



Madrid, 26 de mayo de 2021

MAKING SCIENCE GROUP, S.A. (la "Sociedad", la "Compañía", el "Grupo", o "Making Science") en virtud de lo previsto en el artículo 17 del Reglamento (UE) nº 596/2014 sobre abuso de mercado y en el artículo 228 del texto refundido de la Ley de Mercado de Valores, aprobado por el Real Decreto Legislativo 4/2015, de 23 de octubre, y disposiciones concordantes, así como en la Circular 3/2020 del segmento BME Growth de BME MTF Equity, por medio de la presente pone en conocimiento la siguiente información:

### **OTRA INFORMACIÓN RELEVANTE**

Making Science ha sido invitado al Foro MEDCAP 2021 (evento organizado por Bolsas y Mercados Españoles) que este año se hace de manera virtual que tendrá lugar entre el 25 y 27 de mayo de 2021.

Quedamos a su disposición para cualquier aclaración adicional.

Atentamente,  
Consejero Delegado de Making Science Group, S.A.  
José Antonio Martínez Aguilar

# Foro MedCap 2021

Investor Presentation

May 2021



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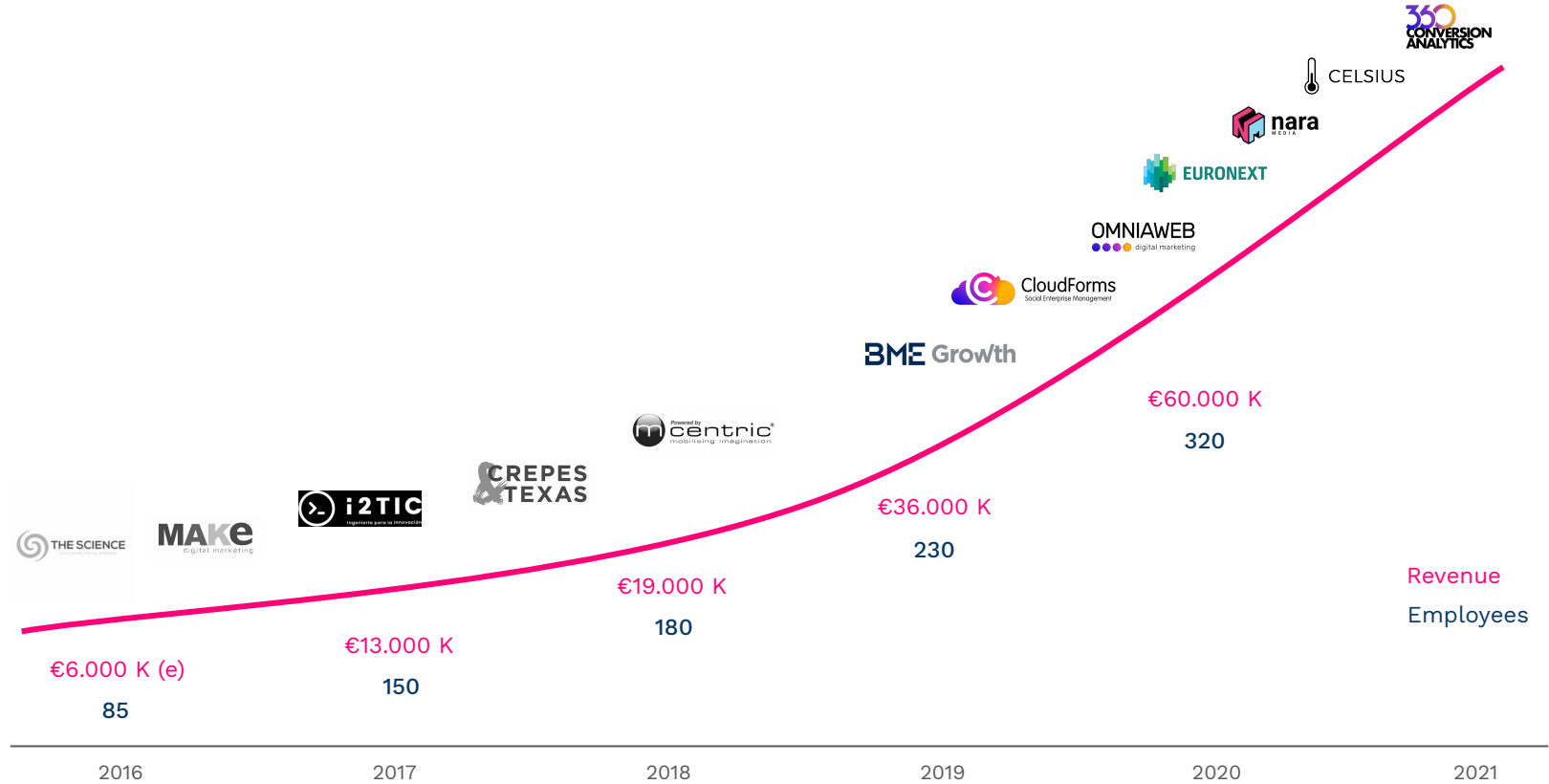
# Investor presentation

