

2018 Consolidated Annual Revenue

Paris, March 6th, 2019: 1000mercis (FR0010285965 – ALMIL – PEA-PME eligible), a data marketing specialist, announces its consolidated annual revenue for the year to December 31st, 2018.

In millions of euros	31.12.2018	31.12.2017	Var.	Var.%
Consolidated revenue	68.1	58.8	9.3	16%

The Group recorded consolidated revenue of €68.1 million in the year to December 31st, 2018, up 16% compared with the previous year.

The Group has confirmed the acceleration observed since the end of 2017, generating a €9.3 million increase in revenue in 2018.

The group's international deployment, its technological investments and the recruitments undertaken to support its acceleration are continuing to impact operating profit, which is expected to reach approximately €6 million.

The Group supports its clients via three segments:

- **Interactive Marketing:** 40% of revenue, driven by the strong performances of the CRM and Data Management Platform (DMP/CDP) offers;
- **Interactive Advertising:** 30% of revenue, driven by the substantial growth of programmatic trading offers;
- **Mobile Marketing:** 30% of revenue, stable within a competitive environment.

1000mercis group is establishing its international presence, with activity growing by 33% and accounting for 27% of consolidated revenue. The Group's expertise and excellence are enabling it to satisfy contracts covering a growing number of different countries.

Within this global momentum, in January 2019, 1000mercis announced its brand change to use the Numberly brand on all its markets, including France. This brand was already in effect in the fifty countries in which the group operates via its seven worldwide offices.

Yseulys Costes, CEO of 1000mercis – Numberly: "The deployment of Numberly as Group brand marks our international dimension. The 2018 momentum was driven by our CRM and programmatic activities. The investments, the innovations and the excellence of our teams, who I thank for their commitment and the performances they deliver for our clients, make us confident that this growth will continue."

About 1000mercis - Numberly

An acknowledged expert in digital CRM and programmatic marketing, from data collection (CRM, DMP database) to activation (email, mobile, RTB, social networks, in store), the Numberly group's mission is to design high incremental ROI approaches for advertisers who wish to optimise their actions to win and retain customers on every digital medium. Listed on Euronext Growth (ALMIL.PA) and operating in more than 50 countries, the Group recorded consolidated revenue of €68,1 million in 2018

2018 annual results will be published on April 1st, 2019 (after market).

1000mercis is listed on Euronext Growth - Paris
Code ISIN : FR0010285965 – Mnémon : ALMIL



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