



Madrid, December 18, 2023

Making Science Group, S.A. (hereinafter, "Making Science", "Making Science Group", the "Company", or the "Group"), in accordance with the provisions of Article 17 of Regulation (EU) No 596/2014 on market abuse and in article 228 of the consolidated text of the Securities Market Law, approved by Royal Legislative Decree 4/2015, of October 23, and corresponding provisions, as well as in Circular 3/2020 of the BME Growth segment of BME MTF Equity (hereinafter, "BME Growth"), hereby makes known the following information:

PRIVILEGED INFORMATION

On November 30, 2023, the Company's Board of Directors unanimously approved the 2027 Strategic Plan ("2027 Plan").

The 2027 Plan envisages that the Company will achieve **recurring EBITDA of between €23 million and €27 million in the 2027 fiscal year**, which represents a compound annual growth rate of between 20% and 24% compared to the 2022 fiscal year.

The Company has published in the attached report a summary of the 2027 Plan and the key growth drivers that will lead to its achievement.

Sincerely,

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

2027 Plan

Making Science Group, S.A.

December 2023



Disclaimer

This document and the conference-call webcast (including the Q&A session) may contain forward-looking statements and information (hereinafter, the "Information") relating to MAKING SCIENCE GROUP, S.A (hereinafter "Making Science" or the "Company"). This information may include financial forecasts and estimates based on assumptions or statements regarding plans, objectives and expectations that make reference to different matters, such as the customer base and its evolution, organic growth, potential acquisitions, the Company's results and other aspects related to the activity and financial situation of the Company. The Information can be identified in some cases through the use of words such as "forecast", "expectation", "anticipation", "projection", "estimates", "plan" or similar expressions or variations of such expressions.

The Information reflects the current view of Making Science with respect to future events, and as such, do not represent any guarantee of future certain fulfilment, and are subject to risks and uncertainties that could cause the final developments and results to materially differ from those expressed or implied by such Information. These risks and uncertainties include those identified in the documents containing more comprehensive information filed by Making Science, such as Annual Accounts or the Information Document (Jan. 2020)

Except as required by applicable law, Making Science does not assume any obligation to publicly update the Information to adapt it to events or circumstances taking place after the date of this presentation, including changes in the Company's strategy or any other circumstance.

This document and the conference-call webcast (including the Q&A session) contains or might contain non-audited financial information as prepared by management of the Company. The Information contained herein should therefore be considered as a whole and in conjunction with all the public information regarding the Company available, including any other documents released by the Company that may contain more detailed information. Neither this document nor the conference-call webcast (including the Q&A session) constitute an offer to purchase, sell or exchange any shares, a solicitation of any offer to purchase, sell or exchange any shares, or a recommendation or advice regarding any shares.

