

Madrid, February 4, 2025

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, 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 shares the results presentation for the fourth quarter of 2024.

The results presentation is scheduled to take place via a webinar where the CEO will explain in detail the results for the fourth quarter of 2024 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 RESULTS 2024 DATE AND TIME: <u>FEBRUARY 4, 2025, 10:00 AM</u> WEBINAR REGISTRATION:

https://us02web.zoom.us/webinar/register/WN_mF7mZtoJQIm3YREo4PSd9A

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.

We remain at your disposal for any further clarification.

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

RESULTS

Q4 2024 Earnings Preview

José Antonio Martínez Aguilar CEO Making Science making science

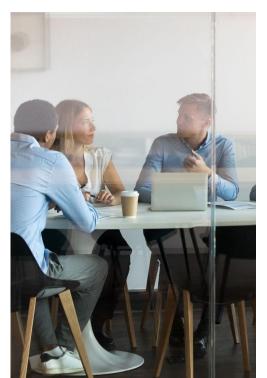
Disclaimer

This document and the conference-call webcast (including the Q&A session) may contain forward-looking statements and information (hereinafter, the "Information") relating to MAKING SCIENCE GROUP, S.A (hereinafter "Making Science" or the "Company"). This information may include financial forecasts and estimates based on assumptions or statements regarding plans, objectives and expectations that make reference to different matters, such as the customer base and its evolution, organic growth, potential acquisitions, the Company's results and other aspects related to the activity and financial situation of the Company. The Information can be identified in some cases through the use of words such as "forecast", "expectation", "anticipation", "projection", "estimates", "plan" or similar expressions or variations of such expressions.

The Information reflects the current view of Making Science with respect to future events, and as such, do not represent any guarantee of future certain fulfilment, and are subject to risks and uncertainties that could cause the final developments and results to materially differ from those expressed or implied by such Information. These risks and uncertainties include those identified in the documents containing more comprehensive information filed by Making Science, such as Annual Accounts or the Information Document (Jan. 2020). Except as required by applicable law, Making Science does not assume any obligation to publicly update the Information to adapt it to events or circumstances taking place after the date of this presentation, including changes in the Company's strategy or any other circumstance.

This document and the conference-call webcast (including the Q&A session) contains or might contain non-audited financial information as prepared by management of the Company. The Information contained herein should therefore be considered as a whole and in conjunction with all the public information regarding the Company available, including any other documents released by the Company that may contain more detailed information. Neither this document nor the conference-call webcast (including the Q&A session) constitute an offer to purchase, sell or exchange any shares, or a recommendation or advice regarding any shares.

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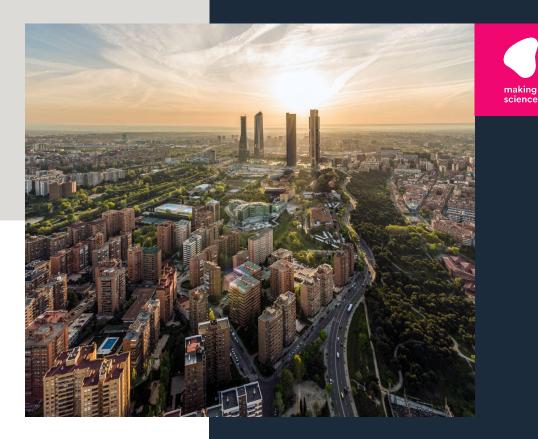
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Overview of Making Science



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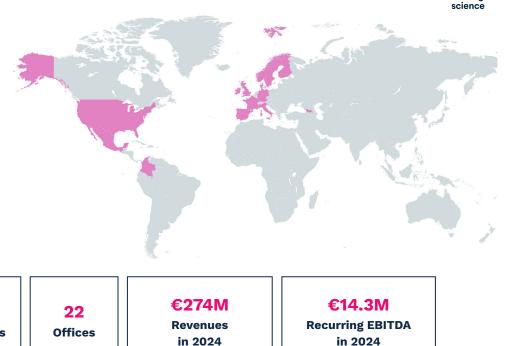
Who are we?

