



Madrid, January 31, 2024

Making Science Group, S.A. (hereinafter, "Making Science", "Making Science Group", the "Company", or the "Group"), pursuant to the provisions of Article 17 of Regulation (EU) No. 596/2014 on market abuse and Article 227 of Law 6/2023 of 17 March on Securities Markets and Investment Services, and concordant provisions, as well as Circular 3/2020 of the BME Growth segment of BME MTF Equity (hereinafter, "BME Growth"), hereby brings to your attention the following information:

OTHER RELEVANT INFORMATION

In order to offer greater transparency and to provide recurring information to the stock market, the Company presents in this report a preview of the financial information (unaudited) for fiscal year 2023:

1. Business summary for fiscal year 2023
2. Guidance 2024
3. Consolidated income statement, results of the Core business, results of the Spanish business, results of the international business and results of the Investments business for 2023
4. Invitation to attend the presentation of the fourth quarter and interim results for 2023 and the consolidated financial results for the twelve-month period ended December 31, 2023, published in the BME Growth on January 17, 2024.

The results presentation is scheduled to take the form of a webinar where the Chief Executive Officer will explain in detail the fourth quarter results and preliminary consolidated financial results for the twelve months ended December 31, 2023 and will be open to all investors, analysts and interested parties, who will be able to follow the presentation online and ask any questions they may have.

WEBINAR PRESENTATION OF FOURTH QUARTER 2023 AND FISCAL 2023 RESULTS

DATE AND TIME: FEBRUARY 1, 2024, 10 AM

WEBINAR REGISTRATION:

https://us02web.zoom.us/webinar/register/WN_rTLmOBmhQYeH8_gXwqnuKw

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.

Sincerely yours,

Mr. José Antonio Martínez Aguilar
Chief Executive Officer of Making Science Group, S.A.

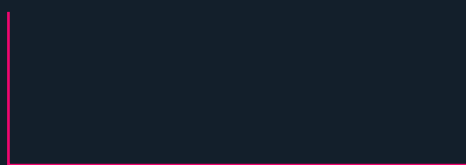
JANUARY 2024



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RESULTS

Q4 2023 AND 2023 EARNINGS PREVIEW



JANUARY 31, 2024

MADRID

CORPORATE COMMUNICATION

Who we ARE?

Making Science is an international **digital acceleration** company with over 1,200 experts across 15 markets.

Making Science's business focuses on the **high-growth markets** of digital advertising, data analytics, e-commerce and cloud.

José Antonio Martínez Aguilar
CEO & Founder | Making Science

Making Science Group

Making Science Group is a Marketing and Technology consulting firm that helps companies accelerate their digital capabilities, with more than 1200 employees, spread across 22 offices and presence in 15 countries, covering the needs of our clients through three business lines: Digital Marketing, AdTech & MarTech and Cloud Technology & Software. We are partners of the main technological players in the sector, which gives us a complete vision of the digital ecosystem.

As part of our commitment to innovation and technological development, Making Science offers its clients end-to-end capabilities necessary for consulting, development, integration and maintenance of advanced solutions that offer maximum scalability, profitability and efficiency. In addition, it has a global network of delivery hubs that drive job creation and the availability of highly qualified technological talent for the development of projects that accelerate transformation and modernization.

Making Science was founded in 2016 with a First Phase of growth focused on Spain and Portugal; in 2020 a Second Phase began after the listing on the BME Growth and Euronext with the aim of consolidating its national presence and international expansion in the main European markets, in support of growth, solvency, transparency and loyalty of its professionals. Now in our Third Phase, we are entering a new phase with organic growth in the United States during 2023 and the consolidation of our work as a Google Reseller in that market from January 2024, being one of the 13 Google Full Stack Sales Partners and the only one to provide 11 certified services. Strength, size, diversification and profitability are the four fundamental pillars of this Third Phase, anticipated in the company's "Plan 2027", which will allow us to obtain operating leverage and economies of scale, as well as to serve more global and larger customers.

Making Science's Corporate Social Responsibility policy reflects the objectives, values and interests of all our employees, customers, investors and the international community by participating in various initiatives, including the Climate Pledge, the United Nations Global Compact and the Pledge 1% initiative.

