



Madrid, 26 de Mayo de 2020

MAKING SCIENCE GROUP, S.A. (la "Sociedad") en virtud de lo previsto en el artículo 17 del Reglamento (UE) nº 596/2014 sobre abuso de mercado y en el artículo 228 del texto refundido de la Ley de Mercado de Valores, aprobado por el Real Decreto Legislativo 4/2015, de 23 de octubre, y disposiciones concordantes, así como en la Circular 6/2018 del Mercado Alternativo Bursátil (el "MaB"), pone en conocimiento el siguiente:

#### **OTRA INFORMACIÓN RELEVANTE**

Making Science ha sido invitado al Foro MEDCAP 2020 (evento organizado por Bolsas y Mercados Españoles) que este año se hace de manera virtual que tendrá lugar entre el 26 y 28 de mayo de 2020.

Quedamos a su disposición para cualquier aclaración adicional.

Atentamente,  
Consejero Delegado de Making Science Group, S.A.  
José Antonio Martínez Aguilar

Making Science

# Discovery Meeting: Foro MEDCAP 2020

May, 27th 2020



José Antonio Martínez Aguilar  
CEO Making Science



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# About Making Science



Madrid, Barcelona  
Paris, Milan, Dublin,  
Lisbon and Mexico

+250

Consultants



Public Company



+140

Customers in 2019

+50

million in revenue in  
2020 (USD)

+80

Software  
Developers and  
Data Scientist



High Growth



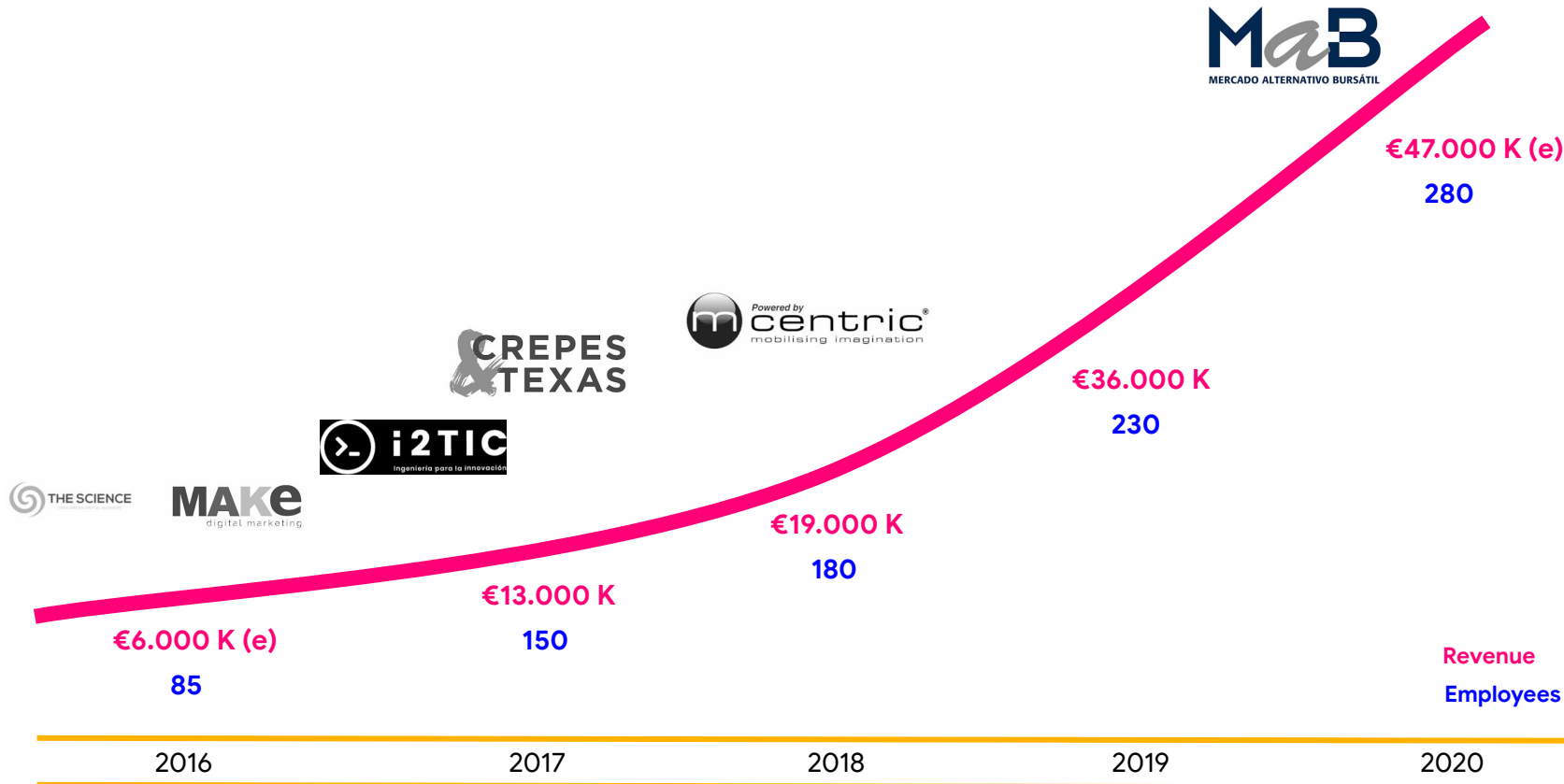
Focused in  
eCommerce and  
Digital  
Transformation