Making Science is a marketing and technology consulting firm helping companies accelerate their digital capabilities

Making Science is an international digital acceleration company with more than 1,200 employees and presence in 15 countries.

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





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Our Business Lines

4 Business Lines



Making Science has developed different lines of business in recent years.

- All business lines are profitable and growing at double digits
- A new structure has been defined with global COOs by business line
- A business plan for growth is being defined for each of them
- A new corporate website was developed, with a new investor website, new corporate and client videos, and additional information about Making Science's different businesses, clients and ESG activities:

<u> https://www.makingscience.com/corporate/</u>

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Making Science's Services

360º Capabilities



Paid Media Campaign Management & Programmatics



Analytics, CRO, Dashboarding & Big Data



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Brand Identity and Values

User Experience & User Interface (UX & UI)

Platform Development & Infrastructure

Content Production, Photos. Videos

& Content SEO Positioning (Search Engines)



Lifetime Value & Customer Management

Platform Development & Infrastructure



Data (CPD) Data Segmentation & Activation

Machine Learning, AI & Gauss

Feed Generation for Digital Marketing

Paid Media Campaign Management & Programmatics

Social Media & Community Management

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Our Flywheel

Complementary, high-growth business lines that reinforce the value proposition to the client



Digital Marketing

Our access to clients' businesses and our technological partnerships generate further insights and opportunities for new applications of our digital marketing expertise.

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AdTech & MarTech (advertising and *marketing technologies*)

Our MarTech, AdTech and Data capabilities differentiate us from traditional agencies.

Some of Our Clients

We create value through integrated solutions to deliver a 360-degree, results-oriented experience





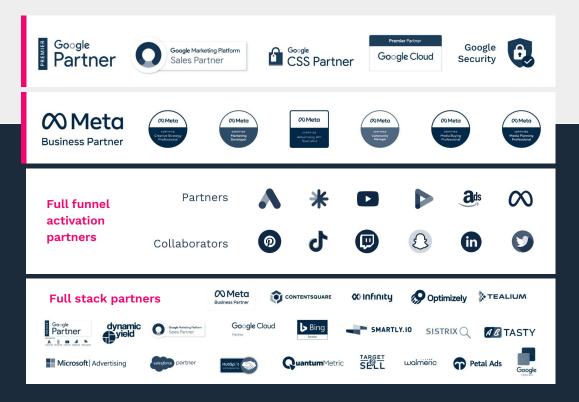
Working with the Largest Global Platforms

Experienced in all channels of the digital ecosystem

We are partners of the main technological players in the sector, which gives us a complete vision of the digital advertising ecosystem.

Our way of working is linked to our technology

partners, so we can offer the latest developments in the market and the best treatment by the partners.



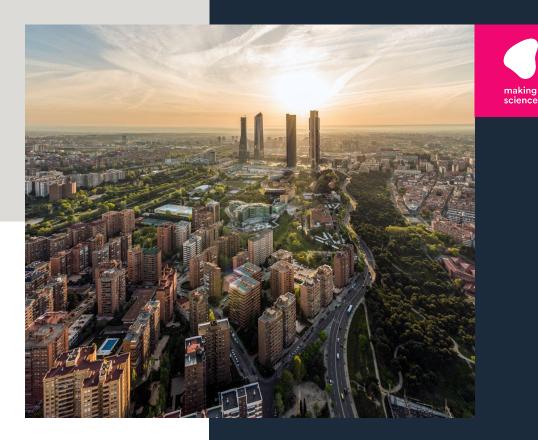
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Making Science is Becoming More Global