Making Science has started its Third Phase of growth with the vision of the 2027 Plan, which forecasts that we will reach **a recurring EBITDA between €23 and €27 million in the 2027 fiscal year**. In financial terms, in Q4 2023 we have continued the growth path showing resilience in the evolution of Gross Margin (+17.1%) and recurring EBITDA, which adjusted for Investment in Talent would have grown by 14% in 2023. Our Q4 2023 shows a **solid recurring EBITDA of €3.1 million**, which means **ending 2023 with €8 million total**, or €3.8 million in Q4 2023 and €10.5 million in 2023 if adjusted, respectively, for Investment in Talent.

This growth implies a Like-for-Like growth compared to Q4 2022 in the recurring EBITDA of the core business of 16.3% YoY.

The company's strategy has been focused on **profitability, cash flow generation, debt reduction and cost optimization** during the recent quarters, together with a clear focus on customers and leadership in proprietary and pioneering solutions that have been recognized by the market, obtaining outstanding awards for their solutions to real problems for our customers. In addition, we have obtained the Reselling contract from Google Marketing Platform in the United States and we continue to develop our commitment to excellence, through the certifications of our teams in products, as well as in Quality, Environment and Information Security (ISO 9.001, 14.001 and 27.001), investment in cybersecurity and always focused on our corporate values.

Highlights of the fourth quarter and full year 2023 results.

· **We closed the year with recurring EBITDA of €8 million** on a consolidated basis, with revenue growth of 12.4% to €236 million and gross margin growth of 17.1%, outpacing revenue growth, demonstrating our focus on profitability. In addition, we achieved a **solid fourth quarter of €3.1 million** in recurring EBITDA, or €3.8 million excluding Investment in Talent.

· In December 2023, we shared with the market Privileged Information¹ detailing the 2027 Plan which forecasts that the Company will achieve **recurring EBITDA between €23 million and €27 million in fiscal 2027** which represents a compound annual growth rate between 20% and 24% compared to fiscal 2022.



Highlights of the fourth quarter and full year 2023 results.

- Since January 2024 we have been a **Google Reseller - Sales Partner - in the United States** and have already signed our first customer contracts.
- In Spain, we were awarded in the **Google Marketing Partner Awards 2023**, awards that recognize companies certified in GMP technology (Google Marketing Platform,) **with two GOLD awards and a SILVER award**, as a result of the implementation of AI technologies, Gauss AI and Ad-Machina, developed by Making Science, which allow us to continue to differentiate ourselves from our competitors.
- Making Science continues to innovate and recently announced the **New Gauss Solution Cookie Deprecation Impact Tool, the only tool on the market** to measure the impact of third-party cookie removal by 2024. The solution uses a combination of technologies and data analysis techniques to provide companies with accurate and up-to-date information on the impact and delivers results in as little as one week. Using customer data, Making Science has demonstrated a drop of up to 30% in conversion rates, demonstrating the need for “First Party Data” solutions.
- In addition to this new **Gauss AI** solution, we have also launched **BrandMax**, an integrated technology within the Gauss AI suite that creates value-based bidding strategies for branding campaigns, making the investment more efficient and improving the quality of the audiences. This technology has been successfully tested in a major hotel chain improving impressions by 83%, Average Viewable Time by 50% and reducing CPM by 42%.
- We are proud to be closer to our clients every day, opening **new offices in Chicago, Milan, Barcelona, Bogota and A Coruña**, which are part of our presence in 15 countries through 22 offices. In addition, we have invested in the improvement of our **Madrid** headquarters.
- Making Science maintains its excellence through constant certifications of its teams in products, as well as in Quality, Environment and Information Security (ISO 9.001, 14.001 and 27.001), investments in Cyber Security and always focused on our corporate values.

Making Science closes the results as of December 2023 reaching a recurring EBITDA of €8.054 million on a consolidated basis². Recurring EBITDA would be €10.5 million (+14% YoY) if we adjust for the Investment in Talent, especially in the USA, a market in which we are developing an organic growth strategy with excellent achievements this year, particularly the approval by Google to be Reseller (“Sales Partner”) of the Google Marketing Platform (GMP) from January 1, 2024³ and we have already signed contracts with customers.