EY Entrepreneur  
Of The Year

EY Entrepreneur of  
the Year High  
Growth

# Who we are: The Creation of the Group



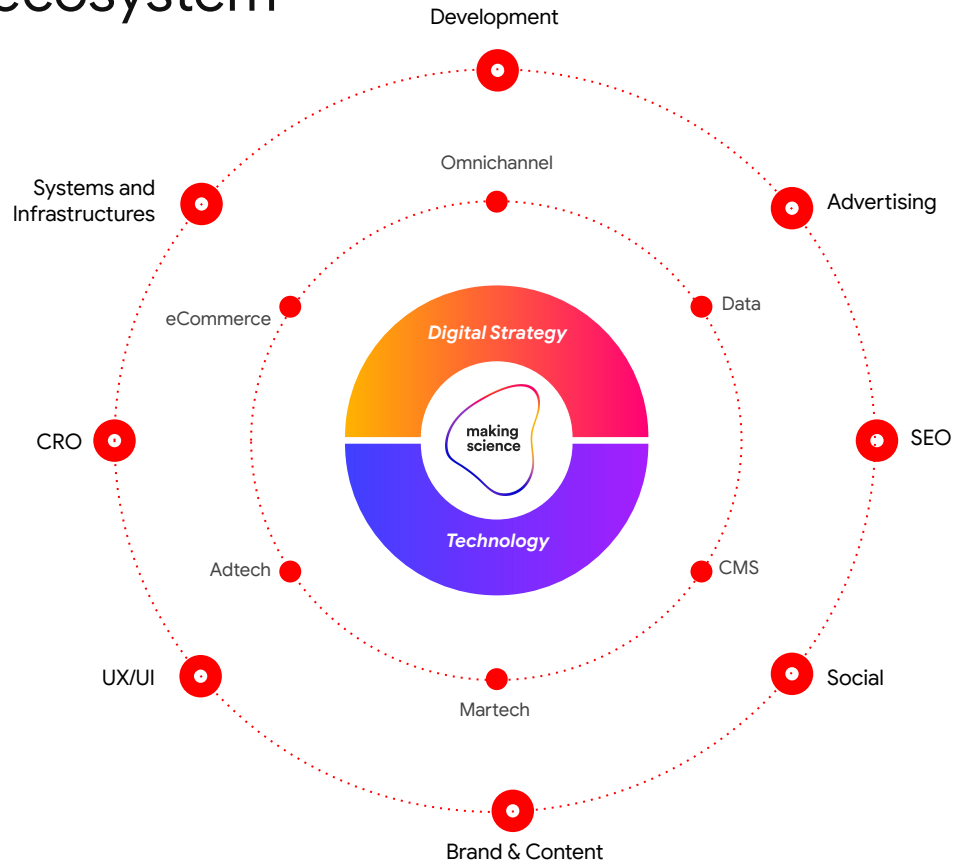
Revenue  
Employees

# What we do: Differential Value Proposition of Making Science

Team and 360 Management Capabilities

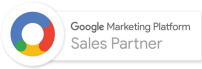


