

PRESS RELEASE

**Gross margin for the first half of 2019 up
by more than 10% to € 8.6M (at constant scope).
First-half 2019 sales: € 12.5 million (+ 5.9%).**

Levallois-Perret, France, May 14th, 2019, Qwamplify (ISIN: FR0010889386 - Mnemonic: ALQWA), a major player in France for Media & Data marketing solutions, announces today its unaudited sales turnover (T.O.), and gross margin for the 1st Half of fiscal 2019 (October to March 2019).

Given the accomplished digital transformation and the rise of the media division, which represents more than half of the turnover, the company will now publish the gross margin indicators.

Sales Turn Over and Gross Margin S1 2019 (Consolidated in €M)	2019	2018	Variation 2019/2018
T.O. Media	6,5	5,1	26,6 %
G.M. Media	4,6	3,5	29,6 %
T.O. Marketing Activation (incl. CRM)	6,0	6,7	-9,8 %
G.M. Marketing Activation (incl. CRM)	4,0	4,2	-4,7 %
TOTAL T.O.	12,5	11,8	5,9 %
TOTAL G.M.	8,6	7,8	10,8 %

ORGANIC GROWTH SUPPORTED BY THE STRONG DYNAMICS OF THE MEDIA DIVISION

Qwamplify records a new semester in strong organic growth of more than 10% of its gross margin (+ 5.9% of its turnover).

All Media activities (Co-registration, SEO, SEA, e-mailing ...) once again saw a sharp rise of nearly 30% in its gross margin, (+ 27% for turnover).

The gross margin of the Activation division (excluding Mobile SDK) is also up again by 1%. But, as expected, down 4.7% by integrating the Mobile SDK activities (which were amortized and depreciated at 100% in the previous year). The division's revenue was down 9.8%, but only 4.1%, excluding the Mobile SDK activity.

QWAMPLIFY « Innovative Agency of the year 2018 »

OUTLOOK FOR 2019 :

The Group remains confident in terms of organic growth in gross margin and in its revenue for the 2019 financial year.

Qwamplify also recalls that in the second half of the year, Highten, which has been 100% owned since April 30th, will be consolidated. In 2018, Highten earned € 2.1 million in revenue and € 1.3 million in Gross Margin.

RESULTS FOR THE FIRST HALF OF 2019:

The Group confirms its objective of a strong improvement in its results in the first half of 2019 with a return to double-digit profitability of its operating income.

Finally, Qwamplify recalls that the accounts will include in the first half of the year an equity accounting of the results of Bilendi prorated by its ownership of capital, which is 25.85%. Bilendi generated € 3.2 million in operating income and € 2 million in net income in 2018

Cédric RENY, President, declares: "As announced, the Group's transformation has taken place and the increase in results is accelerating: the return to organic growth is sustainable and I am very confident about the strong improvement in our results in the first half of the year. These good prospects allow us to consider new levers for strategic growth for the future. "

NEXT PRESS RELEASE

S1, 2019 - Results : June 18th, 2019 and SFAF presentation on June 20th, 2019.

About Qwamplify

Qwamplify is a European digital & data marketing group serving major brands and e-retailers to develop their sales. The Group offers digital solutions (emailing, SEA & SMA, SEO, RTB, co-registration), innovative promotional solutions. Since 1997, Qwamplify has gained a strong reputation among more than 800 announcers, among them: La Poste, Delonghi, Kärcher, Manitou, Sony, Coca-Cola, Daxon, Hager, Etam, Carrefour, Certideal or Rue du Commerce.

Qualified as an "Innovative Company" by Bpi France, the Group, listed on Euronext Growth since 2010, headquartered in Levallois-Perret, is also located in Aix-en-Provence, Marseille, Nice and Bordeaux in France and in Italy, Finland and Sweden. In its last financial year, it closed sales of € 23.7M at the end of September 2018, up 22%. The Group had net cash of € 4.4M as of September 30, 2018. Qwamplify is also the first shareholder of Bilendi with 25.85 % of the capital.

QWAMPLIFY « Innovative Agency of the year 2018 »

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Listed on Euronext Growth Paris



ISIN : FR0010889386 – Mnemonic : ALQWA

Eligible to PEA-PME

Labelized « Innovative Company » - BPI France

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