At the moment there are only 13 Full Stack Sales Partners of the platform, so this certification will allow us to accelerate business development in a market where our revenues represent less than 1% while other global firms, competitors of Making Science, obtain more than 50% of their business⁴.

Investing in the US was a natural choice, as the US accounts for 40% of global digital advertising spend with expected revenues of USD 271 billion in 2023 (53% excluding China⁵) and, despite its large size, is expected to continue to grow at a faster rate than other global markets; therefore, a presence in this market is critical to our ambitions to be a global leader in digital acceleration.

The new Google certification in the United States joins the existing ones we have globally in the different countries in which we operate, allowing us to deliver a wide range of products and services to our clients, in addition to products developed by **Making Science** such as Ad-Machina and Gauss AI, which this year have been awarded two GOLD and one SILVER in the Google Marketing Partner Awards 2023.

The first GOLD was for a case about CDP RIU in the Digital Transformation category, the second GOLD went to our proprietary technology, Ad-Machina, in the Industry Solution category and SILVER to the success case, together with our client MAPFRE, in the Media Activation category. In this way, we can see **the payoff of the investment of more than six years in Artificial Intelligence.**

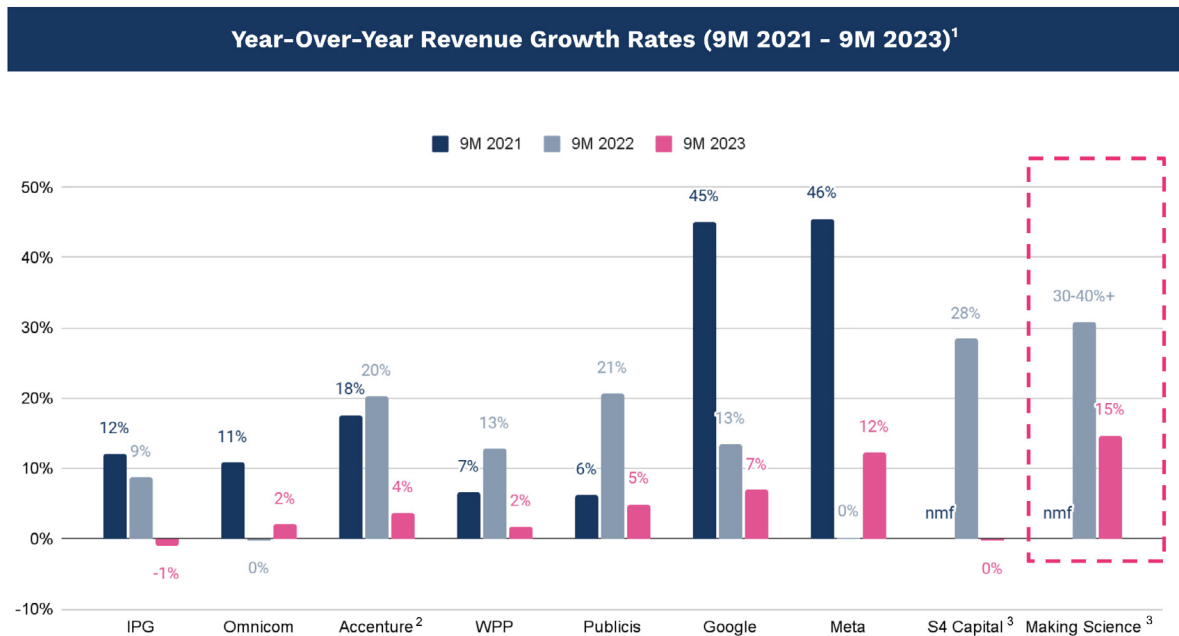
2. Figures not audited or subject to limited review.

4. Presentation of 2022 Making Science Results and Q1 2023 results preview.

5. Source: Statista Digital Market Insights

Making Science, in its consolidated perimeter, shows a revenue growth of 12.4% over the same period of the previous year, reaching sales of €236 million at the end of December 2023. Its Gross Margin grew more than the increase in sales, 17.1%, showing our focus on profitability and resilience by maintaining growth despite a macroeconomic environment of geopolitical uncertainty, higher average interest rates and stagflation but, despite a more difficult environment, **Making Science** continues to maintain its leadership in the markets by adding new clients, which are global large accounts, in Spain, Europe and the United States.