# Making Science ecosystem



# Differential Value Proposition

## Based on our technological partnerships



## And in our own Technology



Data Quality  
Data quality assurance



Artificial intelligence. Valuation of cookies, leads and customization



Feeds management to adapt to Google Shopping.



Comparison Shopping Site



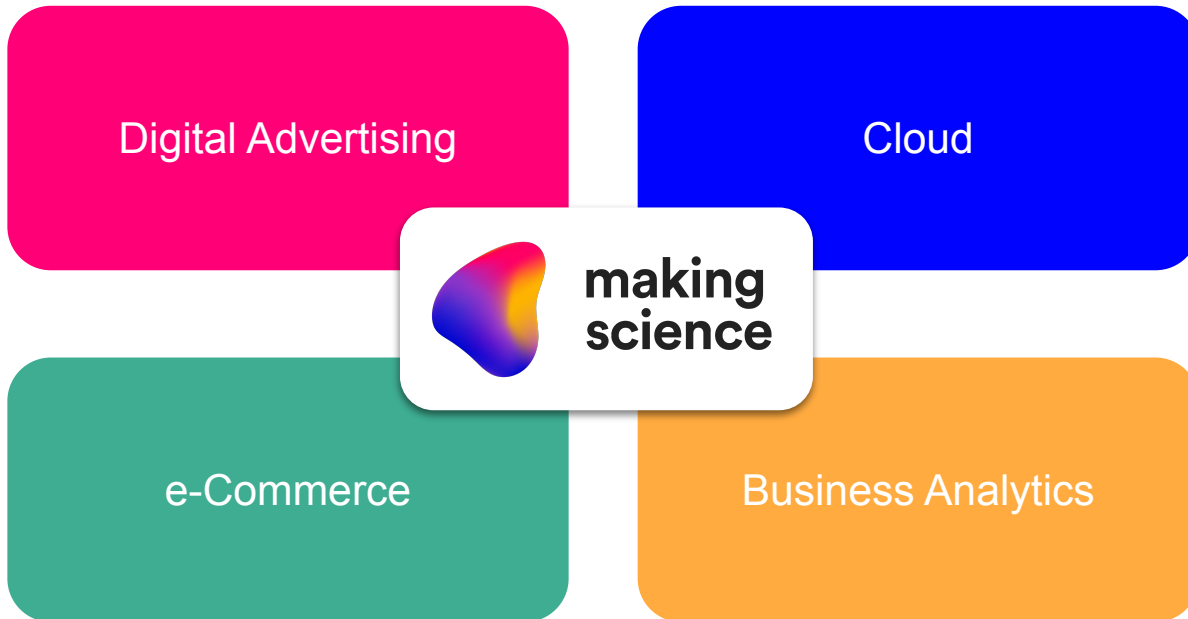
Ecommerce Framework: speed, SEO and conversion



