



ADVERTISING AND USER EXPERIENCE

2021 INTERIM FINANCIAL REPORT

A corporation with a capital of 1 569 481,25 euros
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Management report

PRESENTATION OF EARNINGS FOR THE FIRST HALF OF 2021

I. Comments concerning the Group consolidated income statement

Revenues reached €9.6 million against €8.3 million in the first semester 2020, corresponding to a decrease of 16%. Since the beginning of Covid-19 sanitary crisis and the various lockdowns of the population, the activity has been strongly impacted, in particular the geomarketing activity of Admoove. With the end of the lockdown at the beginning of the second quarter of 2021, Admoove's activity has regained a good dynamic thanks to the retail, real estate and automotive sectors. Quantum's offer follows the same dynamic with a growth of video investments mainly due to the good performance recorded by its platform.

As a result of the increase in activity, the gross margin amounted to €4.2 million compared to €3.7 million in the first half of 2020. The margin rate is relatively stable. It amounts to 43% in the first half of 2021 compared with 45% in the first half of 2020.

Purchases, which amounted to €1.4 million, are up compared to the first half of 2020 (€1.3 million), related to the increase in activity in the first half of 2021.

Payroll charges amounts to €2.3 million, a decrease of €0.5 million (-19%) compared to the first half of 2020.

EBITDA (Current operating income before allocations and reversals of depreciation, amortization and provisions) thus amounts to +€0.5 million (compared with -€0.4 million in the first half of 2020).

Depreciation, amortization and provision charges amounting to €0.6 million, are mainly the result of investments in the continued development of technological platforms and the application of IFRS 16 standard (see note 8).

Other non-current income and charges amounts to -€0.2 million (against +€0.3 million in the first half of 2020).

Financial result and income tax amounts to -€0.1 million (against -€0.1 million in the first half of 2020).

Net income amounts to €-0.5 million (against -€0.9 million the first half of 2020).

II. Internal developments and innovations

Capitalized development costs during the period mainly correspond to:

- The continuation of developments of the Quantum platform,
- The continuation of developments for Admoove platform,

III. Significant events of the period

On February 9th, 2021, the share capital of AdUX SA was reduced from 9,416,887.50 euros to 1,569,481.25 euros, by reducing the par value of each share from 1.50 euros to 0.25 euros. The amount of the capital reduction, i.e. 7,847,406.25 euros, was charged against the losses carried forward. The share capital of the Company amounts now to 1,569,481.25 euros, consisting of 6,277,925 shares with a par value of 0.25 euros each.

On June 17th, 2021, the Company's shareholders approved the transformation of AdUX into a European company. This transformation will take effect as of the registration of the Company in its new form with the Trade and Companies Registry.

On June 21st, 2021, the Group announced that Mr. Mickaël Ferreira will become Chief Executive Officer as of August 1st, 2021 for an indefinite period of time, replacing Mr. Salih Hikmet Cosgun.

Other Events

Following the signature of an agreement with its former lessor on July 5th, 2021 with a retroactive termination date of April 15th, 2021, the Group has recorded a positive impact of €0.4 million of non-current income and charges in its 2021 accounts (see note 4). The Company's new headquarter is located at 27, rue de Mogador - 75009 - Paris.

IV. Event posterior of the closing

Nothing to report.

MAIN RISKS AND UNCERTAINTIES CHARACTERISING THE SECOND HALF OF 2021

The main risks to which the Group is exposed are detailed in the Board of Directors' Management Report (Section V - Risk Management) presented in the 2020 annual report. The Company is not aware of other risks and uncertainties affecting the Group.

PROSPECTS

Since the start of 2021, the various waves and government measures had an impact on the marketing investments of advertisers. The notable recovery in the first half of the year and good dynamic since June, demonstrate that beyond the cost control efforts made in the past, the company is also adapting to the current context and to the needs of advertisers by adapting its offers and products.

The potential risk of the next waves and associated measures will still impact visibility over the coming months, but the Group should remain on the same dynamic as the first months and achieve growth over the whole of this year.

TRANSACTIONS BETWEEN AFFILIATED PARTIES

The affiliated parties of AdUX Group correspond to the executive officers, board of directors and administrators of the group, as well as the companies in which they exercise control, notable influence, or hold a significant voting right.

I. Transaction between affiliated parties

Executive officers

<i>in thousands of Euros</i>	30 June 2021	30 June 2020
Short term employee benefit (including benefits) paid for the current period	109	91
Short term employee benefit (including benefits) paid for the precedent period	-	-
Non current benefit	-	-
Post-employment benefits	-	-
Other long-term benefits	-	-
Providing termination benefits	-	30
Sharebased payment	-	-
Total	109	121

Non executive officers

Non executive officers' compensation in 2021 is only composed of attendance fees for 31 500€.