2024 in Review



Evolution

Phase 3 of Making Science

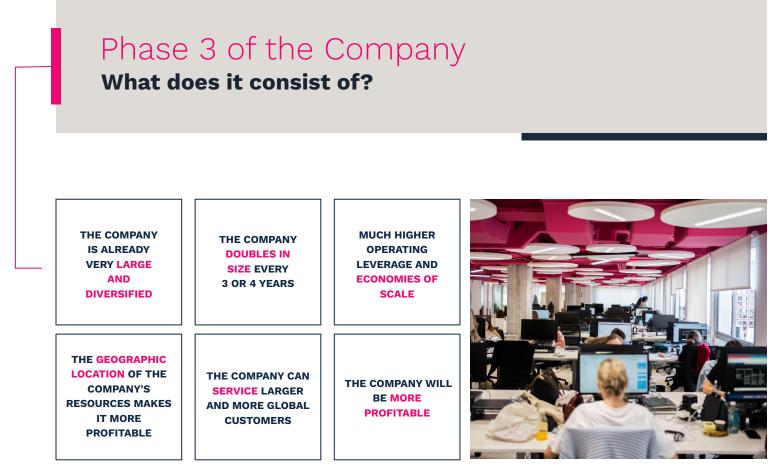
Revenue (millions of euros)





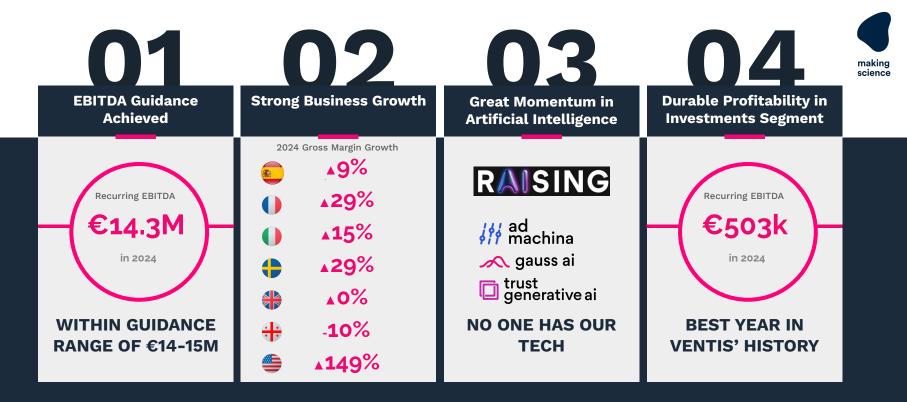
The company is in its Phase 3

This graph is shown for illustrative purposes only and does not constitute guidance on the company's future performance.



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2024 Highlights



New Clients in 2024

Major Growth in all Geographies



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2024 Highlights: Spain and International



2024 Highlights: USA



2024 Highlights: Corporate

Acquisition of Additional 19% of Agua3	Agreement to Acquire Remaining 24% of UCP	Capital Increase	Investment Agreement with SOPEF	making
Acquired additional 19% of Agua3 Growth Engines, owner of Ad-Machina, for €1.2 million	Announced agreement to acquire remaining 24% interest in United Communications Partners, owner of Making Science's operations in the Nordics, for US\$1.12 million	Successfully completed capital increase at a price of €7.65 per share	Financing agreement with Spain Oman Private Equity Fund (SOPEF) New Shareholders of BL1 making science SOPEF	
Option to acquire remaining 30% for €3.0 million in 2025	Closed in Q3 2024; Making Science holds 100%	Total proceeds of €4.7 million were raised Significant participation of institutional investors, including Santander Small Caps España FI	Investment of up to 40 million euros by MSG and SOPEF in BL1 over the next 2 years	

CERTIFICATIONS PROGRESS IN LATAM

Making Science has achieved Google Marketing Platform reseller status in Colombia and Mexico



RAISING

RAISING

Elevate your results with AI-Powered marketing

The Technology Division

It combines business expertise with data science to offer advanced AI-based solutions applied to marketing.

With R**AI**SING, the company is positioned as a global benchmark in digital transformation. It differentiates Making Science from the competition by adding a separate and valuable technology division to the original digital marketing business.

> NO ONE HAS OUR TECH <

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Maximize the performance of online advertising campaigns.



+38% revenue

Ad-machina is a comprehensive technology that uses Generative AI for the end-to-end of the digital creative assets. It automates the process of creating, activating, measuring and optimizing creatives based on their performance in all main marketing platforms (Google Search, Performance Max, Meta, TikTok) helping to achieve marketing goals more efficiently and profitably. Optimize processes and improve business results.

