

ADUX

ADVERTISING AND USER EXPERIENCE

Paris, February 19, 2019, 7:00 PM

Q4 2018 revenue

Priority on the return to profitability with the new perimeter

- **Revenue published for the new perimeter⁽¹⁾**
 - **€6.8 million* in Q4 2018**
 - **€27.2 million* in 2018**
- **Published EBITDA⁽²⁾ for the new perimeter⁽¹⁾**
 - **-€1.9 million* in Q4 2018**
 - **-€3.1 million* in 2018**

Paris, February 19, 2019, 7:00 PM – After the various disposals carried out in late 2018, the digital ad group AdUX (ISIN code FR0012821890 - ADUX) is publishing its turnover for the fourth quarter and for 2018.

The published turnover for 2018 is equal to €27.2 million, and was characterized by uneven development between the start and the end of the year. The last quarter was marked by the impact of the end of a major contract in Sweden in the summer of 2018, a slowdown of social marketing activities and the method change for the commercialization of Native Advertising in Italy after the agreement signed with Italiaonline (IOL Advertising sell the advertising inventories managed by Quantum with Italian advertisers and media agencies. The Quantum Italy teams are concentrating on relations with publishers and its platform's SSP function).

In 2018, the profitability was therefore impacted by all of these elements and by the continuing investments in Germany and the UK, that will nevertheless be very limited in 2019. Also worth noting

* Based on the non-audited financial statements as on 31 December 2018.

⁽¹⁾ The new perimeter represents all of the group's activities, restated for the disposals of the traditional advertising activities in Belgium, Portugal and Italy.

⁽²⁾ Current operating income before allowances and reversals of depreciation, amortisation and provisions

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is that in 2017, the group's EBITDA included earnings of €0.9 million linked to the change of the holding company's property lease.

After the various disposals and business divestments (a remainder of traditional advertising activity in France in particular), the Group has refocused on its strategic activities: Native Advertising (Quantum), Drive to Store (Admoove) and Social Marketing (Adpulse).

With a tighter perimeter and therefore rationalised structure, the Group will be concentrating on a return to profitability.

Next financial communications

2018 annual earnings, on Wednesday 13 March 2019 after the market closing

About AdUX

A pioneer in the sector, AdUX is a European specialist in digital advertising and user experience. Present in 7 European countries, the AdUX company generated revenue of 27.2 million euros in 2018. With its "Innovative Company" label, the company is listed in the Euronext Paris compartment C. Thanks to this label, Innovation Investment Mutual Funds (FCPI) can for a period of three years invest in the AdUX capital, meaning that their subscribers can benefit from the corresponding tax benefits.

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

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