



2018 first-half business

Revenues up +11% to €16m

Press release - Paris, July 19, 2018, 5:45pm

Weborama (FR0010337444 - ALWEB - PEA PME), a global leader for data science delivering scientific consumer insights, is reporting its consolidated revenues for the first half of 2018, ended June 30, 2018.

+11% revenue growth for the first half of 2018, driven by the Data Strategy division

Weborama recorded €16m in revenues for the first half of 2018, up +11%.

€m	H1 2018	H1 2017	Change
Data Strategy	11.71	9.76	+20%
Advertising	4.30	4.65	-7%
Total	16.01	14.41	+11%

Unaudited figures

In line with the Group's strategy, which notably aims to ramp up the development of its Data Science solutions, business over the first half of the year was driven by the Data Strategy division, which achieved strong growth, up +20% to €11.7m. The Advertising division generated €4.3m of revenues, down 7%, linked primarily to a currency effect on the Russian ruble.

During the first half of 2018, Weborama won contracts with a number of new key accounts, including KIA, DKV Insurance, Toyota, Car Affinity, Henkel, Western Union, Mitsubishi, J&J and LG, and launched Automotive Insight, the first scientific approach for data-driven automotive marketing. With its semantic data science expertise and unique customer knowledge, Weborama is continuing to develop sectoral data platforms that offer brands an increasingly refined marketing segmentation for building new strategies in order to interact more effectively and at the right times with their targets.

In the first half of 2018, the Group also continued moving forward with its international development, with export sales generating nearly 70% of revenues. For instance, Weborama has continued investing in its growth in the US, where, although its integration within the distribution platforms has taken longer than expected, the Group now has a complete framework in place to deploy its solutions from both a technical and a commercial perspective.

Strategic investments and international development

Against a backdrop of constant innovation, Weborama made extensive human and technological investments in 2017 and the first half of 2018 with a view to strengthening its technological platform and expanding its range of business solutions and its presence on international markets, particularly the US.

Over the year, the Group will continue to benefit from a promising international pipeline and the development of the Data Strategy business in France and internationally.

Next press release: half-year earnings on September 27, 2018

Weborama is a world leader for data science supporting businesses with their digital marketing transformation thanks to its range of tools and expertise delivering scientific consumer insights. In a globalized marketing world within which the relationship between brands and their audiences is increasingly individualized, Weborama provides a custom proprietary data solution that is efficient, non-intrusive and competitive, on a global scale, for next-generation marketers.

Weborama's solutions include a number of proprietary technologies, particularly a data management platform (DMP), fed by one of the world's most advanced behavioral databases (BigSea: 1.3 billion anonymized profiles, 220 qualification criteria). Expanding strongly, this database benefits from exclusive Data Science capabilities combining Natural Language Processing and Machine Learning.

Listed on Euronext Growth™ in Paris, Weborama is developing its expertise in around 30 countries, supported by a team of 250 people. Weborama is an accredited research entity in France and a member of the Excellence Club of BPI France, which has awarded the Group its "Innovative Business" label. It is also eligible for SME share-based savings schemes (PEA-PME).

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