

Press release

2021 FIRST QUARTER REVENUE

Revenue Q1 2021: €4.1 million

EBITDA Q1 2021: -€0.1 million vs. -€0.2 million

Levallois-Perret, May 20th, 2021, 7:00 PM – AdUX group, a specialist in digital advertising and user experience (Code ISIN FR0012821890 - ADUX) released its revenue of the first quarter of the financial year 2021.

Activity

| (€m) | | Q1 2021 | Q1 2020 | Var. % |
|-------|-----------------------|---------|---------|--------|
| Group | Revenue | 4,1 | 4,8 | -16% |
| | Gross margin | 1,9 | 2,2 | -16% |
| | EBITDA ⁽¹⁾ | (0,1) | (0,2) | +45% |

Consolidated revenue for the first quarter of 2021 amounts to 4.1 million of euros, against 4.8 million of euros in the first quarter of 2020. The uncertain perspectives related to the timeline for lifting the health measures linked to the COVID 19 epidemic affecting the advertising spending during the first months of the year.

The gross margin decreased in the same proportions as the revenue but the cost reduction policy implemented in 2020 thanks to the deployment of synergies with the Azerion group has allowed to maintain EBITDA and even to slightly improve it compared to the first quarter of 2020.

⁽¹⁾ Current operating income before allocations and reversals of depreciation, amortization and provisions

Events & Perspectives

The activity at the start of the year was again penalized by a precarious health and economic environment. On the other hand, the second quarter will show strong growth compared to the second quarter of 2020 which was marked by the first lockdown, but also an increase compared to the activity of the first quarter of 2021, a positive sign for the rest of the exercise.

In this context, the drastic reduction in the cost structure that has been made should allow the company to achieve its objective of significantly improving its EBITDA in 2021.

Next financial announcements

Half-year results

Thursday 29th July 2021 after closing of the stock market

ABOUT ADUX

A pioneer of the sector, ADUX is a European specialist of digital advertising and user experience. With a presence in 6 European countries, it attained a turnover of 18 million of euros in 2020.

The company is listed in the Euronext Paris Compartment C and Amsterdam (Euronext) and holds the "Innovative Company" label.

This label offers, for a period of 3 years, the possibility for the FCPI to invest in the capital of ADUX, and for their subscribers to benefit from the corresponding tax benefits.

Code ISIN : FR 0012821890 / LEI : 969500IIE66C3CFB1K57 / Mnémo : ADUX

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