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Paris, 30 October 2018, 8:00 PM

Revenue over 9 months: €22.6 million (-4%)

The partnership with Azerion will complete the Group's repositioning on Native Advertising and Drive to Store

Paris, 30 October 2018, 8:00 PM – The AdUX group, specialist in digital advertising and user experience (ISIN code FR0012821890 - HIM, HIM.FR), has published its revenue figures for the third quarter of 2018.

(€m)		Q3 2018			9M 2018		
		Q3 2018	Q3 2017 ⁽¹⁾	Var. %	9M 2018	9M 2017 ⁽¹⁾	Var. %
Group	Revenue	6.6	7.1	-7%	22.6	23.7	-4%
	Gross margin	3.2	3.3	-2%	11.7	12.3	-5%
	EBITDA	(0.6)	(0.7)	+5%	(0.6)	(0.2)	-281%

⁽¹⁾ The figures have been prepared on the basis of the historical financial statements of the AdUX group less discontinued operations and assets held for sale (Spain, Italy, Latam).

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Revenue analysis

The Native Advertising, Drive to Store and Social marketing solutions now represent 78% of the consolidated revenues, and this set of activities is continuing its overall growth.

The legacy activities, that now only represent 22% of the revenue, continue to contract. In connection with the recent agreement signed with Azerion, AdUX will rely on the latter to complete its withdrawal from these legacy activities, thereby enabling it to concentrate solely on Native Advertising and Drive to Store.

The agreement with Azerion also anticipates commercial synergies in order to strengthen the international development of Quantum and Admoove by relying on Azerion's global customer database, on its SSP Improve Digital and on its Wide Space mobile advertising network.

Control of the margin and costs

The Group's gross profit, virtually stable, was equal to 3.2 million euros in the third quarter (-2% compared to the third quarter 2017). The cost basis remains under control, with lower structural expenses that offset the costs incurred for the development of the Quantum activity in Germany and the Netherlands in 2018.

The EBITDA is somewhat higher (+€0.1 million) compared to Q3 2017, but remains negative at -€0.6 million given the reduced activities normally seen during the summer months.

The company will continue working to optimise its costs in the coming quarters, notably its technology costs thanks to synergies carried out at the end of the year between the Quantum and Admoove platforms, as well as the technological synergies with the Azerion Group that are anticipated in 2019.

On 30 September 2018, the company had a gross cash position of €2.3 million.

"By buying back 100% of the Quantum capital and progressively stabilizing its activity, the Group has taken yet another step in its transformation. The agreement with Azerion will now enable AdUX to concentrate solely on the development of Quantum and Admoove, while optimising its cost structure", says Cyril Zimmermann, CEO of AdUX.



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Next financial communication

2018 revenue on Tuesday, February 19, 2019 after close of trading.

About AdUX

A pioneer in the sector, AdUX is a European specialist in digital advertising and user experience. Present in 8 European countries, the AdUX company generated revenue of 34 million euros in 2017. Independent since its creation, the company is listed in the Euronext Paris compartment C, and is included in the CAC Small, CAC All-Tradable and CAC SME indices.

ISIN code: FR 0012821890 / LEI: 969500IIE66C3CFB1K57 / Trading symbol: ADUX

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