Growth in business in 2018
in an unfavorable market environment

Revenues up +3% to €32.3m, driven by the Data Strategy division

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Press release – Paris, February 21, 2019, 5:45pm

Weborama (FR0010337444 – ALWEB – PEA PME), a global leader for data science delivering scientific consumer insights, is today reporting its consolidated full-year revenues for 2018, ended December 31, 2018.

Weborama continued to grow in 2018, with revenues climbing +3% to €32.26m. Like-for-like and at constant exchange rates, growth came to 5,5%. The ruble had a negative impact of €0.8m over the full year.

The Group has a strong international presence and continues to generate more than 68% of its revenues through exports.

€m	2018	2017	Change
Data Strategy	23.72	21.26	+12%
Advertising	8.54	10.12	-16%
Total	32.26	31.38	+3%

Unaudited figures

Double-digit growth for the Data Strategy division

The strategy focused on Data Strategy activities is being validated, with this division's sales up +12% in 2018, driving the Group's growth.

In a market environment slowed down in 2018 by the impact of GDPR's rollout, Weborama has consolidated its leading position for data marketing and digital transformation technologies. Its unique expertise for delivering scientific consumer insights is being capitalized on and integrated increasingly effectively by both longstanding and new clients for a growing range of missions.

Continued investment and development in the US

Weborama continued moving forward with its research and development investments in 2018. More specifically, the Group recruited various high-potential experts and further strengthened its technologies, particularly for Artificial Intelligence.

Thanks to these investments, Weborama's database is continuing to be enhanced and its operability with market players is becoming increasingly efficient, positioning the Group at the heart of the Data value chain.

In the US, in a challenging market historically dominated by industry giants, while the first concrete commercial deals are taking longer than expected, Weborama set up several partnerships in 2018 and is maintaining its strategy for development in this country.

Next press release: 2018 full-year earnings on April 11, 2019

Weborama is a world leader for data science supporting businesses with their digital marketing transformation thanks to its range of tools and expertise delivering scientific consumer insights. In a globalized marketing world within which the relationship between brands and their audiences is increasingly individualized, Weborama provides a custom proprietary data solution that is efficient, non-intrusive and competitive, on a global scale, for next-generation marketers.

Weborama's solutions include a number of proprietary technologies, particularly a data management platform (DMP), fed by one of the world's most advanced behavioral databases (BigSea: 1.3 billion anonymized profiles, 220 qualification criteria). Expanding strongly, this database benefits from exclusive Data Science capabilities combining Natural Language Processing and Machine Learning.

Listed on Euronext Growth™ in Paris, Weborama is developing its expertise in around 30 countries, supported by a team of 250 people. Weborama is an accredited research entity in France and a member of the Excellence Club of BPI France, which has awarded the Group its "Innovative Business" label. It is also eligible for SME share-based savings schemes (PEA-PME).

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