- 01** About Making Science
- 02** The Market
- 03** Financial Information

# 01. About Making Science



# The Evolution of the Group



Revenue  
Employees

Making Science Group is a marketing and technology consulting firm that helps companies in their digital growth and development process.



Spain (Madrid, Barcelona y Valencia), France Portugal, Italy, UK, USA, Mexico, Colombia and Ireland



**Google Marketing Platform Master**

GMP#HomeAcademy by Making Science

**+400**  
Consultants

**+80**  
GMP specialist



EY Entrepreneur of the Year High Growth

**+400**  
Customers 2021

**+10**  
Countries 2021

**BME Growth**



Public company

**.. WITH PROPRIETARY ECOMMERCE TECHNOLOGY**



Data Quality  
Data Quality Assurance



Artificial intelligence. Cookie valuation, leads and personalisation



Feeds management for adaptation to Google Shopping.

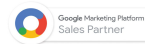


Comparison Shopping Site



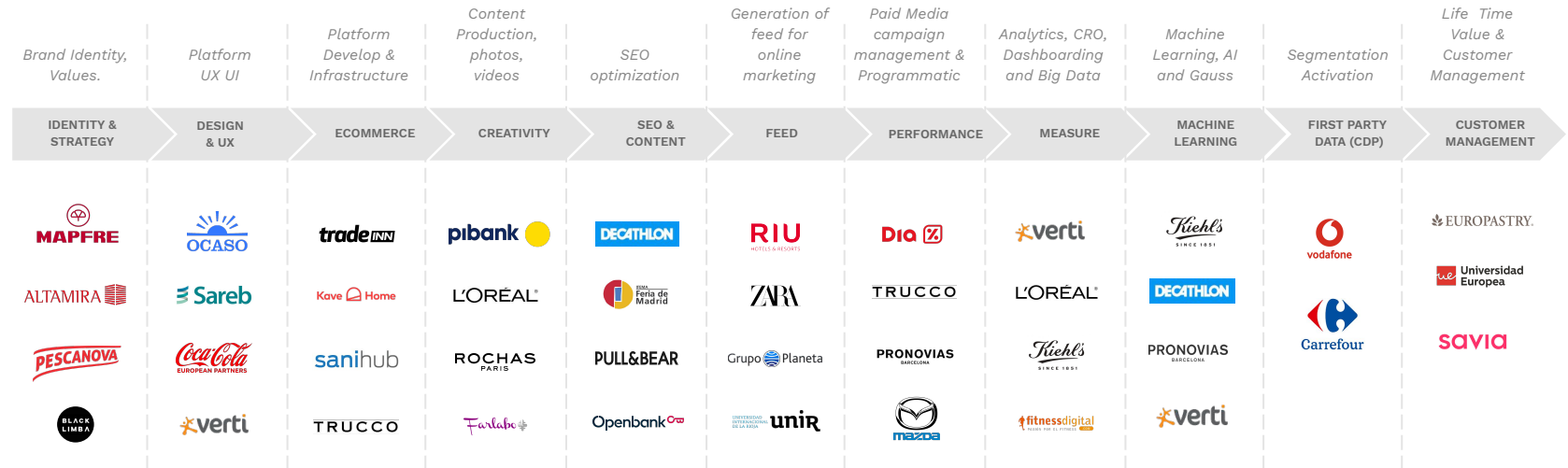
Ecommerce framework: speed, SEO and conversion

**... WITH TECHNOLOGICAL PARTNERSHIPS THAT ALLOW US TO IMPROVE OUR CLIENTS' RESULTS**



# Capabilities and teams in 360° management

We create value through integrated solutions to deliver a 360-degree, results-driven experience. Our services, combined with the work of our teams, make Making Science the ideal partner to execute a digital strategy.