Our ability to deliver better results can be seen in the following graph comparing growth with other companies in the industry, where we can see that **Making Science** continues to grow above the industry average in revenue. This is possible thanks to our clients, the profitability strategy focused on cross-selling, innovative proprietary products such as Ad-Machina and Gauss AI with its new **BrandMax** and **Cookie Deprecation Impact Tool** functionalities that provide great value to our clients, complemented by a cost control strategy that seeks to allocate resources to activities according to the return obtained.



1. Source: Statista, annual and quarterly reports.
 2. 9M periods represent December-August due to August 31 year end
 3. 9M 2022 presented on a like-for-like basis. Data not meaningful for 9M 2021.

We are proud of the confidence our customers show in us by their choice and, above all, by knowing that our current phase of organic growth is showing clear results in the different markets in which we operate. **Our International segment grew its gross margin in December of this year by 22.1% over the same period of the previous year, while in Spain it grew by 10.7%.** This diversification is key to the growth of our results and their stability, since in the future we expect a contribution of a third of our business from Spain, a third in the United States and a third in the rest of the geographies.

The increase in revenue is complemented by the cost strategy we have followed this year, which has allowed us to keep personnel expenses under control in Spain, with quarter-over-quarter growth in Personnel Expenses of less than 3% from 2Q to 4Q of this year, and with a fall in Administration expenses (lower than the country's annual inflation rate). This has allowed recurring EBITDA to almost double, quarter-over-quarter, since Q2 2023, **reaching €3.1 million in the fourth quarter** versus €0.8 million in Q2 2023 and €1.6 million in Q3 2023. In the last report (9M23) we commented that these trends, of Gross Margin growth and Cost Control, should be maintained during the fourth quarter of this year, something that is proven in the following table. On the other hand, on the International side we see other dynamics as a consequence of our growth strategy in the US market and in strengthening commercial teams in European countries, always aligned with our strategy of being able to leverage our growth in the centers of excellence in Spain, Georgia and Colombia, from where we deliver services to our clients in different geographies.

MSG figures in € '000	2Q23	3Q23	4Q23	Var % 3Q/2Q	Var % 4Q/3Q
Gross Margin	14,593	15,720	18,775	7.7	19.4
Spain	7,039	7,942	9,332	12.8	17.5
International	6,564	6,923	8,028	5.5	16.0
Investments	990	855	1,415	-13.6	65.4
Personnel Expenses	-11,497	-11,791	-12,863	2.6	9.1
Spain	-6,178	-6,312	-6,481	2.2	2.7
International	-5,047	-5,182	-6,148	2.7	18.6
Investments	-272	-296	-235	9.0	-20.8
Administrative Expenses	-3,835	-3,731	-4,284	-2.7	14.8
Spain	-1,833	-1,932	-1,689	5.4	-12.6
International	-1,201	-1,254	-1,543	4.4	23.0
Investments	-801	-545	-1,053	-31.9	93.1
Recurring EBITDA	812	1,601	3,107	97.2	94.1
Spain	475	985	2,552	107.3	159.2
International	358	540	387	50.9	-28.4
Investments	-21	76	169	469.1	121.2

Guidance 2024

The Making Science Board of Directors met on January 26 and, after analyzing the 2024 budget, unanimously approved a recurring EBITDA forecast for the year 2024 in the range of **€14 to €15 million**.

This forecast has not been subject to audit or limited review.

In December 2023, we provided a Guidance to the market on what we expect our results to be in 2027, described in the **2027 Plan** which is designed to reflect what will be our **Third Phase** of growth. In it, we expect to achieve recurring **EBITDA between €23 and €27 million in fiscal 2027**, which represents a compound annual growth rate between 20% and 24% compared to fiscal 2022.