II. Transactions with the subsidiaries

AdUX SA invoices its subsidiaries for ad-serving fees, management fees as well as brand fees, eliminated in the consolidated financial statements.

III. Other affiliated parties

During the first half of 2021, no significant operation other than described above, in the section "Significant events of the period" and in the section "Loans and financial liabilities", occurred with:

- shareholders holding a significant voting right in the AdUX S.A. capital,
- members of the managing boards, including the administrators,
- entities over which one of the main directors or shareholders exercise control, or notable influence, or hold a significant voting right.

Group's summary consolidated financial statements

Consolidated income statements for the half-years ending on 30th June 2021 and 30th June 2020

<i>In thousands of euro</i>	Notes	30 June 2021	30 June 2020
Sales		9 602	8 286
Charges invoiced by the media		-5 444	-4 547
Gross profit		4 159	3 739
Purchases		-1 410	-1 299
Payroll charges	3	-2 267	-2 800
EBITDA ⁽¹⁾		482	-360
Depreciation and amortization		-638	-757
Current operating profit		-156	-1 118
Stock based compensation		-	-
Other non-current income and charges	4	-195	316
Operating profit		-351	-802
Cost of indebtedness		-23	-26
Other financial income and charges		-47	-48
Earning of the consolidated companies		-421	-876
Share in the earnings of the companies treated on an equity basis		6	-
Earnings before tax of the consolidated companies		-415	-876
Income Tax	5	-58	-72
Net income of the consolidated companies		-473	-948
Minority interests from continuing operations		3	-41
Including Group Share		-471	-989

	30 June 2021	30 June 2020
Weighted average number of ordinary shares	6 277 925	6 277 925
Earnings per share, Group share (in euro)	- 0,07	- 0,16
Weighted average number of ordinary shares (diluted)	6 277 925	6 277 925
Diluted earnings per share, Group share (in euro)	- 0,07	- 0,16

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

Statement of comprehensive income for the half years ending on 30th June 2021 and 30th June 2020

<i>in thousands of euro</i>	30 June 2021	30 June 2020
Net result	- 471	- 989
Other element of the global result	-	-
<u>Hedge accounting on financial instruments</u>		
- Hedge accounting on financial instruments	-	-
- Exchange differences	- 11	33
- Other	-	-
- Taxes on other elements of the global result	-	-
<u>Items not recycled subsequently in net income</u>		
- Actuarial gain and losses related to post-employment benefits	-	-
Other elements of the global result, net of tax	- 11	33
Group share	- 11	33
Minority interests	-	-
Global result	- 481	- 956

Consolidated balance sheets as of 30th June 2021 and 31st December 2020

ASSETS - In thousands of euro	Notes	30 June 2021	31 Dec 2020
Net Goodwill	6	2 468	2 468
Net intangible fixed assets	7	688	842
Net tangible fixed assets		100	168
Right of use assets related to leases	8	293	956
Deferred tax credits	9	-	-
Other financial assets		204	175
Non-current assets		3 754	4 608
Customers and other debtors	10	14 057	13 345
Other current assets	11	6 065	6 313
Cash and cash equivalents		1 560	1 557
Current assets		21 682	21 216
TOTAL ASSETS		25 436	25 824

LIABILITIES - In thousands of euro	Notes	30 June 2021	31 Dec 2020
Share capital		1 569	9 417
Premiums on issue and reserves		-7 083	-14 068
Treasury shares		-90	-101
Consolidated net income (Group share)		-471	-851
Shareholders' equity (Group share)		-6 074	-5 603
Minority interests		24	27
Shareholders' equity		-6 050	-5 577
Long-term borrowings and financial liabilities	12	760	1 000
Long-term lease liabilities	8	68	723
Non-current Provisions		630	580
Deferred tax liabilities	9	-	-
Non-current liabilities		1 459	2 303
Short-term financial liabilities and bank overdrafts	12	1 734	1 900
Short-term lease liabilities	8	238	310
Current provisions		200	200
Suppliers and other creditors		19 678	20 667
Other current debts and liabilities	13	8 177	6 021
Current liabilities		30 027	29 098
TOTAL LIABILITIES		25 436	25 824

Consolidated statement of cash flows for 2020 and the half-year ending on 30th June 2021 and on 30th June 2020