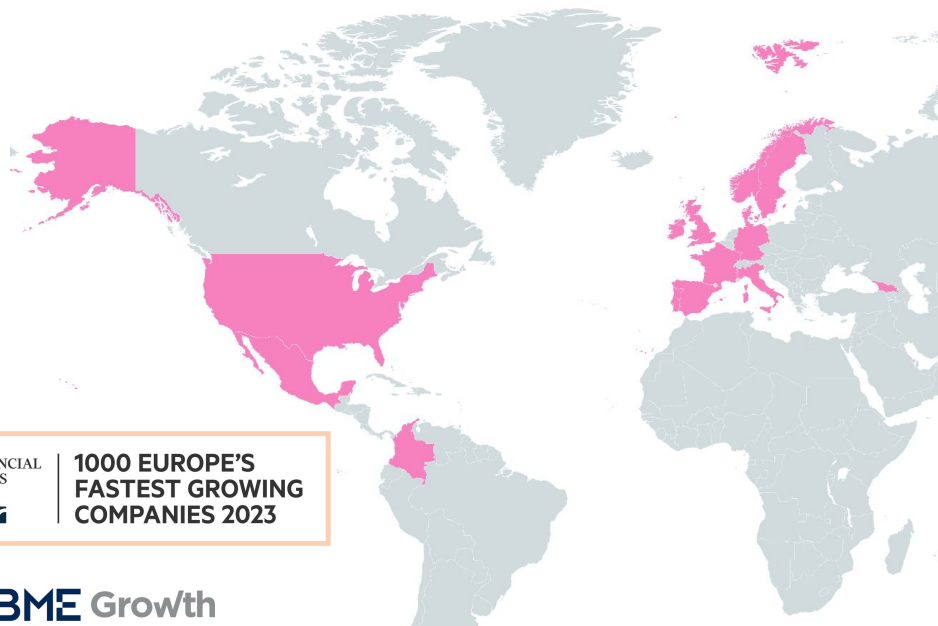
Introduction to Making Science



Making Science is a Marketing and Technology Consulting Firm Helping Companies Accelerate Their Digital Capabilities

Making Science is an international digital acceleration company with more than 1,200 employees and a presence in 14 countries.

Making Science's businesses are focused on the high-growth markets of digital advertising, data analytics, e-commerce, and cloud.



1,200+ Employees	750+ Clients
14 Countries	22 Offices
€200M Revenue in 2022 (Core Digital Business)	€11M Recurring EBITDA in 2022 (Core Digital Business)

BME Growth



Listed Company

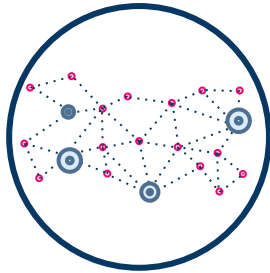
Ticker: MAKS (BME)



making science

360° Capabilities Across All Aspects of Digital Marketing Services

Our strategic framework is based on the **understanding that our digital ecosystem** is a complex puzzle and the importance of building an **integrated strategy**



Benefits of building a robust and integrated digital ecosystem:

- Cost efficiency
- Agility
- Budget & resource optimization
- Economies of learning
- Maximization of results
- Traceability
- Integrated reporting



Some of Our Clients

We create value through integrated solutions to deliver a 360-degree, results-driven experience



Operating in Partnership With the Largest Global Platforms

We are experienced in all channels of the digital ecosystem

We are partners of the largest companies in the sector, which gives us a complete vision of the digital advertising ecosystem.

Our way of working is linked to our technology partners, so we can offer the latest developments in the market and the best treatment by the partners.

