

**PRESS RELEASE**

**STRONG INCREASE IN RESULTS for the 1st Half of 2021:**

**EBIT: + 114% to € 2.9 million (27% of Gross Margin)**

**NET PROFIT, GROUP SHARE: € 2m (19% of Gross Margin)**

Levallois-Perret, France, June 15, 2021, Qwamplify (ISIN: FR0010889386 - Ticker: ALQWA), a major player in France in digital & data marketing solutions announces today its consolidated results for the first half of 2021 (October 2020 - March 2021)

<i>Figures in thousands of euros (k€)</i>	<i>S1 2021</i>	<i>S1 2020</i>	<i>Variation</i>
<b>Turnover</b>	15 767	12 793	23%
<b>Gross Margin (GM)</b>	10 713	8 480	26%
<i>in % of turnover</i>	68%	66%	
Taxes	169	181	-6%
Salaries and Social Charges	6 017	5 153	17%
Other charges	683	160	327%
<b>EBITDA</b>	3 091	1 562	98%
<i>in % of GM</i>	29%	18%	
D&A	205	214	
<b>EBIT</b>	2 886	1 348	114%
<i>in % of GM</i>	27%	16%	
<i>in % of turnover</i>	18%	11%	
<b>Current result before tax</b>	2 890	1 260	129%
Capital gain on Bilendi securities		4 780	
Amortization of goodwill		-3 000	
<b>Income of equity companies</b>		291	
<b>Net income of the consolidated group</b>	2 155	2 762	
<i>in % of GM</i>	20%	33%	
<b>Minority interests</b>	149	144	
<b>Net income Group share</b>	2 005	2 617	-23%
<i>in % of GM</i>	19%	31%	
In Euros / share	0,35 €	0,46 €	

During the first half of 2021, thanks to a significant increase in consolidated turnover reaching € 15.8 million (+ 23.3% and + 10,4% in organic), a Gross Margin of € 10.7 million, up 26.3% , and operating expenses, in particular salaries, under control, the Earnings Before Interests, Taxes, Depreciation & Amortization (EBITDA) has almost doubled, reaching € 3.1 million (+ 97.9%).

The half-year Earnings Before Interests & Taxes (EBIT) was multiplied by more than 2 (+ 114.1%), posting its highest level ever: € 2.9 million, or 27% of the Gross Margin.

Net income, Group share is € 2 million (-23%). This evolution can be explained by an exceptional capital gain of € 4.9 million linked to the sale of Bilendi shares for € 10.4 million, which took place on February 11, 2020. Restated for this item, the net half-year result is also showing very strong growth.

On the strength of these good results, own net cash position further increased to € 3.7 million, (+ € 0.3 million compared to the end of September 2020), after having financed :

- the purchase of the remaining unowned shares (12.4%) of Qwamplify Analytics (Meet Your Data) to reach 100% of the capital,
- the first earn out for Qwamplify SEO (La Revanche des Sites) linked to the good performance of the company,
- and the purchase of Qwamplify shares on the market for € 663k.

Total cash remains at a high and stable level of € 19.7 million, accompanied by the continued decline in bank debts, from € 9.3 million to € 8 million. After the half-year closing, the State Guaranteed Loan (PGE) of € 4 million was repaid in full in May, thus reducing the pro forma bank debt to € 4 million at 03/31/21.

## ANNUAL RESULTS OUTLOOK

During the past half-year, the teams of recently acquired companies continued their integration into the Group, allowing the acceleration of revenue synergies.

In a context of digital acceleration accentuated by the health crisis, all of the Group's companies (outside the Nordic countries) experienced intense commercial activity, with customers expecting an ever greater need for on and off-line visibility among their consumers.

As such, the Group, confident in its growth, plans to accelerate the number of its recruitments to around 45 during the year, in sales profiles, account managers, developers, interns and apprenticeship contracts.

Given the current growth dynamic and cost control measures, the Group anticipates an increase in the EBIT margin rate and expects a sharp increase in EBIT for 2021 FY.

**Cédric Reny, CEO and Founder**, comments : « *Growth will accelerate during the second half of the year: the 360° strategy is deployed with our integrated offer and the development of cross sell with our customers. I am particularly confident for the year and anticipate a strong increase in our EBIT in 2021, in line with the profitable growth model we have built.* »

**NEXT PRESS RELEASE** : Q3, 2021- SALES TURNOVER & GROSS MARGIN : July 21st, 2021.

## **About Qwamplify**

Qwamplify is a European digital & data services marketing group for brands, distributors and e-merchants to develop their sales. The Group offers digital solutions (emailing, SEA & SMA, SEO, Display, coregistration, Brand Content, Social Media, analytics) and innovative promotional solutions. Since 1997, Qwamplify has acquired a solid reputation with more than 850 advertisers, including: TCL, Delonghi, Kärcher, Manitou, Decathlon, Léa Nature, Menzco, Etam, Air Caraïbes, Michelin and Rue du commerce.

Qualified as an "Innovative Company" by Bpifrance, the Group, headquartered in Levallois-Perret, listed on Euronext Growth and included in the PEA-PME 150 index, is also located in Aix-en-Provence, Lille, Marseille, Nice and Bordeaux in France, as well as in Italy, Finland, Sweden and Norway. For its last financial year ended at the end of September 2020, it achieved a gross margin of € 17.3 million and a turnover of € 25.6 million (+ 3%).

**CONTACTS** : [investisseurs@qwamplify.com](mailto:investisseurs@qwamplify.com)

### **Cédric Reny**

CEO and Founder

<https://fr.linkedin.com/pub/cédric-reny/b7/669/69b>

### **Solène Clément**

Administrative and Financial Director

<https://www.linkedin.com/in/soleneclément-mylittlecfo/>

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**Eligible to PEA-PME – PEA index - PME150**

Labeled "Innovative Company" - BPI France Listed on  
Euronext Growth Paris

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QWAMPLIFY – LTD with a capital of € 5 649 346

Tel : +33 (0)4 86 91 42 00

Email: [investisseurs@qwamplify.com](mailto:investisseurs@qwamplify.com)

14 place Marie-Jeanne Bassot – 92300 LEVALLOIS PERRET

RCS (SIREN) 500 517 776 NANTERRE / APE: 7311Z – TVA intra: FR33 500 517 776

[www.qwamplify.com](http://www.qwamplify.com)