In thousands of euro	30 June 2021	31 Dec 2020	30 June 2020
Net income	-473	-850	-948
<i>Adjustments for :</i>	-	-	-
Depreciation of the fixed assets	534	1 406	688
Value losses	-	-	-
Other non-current without impact on the cash	-402	-1 831	82
Cost of net financial indebtedness	23	66	26
Share in associated companies	-6	-	-
Net income on disposals of fixed assets	322	778	-47
Costs of payments based on shares	-	-	-
Tax charge or proceeds	58	71	71
Operating profit before variation of the operating capital need	56	-359	-128
Variation of the operating capital need	576	141	-375
Cash flow coming from operating activities	632	-219	-503
Interest paid	-23	-15	-11
Tax on earnings paid	23	-110	-69
NET CASH FLOW RESULTING FROM OPERATING ACTIVITIES	632	-344	-583
Income from disposals of fixed assets	-	-	-
Valuation at fair value of the cash equivalents	-	-	-
Proceeds from disposals of financial assets	-	-	-
Disposal of subsidiary, after deduction of cash transferred	-	156	-
Acquisition of a subsidiary	-	-	-
Acquisition of fixed assets	-182	-586	-351
Variation of financial assets	-24	-1	-
Variation of suppliers of fixed assets	-10	-62	-46
Effect of the perimeter variations	-4	-2	-2
NET CASH FLOW COMING FROM INVESTMENT ACTIVITIES	-220	-496	-399
Proceeds from share issues	-	-	-
Redemption of own shares	11	-17	-13
New borrowings	-	400	400
Repayments of borrowings	-420	-1 157	-776
Other financial liabilities variation	-	1	1
Dividends paid to minority interests	-	-	-
NET CASH FLOW COMING FROM FINANCING ACTIVITIES	-408	-773	-387
Effect of exchange rate variations	-0	-1	-0
NET VARIATION OF CASH AND OF CASH EQUIVALENTS	2	-1 615	-1 369
Cash and cash equivalents on January 1 st	1 557	3 172	3 172
CASH AND CASH EQUIVALENTS AT THE END OF THE PERIOD	1 560	1 557	1 803

Consolidation statement of changes in equity for the half years ending on 30th June 2021 and on 30th June 2020

<i>In thousands of euro</i>	Number of shares	Share capital	Premiums	Treasury shares	Reserve for options and free shares	Income and expenses on equity	Reserves and consolidated earnings	Shareholders' equity (Group share)	Shareholders' equity Minority interests	Shareholders' equity
January 1, 2020	6 277 925	9 417	129 249	-84	1 638	-51 513	-92 904	-4 197	26	-4 171
Dividends paid by subsidiaries to the minorities	-	-	-	-	-	-	-	-	-	-
Call exercise	-	-	-	-	-	-	-	-	-	-
Call exercise	-	-	-	-13	-	-	-	12 527	-	-13
Shares redemptions (1)	-	-	-	-	-	-	-	-	-	-
Stock options and free shares impact(2)	-	-	-	-	-	-	-	-	-	-
Perimeter variation	-	-	-	-	-	-	-	-	-	-
Others	-	-	-	-	-	-583	-	582 719	-	-583
Income and charges directly posted in shareholders' equity	-	-	-	-	-	33	-	33	-	33
Net income of the period	-	-	-	-	-	-	-989	-989	41	-948
Total global income	-	-	-	-	-	33	-989	-956	41	-915
June 30, 2020	6 277 925	9 417	129 249	-97	1 638	-52 063	-93 893	-5 748	67	-5 682
Dividends paid by subsidiaries to the minorities	-	-	-	-	-	-	-	-	-	-
Call exercise	-	-	-	-	-	-	-	-	-	-
Call exercise	-	-	-	13	-	-	-	13	-	13
Shares redemptions (1)	-	-	-	-	-	-	-	-	-	-
Stock options and free shares impact(2)	-	-	-	-17	-	-	-	-17	-	-17
Perimeter variation	-	-	-	-	-	-	-28	-28	-	-28
Others	-	-	-	-	-	583	-	583	-	583
Income and charges directly posted in shareholders' equity	-	-	-	-	-	-543	-	-543	-	77
Net income of the period	-	-	-	-	-	-	138	138	-41	97
Total global income	-	-	-	-	-	-543	138	-405	-41	-446
December 31, 2020	6 277 925	9 417	129 249	-101	1 638	-52 024	-93 783	-5 603	26	-5 577
Dividends paid by subsidiaries to the minorities	-	-	-	-	-	-	-	-	-	-
Call exercise	-	-	-	-	-	-	-	-	-	-
Call exercise	-	-	-	11	-	-	-	11	-	11
Shares redemptions (1)	-	-	-	-	-	-	-	-	-	-
Stock options and free shares impact(2)	-	-	-	-	-	-	-	-	-	-
Perimeter variation	-	-	-	-	-	-	-	-	-	-
Others	-	-7 847	-	-	-	-1	7 847	-1	-	-1
Income and charges directly posted in shareholders' equity	-	-	-	-	-	-11	-	-11	-	-11
Net income of the period	-	-	-	-	-	-	-471	-471	-3	-
Total global income	-	-	-	-	-	-11	-471	-481	-3	-484
June 30, 2021	6 277 925	1 569	129 249	-90	1 638	-52 035	-86 406	-6 074	24	-6 050

