

Press release

## 2024 FIRST QUARTER REVENUE

**Revenue Q1 2024: €5.0M (vs. €4.6M in Q1 2023)**

**EBITDA Q1 2024: €0.5M (vs. €0.2M in Q1 2023)**

**Paris, May 30<sup>th</sup>, 2024, 6:00 PM** – AdUX group, a specialist in digital advertising and user experience (Code ISIN FR0012821890 - ADUX) released its revenue of the first quarter of the financial year 2024.

### Results of the 2024 first quarter

| in (€m) |                       | Q1 2024 | Q1 2023 | Var. % |
|---------|-----------------------|---------|---------|--------|
| Group   | Revenue               | 5,0     | 4,6     | +9%    |
|         | Gross profit          | 2,4     | 2,1     | +18%   |
|         | EBITDA <sup>(1)</sup> | 0,5     | 0,2     | +124%  |

Consolidated revenue for the first quarter of 2024 amounts to 5.0 million of euros, compared to 4.6 million of euros (+9%) in the first quarter of 2023.

The increase of the revenue is explained by the continuity of the good commercial dynamic in France: for the second consecutive quarter, France is in growth compared to the same quarter during the previous year.

As France's share of overall turnover has increased significantly, it now makes it possible to compensate not only for the underperformance of other regions but also for the group to achieve growing revenue.

<sup>(1)</sup> Current operating income before depreciation, amortization and provisions

As indicated in the latest press release on its financial results, in 2024 the Group is continuing to deploy its strategy based on performance marketing and “drive to store” activities, while prioritizing higher margin products.

This positioning results in the improvement in the gross profit in the first quarter of 2024 compared to the first quarter of 2023. The gross profit for the first quarter of 2024 thus stands at 2.4 million of euros (+0.3 million of euros i.e. +18% compared to the first quarter of 2023).

With the cost control strategy still in place, this increase in gross profit of 0.3 million of euros directly impacts EBITDA which amounts to 0.5 million of euros (an increase of 0.3 million of euros compared to the first quarter of 2023).

## Events & Perspectives

High margin rate stability for the Group as well as its level of profitability is mainly explained by the strategic refocusing of activities (both product and geographical), combined with the cost management policy adopted previously.

The growth in revenue and EBITDA in the first quarter 2024 confirms the effectiveness and relevance of this strategy.

These positive results for the first quarter of the year allow to confirm the Group's objective of maintaining its level of profitability (EBITDA rate on revenue).

### Next financial announcement

Half year results

Thursday 25<sup>th</sup> of July, 2024 after closing of the stock market

## ABOUT ADUX

A pioneer of the sector, ADUX is a European specialist of digital advertising and user experience. With a presence in 6 European countries, it attained a turnover of 22,1 million of euros in 2023. The company is listed in the Euronext Paris Compartment C and Amsterdam (Euronext).

Code ISIN : FR 0012821890 / LEI : 969500IIE66C3CFB1K57 / Mnémo : ADUX

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