Google

Meta

Full Funnel Activation Partners

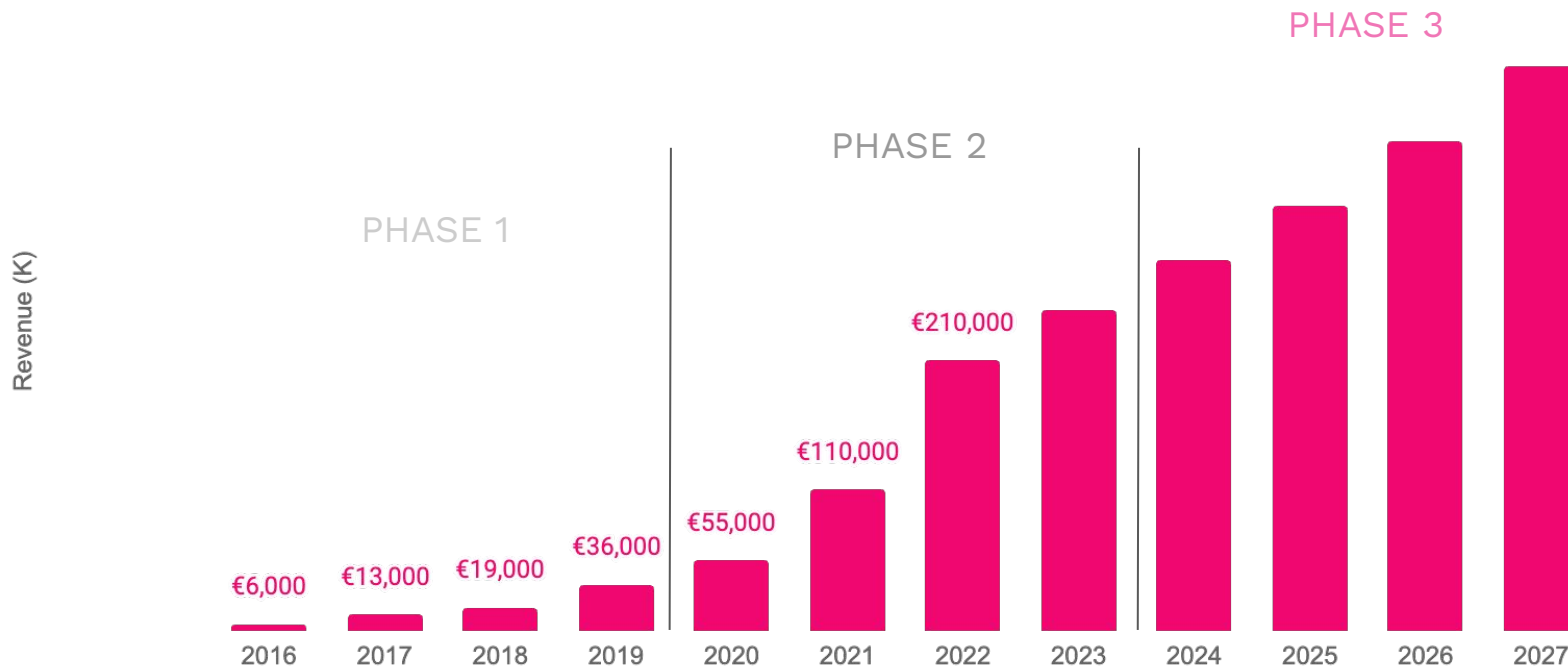
Partners:

Collaborators:

Full Stack Partners

The Company is Entering its Phase 3

Important: this graphic is for illustrative purposes only and does not indicate guidance on the future performance of the company.



What Characterises the Company's Phase 3?

The company is already very large and diversified

The company doubles in size every 3 to 4 years

Much greater operational leverage and economies of scale

The geographical location of the company's resources makes it more profitable

The company can serve larger and more global customers

The company will be more profitable

2027 Plan



2027 Objectives

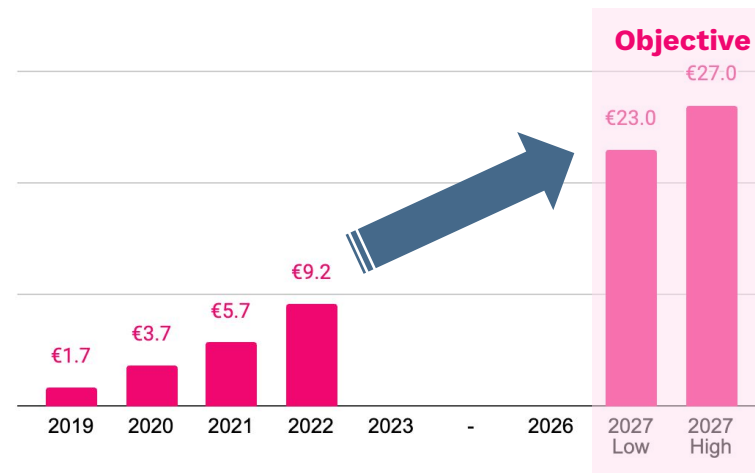
2027 Recurring EBITDA Objective

€23M - €27M

Implied Compound Annual Growth Rates (2022-2027)

20 - 24%

Recurring EBITDA (€ millions)



Objective

€27.0

€23.0

2027 Low

2027 High

Key Elements of the 2027 Plan



"Our goal is to be one of the leading advertising and technology consulting firms in the world, with a strong international presence."

