



Madrid, April 15, 2021

MAKING SCIENCE GROUP, SA (the "Company" or "Making Science") pursuant to the provisions of article 17 of Regulation (EU) No. 596/2014 on market abuse and article 228 of the revised text of the Securities Market Law, approved by Royal Legislative Decree 4/2015, of October 23, and related provisions, as well as Circular 3/2020 of the BME Growth segment of BME MTF Equity, informs the following:

PRIVILEGED INFORMATION

Making Science Group, SA and its subsidiary Making Science Ltd, have acquired 100% of the shares of the company 360 Conversion Analytics LLC.

360 Conversion Analytics LLC is a data analytics and CRO ("Conversion Rate Optimization") company with offices in Florida, New York, and San Francisco. The Company closed the fiscal year 2019 with revenues up to 3.7Million USD and has clients such as Royal Caribbean and Celebrity Cruises.

This move is the Company's first acquisition in the United States, a strategic market for the Company, which strengthens its global position as experts in data and technology. With the acquisition, Making Science incorporates 25 consultants in the US market.

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

We remain at your disposal for any further clarification.

Yours sincerely,

CEO of Making Science Group, SA
José Antonio Martínez Aguilar