(1) As of June 30th, 2021, AdUX S.A. holds 7,708 treasury shares along with 33 393 shares within the framework of the liquidity contract

(2) See Note 15 in connection with the share subscription option plans and the allocations of free shares.

Notes concerning the Group's summary consolidated interim financial statements

Note 1. Accounting principles and methods

i. Preparation bases for the summary financial statements

The interim financial statements for the 1st half of 2021 are to be read as a complement to the audited consolidated financial statements for the financial year ending on December 31, 2020 as published in the annual report on April 30th, 2021.

The interim consolidated financial statements as of June 30th, 2021 are established in accordance with the accounting and valuation principles of the IFRS international accounting standards adopted by the European Union. Those international accounting standards consist of the IFRS (International Financial Reporting Standards), of the IAS (International Accounting Standards), as well as of their interpretations adopted by the European Union on June 30th, 2021 (publication in the Official Journal of the European Union).

The interim consolidated financial statements for the half-year ending on June 30th, 2021 have been prepared in accordance with the provisions of standard IAS 34 concerning "Interim financial information".

AdUX Group's consolidated financial statements include the financial statements of AdUX S.A. and of its subsidiaries (the whole being designated as "the Group"), as well as the Group's holdings in its affiliated companies or companies under joint control. They are presented in thousands of euro.

The interim consolidated financial statements dated June 30th, 2021 as well as the notes relating thereto have been established on the responsibility of the Board of Directors, and were closed out at its meeting held on July 27th, 2021.

ii. Accounting principles and valuation methods

These accounting policies are consistent with those used in the preparation of the annual financial statements for the year ended December 31st, 2020.

iii. Use of estimates and judgments

Preparation of the financial statements in accordance with the IFRS standards requires Management to take account of estimates and of assumptions for determination of the amounts to be posted with regard to certain assets, liabilities, income and charges, as well as of certain information provided in notes attached to the assets and liabilities, in particular :

- The goodwill and the related depreciation tests,
- The intangible assets acquired,
- The deferred tax credits,
- The depreciation of receivables,
- The provisions for risk,
- The charge for stock options and free shares.

The estimates and underlying assumptions are developed on the basis of past experience and other factors, such as events to come, considered reasonable in light of the circumstances. They are also used as the basis for exercise of the judgment necessary for determination of the book values of assets and liabilities, which cannot be obtained directly from other sources. In view of the inherently uncertain nature of these valuation procedures, the definitive amounts may prove to be different from the ones initially estimated.

The estimates and the underlying assumptions are continuously reconsidered. The impact of the changes in accounting estimates is directly entered in the accounting during the period of the change if it affects only said period, or during the period of change and in subsequent periods if they are also affected by the change.

iv. Continuity of operations

The main risks to which the Group is exposed are detailed in the Management Report of the Board of Directors (Section V - Risk Management) presented in the 2020 annual report. The Company is not aware of any other risks and uncertainties affecting the Group.

As in previous years, the Group makes cash flow forecasts on a rolling one-year basis. In the current context of the Covid-19 health crisis, the latest versions of the cash flow plans, taking into account the cash position and outlook up to June 30th, 2022, are based on the following main assumptions

- Revenues in the second half of 2021 higher than in 2020, a half-year highly impacted by the restrictive measures of the health crisis. In its cash flow forecasts, the Group anticipates a gradual recovery in activity and takes into account the current uncertain context. By cautiousness, for the purposes of this cash forecast, the revenues considered for the first half of 2022 is equal to the one recorded on 2021 first semester.
- Maintaining a reduced cost structure following the reorganization decisions taken at the beginning of the health crisis.

The health crisis has created uncertainty with regard to the main operational assumptions described above (end of restrictive measures, restart of activity, etc.). Nevertheless, taking into account the main assumptions described above, the AdUX Group considers that it will be able to face the upcoming deadlines in the next 12 months.