1

Maintain organic growth in existing geographies, with a focus on profitability of clients, margins and cash flow

2

Rapid growth of business in the USA, leveraging GMP Reseller capabilities starting Jan 1, 2024

3

Opportunistic expansion of international footprint via M&A

4

Build and acquire additional technological capabilities that are differentiating factors for clients

1 Organic Growth: At the Center of Four Growing Markets

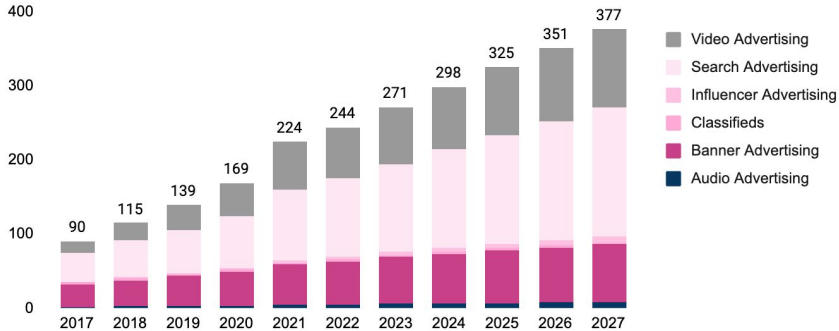
Market	Growth	Description
Digital Marketing	<p>Digital Marketing (marketing spend) Billion USD</p> <p>2023 2027</p> <p>Source: Statista (Aug. 2023)</p>	<ul style="list-style-type: none"> Strong growth, given the growing need for companies to reinforce their positioning in digital networks. The two main segments in digital advertising are search and social networks. The main company is Google (with a share of more than 20%).
Data Analytics	<p>Data Analytics Billion USD</p> <p>2022 2027</p> <p>Source: Global Data (Jul. 2023)</p>	<ul style="list-style-type: none"> In marketing, data analytics becomes relevant to optimize campaigns, adapt the offer to the customer and automate marketing actions. Importance of developing digital assets to collect and process data.
Ecommerce	<p>E-commerce (B2C) Trillion USD</p> <p>2023 2027</p> <p>Source: Statista (Aug. 2023)</p>	<ul style="list-style-type: none"> Strongly growing market, with an increasingly relevant weight with respect to offline commerce. Importance of developing e-commerce platforms, which in turn serve as support for data collection and analytics.
Cloud	<p>Public cloud Billion USD</p> <p>2023 2028</p> <p>Source: Statista (Sep. 2023)</p>	<ul style="list-style-type: none"> Cloud services market on the rise, given the growing need for companies to store and analyze the data generated. Importance of developing cloud platforms, which in turn support data collection and analysis.

1 Organic Growth: New Clients 2023



2 US Growth Strategy: Market Opportunity

US Advertising Spending by Segment (US\$B)¹

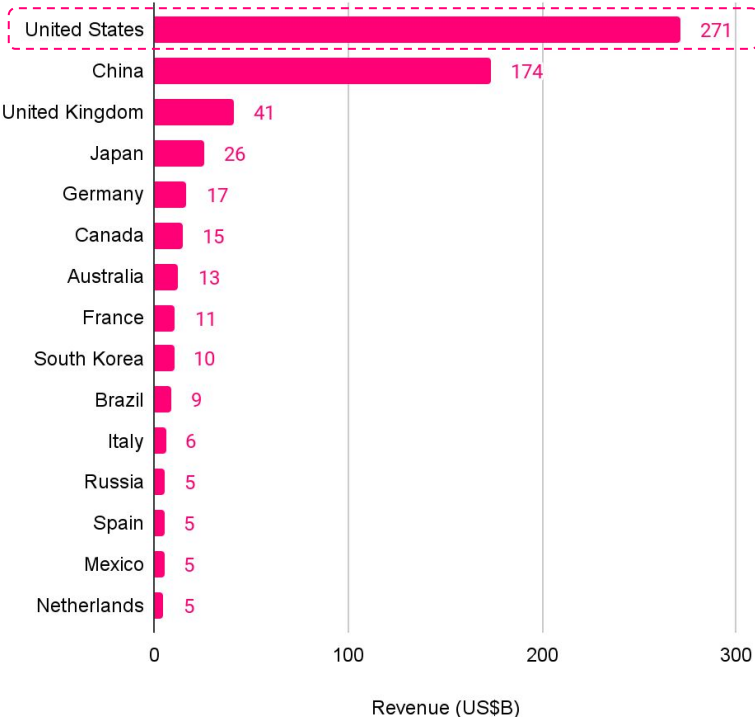


The US market is the largest digital advertising market in the world, encompassing ~40% of global digital advertising spend and ~53% excluding China.

