



Madrid, May 17, 2023

Making Science Group, S.A. (hereinafter “Making Science”, “Making Science Group”, the “Company”, or the “Group”), by virtue of the provisions of article 17 of Regulation (EU) No. 596/2014, on market abuse, in article 227 of Law 6/2023, of March 17, on Securities Markets and Investment Services, and related provisions, as well as Circular 3/2020 of the BME Growth segment of BME MTF Equity (hereinafter , “BME Growth”), hereby informs you of the following information:

OTHER RELEVANT INFORMATION

With the aim of offering greater transparency and providing continuous information to the stock market, the Company presents in this report a preview of the financial information (unaudited) related to the first quarter of 2023:

1. Business summary for the first quarter of 2023
2. Consolidated income statement for the first quarter of 2023
3. *Core* business results for the first quarter of 2023
4. *Investments* business results for the first quarter of 2023

In compliance with the provisions of BME MTF Equity Circular 3/2020, it is hereby expressly stated that the information provided herein has been prepared under the sole responsibility of the Company and its directors in their current position.

Yours faithfully,

Mr. José Antonio Martínez Aguilar
CEO of Making Science Group, S.A.

Advance financial information

Q1 2023

Making Science Group, SA
The Digital Acceleration Company



1. Business Summary for Q1 2023

In the first quarter of 2023, **Making Science** has continued to grow steadily, both in terms of revenues and profitability, reaching a **net revenue of €54.0 million and a gross margin of €15.2 million, representing growth of 36.2% and 29.5% respectively compared to the figures for the same period of 2022**. Gross operating profit excluding non-recurring expenses¹ (recurring EBITDA) was €2.5 million in the same period, an increase of 28.3% compared to the €2.0 million generated in the first quarter of the previous year.

Making Science's Core business, which comprises the Digital Marketing, AdTech & MarTech and Cloud & Software service lines, **reported revenues of €51.6 million in the first quarter**, a growth of 36.0% over the equivalent figure for 2022, which was €38.0 million. **Gross margin also grew by 28.5% to €14.5 million**. This growth was primarily organic, as the company did not make any new acquisitions during the period, although it did increase its stake in Celsius from 73% to 100%, which was already 100% consolidated in the financial statements².

In the period, **Making Science increased its investment in OPEX** oriented to the organic growth of the company, which has resulted in the maintenance of recurring EBITDA at €2.5 million, a growth of 1.0%, to **accelerate organic growth in the coming quarters**. This investment has consisted of hiring sales teams in several countries, strengthening the global AdTech and MarTech area located in Spain, as well as the incorporation of a team of former Google executives in the US with more than 25 years of experience in technology and sales with the aim of rapidly expanding its presence in the US market.

Making Science continues to grow solidly in an organic and geographically diversified manner, growing the business both in Spain, achieving a gross margin of €8.0 million (21.2% gross margin growth), and internationally, with gross margin growth of 39.0%, resulting in a figure of €6.5 million respectively. **In the first three months of 2023, the international segment accounted for 44.6% of the gross margin of Making Science's Core business**, compared with 41.2% in the same period of 2022.

In the period from January 1 to March 31, 2023, **Making Science** has grown primarily organically, as after acquiring Tre Kronor in February 2022, the company adopted a prudent and conservative approach to its M&A strategy, although it has continued to advance a number of opportunities in target geographies that will

¹ Non-recurring expenses in the period mainly include costs associated with Ventis' restructuring activities (€0.3m), special incentives and talent acquisition (€0.2m) and others (€0.1m) associated with legal expenses for the corporate restructuring or donation due to the earthquake in Turkey.

² In 2022, Tre Kronor and Elliot were included in the scope of consolidation as of February, the month in which they were acquired.

materialize as the overall picture becomes clearer and provided they contribute to increasing the value of **Making Science**.

In relation to the **e-Commerce and Products** segment, **Making Science** reported **revenues of €2.4 million in the first quarter of 2023 and a gross margin of €0.7 million (52.1% higher than the previous year), representing 30.6% of revenue**, which demonstrates a clear improvement in profitability compared to the same period last year, when the gross margin was 13.5%. As a result of its restructuring and business improvement initiatives, **Ventis achieved *break-even* in Q1 2023, with recurring EBITDA of €0.0 million**, compared to a loss of €0.5 million recorded in the same period of 2022.

2. Consolidated Profit and Loss Statement

The following is the consolidated income statement³ of the group for the first quarter of 2023, which includes both the *Core* business and the investments in e-Commerce and Products.

