

# Making Science accelerates its international expansion with the acquisition of Omniaweb in Italy

- *This new operation brings the consulting firm closer to its aspiration to be present in the 20 largest digital advertising markets in the world in the next five years*
- *With this acquisition, the company accelerates the execution of its strategic plan and expects to end the year with a proforma consolidated EBITDA of 4.7 million euros, a growth of 88% year over year.*

**Madrid, October 15, 2020.-** Making Science, a technology and digital marketing consultancy specializing in ecommerce and digital transformation, has announced the acquisition of the Italian company Omniaweb as part of its international expansion strategy. With this move, the company hopes to be closer to reaching its goal of being present in the twenty largest digital advertising markets in the world. A challenge foreseen among its objectives for joining BME Growth last February. A milestone of great relevance for the consulting firm, after which it has exceeded its billing and EBITDA forecast in the first half of 2020.

In the words of José Antonio Martínez Aguilar, CEO of Making Science, “with this incorporation we strengthen our presence in the Italian market with a human team with proven capabilities that will allow us to consolidate the solid growth of the company outside our borders while maintaining our quality standards and levels of service. With the incorporation of Omniaweb we hope to end the year with a proforma consolidated EBITDA of 4.7 million euros, improving the company's expectations for 2020 and 2021”.

The incorporation also strengthens the commitment of Making Science to the services of “Adtech”, “Martech” and Electronic Commerce in which it already has extensive experience and a broad market share. In this sense, Victor Vasallo CEO of Omniaweb has added “this union allows us to contribute our experience with key clients in the Italian market, but also offers us the opportunity to develop an international service capable of accommodating the needs of our clients regardless of the market in which it is developed”.

Making Science is already present in the Italian market since 2019, where it has clients such as Bulgari, Easycoop and Luisaviaroma. Omniaweb also has clients such as AllTours, Eurospin, Bidon, Ventis and Frette. The union of both companies will allow us to offer a local service of the highest quality and all the technological capabilities of Making Science.

Making Science continues to implement its strategic plan with the objective of expanding to 20 markets in the next 5 years. Moreover, the company continues to support the development of technological and business solutions that complement this ecosystem and allow it to be integrated with other high-impact pieces in the company's strategy, sales and operation.

## About Making Science

Making Science is a company specialized in comprehensive marketing and technology solutions for digital business. Its business model responds to the growing need for companies to digitize throughout their value chain, particularly in the area of marketing. The markets in which Making Science operates are digital advertising, data analytics, e-commerce and cloud; all with high growth rates.

The Making Science Group was born in 2016 as a technology and marketing group from the integration of the companies The Science of Digital, S.L and Make Marketing y Comunicación, S.L. In the last three years, the company has integrated five partnerships with complementary equipment and know-how.

The company has been elected SME of the Year 2019 by the Madrid Chamber of Commerce and, recently, it has received the CRECE (Rapid Expansion Company with Exponential Growth) award from the Ernst and Young consultancy within the framework of the Entrepreneur of the Year Awards.

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