



## PRESS RELEASE

**2018 Annual Turnover : € M23,7 (+ 22%)**

(€ 20,4 M on a like-for-like basis, ie + 5.1%)

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**Fourth quarter 2018 sales : € 6 M (+ 44%)**

(€ 5,1 M on a like-for-like basis, ie + 22%)

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**Qwamplify receives the 2018 "Innovative Agency of the Year" Award**

Levallois Perret, the 12/11/2018

The **Qwamplify Group** announces today its annual turnover (TO) for the financial year 2018 (October 2017 - September 2018) at 23.7M €, up 22%. On a like-for-like basis, the increase in turnover for 2018 is 5.1%. Revenues for the fourth quarter of 2018 (Q4 - July-September 2018) amounted to € 6 million, up 44% (+ 22% like-for-like).

2018 Consolidated Turnover in M€	2018	2017	Variation 2017/2018
<b>Media</b>	<b>10,0</b>	<b>5,6</b>	<b>78%</b>
<i>% Total TO</i>	<i>42%</i>	<i>29%</i>	
<b>Activation Marketing</b>	<b>12,8</b>	<b>13,4</b>	<b>-5%</b>
<i>% Total TO</i>	<i>54%</i>	<i>69%</i>	
<b>Data, CRM &amp; Mobile</b>	<b>0,9</b>	<b>0,4</b>	<b>130%</b>
<i>% Total TO</i>	<i>4%</i>	<i>2%</i>	
<b>TOTAL CA</b>	<b>23,7</b>	<b>19,4</b>	<b>22%</b>
<i>Total TO at constant structure</i>	<i>20,4</i>	<i>19,4</i>	<i>5%</i>

Q4 2018 consolidated Turnover en M€	2018	2017	Variation 2017/2018
<b>Media</b>	<b>2,5</b>	<b>1,1</b>	<b>127%</b>
<i>% Total TO</i>	<i>42%</i>	<i>26%</i>	
<b>Activation Marketing</b>	<b>3,3</b>	<b>2,96</b>	<b>12%</b>
<i>% Total TO</i>	<i>55%</i>	<i>71%</i>	
<b>Data, CRM &amp; Mobile</b>	<b>0,2</b>	<b>0,1</b>	<b>100%</b>
<i>% Total TO</i>	<i>3%</i>	<i>2%</i>	
<b>TOTAL TO</b>	<b>6,0</b>	<b>4,2</b>	<b>44%</b>
<i>Total TO at constant structure</i>	<i>5,14</i>	<i>4,2</i>	<i>22%</i>

### QWAMPLIFY « Innovative Agency of the year 2018 »

QWAMPLIFY – LTD with a capital of € 5 507 395  
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The growth in turnover increased during the year across all divisions :

Evolution TO / Quarter	T1	T2	T3	T4
<b>Variation 2018/2017</b>	<b>2%</b>	<b>22%</b>	<b>27%</b>	<b>44%</b>
<i>including Media</i>	<i>63%</i>	<i>67%</i>	<i>70%</i>	<i>127%</i>
<i>including Activation Marketing</i>	<i>-26%</i>	<i>2%</i>	<i>2%</i>	<i>12%</i>
<i>including CRM, Data &amp; Mobile</i>	<i>N/S</i>	<i>0%</i>	<i>130%</i>	<i>100%</i>

This growth dynamic is explained by :

- The strong growth of the Media Division (+ 78%) driven by the integration of Advisers (Search, SEA, RTB) and boosted by an organic growth of the pole of 20%. This division now represents 42% of turnover at 10M euros. Activities such as e-mailing, search and the campaign banner creation department contributed to the success of this growth.
- The trend reversal of the **Activation division** during the fiscal year, with a return to growth in the second half of the year. This increase was amplified by 12% growth during the last quarter of 2018, ending the year with a slight decrease (4,8%). Excluding the Total contract, which ended in fiscal 2017, this division reported organic growth of 2%.
- The Data, CRM and Mobile division, which specializes in targeting users, posted revenue of € 0.92 million, up 130%. This performance is a reflection of the good dynamic of the CRM activities of the Activation division, while revenues related to Mobile SDK activities are decreasing. As a result, the turnover of this division will henceforth be integrated with that of the Activation division.

### OUTLOOK FOR 2018 RESULTS

This strong growth in sales, together with the savings achieved in the Activation division, confirms the expectations of a very strong improvement in EBITDA in 2018.

The net result will be negatively impacted by the minority interests (30% of Advertise Me) and the depreciation of assets of Audience + company which carries the Mobile CRM SDK, whose technological platform has already been depreciated during the first half. Lastly, shareholders' equity will be increased by € 4.3 million in the Group's share in Bilendi, which will strengthen the Group's financial capacity to continue growing.

### QWAMPLIFY RECEIVES THE 2018 "INNOVATIVE AGENCY OF THE YEAR" AWARD

On Monday December 10th, 2018, the Qwamplify Group received the 2018 "Innovative Agency of the Year" Award presented by the jury of the 39th Grand Prix of Agencies of the Year, under the chairmanship of Jacques Séguéla. This prize, awarded by a jury of communication and marketing professionals, thus rewards and confirms the Group's successful transformation efforts and its capacity for innovation. There is no doubt that this distinction will be an additional driving force for its growth in 2019.

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**NEXT PRESS RELEASE :**  
**Annual 2018 Results (at end of September 2018) : January 29th 2019, after market closure.**

### **About Qwamplify**

Qwamplify is a European digital & data marketing group serving major brands and e-tailers to develop their sales. The Group offers digital recruitment solutions on web (emailing, SEA & SMA, co-registration), innovative promotional solutions and CRM (digital platforms). For 21 years, Qwamplify has gained a strong reputation among more than 800 advertisers, including : Butagaz, Delonghi, Kärcher, Manitou, Michelin, Sony, Coca-Cola, Daxon, Hager, Etam, Carrefour ou 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, UK, 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 € 7.7M as of March 30, 2018. Qwamplify is also the largest shareholder of Bilendi with 26.18% of the capital.

### **CONTACTS**

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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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