Note 2. Consolidation scope

Corporate name	Country	% held directly and indirectly on 30/06/2021	% control on 30/06/2021	Consolidation method	Date of creation or of acquisition	Date of financial year closeout
Adysseum SARL	France	100%	100%	FC	13.05.02	31.12
Adexpert SPRL	Belgium	100%	100%	FC	06.06.14	31.12
Allopass Scandinavia AB	Sweden	100%	100%	FC	30.09.09	31.12
Fotolog SAS	France	49%	49%	EM	15.05.14	31.12
AdPulse SAS	France	100%	100%	FC	02.12.14	31.12
AdUX Regions SAS	France	49%	49%	EM	06.12.12	31.12
Quantum Publicidad S.L.	Spain	100%	100%	FC	28.02.19	31.12
Hi-Media LLC	USA	100%	100%	FC	30.04.15	31.12
Admoove SAS	France	100%	100%	FC	02.12.11	31.12
AdUX Tunisie SARL	Tunisia	100%	100%	FC	23.09.11	31.12
Quantum Belgium SPRL	Belgium	100%	100%	FC	27.12.17	31.12
Quantum Advertising Germany GmbH	Germany	100%	100%	FC	13.04.18	31.12
Quantum Advertising España SL	Spain	100%	100%	FC	14.07.16	31.12
Quantum Native Solutions Italia SRL	Italy	100%	100%	FC	22.12.15	31.12
Quantum Advertising Nederland BV	Netherlands	51%	51%	FC	04.10.18	31.12
Quantum SAS	France	100%	100%	FC	23.04.14	31.12
Groupe Hi-media USA Inc	USA	100%	100%	FC	27.11.07	31.12
Hi-media Nederland BV	Netherlands	100%	100%	FC	31.08.09	31.12
AdUX Benelux SPRL	Belgium	100%	100%	FC	14.03.08	31.12

FC: Full Consolidation

EM: Equity Method

Note 3. Personnel costs

The breakdown of the personnel costs between salaries, social security charges and provision for pensions indemnities are as follows:

	30 June 2021	30 June 2020
<i>In thousands of euro</i>		
Salaries	-1 983	-2 244
Social security charges	-508	-783
Provision for end-of-career indemnities	-27	-25
Recharge on salaries costs	252	252
Payroll charges	-2 267	-2 800

In 2019, AdUX has signed a services agreement with Azerion Holding B.V. by which the support teams assist the teams of Azerion Holding B.V. in the implementation of sales marketing support and commercial and financial reporting tools in its subsidiaries. This agreement implements the synergies with the Azerion group giving rise to billing and remuneration of ADUX.

The Group average headcount change as follows:

	H1 2021	H1 2020
Average headcount	59	106

The average headcount is decreasing due in particular to:

- The cession on June 30th, 2020 of Admoove Sweden AB (11 employees as of June 30th, 2020)
- The various headcount reductions during the first half of 2021, notably on the Tunisian subsidiary Local Media SARL (23 employees as of June 30th, 2020 against 4 employees as of June 30th, 2021) as well as the French subsidiaries (49 employees as of June 30th, 2020 against 29 employees as of June 30th, 2021)

Note 4. Other non-current income and expenses

The other non-current income and expenses amounts to -€0.2 million as of June 30th, 2021 against +€0.3 million as of June 30th, 2020.

It is mainly composed of:

- +€0.4 million of income related to the early termination of the lease by the French entities
- -€0.6 million of reorganization expenses

Note 5. Income taxes

The income taxes are as follows:

	30 June 2021	30 June 2020
<i>In thousands of euro</i>		
Current taxes	-59	-69
Deferred taxes	1	-3
Tax (charge)/Proceeds	-58	-72
<i>Effective tax rate (%)</i>	<i>-7%</i>	<i>-8%</i>

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The difference between the effective tax rate and the theoretical tax rate needs to be analyzed as follows:

<i>In thousands of euro</i>	30 June 2021	30 June 2020
Tax rate in France	28,00%	28,00%
Theoretical tax (charge)/proceeds	116	245
<i>Elements concerning the comparison with the effective rate:</i>		
Effect of change in rates	0	0
Earnings charged to losses subject to carryover not previously recorded	44	18
Recognition of deferred tax credits on losses carried over	0	0
Difference of tax rate between the countries	4	-1 039
Effect of non-asset deficit transfers from the fiscal year	-227	-555
Permanent differences and other elements	40	1 189
Taxes without basis	-36	69
Real tax (charge)/proceeds	-58	-72
Effective tax rate	-14%	-8%

AdUX S.A., Adpulse SAS, Admoove SAS, Adysseum SARL and Quantum SAS are consolidated for tax purposes.