Table 1. Consolidated income statement

<i>Thousands of euros</i>	Q1 2022	Q1 2023	23/22 growth
Revenue	39,668	54,046	36.2%
Cost of Sales	-27,907	-38,815	39.1%
Gross Margin	11,761	15,231	29.5%
<i>% of Revenue</i>	29.6%	28.2%	
Capitalized Expenses	805	846	5.1%
Personnel Expenses	-7,674	-10,417	35.7%
<i>% of Gross Margin</i>	65.3%	68.4%	
Other Operating Expenses	-3,006	-3,255	8.3%
<i>% of Gross Margin</i>	25.6%	21.4%	
Other Operating Income	89	129	44.5%
Recurring EBITDA	1,975	2,534	28.3%
<i>% of Gross Margin</i>	16.8%	16.6%	
Non-Recurring Operating Expenses	-367	-596	62.6%
EBITDA	1,608	1,938	20.5%
<i>% of Gross Margin</i>	13.7%	12.7%	

On an accounting basis, the group reported consolidated net revenues of €54.0 million in the first quarter of 2023, compared with €39.7 million in the same period of 2022, representing growth of 36.2%. **Consolidated gross margin increased by 29.5% to €15.2 million.**

On the other hand, **recurring EBITDA for the first quarter of 2023 amounted to €2.5 million, 28.3% higher** than the figure reported in the same period of the previous year.

³ Figures not audited or subject to limited review.

3. Core Business Results for Q1 2023

Below, we present the profit and loss statement for **Making Science's** Core business for the first quarter of 2023, which includes the Digital Marketing, AdTech & MarTech and Cloud & Software service lines.

Table 2. Consolidated income statement of the Core business

<i>Thousands of euros</i>	Q1 2022	Q1 2023	23/22 growth
Revenue	37,961	51,644	36.0%
Cost of Sales	-26,684	-37,147	39.2%
Gross Margin	11,278	14,497	28.5%
<i>% of Revenue</i>	29.7%	28.1%	
Capitalized Expenses	615	781	26.9%
Personnel Expenses	-7,228	-10,027	38.7%
<i>% of Gross Margin</i>	64.1%	69.2%	
Other Operating Expenses	-2,253	-2,849	26.5%
<i>% of Gross Margin</i>	20.0%	19.7%	
Other Operating Income	88	124	41.1%
Recurring EBITDA	2,500	2,526	1.0%
<i>% of Gross Margin</i>	22.2%	17.4%	
Non-Recurring Operating Expenses	-219	-300	36.7%
EBITDA	2,281	2,227	-2.4%
<i>% of Gross Margin</i>	20.2%	15.4%	

Net sales in the first three months of 2023 amounted to €51.6 million in the Core business, while the Gross Margin amounted to €14.5 million.

Recurring EBITDA amounted to €2.5 million, an increase of 1.0% compared to the €2.5 million reported in the same period of the previous year. The EBITDA evolution is driven by the investments made in Personnel Expenses to accelerate organic growth, which are expected to have a positive impact in the coming quarters, gradually restoring the EBITDA margin to normal levels.

Below is an additional breakdown of the accounting figures for the three business segments:

3.1 Spain

Table 3. Income statement for Spain

<i>Thousands of euros</i>	Q1 2022	Q1 2023	23/22 growth
Revenue	22,932	32,411	41.3%
Cost of Sales	-16,303	-24,378	49.5%
Gross Margin	6,629	8,033	21.2%
<i>% of Revenue</i>	<i>28.9%</i>	<i>24.8%</i>	
Capitalized Expenses	615	781	26.9%
Personnel Expenses	-4,408	-5,732	30.0%
<i>% of Gross Margin</i>	<i>66.5%</i>	<i>71.4%</i>	
Other Operating Expenses	-1,347	-1,601	18.8%
<i>% of Gross Margin</i>	<i>20.3%</i>	<i>19.9%</i>	
Other Operating Income	67	82	22.6%
Recurring EBITDA	1,556	1,563	0.4%
<i>% of Gross Margin</i>	<i>23.5%</i>	<i>19.5%</i>	
Non-Recurring Operating Expenses	-187	-252	35.2%
EBITDA	1,370	1,310	-4.3%
<i>% of Gross Margin</i>	<i>20.7%</i>	<i>16.3%</i>	

In the first quarter of 2023, the Spanish business **maintained its solid growth in revenues and gross margin compared to the same period in 2022: 41.3% and 21.2%, respectively.**

On the other hand, the group's R&D activity has increased (26.9% compared to the first three months of 2022), mainly focused on the development of high-value technological tools for **Making Science's** end customers, an investment which has been a differentiating factor in attracting significant clients.

The company is also reinforcing its global Data, AdTech and MarTech consulting teams to respond to the expected growth in these businesses in all countries of its geographic footprint, and especially in the US, high-value markets that **Making Science** will serve from Spain and other countries. For this reason, Personnel Expenses grew above Gross Margin, resulting in the moderation of recurring EBITDA growth, up 0.4% to €1.6 million.