Despite its large size, it is forecasted to continue to grow at a faster rate than other global markets.

A significant presence in the US is critical for our ambitions to be a global leader in digital acceleration.

Largest Digital Advertising Markets Worldwide (2023)¹



1. Source: Statista Digital Market Insights

2 US Growth Strategy: Team

Development of US team

Appointed three C-level executives, all former Googlers, to elevate awareness of Making Science's digital marketing solutions and proprietary technology in the US

Teams are being established with key specialists who will be supported by consultants in Making Science's service delivery hubs

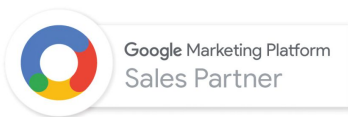
Significant investment by Making Science in the most important advertising market in the world

US DELIVERY NETWORK

24/7 US coverage from dedicated GMP, Google Ads, & Data Specialists in Colombia, Mexico, Madrid & Dublin



GMP Reseller



Beginning January 1, 2024, we are a Sales Partner for Google Marketing Platform in the USA

US Management Team



US CEO
Jason Downie

Google | 2 years
GCAS

Prior | 15 years
Data Solutions & AdTech
Consulting



Chief Customer Officer, US
Mallory Bradford

Google | 12 Years
US GMP (10yrs), Affiliate Network

Prior | 2 years
Consulting



Chief Revenue Officer, US
Nick Tiano

Google | 10 Years
GCAS, US GMP, US LCS, Wildfire

Prior | 7 years
Agency
Biz Dev & Marketing

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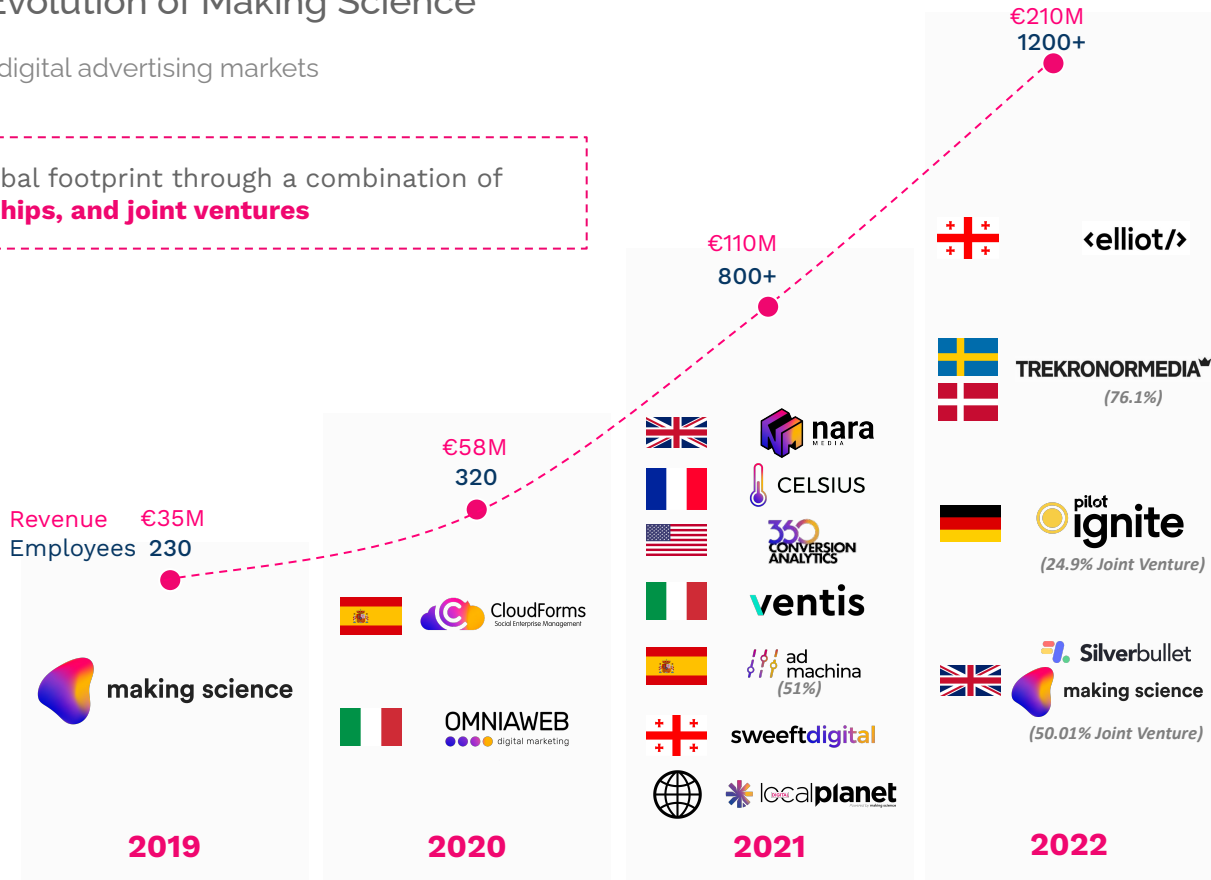
3 Acquisition Strategy: The Evolution of Making Science

