



Business consolidation over the first half of the year with a market realignment

Revenues of €15.2m at June 30, 2019, down 5% from pre-GDPR H1 2018

Press release – Paris, July 25, 2019, 5:45pm

Weborama (FR0010337444 – ALWEB – PEA PME), a global leader for data science delivering scientific consumer insights, is reporting its consolidated revenues at June 30, 2019.

In a market environment that has continued to be affected by the introduction of GDPR in Europe one year ago, Weborama generated revenues of €15.2m for the first half of 2019, down 5.4% from the first half of 2018 pre-GDPR, which had recorded growth.

Like-for-like and at constant exchange rates, this contraction drops to -4.0%, with a negative exchange impact for the ruble of €0.2m for the period.

The Group, which has a strong international presence, generates more than 68% of its revenues on export markets, with 33% in Europe (excluding France), 19% in Russia and 16% in the US.

in million euros	S1 2019	S1 2018	Change
Data Strategy	11,8	11,7	+0,9%
Advertising	3,4	4,3	-21%
Total	15,2	16,0	-5,4%

Unaudited figures

Data Strategy division leading the way

In a global e-marketing market significantly affected by both changes linked to GDPR's rollout in Europe and the dominant expansion strategy implemented by GAFAs, Weborama is maintaining the level of business for its **Data Strategy division**, which represented 77% of business in the first half of 2019 (€11.8m). Its offering, based on scientific consumer insights, delivers a response to growing demand from businesses across all sectors to take control of their marketing data so they can choose to activate them freely, while ensuring compliance with personal data protection.

Weborama's BigSea database, its DMP, and the related services have made it possible to win new clients, particularly in Weborama's areas of expertise: automotive, travel, finance, retail, telecoms and luxury / cosmetics. During the first half of this year, the various subsidiaries signed up new partnerships with leading brands, such as OUI.sncf, number 1 for e-commerce in France, as well as Heineken, Samsung, Coty or Jaguar Land Rover.

The **Advertising division** is down 21% for the first half of the year to €3.4m. However, the synergies established with the Group's data assets to ramp up the data-driven advertising solutions offered for brands are making it possible to look into new development drivers for this business over the coming half-year periods.

Outlook

Weborama is continuing to move forward with its development, driven by the growing appeal of its offers thanks to the technological investments made, as well as the encouraging commercial results achieved in the US, where the partnerships set up with platforms are making concrete progress.

In a rapidly changing global marketing market, the unique positioning built up by Weborama, which offers a personalized, efficient, non-intrusive and competitive proprietary data solution on a global scale, is a key asset and perceived as such by a growing number of advertisers.

Next press release: 2018 half-year earnings on October 17, 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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