 RIU

HOTELS & RESORTS

+250% revenue



Gauss AI is a platform that collects, organizes and analyzes large volumes of business data. Through artificial intelligence and machine learning algorithms, Gauss AI identifies patterns, trends and correlations in this data, providing companies with valuable information for decision making.



Quality content at scale trusted by humans.



ventis

+100% SEO visibility

+8% sales

Trust Generative AI is a Generative AI platform that offers a private corporate space to create content at scale: seo friendly web pages, sales emailing, reports, blogs... It leverages proprietary company data to securely store, validate and optimize the content with human in the loop. **22**

New Recognitions and Memberships



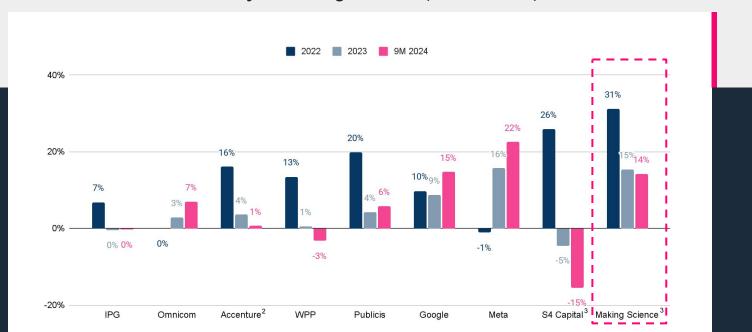
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Q4 and 2024 Results



Market Environment

Declining growth rates



Year-over-year revenue growth rates (2022 - 9M 2024)¹

1. Source: Statista, annual and quarterly reports.

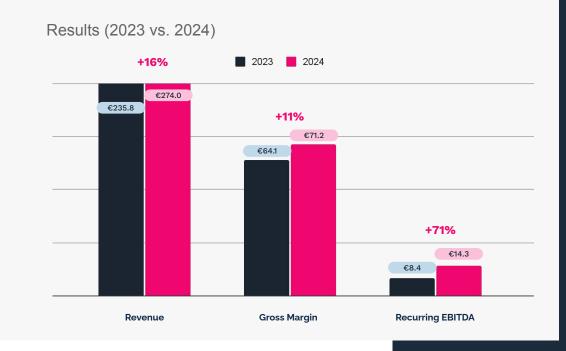
2. The annual periods represent December-November due to the August 31 year-end.

3. 2022 presented on a like-for-like comparative basis.

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Consolidated

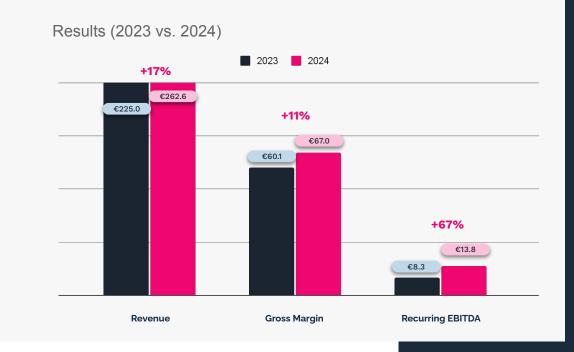


Our international investments made in prior years and cost control policies are producing strong operating leverage.

- The combination of an established market such as Spain growing at 9% and the international segment growing at 14% (gross margin) ensures sustained organic growth
- Lower expense growth from automation and economies of scale drives 71% EBITDA growth over 2023

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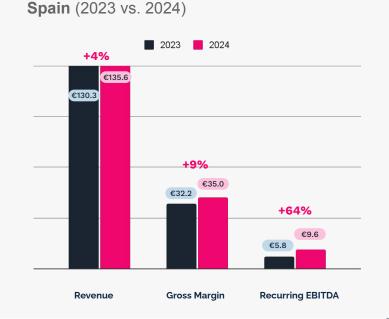
Core Business



Significant growth in our business demonstrates the strengths of our core operations (*Core Business*).