Note 6. Goodwill

<i>In thousands of euro</i>	31 Dec 2020	Forex	Ch. In scope	Transfert	Increases	Decreases	30 June 2021
Goodwill	70 070	-	-4 761	-	-	-	65 309
Impairments	-67 602	-	4 761	-	-	-	-62 841
Net goodwill	2 468	0	0	0	0	0	2 468

An impairment test is implemented when a loss value exists at the time of the half-year closing period, in accordance with the procedures defined in Note 10 of the appendix to the consolidated financial statements dated on December 31st, 2020.

The economic environment in the first half of 2021 has not differed significantly from what was anticipated in the impairment tests performed at the end of 2020, and the Group has not identified any evidence of impairment loss.

Note 7. Intangible assets

<i>In thousands of euro</i>	30 June 2021	31 Dec 2020
Software and licences	525	691
Trademarks	74	74
Customer relations	0	0
Fixed assets in progress	88	77
Other	0	0
Total	688	842

Note 8. IFRS 16

This accounting standard considers all lease contracts under a single model by which a lease contract is accounted for as a liability (discounted future payments), and a right of use is accounting for as an asset. The right of use will be amortized over the period of the lease contract (taking into account option periods during which the exercise is reasonably certain).

Contracts committed by AdUX for which this accounting standard applies, are:

- Mainly, real-estate leases: AdUX is a tenant of the offices in most cities where the Group operates,
- And to a lesser extent, vehicles and IT hardware leases.

The discount rates applied are based on the Group's estimated marginal borrowing rate per currency based on market data available at that date. The weighted average marginal borrowing rate for all rental debts amounts to 8%.

The Group has also chosen to use the two capitalization exemptions proposed by the standard on contracts with a maturity up to twelve months and / or leases of assets with an individual value of less than US \$ 5,000.

P&L including IFRS 16 impact

<i>In thousands of euro</i>	30 June 2021	30 Dec 2020
Depreciation and amortization	-192	-185
Finance costs	-32	-56

Simplified balance sheet including IFRS 16 impact

<i>In thousands of euro</i>	30 June 2021	31 Dec 2020
Property, plant and equipments	293	956
Non-current assets	293	956
Long-term lease liabilities	68	723
Short-term lease liabilities	238	310
Other liabilities	307	1 033

The change in assets and liabilities is due to the early termination of the lease of the French entities (see note 4).

Note 9. Deferred taxes

On June 30th, 2021, the unrecognized deferred tax assets consisted mainly of the undefined losses carried over 20 years through HiMedia Group USA for €19.3 million, as well as undefined losses carried of AdUX France S.A. for €60.3 million, which can be undefined carried forward.

Note 10. Trade and other receivables

<i>In thousands of euro</i>	30 June 2021	31 Dec 2020
Customers	16 778	16 129
Depreciation	-2 721	-2 784
Customers and other debtors	14 057	13 345

The carrying value indicated above represents the maximum exposure to the credit risk for this heading.

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Receivables sold to third parties (factoring agreement) are retained in the Group's assets as the risks and benefits associated are not transferred to these third parties. In particular, the factoring company does not bear the credit risk. Credit risk is the risk of non-recovery of the receivable. In the context of contracts signed with Group entities, credit risk is managed by these entities, which means that the Group is exposed to the risk of recovering the invoice.

Note 11. Other current assets

All of the other current assets are aged below one year.

The prepaid charges correspond mainly to overheads invoiced for the first half of 2021 but relating to the period after June 30th, 2021.

<i>In thousands of euro</i>	30 June 2021	31 Dec 2020
Financial and corporate assets	4 449	4 553
Receivables of related parties	758	1 057
Prepaid charges	74	53
Others	785	651
Other current assets	6 065	6 313

Financial and corporate assets are mainly composed of VAT receivables and CIR receivables.

Note 12. Loans and financial liabilities

<i>In thousands of euro</i>	Non-current	Current	Issue currency	Expiration
Zero-interest financing for innovation	360	480	EUR	2023
State guaranteed loan	400	-	EUR	2025
Factoring	-	1 254	EUR	2021
Total	760	1 734		

- As mentioned in the financial statements 2020, the BPI has automatically postponed the deadlines by 6 months for the zero rate loan for innovation, the last deadline will therefore be the March 31st, 2023.
- As part of the measures put in place by the government following the COVID-19 crisis, the company Adysseum contracted a State Guaranteed Loan for the amount of 400,000 euros with the BNP on June 19th, 2020. Due to the uncertainty surrounding the current health crisis, the Group requested a one-year deferral and also signed an amendment to amortize the EMP over four years. The final maturity date will be June 19th, 2025.

