



Press release  
Paris, July 30, 2025 – 5:30 PM  
Section: First-Half Revenue

# **HOPSCOTCH GROUPE**

## **Consolidated activity for the first half of 2025**

### **€45,7 million in gross margin**

### **with over 35% generated internationally**

| In thousands of euros<br>(unaudited data) | First half<br>2025 | First half<br>2024 | Change |
|---|--------------------|--------------------|--------|
| <b>Revenue</b>                            | 118 522            | 129 268            | -8,3%  |
| <b>Gross margin</b>                       | 45 727             | 49 239             | -7,1%  |

**HOPSCOTCH (Euronext Growth FR0000065278)**, a communications consultancy group and a major player in digital, public relations and events, today announces its consolidated revenue and gross margin for the first half of 2025.

During the period, the Group posted revenue of €118.5 million, down 8.3% compared to the same period in 2024. Its gross margin for the first half amounted to €45.7 million, representing a decrease of 7.1% versus H1 2024.

This performance reflects a particularly high comparison base, as gross margin in the first half of 2024 had increased significantly by 17.1% compared to 2023. Nonetheless, this does not alter the positive long-term momentum initiated by HOPSCOTCH, which achieved a 19.7% increase in first-half gross margin between 2023 and 2025.

Given this unfavorable base effect linked to the Paris 2024 celebrations, the event segment logically concentrated the downturn in activity during the semester (-20.9%). In contrast, consulting activities delivered a stable performance, with a gross margin of €13.3 million, in line with the first half of 2024. Hopscotch Season and Hopscotch Tourism posted strong growth of +6.7% and +14.3%, respectively. Together, these two fast-growing and internationally focused strategic sectors now account for one third of the Group's total gross margin.

HOPSCOTCH now generates over 35% of its total gross margin outside France. Two regions were key growth drivers in the first half of 2025: Europe (excluding France), with an increase of +23.4% compared to the same period in 2024, and Asia, up +17.1%.

Thanks to its strong reputation and successful involvement in the summer 2024 sports celebrations, the Group reaffirms its long-term growth ambitions. Despite an unfavorable comparison base and the absence of the Paris Motor Show in 2025, the Group aims to reach a similar level of activity to that of 2024, while continuing its international expansion.



#### Upcoming publications:

- **H1 2025 results: Tuesday, September 30, 2025**
- **FY 2025 revenue: Tuesday, February 3, 2026**

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#### Investor relations

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#### About HOPSCOTCH

HOPSCOTCH is an international communications group founded in France, driven by an entrepreneurial vision and the complementary nature of its talents and expertise.

HOPSCOTCH is a unique combination of expertise, driven by the belief that the value of a company or organization lies in the quality of its relational capital.

With 1,200 employees, half of whom are based internationally (40 offices across 5 continents), HOPSCOTCH covers all areas of communication: influence, events, public relations, activations, digital, internal communication, public affairs, and marketing services.

HOPSCOTCH organizes its agencies around its areas of expertise:

**Event:** Hopscotch Event, Hopscotch Congrès, Hopscotch Moments, Sagarmatha.

**Public Relations:** Hopscotch PR, Le Public Système PR, Human to Human, Hopscotch Décideurs.

**Digital and Marketing:** heaven, AD Crew, Hopscotch Digital Studio.

**Sectorial expertise:** Hopscotch Cinéma, Hopscotch Luxe, Hopscotch Season, Hopscotch Sport, Hopscotch Tourism.

HOPSCOTCH has been committed to ambitious ecological and societal initiatives for over 15 years, validated by internationally recognized CSR certifications, including RSE Agences Actives, ISO 20121, and the EcoVadis Platinum medal.

Listed on Euronext Growth Paris (ISIN code: ALHOP FR 00000 6527 8), the group represents a turnover of €319 million and a gross margin of €105 million in 2024.

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