- Revenues and gross margin grew by 17% and 11% in 2024, to €262.6 million and €67.0 million, respectively
- Recurring EBITDA increased by 67% to C13.8 million in 2024, explained by operational efficiencies reflected in operating cost growth below gross margin growth

Core Business by Segment



International (2023 vs. 2024)



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Stability and Predictability of Revenues

Historical Gross Margin

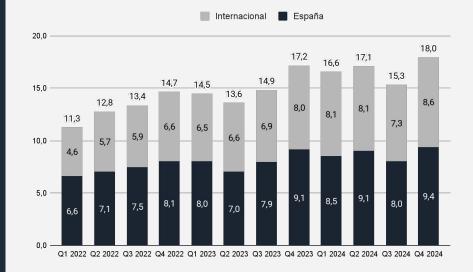


The structure of service fees may vary considerably depending on each case, client and company, but in general the following can be distinguished:

- Recurring Fees: Fees are charged based on the dedication/availability of resources (e.g., campaign management, media buying, analysis and reporting, maintenance, personnel and time spent). They have continuity in time and, therefore, high recurrence.
- Projects: Fixed fees per project. They are associated with the completion of a series of tasks with a specific objective and within a limited time frame (e.g. audits, strategy, specific campaigns, web or app development and migrations).

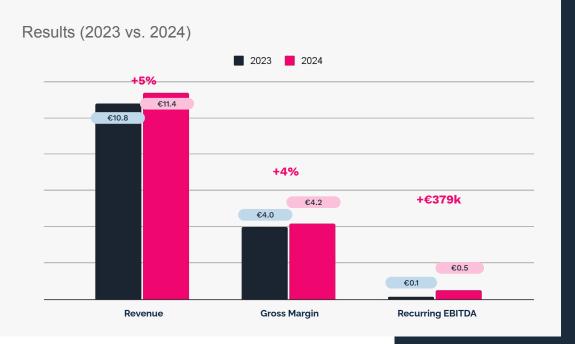
Between 80 and 85% of the service revenues obtained by Making Science are under the monthly recurring fee model, which explains the high predictability of our revenues from quarter to quarter.

Quarterly Gross Margin (Core) (millions of euros)



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Investments: E-Commerce & Products



Significant opportunity for value creation in Ventis' operational improvement making science

- Net revenues increased by 5% in 2024 over 2023, and gross margin increased by 4%, as the profitability improvement initiatives began to take effect
- These cost saving initiatives led to EBITDA of €503k, the best year in Ventis' history, in contrast to the €124k achieved in 2023

Non-Recurring Costs

Main groups of expenses

Non-Recurring Costs

MSG Consolidated (€ '000)	1Q24	2Q24	3Q24	4Q24
Corporate Operations	26	66	795	345
People & Culture	7	50	52	690
Various	38	2	3	20
Donations	17	0	0	45
Total	88	118	850	1.100

Most of the 3Q24 expenses come from the purchase of the minority interest in UCP (Nordics). The savings to be obtained from the delisting of UCP are approximately €70 thousand per year.

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- In addition, we had costs related to the SOPEF II transaction, the capital increase in Making Science Group, the Bond repurchase program and the syndicated loan.
- In 4Q24 costs have also increased associated with one-time incentive payments, M&A activities and Joint Ventures.

04

Guidance 2025 and Plan 2027



Degree of Compliance Guidance 2024

At year-end 2024, Recurring EBITDA and Revenues were within the range of the 2024 Guidance provided, meeting these targets. Although the Gross Margin was 4% below guidance, the good management of costs and collections allowed us to achieve the recurring EBITDA target.

	2024	Guidance 2024		
	Close	Low	High	
Revenue (€ millions)	274.0	270	290	
Percentage Achieved		101%	94%	
Gross Margin (€ millions)	71.2	74	77	
Percentage Achieved		96%	92%	
Recurring EBITDA (€ millions)	14.3	14	15	
Percentage Achieved		102%	95%	

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Guidance 2025

Key Figures

The **Making Science Board of Directors** met on January 30, 2025.