Diversifying across the globe into top digital advertising markets

Making Science has expanded its global footprint through a combination of **acquisitions, partnerships, and joint ventures**

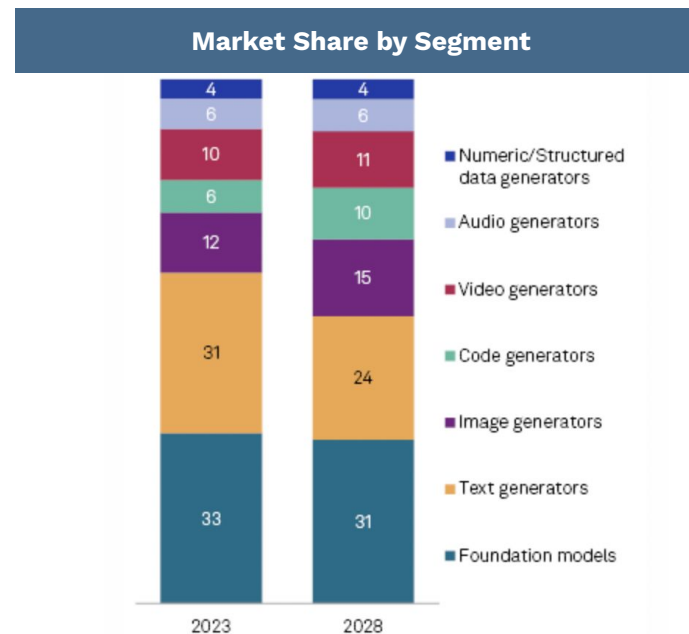
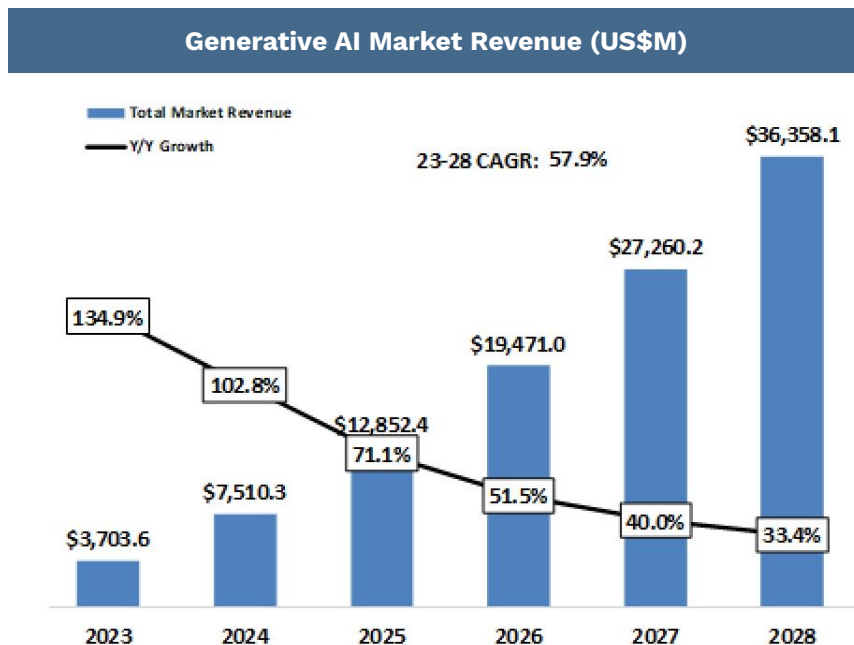
Acquisition Criteria