3.2 International

Table 4. Accounting income statement of the International Business

<i>Thousands of euros</i>	Q1 2022	Q1 2023	23/22 growth
Revenue	15,029	19,233	28.0%
Cost of Sales	-10,381	-12,769	23.0%
Gross Margin	4,649	6,464	39.0%
<i>% of Revenue</i>	30.9%	33.6%	
Capitalized Expenses	0	0	n.m.
Personnel Expenses	-2,821	-4,295	52.3%
<i>% of Gross Margin</i>	60.7%	66.4%	
Other Operating Expenses	-905	-1,248	37.9%
<i>% of Gross Margin</i>	19.5%	19.3%	
Other Operating Income	21	42	99.3%
Recurring EBITDA	944	963	2.1%
<i>% of Gross Margin</i>	20.3%	14.9%	
Non-Recurring Operating Expenses	-32	-47	45.5%
EBITDA	911	916	0.5%
<i>% of Gross Margin</i>	19.6%	14.2%	

The International segment includes the accounting figures generated by the subsidiaries of **Making Science** outside Spain, excluding Ventis Srl, which is reported in the Investments segment. The figures for the first 3 months of 2023 are exclusively organic, since there have been no new additions to the consolidation perimeter. The figures for 2022 include the acquisitions of Tre Kronor (SE) and Elliot (GE) since their acquisition date in February.

In its international segment, **Making Science** posted revenues of €19.2 million in the first quarter of 2023, up 28.0% compared to the same period in 2022. The Gross Margin contributed by this segment is €6.5 million, representing a growth of 39.0% year on year.

In this segment, **Making Science** is investing in accelerating its organic growth by strengthening and hiring sales teams specialized in the commercialization of **AdTech, MarTech, Cloud and Software technologies**. In this regard, the company has added senior talent in the UK, France, Italy, Sweden and the US. Additionally, **Making Science** has strengthened the US business by bringing on board a team of former Google executives in order to grow its digital marketing solutions and proprietary technology.

As a consequence of all the above, Personnel Expenses in this segment have undergone a significant increase that is expected to bring positive results in the

coming quarters, although in the short term it has meant that recurring EBITDA has remained practically stable at €1.0 million for the first quarter, a growth of 2.1% compared to the same period of 2022.

Internationalization and integration expenses are reported in an integrated manner in the income statement, although they are detailed in the following table. These have remained stable as the company has not made any acquisitions during the period. These expenses mainly correspond to the support structure in the countries (Finance, People & Culture, MarCom), corporate technology platforms and integration programs that **Making Science** provides to the acquired companies to accelerate their growth, and which are of a recurring nature.

Table 5. Internationalization and integration expenses

<i>Thousands of euros</i>	Q1 2022	Q1 2023
Personnel Expenses	360	253
Other Operating Expenses	193	297
Total Internationalization Costs	553	550

4. Investments Business Results for Q1 2023

Table 6. Accounting income statement of investments in e-Commerce and Products

<i>Thousands of euros</i>	Q1 2022	Q1 2023	23/22 growth
Revenue	3,588	2,402	-33.0%
Cost of Sales	-3,105	-1,668	-46.3%
Gross Margin	483	734	52.1%
<i>% of Revenue</i>	13.5%	30.6%	
Capitalized Expenses	190	65	-65.8%
Personnel Expenses	-446	-390	-12.5%
<i>% of Revenue</i>	92.4%	53.2%	
Other Operating Expenses	-753	-405	-46.2%
<i>% of Revenue</i>	156.0%	55.2%	
Other Operating Income	1	5	319.3%
Recurring EBITDA	-526	8	101.5%
<i>% of Revenue</i>	-108.8%	1.1%	
Non-Recurring Operating Expenses	-148	-297	100.9%
EBITDA	-673	-289	57.1%
<i>% of Revenue</i>	-139.4%	-39.3%	

This segment includes the values generated by the Ventis group acquired by **Making Science** on May 19, 2021, when it was integrated into the group's financial statements.

This segment generated revenues of €2.4 million between January and March, 2023 with a gross margin of €0.7 million, up 52.1% year-on-year. Profitability improved substantially compared to the same period in 2022, from 13.5% to 30.6% of revenue.

Since its acquisition, **Making Science** has refocused the strategy and operations of this business to achieve profitable growth. To this end, it has executed a set of restructuring and operational improvement initiatives through 2022 and extending into 2023, focused on prioritizing gross margin over volume, streamlining software development costs, optimizing investment in digital marketing and redesigning logistics.

As a result of all this, **Making Science** has managed to achieve break-even in its eCommerce and Products business in the first quarter of 2023, with a recurring EBITDA of €0.0 million, in contrast to the loss of €0.5 million that this segment recorded in the same period of 2022.