# Some of our Clients



PULL&BEAR



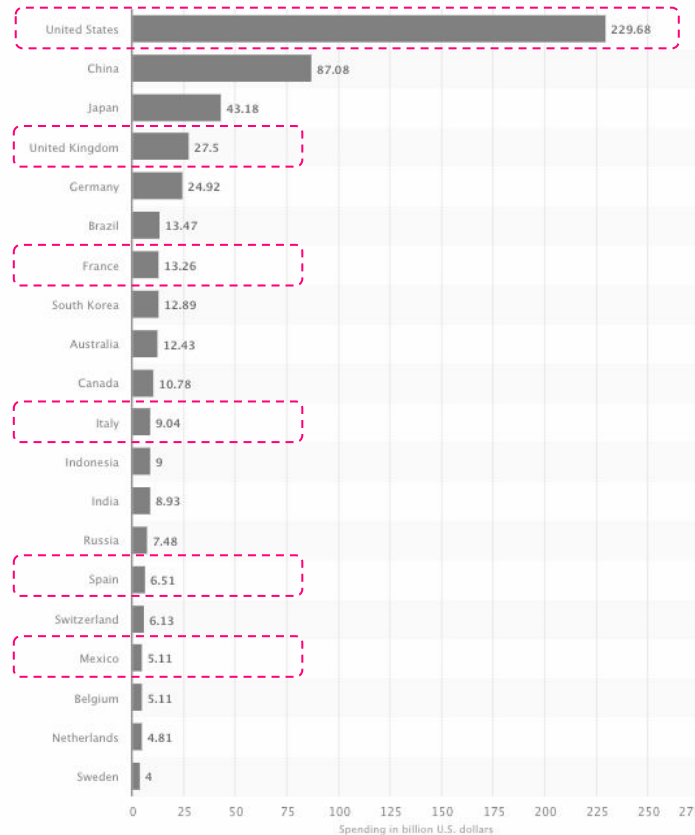
L'ORÉAL®



BVLGARI



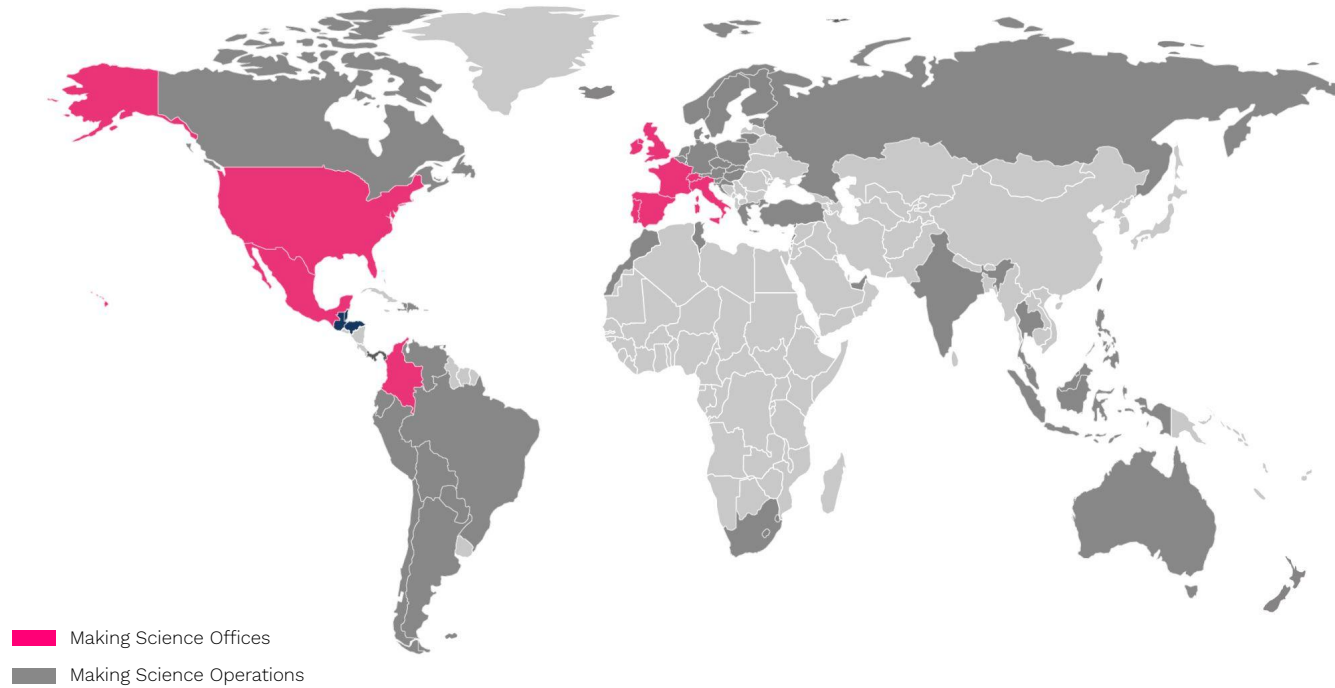
# What is our aspiration?



