

ADUX

ADVERTISING AND USER EXPERIENCE

Paris, May 2nd, 2019, 6:00 pm

Q1 2019 revenues amounts to €5.3 million

- **The Group activities excluding the Swedish subsidiary generated €5.1 million in revenues, almost stable in comparison to €5.2 million⁽¹⁾ in Q1 2018**
 - **The Activity of the Swedish subsidiary dropped from €1.1 million to €0,2 million**
 - **The goodwill related to this subsidiary was fully depreciated in 2018**
- **Consolidated revenues are €5,3 million in Q1 2019 vs. €6,4 million⁽¹⁾ in Q1 2018**

Paris, May 2nd, 2019, 6:00 pm – The digital ad group AdUX (ISIN code FR0012821890 - ADUX) releases its turnover figures for the first quarter 2019.

The consolidated revenues for the first quarter of 2019 reached €5.3 million while the main activities (Adpulse for Social Marketing, Admoove for Geomarketing and Quantum for Native Advertising) remained almost globally stable at €5.1 million (vs. €5.2 million ⁽¹⁾ in the first quarter 2018). In parallel the Swedish activity registered a sharp fall of its sales (-€0.9 million in comparison to the first quarter 2018). This drop of the Swedish revenues was anticipated as a consequence of the loss of its main contract during the summer of 2018, which led to the total impairment of the goodwill attached to this activity in the financial statements 2018.

Excluding the Swedish activity, the revenue group's core business (Adpulse, Admoove and Quantum) as a whole showed a satisfactory sales trend at the end of the quarter. This is confirmed in April which shows a clear increase in activity. However, this trend will need to be confirmed in May and June to validate the Group's refocusing strategy operated in recent years.

⁽¹⁾ The figures have been prepared on the basis of the new scope of consolidation represents all the activities of the Group adjusted for the disposals of the traditional Spanish, Belgian and Portuguese activities performed in 2018.

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Next financial Press Release

First-half results 2019 on July 24, 2019

About AdUX

A pioneer in the sector, AdUX is a European specialist in digital advertising and user experience. AdUX, which operates in 7 European countries, generated revenue of €26 million in 2018, is listed on compartment C of Euronext Paris and holds the "Innovative Company" label, thanks to which FCPI funds (i.e., French mutual funds specialized in innovation) are authorized to invest in AdUX, with fund subscribers entitled to the corresponding tax benefits.

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