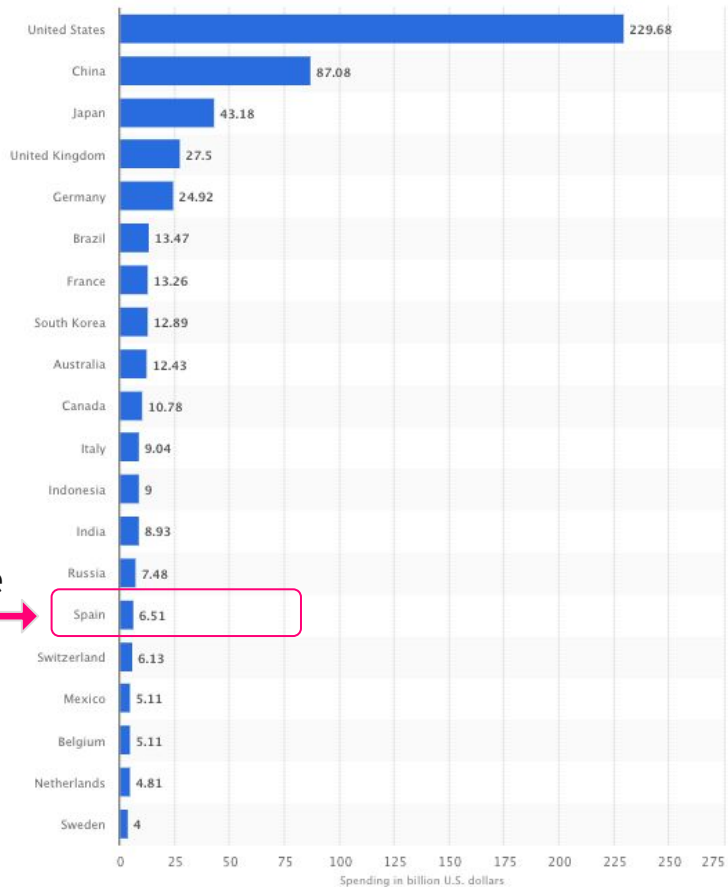
# Our customers



In which segments we operate: We work in four high growth markets



# What is our aspiration?



We are here



Our aspiration:  
“We want to be present in the Top 20 advertising markets in 5 years”

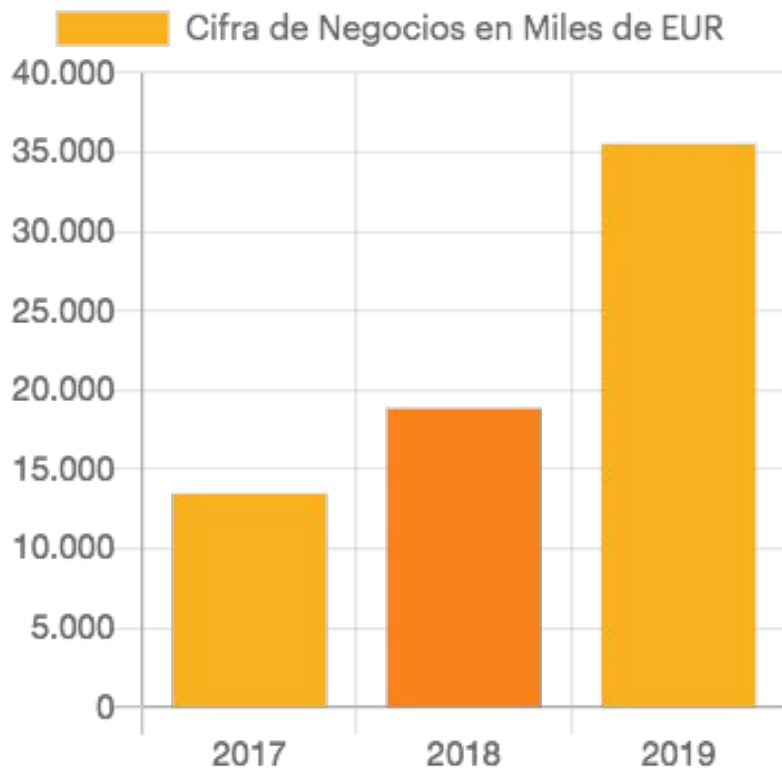
# Highlights 2019 Results

- Acceleration of growth of consolidated proforma revenue (€35,531K) and EBITDA (€2,505K)
- Continued investment in technology and innovation
- Acquisition of mCentric and Probability Domain to finish the consolidation of the group
- Successful IPO on MAB in Spain
- Acceleration of the expansion to new markets