1. Based on the midpoints of the ranges

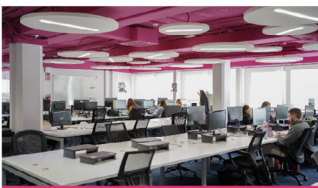



The elements that characterize Phase 3 are:

<p>THE COMPANY IS ALREADY VERY LARGE AND DIVERSIFIED</p>	<p>THE COMPANY DOUBLES IN SIZE EVERY 3 TO 4 YEARS</p>	<p>MUCH GREATER OPERATIONAL LEVERAGE AND ECONOMIES OF SCALE</p>
<p>THE GEOGRAPHICAL LOCATION OF THE COMPANY'S RESOURCES MAKES IT MORE PROFITABLE</p>	<p>THE COMPANY CAN SERVE LARGER AND MORE GLOBAL CUSTOMERS</p>	<p>THE COMPANY WILL BE MORE PROFITABLE</p>





Being the key elements of this Plan 2027:

			
#01	#02	#03	#04
Maintain organic growth in existing geographies, with a focus on profitability of clients, margins and cash flow	Rapid growth of business in the usa, leveraging gmp reseller capabilities starting jan 1, 2024	Opportunistic expansion of international footprint via m&a	Build and acquire additional technological capabilities that are differentiating factors for clients

Consolidated Income Statement

Below we present the Group's consolidated income⁶ statement for the period ended December 2023, which includes both the Core business and the investments in e-Commerce and Products.

MSG Consolidated. € '000	4Q22	4Q23	12M22	12M23	Var % 4Q 23/22	Var % 12M 23/22
Revenue	60,305	64,384	210,132	236,145	6.8	12.4
Cost of Sales	-45,016	-45,610	-155,181	-171,825	1.3	10.7
Gross Margin	15,289	18,775	54,951	64,320	22.8	17.1
Capitalized Expenses	906	1,309	3,258	4,696	44.4	44.1
Transformation Costs	-13,437	-17,147	-49,420	-61,673	27.6	24.8
<i>Personnel Expenses</i>	<i>-10,381</i>	<i>-12,863</i>	<i>-36,176</i>	<i>-46,568</i>	23.9	28.7
<i>Administrative Expenses</i>	<i>-3,056</i>	<i>-4,284</i>	<i>-13,244</i>	<i>-15,105</i>	40.2	14.1
Other Income	134	171	401	711	27.7	77.4
Recurring EBITDA	2,892	3,107	9,190	8,054	7.4	-12.4
Non-Recurring Expenses	-626	-661	-1,654	-2,628	5.6	58.9
EBITDA	2,266	2,446	7,536	5,427	8.0	-28.0
<i>Investment in Talent</i>		724		2,419		
Adjusted Recurring EBITDA	2,892	3,831	9,190	10,474	32.5	14.0

6. Figures not audited or subject to limited review.

On an accounting basis, the group reported consolidated net revenues of €236 million through December 2023, compared with €210 million for the same period in 2022, representing growth of 12.4%. Consolidated gross margin increased by 17.1% to €64 million.

On the other hand, recurring EBITDA amounted to €8.1 million, 12.4% lower than the figure reported in the same period of the previous year, explained by investments in personnel expenses to expand, mainly in the North American market, which, **adjusted for this investment in talent, would have shown an increase in EBITDA of 14% compared to the same period of the previous year, reaching €10.5 million.**

The fourth quarter shows a solid result with an EBITDA of €3.1 million, higher than the fourth quarter of 2022 (+74%), a Gross Margin that grew 22.8% over Q4 2022 and the increase in Transformation Costs are a consequence of the Investment in Talent, although analyzing quarter by quarter, we see the containment of the evolution, both in Personnel and Administration Expenses, especially in Spain, since in the other markets we are expanding commercial teams but always under our model of providing services from our centers of excellence in Spain, Georgia and Colombia.