After analyzing the year's results and forecasts for 2025, the Board unanimously decided to publish the following **guidance for 2025 on a consolidated basis:**

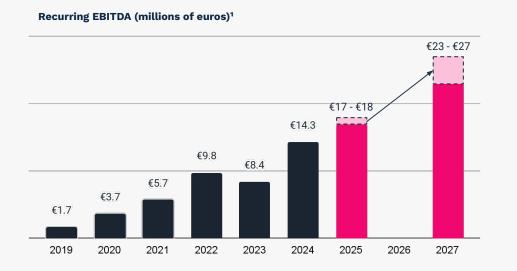
	2024	2025	
	Close	Low	High
Revenue (€ millions)	274.0	350	370
Annual Growth		28%	35%
Gross Margin (€ millions)	71.2	79	83
Annual Growth		11%	17%
Recurring EBITDA (€ millions)	14.3	17	18
Annual Growth		19%	26%
EBITDA/Gross Margin Ratio	20.1%	21.5%	21.7%

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Objectives

Guidance 2025 and Plan 2027



Guidance 2025 €17 - 18 M Plan 2027 €23 - 27 M Implied compound

Implied compound annual growth rate (2025-2027)²

20%

2019-2021 based on Spanish GAAP. 2022-2027 based on IFRS.
Based on the midpoints of the ranges

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2023

By segment

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Core

16.7

18.7

7.3

16.3 -1.2

67.5 -2.5

Figures in € '000	Spain	Int'l	Core	Invest.	Total
Revenues	130,324	94,665	224,989	10,776	235,765
Cost of Sales	-98,164	-66,686	-164,850	-6,781	-171,631
Gross Margin	32,160	27,979	60,139	3,995	64,134
Operational Cost	-26,508	-25,538	-52,050	-3,887	-55,937
-Personnel	-24,703	-20,672	-45,375	-1,193	-46,568
-Capex (IFRS)	4,479	0	4,479	217	4,696
-Administrative	-6,284	-4,866	-11,154	-2,911	-14,065
Expected Loss Provision	-322	-209	-531		-531
Other Income	505	187	692		711
Recurring EBITDA	5,835	2,419	8,250	124	8,377
Non-Recurring Costs	-1,855	-328	-2,183	-445	-2,628
EBITDA	3,980	2,091	6,067	-321	5,749

		2024					Var.
Spain	Int'l	Core	Invest.	Total	_	Spain	Int'l
135,596	127,053	262,649	11,359	274,008		4.0	34.2
-100,564	-95,043	-195,607	-7,201	-202,808		2.4	42.5
35,032	32,010	67,042	4,159	71,200		8.9	14.4
-26,377	-28,114	-54,491	-3,836	-58,327		-0.5	10.1
-25,179	-23,501	-48,680	-908	-49,588		1.9	13.7
5,207	0	5,207	196	5,403		16.3	n/a
-6,406	-4,613	-11,018	-3,124	-14,142		1.9	-5.2
524		593	36	629		-262.8	-132.9
409	265	674	144	817		-19.0	41.6
9,588	4,230	13,817	503	14,320		64.3	74.9
-1,715	-414	-2,128	-29	-2,157		-7.6	26.1
7,873	3,816	11,689	474	12,163		97.8	82.5

Q4 2024 Results

Q4 2023

By segment

			£		
Figures in € '000	Spain	Int'l	Core	Invest.	Total
Revenues	34,067	26,653	60,720	3,287	64,007
Cost of Sales	-24,919	-18,625	-43,544	-1,871	-45,415
Gross Margin	9,149	8,028	17,177	1,416	18,593
Operational Cost	-6,759	-7,595	-14,355	-1,354	-15,709
-Personnel	-6,481	-6,148	-12,629	-234	-12,863
-Capex (IFRS)	1,270	0	1,270	39	1,309
-Administrative	-1,548	-1,447	-2,996	-1,159	-4,155
Expected Loss Provision	-90	-56	-147		-147
Other Income	119				171
Recurring EBITDA	2,418	426	2,843	65	2,908
Non-Recurring Costs	-550	-101	-651	-7	-658
EBITDA	1,868	325	2,192		2,250