## DIIM Consolidated Proforma Figures

Miles de euros	2019e	2020e
<b>Importe neto cifra de negocios</b>	<b>33.830</b>	<b>46.750</b>
Aprovisionamientos	-22.564	-33.800
<b>Margen bruto</b>	<b>11.266</b>	<b>12.950</b>
Trabajos realizados para el activo	812	800
Gastos de personal	-7.616	-8.509
<i>% margen</i>	<i>-67,6%</i>	<i>-65,7%</i>
Otros gastos de explotación	-2.266	-2.253
<i>% margen</i>	<i>-20,1%</i>	<i>-17,4%</i>
Otros ingresos operativos	7	-
<b>EBITDA</b>	<b>2.203</b>	<b>2.988</b>
<b><i>% margen</i></b>	<b><i>19,6%</i></b>	<b><i>23,1%</i></b>
<b>EBITDA recurrente</b>	<b>2.406</b>	<b>3.063</b>
<b><i>% margen</i></b>	<b><i>21,4%</i></b>	<b><i>23,7%</i></b>
<b>Otros gastos explotación no recurrentes</b>	<b>203</b>	<b>75</b>

# Revenue

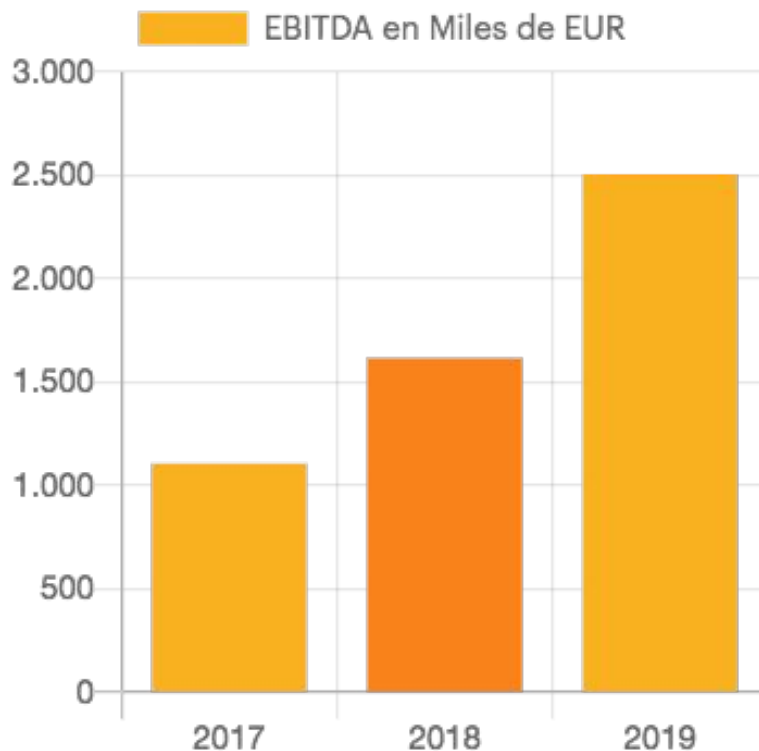


-Our consolidated proforma revenue has been growing over the last three years due to new customer acquisition and more revenue per customer

-The media and technology revenue item continues to grow and will continue to grow in the future

-Our “managed business” is three times in size our revenue numbers

# EBITDA



-Solid consolidated proforma EBITDA growth over the last three years in an scenario of investment in people to grow the business

-We have managed to increase our revenue per head in an inflationary talent environment