In terms of non-recurring expenses, 2023 saw an increase in non-recurring expenses of 59%, from €1.7 million in 2022 to €2.6 million in 2023. The increase is mainly due to the completion of the restructuring of Ventis, a major one-time marketing event, corporate restructuring and other expenses, such as the company's preparation to adopt IFRS. The full breakdown of the main groups of non-recurring expenses is shown below:

€	2022	2023	Comments
M&A	425,967	59,729	Lawyers and due diligence advisors, execution of agreements
Capital increase	57,437	40,261	Banks, market, lawyers, consultants
Corporate restructuring	0	408,179	Lawyers and advisors
Ventis Turnaround	613,954	444,668	Severance and operational adjustments
Other operational and optimization adjustments	439,418	1,019,719	Consulting associated with IFRS changeover, severance, headhunters, legal/labor advisors
Other non-recurring	116,963	655,021	Donations, one-off US marketing events (2023), and others
Total	1,653,739	2,627,578	

Core business results as of December 2023

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

Core Business. € '000	4Q22	4Q23	12M22	12M23	Var % 4Q 23/22	Var % 12M 23/22
Revenue	57,913	61,098	199,511	225,370	5.5	13.0
Cost of Sales	-43,240	-43,738	-147,381	-165,044	1.2	12.0
Gross Margin	14,673	17,360	52,130	60,326	18.3	15.7
Capitalized Expenses	833	1,270	2,813	4,479	52.5	59.2
Transformation Costs	-12,460	-15,860	-44,349	-57,675	27.3	30.0
Personnel Expenses	-9,763	-12,629	-34,133	-45,374	29.4	32.9
Administrative Expenses	-2,697	-3,232	-10,216	-12,301	19.8	20.4
Other Income	103	168	368	692	63.4	88.1
Recurring EBITDA	3,149	2,938	10,962	7,822	-6.7	-28.6
Non-Recurring Expenses	-230	-654	-1,040	-2,183	184.3	109.9
EBITDA	2,919	2,284	9,922	5,639	-21.7	-43.2
<i>Investment in Talent</i>		724		2,419		
Adjusted Recurring EBITDA	3,149	3,662	10,962	10,241	16.3	-6.6

Revenue for the twelve months of 2023 amounted to €225 million in the Core business, while Gross Margin amounted to €60.3 million, showing growth of 13.0% and 15.7%, respectively, compared to the same period of 2022.

The amount of recurring EBITDA decreased to €7.8 million, a variation of -28.6% compared to the €11.0 million reported in the same period of the previous year explained by the higher growth of the Personnel Expenses item (32.9%) than the Gross Margin as a result of the Investment in Talent.

The development of international markets is aligned with our growth strategy, to **obtain one third of our results in Spain, one third in the USA and one third in other geographies.**

Below is an additional breakdown of the accounting figures for the two geographic segments, Spain and International.

Spain Business

In the 12 months from January to December 2023, the Spanish business increased its revenues and gross margin compared to the same period in 2022: 12.3% and 10.7%, respectively.

On the other hand, the group's R&D activity has increased by 59.2% compared to the twelve months of 2022, mainly focused on the development of high-value technological tools for **Making Science's** end customers, such as Gauss AI or Ad-Machina, an investment that has been recognized with the awards obtained.

The company has also reinforced 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. For this reason, Personnel Expenses, as well as operating expenses associated with this growth (licenses, rentals and travel mainly) grew more than the Gross Margin, temporarily impacting the Recurring EBITDA, which fell by 16.8% to reach €5.6 million.

We commented in the last report (9M23) that we expected a significant recovery of results in Q4 in the Spain segment due to efficiency measures and operating leverage growth, which is demonstrated in the present results.

Spain. € '000	4Q22	4Q23	12M22	12M23	Var % 4Q 23/22	Var % 12M 23/22
Revenue	33,252	34,444	116,386	130,705	3.6	12.3
Cost of Sales	-25,176	-25,112	-87,172	-98,357	-0.3	12.8
Gross Margin	8,076	9,332	29,214	32,347	15.6	10.7
Capitalized Expenses	833	1,270	2,813	4,479	52.5	59.2
Transformation Costs	-7,037	-8,170	-25,586	-31,757	16.1	24.1
<i>Personnel Expenses</i>	<i>-5,503</i>	<i>-6,481</i>	<i>-19,739</i>	<i>-24,703</i>	<i>17.8</i>	<i>25.1</i>
<i>Administrative Expenses</i>	<i>-1,534</i>	<i>-1,689</i>	<i>-5,847</i>	<i>-7,055</i>	<i>10.1</i>	<i>20.7</i>
Other Income	53	119	261	505	124.3	93.4
Recurring EBITDA	1,925	2,552	6,702	5,574	32.5	-16.8
Non-Recurring Expenses	-27	-552	-614	-1,855	1945.6	202.0
EBITDA	1,898	1,999	6,088	3,719	5.3	-38.9

