 Conversion Analytics (US) with effect from their integration into the Group's accounts.

The gross margin contributed by this line of business was €10.4 million in H1, representing an increase of 223.4% year-over-year. Recurring EBITDA reached €2.1 million, representing an increase of 86.3%.

During the first half of 2022, **Making Science** has continued to invest significantly in the integration of acquired companies, providing them with structure and carrying out a series of internal integration programs. The investment made is detailed in the following table. These expenses are included in the consolidated income statement. Excluding these expenses, recurring EBITDA for the first half of 2021 would amount to €2.8 million in the International segment and €3.6 million in Spain.

Table 5. Internationalization and integration expenses

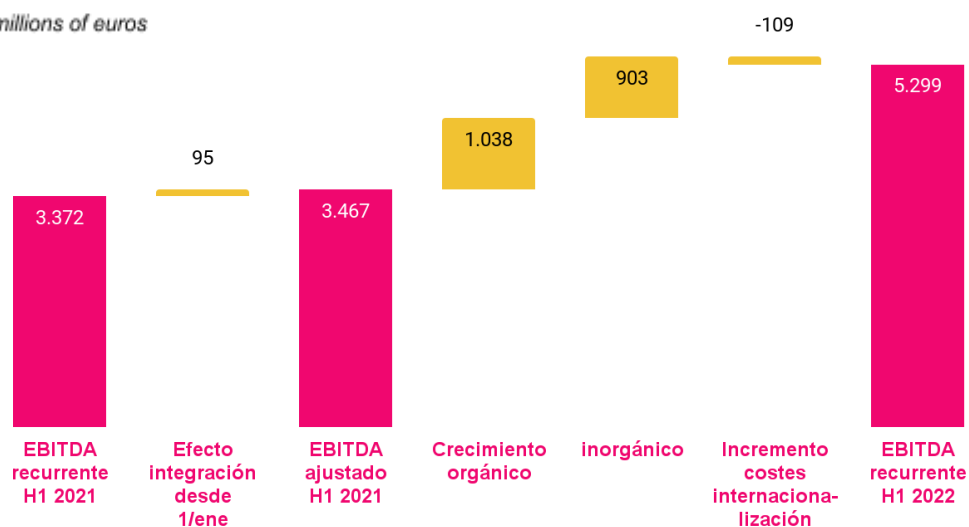
| Thousands of euros | H1 2021 | H1 2022 |
|---|------------|--------------|
| Personnel Expenses | 230 | 659 |
| Other Operating Expenses | 225 | 436 |
| Total Internationalization Costs | 455 | 1.095 |

3.3 Like-for-Like results for the first half of 2022

The evolution of recurring EBITDA of the *Core* business in the first half of 2022, broken down by component, is shown below:

- Effect on accounting EBITDA for H1 2021 of acquisitions completed before June 30, 2021, as if they had been part of the scope of Making Science since January 1, 2021, in order to make the comparison on the same basis.
- Organic growth calculated based on the same perimeter of companies that made up the *Core business* at **June 30, 2021 ("Like-for-like")**.
- Inorganic growth contributed by acquisitions made between July 1, 2021 and June 30, 2022.
- Increase in internationalization costs associated with acquisitions made between July 1, 2021 and June 30, 2022.

In millions of euros



In H1 2022, **Making Science**'s organic business maintained solid and sustained growth compared to the same period in 2021, with *Like-for-Like* EBITDA of €4.5 million, representing growth of 30.8% over H1 2021 recurring EBITDA.

The international acquisitions made between July 1, 2021 and June 30, 2022 (Sweeft and Elliot in Georgia and Tre Kronor in Sweden) contributed €0.9 million, with an increase in associated internationalization costs of €0.1 million, adding 26.4% growth to the recurring EBITDA of **Making Science's** Core business.