- ✓ Pure digital companies or traditional full-service agencies
- ✓ Proven track record of growth and strong margins
- ✓ Ability for Making Science to accelerate targets' growth
- ✓ Complementary geographical location
- ✓ Experienced founder and management team
- ✓ Synergies through buy-in to integrated service model
- ✓ Attractive financial profile



4 Proprietary Technology: Generative AI Market

Generative AI software is growing faster than the market



Source: 451 Research's Generative AI Market Monitor 2023, a part of S&P Global Market Intelligence.

4 Proprietary Technology: Making Science's Artificial Intelligence Solutions

Our collection of AI solutions are designed to unlock new efficiencies and growth and enabling new ways of working

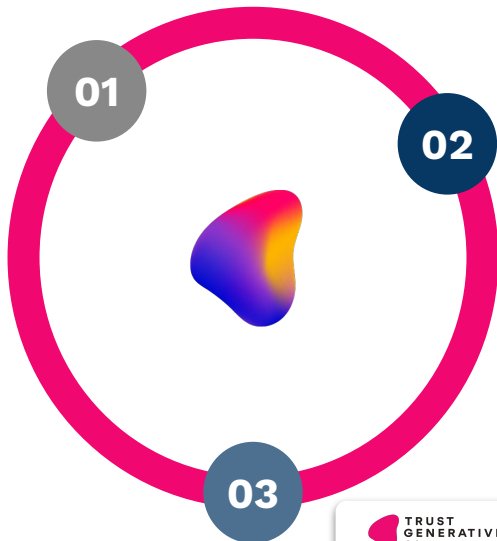


Predictive AI

Technology platform specialized in providing marketing solutions that **effectively increase sales, enhance investment efficiency, and accurately predict and anticipate future needs**, through identification of customers propensity for: Purchase, Return, Recurrence, Purchase value

- **BrandMax - VBB for Branding: Brandmax is facilitating the creation of custom bidding scripts for branding campaigns.**
- **DNLTV: TV planning and reporting integration to obtain the full funnel vision needed for an optimised media mix.**
- VBB
- MMM
- Offline conversions

01



Automation

Natural language generation technology that **transforms the product feed into advanced Google ad campaigns**, generating more sales at a lower cost.

- Broad Match
- Creative Personalisation
- PMAx

02

03



Generative AI

Advanced machine learning platform that integrates with Generative AI capabilities from Google and OpenAI. It **leverages proprietary company data to securely store, validate and optimize the outputs** from generative platforms. And permits human in the loop processing steps as needed: Text, Sound, Image, Video

Investor Information

To view the company's full corporate investor presentation, please visit Making Science's [Investor Relations](#) page



Thank you!



The Digital Acceleration Company