Spain Business

The Spanish accounts include activities that support the different business units, including Cyber Security, IT, People & Culture, Marketing & Communications and Finance. This structure ensures consistency of processes, controls and values across the organization, seeking the rapid transfer of best practices and creating a model of Hubs that enable greater operational efficiency. During 2023, the company is investing in different non-recurring projects aimed at simplifying processes and increasing efficiency.

The Spain segment EBITDA includes corporate expenses. If we eliminate the growth of corporate costs, the EBITDA of the Spanish market would grow at the same level or higher than the gross margin.

International Business

The International segment includes the accounting figures generated by the companies acquired in recent years by **Making Science** outside Spain, excluding Ventis Srl, which is reported in the Investments segment. The figures for the twelve months of 2023 are exclusively organic, since there have been no new additions to the scope of consolidation. The 2022 figures include the acquisitions of Tre Kronor (SE) and Elliot (GE) since their acquisition date, which was in February. In August 2023 we announced that Making Science, through its subsidiary, Making Science Marketing & Adtech, SLU, acquired an additional 6.34% of the shares of United Communications Partners Inc. (“UCP”), owner of Tre Kronor, increasing Making Science’s interest in UCP to 76.14%.

In its International segment, **Making Science** posted revenues of €94.7 million in the twelve months of 2023, up 13.9% over the same period in 2022. The Gross Margin contributed by this geography is €28 million, representing **a solid growth of 22.1% year on year.**

International. € '000	4Q22	4Q23	12M22	12M23	Var % 4Q 23/22	Var % 12M 23/22
Revenue	24,661	26,653	83,126	94,665	8.1	13.9
Cost of Sales	-18,064	-18,626	-60,209	-66,686	3.1	10.8
Gross Margin	6,597	8,028	22,917	27,979	21.7	22.1
Capitalized Expenses	0	0	0	0	n,a,	n,a,
Transformation Costs	-5,424	-7,690	-18,764	-25,918	41.8	38.1
<i>Personnel Expenses</i>	<i>-4,261</i>	<i>-6,148</i>	<i>-14,394</i>	<i>-20,672</i>	<i>44.3</i>	<i>43.6</i>
<i>Administrative Expenses</i>	<i>-1,163</i>	<i>-1,543</i>	<i>-4,370</i>	<i>-5,246</i>	<i>32.6</i>	<i>20.1</i>
Other Income	50	49	108	187	-1.1	73.5
Recurring EBITDA	1,223	387	4,261	2,248	-68.4	-47.2
Non-Recurring Expenses	-204	-102	-426	-328	-50.2	-22.9
EBITDA	1,019	285	3,835	1,920	-72.0	-49.9
<i>Investment in Talent</i>		724		2,419		
Adjusted Recurring EBITDA	1,223	1,111	4,261	4,668	-9.2	9.5
Adjusted Personnel Expense	-4,261	-5,424	-14,394	-18,252	27.3	26.8

In this segment, **Making Science** is investing in accelerating its organic growth by reinforcing and hiring its teams to strengthen the US business. In this regard, the company has incorporated in April a team of former Google executives in order to grow in the field of its digital marketing solutions, as well as its proprietary technology.

As a result, Personnel Expenses in this segment have increased significantly, which the company expects to generate more than enough business in the coming quarters to offset the 47.2% reduction in recurring EBITDA (+9.5% adjusted for Investment in Talent).



Investments business results as of December 2023

This segment includes the results 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 €10.8 million between January and December 2023 with a gross margin of €4.0 million, a growth of 41.6% compared to the previous year. Profitability improved substantially compared to the same period in 2022, achieving a positive recurring EBITDA of €233 thousand compared to a loss of €1.8 million in the previous year.

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 throughout 2022 and extending through 2023, focused on prioritizing gross margin over volume, redefining product offerings, streamlining software development costs, optimizing investment in digital marketing through artificial intelligence-enabled tools, and redesigning logistics.