		Q4 2024		
Spain	Int'l	Core	Invest.	Total
31,836	45,338	77,173	2,909	80,082
-22,414	-36,780	-59,194	-1,827	-61,022
9,421	8,558	17,979	1,082	19,060
-7,522	-7,584	-15,105	-1,115	-16,219
-7,148	-5,925	-13,072	-258	-13,331
1,556	0	1,556	42	1,598
-1,929	-1,658	-3,588	-898	-4,486
487	152	640		698
106	65	171	0	171
2,493	1,192	3,686	25	3,710
-941	-160	-1,100	0	-1,100
1,552	1,032	2,586	25	2,609

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	Var.	
Core	Int'l	Spain
27.1	70.1	-6.6
35.9	97.5	-10.1
4.7	6.6	3.0
5.2	-0.2	11.3
3.5	-3.6	10.3
22.5	n/a	22.5
19.8	14.6	24.6
-535.3	-371.8	-641.5
1.8	33.0	-10.9
29.6	179.8	3.1
68.9	58.5	71.0
18.0	217.5	-16.9

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Quarterly Gross Margin

Core Business by Country

in € 000s	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	Var. % 12M24/23
Spain	8,033	7,039	7,940	9,149	8,527	9,056	8,027	9,421	8.9%
International	6,464	6,564	6,923	8,028	8,054	8,078	7,320	8,558	14.4%
- France	1,028	985	1,071	1,325	1,512	1,570	1,368	1,252	29.3%
- Italy	914	956	914	897	1,103	1,042	1,033	1,060	15.1%
- Nordics	1,540	1,691	1,638	2,298	2,031	2,166	2,079	2,995	29.3%
- U.K.	418	483	422	482	516	471	408	403	-0.4%
- Georgia	2,308	2,235	2,586	2,891	2,715	2,480	2,055	1,801	-9.7%
- USA	142	96	211	60	93	233	267	678	149.0%
- Others	114	118	81	74	85	115	110	369	76.1%
Core Business	14,497	13,603	14,863	17,177	16,581	17,134	15,347	17,979	11.5%



Quarterly EBITDA

Core Business by Country

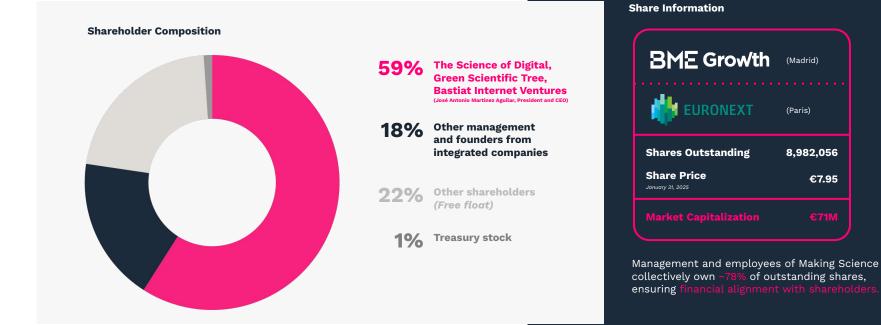
in € 000s	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	Var. % 12M24/23
Spain	1,697	604	1,114	2,418	2,749	2,340	2,006	2,493	64.4%
International	1,009	402	583	426	635	1,245	1,158	1,192	74.8%
- France	329	352	361	314	505	521	390	186	18.2%
- Italy	227	300	244	102	301	318	277	237	29.7%
- Nordics	184	250	221	503	339	368	539	541	54.3%
- U.K.	-5	12	-65	-54	144	117	69	8	401.7%
- Georgia	385	302	463	326	88	509	479	324	-5.1%
- USA	-12	-700	-539	-827	-476	-337	-359	48	46.0%
- Others	-99	-113	-102	62	-265	-251	-238	-153	260.1%
Core Business EBITDA*	2,706	1,006	1,697	2,843	3,384	3,584	3,164	3,685	67.4%

(*) Recurring EBITDA, excluding non-recurring costs.

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Shareholder Information

Significant ongoing investment from key stakeholders of the company



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Analyst Coverage



Analyst reports are available to investors on the Making Science Investors page.

ALANTRA **[]** renta4banco

Analyst

Fernando Abril-Martorell

Analyst

Iván San Félix Carbajo