4. Results of the *Investments (e-Commerce and Products)* Business for H1 2022

Table 6. Accounting income statement of investments in e-Commerce and Products

| <i>Thousands of euros</i> | H1 2021(*) | H1 2022 | 22/21 growth |
|--|-------------|---------------|----------------|
| Revenue | 586 | 5,951 | 915.5% |
| Cost of Sales | -379 | -4,409 | 1063.4% |
| Gross Margin | 207 | 1,541 | n.m. |
| <i>% of Revenue</i> | 35.3% | 25.9% | |
| Capitalized Expenses | 95 | 298 | 213.5% |
| Personnel Expenses | -136 | -930 | 583.7% |
| <i>% of Revenue</i> | -23.2% | -15.6% | |
| Other Operating Expenses | -276 | -1,866 | 576.0% |
| <i>% of Revenue</i> | -47.1% | -31.4% | |
| Other Operating Income | 2 | 2 | -9.5% |
| Recurring EBITDA Before Internationalization Expenses | -108 | -955 | -783.9% |
| <i>% of Revenue</i> | -18.4% | -16.0% | |
| Internationalization and Integration Expenses | 0 | 0 | n.m. |
| Recurring EBITDA | -108 | -955 | -783.9% |
| <i>% of Revenue</i> | -18.4% | -16.0% | |
| Non-Recurring Operating Expenses | -76 | -163 | -49.1% |
| EBITDA | -184 | -1,118 | -509.0% |
| <i>% of Revenue</i> | -31.3% | -18.8% | |

(*) Ventis was integrated into Making Science for accounting purposes in May 2021.

This segment includes the results generated by the Ventis Group acquired by **Making Science** on May 19, 2021, at which time it was integrated into the company's financial statements.

The months of March and April saw a slowdown caused by the war in Ukraine and by sales to Russia, which represented 3% of the group's sales.

The profitability improvement plan remains on track with cost optimization in software development, gross margin and logistics. The results of this plan are not fully visible in the first half of this year due to the adjustments made to the company after the acquisition from the previous owner in May 2021.

For comparative purposes, figures reported in the second half of 2021 are included, strongly impacted by the *turnaround* process undertaken by the company after the takeover.

Table 7. E-Commerce & Products comparison with second half of 2021

| <i>Thousands of euros</i> | H2 2021 | H1 2022 | 22/21 growth |
|--|---------------|---------------|--------------|
| Revenue | 6,144 | 5,951 | -3.1% |
| Cost of Sales | -6,163 | -4,409 | -28.5% |
| Gross Margin | -19 | 1,541 | n.m. |
| <i>% of Revenue</i> | <i>-0.3%</i> | <i>25.9%</i> | |
| Capitalized Expenses | 199 | 298 | 49.7% |
| Personnel Expenses | -964 | -930 | -3.5% |
| <i>% of Revenue</i> | <i>-15.7%</i> | <i>-15.6%</i> | |
| Other Operating Expenses | -536 | -1,866 | 248.1% |
| <i>% of Revenue</i> | <i>-8.7%</i> | <i>-31.4%</i> | |
| Other Operating Income | 2 | 2 | -9.5% |
| Recurring EBITDA Before Internationalization Expenses | -1,318 | -955 | 27.6% |
| <i>% of Revenue</i> | <i>-21.5%</i> | <i>-16.0%</i> | |
| Internationalization and Integration Expenses | 0 | 0 | n.m. |
| Recurring EBITDA | -1,318 | -955 | 27.6% |
| <i>% of Revenue</i> | <i>-21.5%</i> | <i>-16.0%</i> | |
| Non-Recurring Operating Expenses | -435 | -163 | n.m. |
| EBITDA | -1,753 | -1,118 | 36.2% |
| <i>% of Revenue</i> | <i>-28.5%</i> | <i>-18.8%</i> | |

Ventis generated a negative recurring EBITDA of over €2 million in 2021 and with the turnaround and expansion plan implemented in the last 12 months we forecast a negative EBITDA of €0.7 million in 2022, with a clear trajectory towards financial balance, as shown by the improvement in EBITDA compared to the previous half year.