Investments. € '000	4Q22	4Q23	12M22	12M23	Var % 4Q 23/22	Var % 12M 23/22
Revenue	2,392	3,287	10,621	10,776	37.4	1.5
Cost of Sales	-1,776	-1,872	-7,800	-6,781	5.4	-13.1
Gross Margin	616	1,415	2,821	3,994	129.7	41.6
Capitalized Expenses	73	38	446	217	-47.3	-51.4
Transformation Costs	-975	-1,287	-5,071	-3,997	32.0	-21.2
<i>Personnel Expenses</i>	<i>-617</i>	<i>-235</i>	<i>-2,043</i>	<i>-1,193</i>	<i>-62.0</i>	<i>-41.6</i>
<i>Administrative Expenses</i>	<i>-358</i>	<i>-1,053</i>	<i>-3,028</i>	<i>-2,804</i>	<i>194.0</i>	<i>-7.4</i>
Other Income	31	3	33	19	-90.8	-42.1
Recurring EBITDA	-255	169	-1,772	233	166.2	113.1
Non-Recurring Expenses	-395	-7	-614	-445	-98.3	-27.6
EBITDA	-650	162	-2,386	-212	124.9	-91.1

Investments in 2023, debt and cash at December 31, 2023

At December 31, 2023, **Making Science** had a cash balance of €178 million (unaudited figure), representing an increase of €4.3 million compared to the balance of €13.5 million at June 30, 2023.

As explained in the note accompanying the June 30, 2023 financial statements, the decrease in cash in the first half of 2023 was mainly due to a negative variation in working capital, which has been reversed as expected in the second half of the year. In addition to increasing its cash balance in the second half of 2023, €4.3 million in earn-outs and deferred payments related to acquisitions made in recent years were paid during this second part of the year. In addition, during the second half of the year, debt of almost €2.4 million was repaid, corresponding to the scheduled maturities of long-term debt for that period.

Full details of net debt as of December 31, 2023 will be published in the next audited financial statements.

Adoption of IFRS

Making Science is working, with the support of a Big 4, to publish its audited consolidated financial statements for 2023 in IFRS.

This new reporting standard will allow the financial information to be comparable with other companies in its market and will allow more transparency in its information, both for its shareholders and other stakeholders.

The financial information contained in this document has been prepared under the current standard (NOFCAC).

The main changes with respect to the current information will be:

IFRS 38. Treatment of goodwill. Under the current standard (NOFCAC) goodwill generated from acquisitions of companies we have made was being amortized over a period of 10 years. Under the new standard there will be no amortization of goodwill, reversing what we have already amortized. In addition, no impairment of the investments made is foreseen since we are complying with our business plans.



Adoption of IFRS

IFRS 16. Treatment of finance leases. This implies that for leases identified as finance leases, mainly of our offices, we will no longer have the cost of leases in administrative expenses, but they will be reclassified between interest and amortization, with the consequent positive impact on our EBITDA.

IFRS 9. The Group will adopt an expected loss model for its Accounts Receivable. In the adoption of the standard, an initial stock of provisions is constituted against equity and then the estimate of the expected loss is calculated annually. We do not expect significant impacts due to this application on annual EBITDA. The group has taken measures to strengthen its collection model and its follow-up to manage this change.

According to the consultant's analysis and pending agreement with the auditor, the application of the change to IFRS will have a positive impact on the company's results and EBITDA.

Capital increases and resources to execute the strategic plan

During 2022-2023, Making Science invested heavily in:

1. Turnaround of Ventis
2. Purchase of stakes in subsidiaries (Celsius and Tre-Kronor)
3. Investment in Talent in the USA to achieve Google Marketing Platform Reseller status

The Company believes that as the returns on the investments made in 2022 and 2023 are consolidated during 2024, it should resume the path of international inorganic expansion in order to achieve the results of its strategic plan.

In this regard, the meeting of the Board of Directors of the Company held on January 26, 2024 approved and authorized the Chief Executive Officer to initiate discussions and procedures aimed at finding investors to accompany the Company in this new stage of expansion.



THANK YOU



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science