We are here →

Our aspiration  
 “We want to be present in the Top 20 global advertising markets in 5 years”

# International Expansion



**OMNIAWEB** | making science company  
digital marketing

**CELSIUS** | making science company  
temperature

**LOYAL** | making science company  
loyalty

**nara** | making science company  
nara

**360 CONVERSION ANALYTICS** | making science company  
conversion analytics

# Making Science accelerates its technological and international growth

## Acquisitions



a making science  
company

Multidisciplinary team with more than 20 years of experience in the development of projects and integration of technological solutions for digital business.

Cloudforms specialises in the strategic definition, implementation and operation of technological solutions within the **Salesforce ecosystem**.



a making science  
company

**Digital marketing agency in Padua, Italy, specialised in digital services for companies.**

Omniweb accompanies companies in the process of digital transformation by implementing and monitoring technological and web marketing processes, becoming the strategic partner for the web activities of Italian customers.



a making science  
company

Nara Media is a digital marketing company specialising in app marketing and APP marketing measurement **based in London (UK).**



a making science  
company

Celsius is a digital marketing consultancy based in **Paris, France.**

It accompanies companies in the transformation process by deploying digital strategies throughout the entire conversion funnel, from acquisition to the measurement of marketing campaign attribution and optimisation.



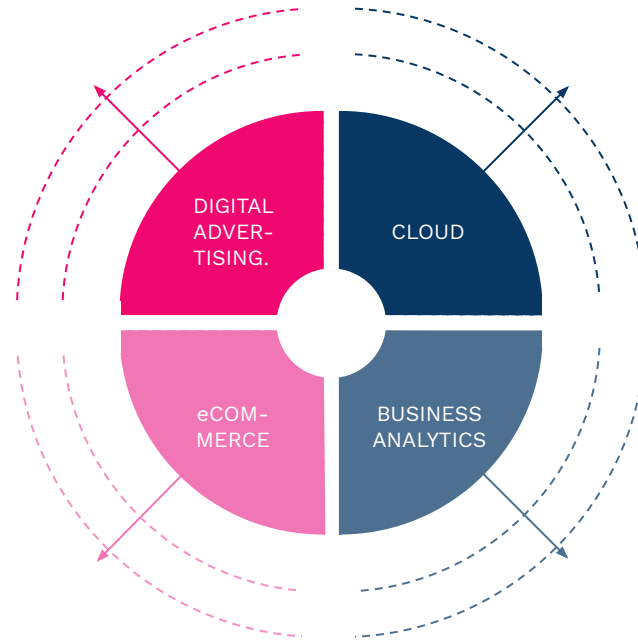
a making science  
company

360 Conversion Analytics is a digital marketing company focused on **creating, optimizing, and personalizing digital experiences located in United States.** They utilize conversion rate optimization strategies to create high-performing digital experiences for some of the most well-known e-commerce and travel brands.