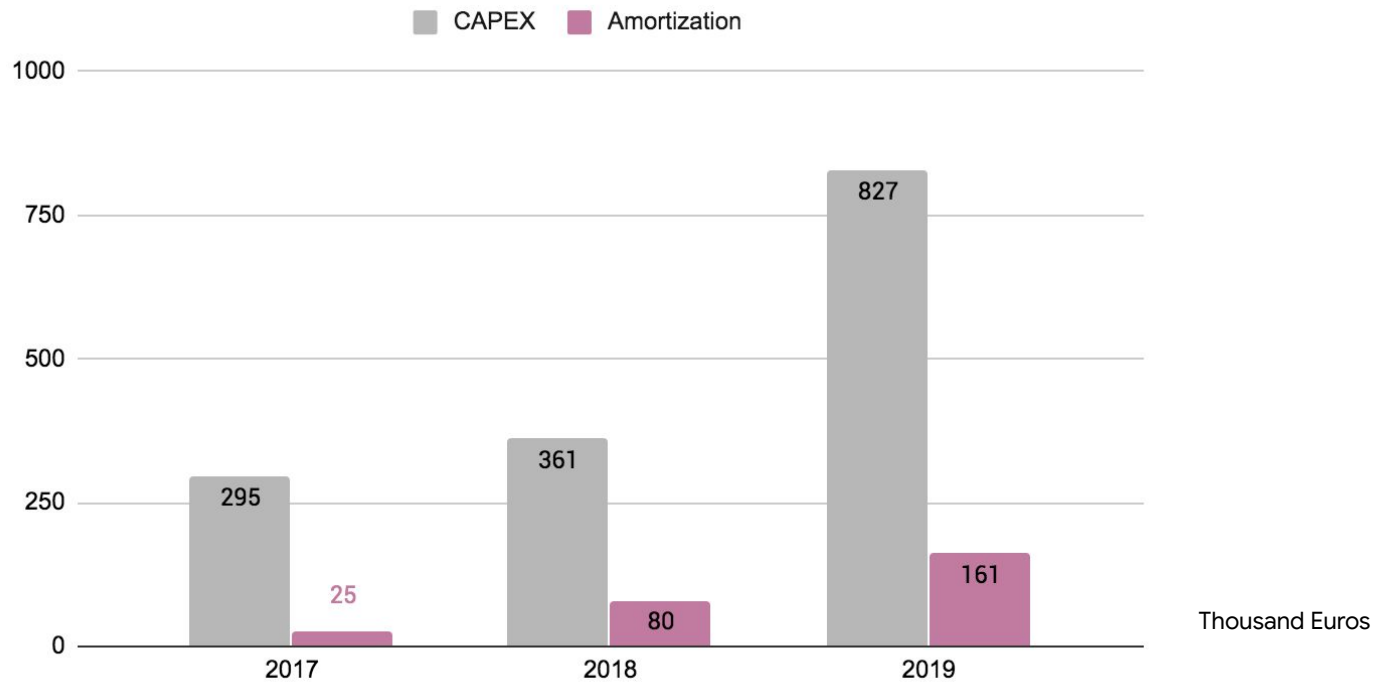
-Our objective is to try to keep the EBITDA/Gross Margin ratio around 20%

## Debt (Consolidated Proforma Figures)

Miles de euros	2019	2018
<b>Deuda Neta</b>	<b>1.247</b>	<b>1.643</b>
Efectivo y otros activos líquidos equivalentes	-7.560	-5.218
Inversiones financieras a corto plazo	-552	-665
Deudas a largo plazo	2.360	2.290
Deudas con empresas del grupo y asociadas a largo plazo	418	1.116
Deudas a corto plazo	6.464	2.890
Deudas con empresas del grupo y asociadas a corto plazo	117	1.230
<b>EBITDA recurrente</b>	<b>2.505</b>	<b>1.616</b>
<b>Deuda Neta / EBITDA</b>	<b>0,5x</b>	<b>1,0x</b>