Note 13. Other current debts and liabilities

All other debts and liabilities due date are below one year.

<i>In thousands of euro</i>	30 June 2021	31 Dec 2020
Taxation and social liabilities	5 354	4 582
Other liabilities	2 823	1 439
Other current liabilities	8 177	6 021

Note 14. Operational sectors

<i>in thousands of euros</i>	Adsales		Adtech		Total	
	2021	2020	2021	2020	2021	2020
Sales	7 644	7 548	1 958	738	9 602	8 286
Gross Profit	3 320	3 390	838	349	4 159	3 739
EBITDA	86	(395)	396	34	482	(360)

Note 15. Stock option plan and allocations of free shares

a. Stock options

	Plan n°11	Plan n°12	Total
Meeting date	03 May 11	03 May 11	
Date of Board of Directors meeting	31 jan. 12	27 Aug. 2012	
Total number of shares allocated (before distribution of the HiPay and consolidation shares) ⁽¹⁾	385 000	105 000	490 000
Total number of shares available for subscription	159 620	64 600	224 220
Including number of shares that could be acquired by executive officers	0	49 600	49 600
Including number of shares that could be acquired by the ten leading employee	159 620	0	159 620
Beginning of exercise of the options	31 jan. 14	27 Aug. 2014	
Date of expiration	31 jan. 22	27 Aug. 2022	
Subscription price (in euros) ⁽¹⁾	2,13	1,93	
Number of options subscribed to on Dec. 31 st , 2020	-	-	-

Data after share consolidation and after adjustments resulting from the distribution of HiPay securities ⁽²⁾ and the capital increase on December 30th, 2019 ⁽³⁾ :	Plan n°11	Plan n°12	Total
Options cancelled during the period	0	0	0
Total number of shares available for subscription after the closing	27 618	10 907	38 525
Including number of shares that could be acquired by executive officers	0	0	0
Including number of shares that could be acquired by the ten leading employee	27 618	0	27 618
Subscription price (in euros)	12,31	11,43	

⁽¹⁾ Subscription price of the calculated options on the day of allocation of the options and corresponding to the weighted average of the market prices for the last twenty trading sessions (for certain plans, a 5% reduction has been applied).

⁽²⁾ As part of the distribution of 80% of HiPay Group's shares in June 2015, the company adjusted the subscription price of the options to take into account the effect of this distribution on the share price Hi-Media.
The company also adjusted the number of allocated options to preserve the rights of allottees.
Finally, the number of options takes into account the grouping of shares made in July, 2015 with a parity of 1 new action for 15 old actions.

⁽³⁾ Following the completion of the capital increase on December 30, 2020, the rights of the option holders were adjusted according to the conditions set out in b) of 1 ° of article R.228-91 of the Commercial Code.

The number of options and the weighted average of the exercise prices are as follows:

After share consolidation information	2021		2020	
	Options	Weighted average exercise price	Options	Weighted average exercise price
Options in circulation at the opening	35 247	13,18	35 247	13,18
Options allocated during the period	-	-	-	-
Options exercised during the period	-	-	-	-
Options cancelled during the period	-	-	-	-
Options in circulation at the close	35 247	13,18	35 247	13,18
Options that could be exercise at the close	35 247	13,18	35 247	13,18

Note 16. Transactions between affiliated parties

The affiliated parties of AdUX Group correspond to the executive officers, board of directors and administrators of the group, as well as the companies in which they exercise control, notable influence, or hold a significant voting right.

I. Transaction between affiliated parties

Executive officers

<i>in thousands of Euros</i>	30 June 2021	30 June 2020
Short term employee benefit (including benefits) paid for the current period	109	91
Short term employee benefit (including benefits) paid for the precedent period	-	-
Non current benefit	-	-
Post-employment benefits	-	-
Other long-term benefits	-	-
Providing termination benefits	-	30
Sharebased payment	-	-
Total	109	121

On June 21st, 2021, the Company announced that Mr. Mickaël Ferreira will become Chief Executive Officer as of August 1st, 2021 for an indefinite period, replacing Mr. Salih Hikmet Cosgun.

Non executive officers

Non executive officers' compensation is only composed of attendance fees for 31.500€.