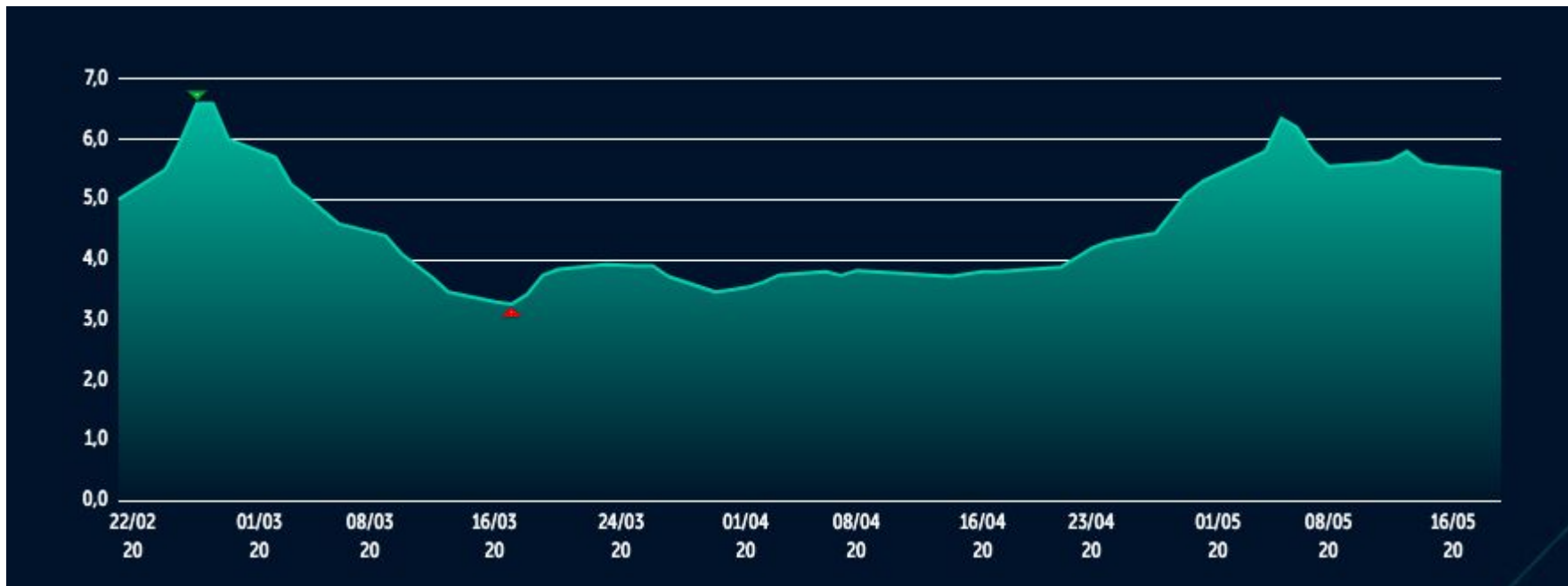
# Capex (R&D)



# Q12020 Highlights

- Making Science has maintained its momentum during Q1 with consolidated revenues of €12.179K and consolidated EBITDA of €849K
- We have signed new contracts in México and Italy
- COVID-19 created turbulences in the second half of March
- We have managed to maintain service with all the employees of the company teleworking (our standard employee policy includes one day of teleworking per week)

# Share Price Evolution



The share price peaked at €6.9 and then fell to €3.26 accelerated by COVID-19 and went up sharply since the beginning of April and now is getting stable around €5.5

# Our Future and Plans

- We think 2020 is going to be a challenging year with lots of uncertainties
- We think our focus in Digital Transformation and eCommerce brings us opportunities and future growth
- Our objective is to continue our growth in Spain and Internationally
- We think the market and the customers will seek for larger and more solid companies
- This trend should benefit Making Science and it will bring acquisition opportunities

Thank you!

Making Science

Q&A