II. Transactions with the subsidiaries

AdUX SA invoices its subsidiaries for ad-serving fees, management fees as well as brand fees, eliminated in the consolidated financial statements.

III. Other affiliated parties

During the first half of 2021, no significant operation other than described above, in the section "Significant events of the period" and in the section "Loans and financial liabilities", has not been realized with :

- shareholders holding a significant voting right in the AdUX S.A. capital,
- members of the managing boards, including the administrators,
- entities over which one of the main directors or shareholders exercise control, or notable influence, or hold a significant voting right.

Note 17. Significant events of the period

On February 9th, 2021, the share capital of AdUX SA was reduced from 9,416,887.50 euros to 1,569,481.25 euros, by reducing the par value of each share from 1.50 euros to 0.25 euros. The amount of the capital reduction, i.e. 7,847,406.25 euros, was charged against the losses carried forward. The share capital of the Company amounts now to 1,569,481.25 euros, consisting of 6,277,925 shares with a par value of 0.25 euros each.

On June 17th, 2021, the Company's shareholders approved the transformation of AdUX into a European company. This transformation will take effect as of the registration of the Company in its new form with the Trade and Companies Registry.

On June 21st, 2021, the Group announced that Mr. Mickaël Ferreira will become Chief Executive Officer as of August 1st, 2021 for an indefinite period of time, replacing Mr. Salih Hikmet Cosgun.

Other events

Following the signature of an agreement with its former lessor on July 5th, 2021 with a retroactive termination date of April 15th, 2021, the Group has recorded a positive impact of €0.4 million of non-current income and charges in its 2021 accounts (see note 4). The Company's new headquarter is located at 27, rue de Mogador - 75009 - Paris.

Note 18. Events following closing period

Nothing to report.

Statement by the person responsible for the interim financial report

I hereby attest that to my best knowledge, the summary financial statements presented in the 2021 semiannual financial report are established in accordance with the applicable accounting standards and give a fair representation of the property, financial situation and earnings of the company and of the set of companies included in the consolidation, and that the semiannual financial report offers a fair representation of the important events occurring during the first six months of the financial year and of their effect on the semiannual financial statements, of the main risks and uncertainties for the remaining six months of the financial year, and of the main transactions between affiliated parties.

Salih Hikmet Cosgun
CEO of AdUX SA

Statutory auditors' review report on the 2021 half-year financial information

Period from January 1, 2021 to June 30, 2021

This is a free translation into English of the statutory auditors' review report issued in French language and is provided solely for the convenience of English-speaking readers. This report should be read in conjunction with, and construed in accordance with, French law and professional auditing standards applicable in France.

To the Shareholders,
ADUX
27 rue de Mogador
75009 PARIS

In compliance with the assignment entrusted to us by your shareholders meeting and in accordance with the requirements of article L. 451-1-2 III of the French monetary and financial code (code monétaire et financier), we hereby report to you on:

- the review of the accompanying condensed half-year consolidated financial statements of **AdUX**, for the six months ended June 30, 2021
- the verification of the information contained in the half-year management report.

Due to the global crisis related to the Covid-19 pandemic, the condensed half-yearly consolidated financial statements have been prepared and reviewed under specific conditions. Indeed, this crisis and the exceptional measures taken in the context of the state of sanitary emergency have had numerous consequences for companies, particularly on their operations and their financing, and have led to greater uncertainties on their future prospects. Those measures, such as travel restrictions and remote working, have also had an impact on the companies' internal organization and the performance of our review procedures.

These condensed half-yearly consolidated financial statements were prepared under the responsibility of the Board of Directors. Our role is to express a conclusion on these financial statements based on our review.

I - Conclusion on the financial statements

We conducted our review in accordance with professional standards applicable in France.

A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with professional standards applicable in France and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Based on our review, nothing has come to our attention that causes us to believe that the accompanying condensed half-year consolidated financial statements are not prepared, in all material respects, in accordance with IAS 34, the standard of IFRSs as adopted by the European union applicable to interim financial information.

Without qualifying our conclusion, we draw attention to the following matter described in Note 1. iv. "Continuity of operations" to the consolidated financial information relating to the Group's ability to continue as a going concern.

II - Specific verification

We have also verified the information presented in the half-yearly management report on the condensed half-yearly consolidated financial statements subject to our review.

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We have no matters to report as to its fair presentation and consistency with the condensed half-yearly consolidated financial statements.

Neuilly-sur-Seine and Boulogne Billancourt, July 30, 2021

The Statutory Auditors

PricewaterhouseCoopers Audit

Fiderec Audit

Bertrand Baloché

Adrien Lechevalier
Chairman