## 02. The Market

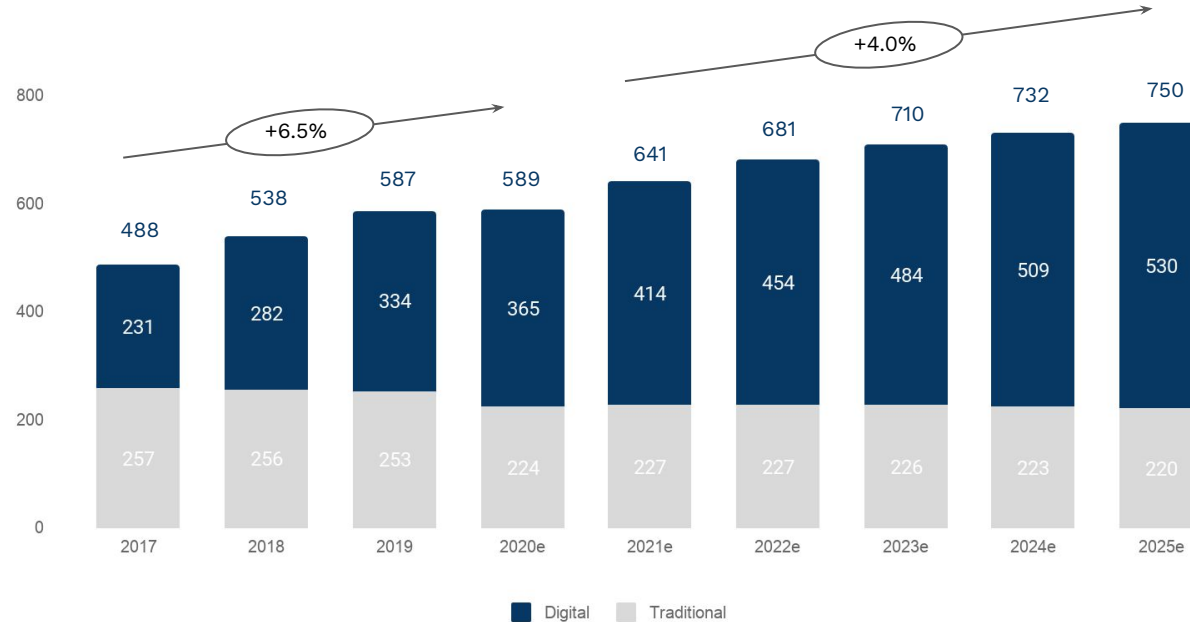


## We Operate in four High Growth Markets



## Digital Advertising keeps growing

The overall advertising market has been growing and will continue to do so

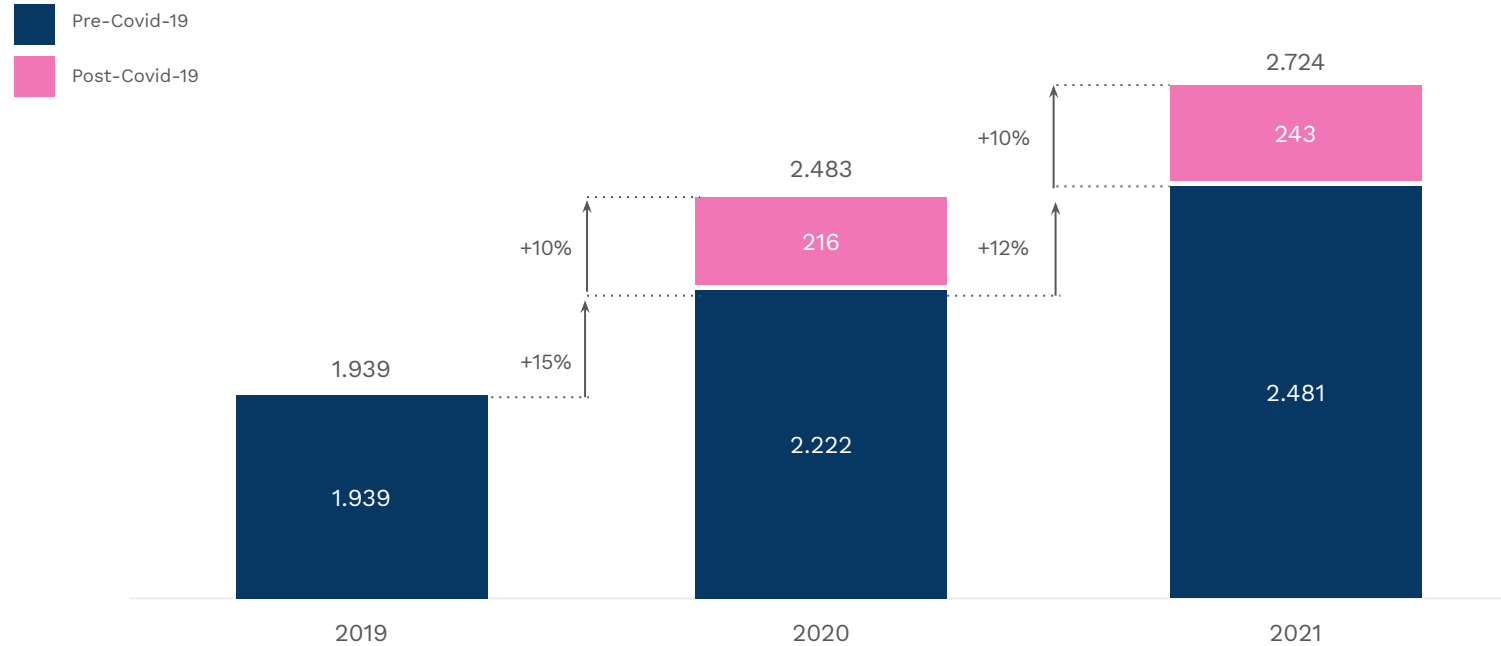


Growth in digital overcompensates the drop in traditional advertising

Source: Statista & Media Outlook, March 2021

# COVID-19 Accelerates eCommerce Globally

Global eCommerce revenue forecast in billion US\$



Global eCommerce revenue forecast in billion US\$ Source: Statista, March 2021

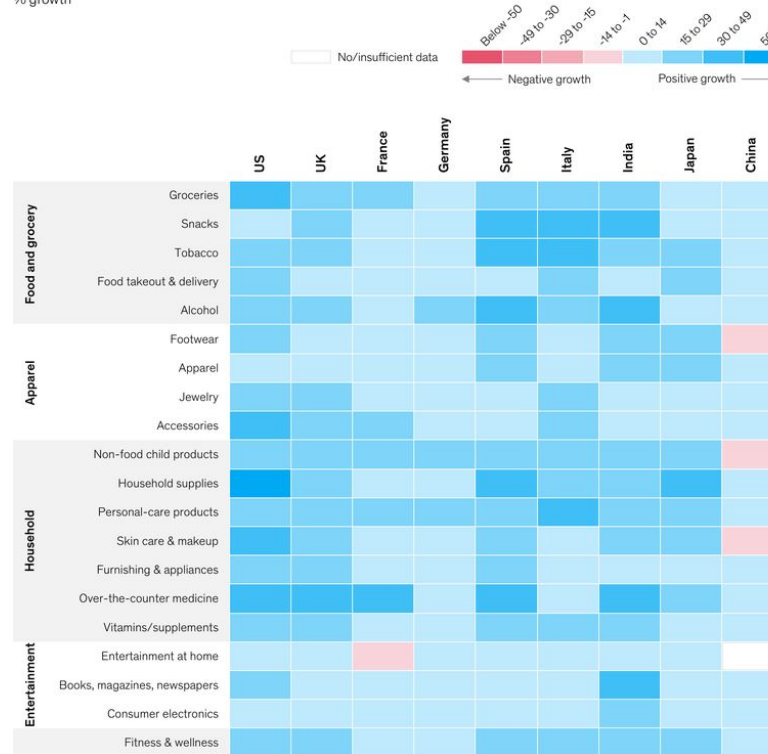


# A significant amount of the COVID created demand will stay

More people expect to make a portion of their purchases online post-COVID-19 than before.

Customers purchasing category online<sup>1,2,3</sup>

% growth<sup>4</sup>



<sup>1</sup> "Before the coronavirus (COVID-19) situation started, what proportion of your purchases in this category were online vs from a physical store/in person?"

<sup>2</sup> "Once the coronavirus (COVID-19) situation has subsided, tell us what proportion of your purchases in this category you think will be online vs from a physical store/in person?"

<sup>3</sup> Includes respondents who chose "some online," "most online," and "all online." Respondents who indicated that they have not bought the category online and do not intend to do so in the next two weeks are classified as not purchasing online.

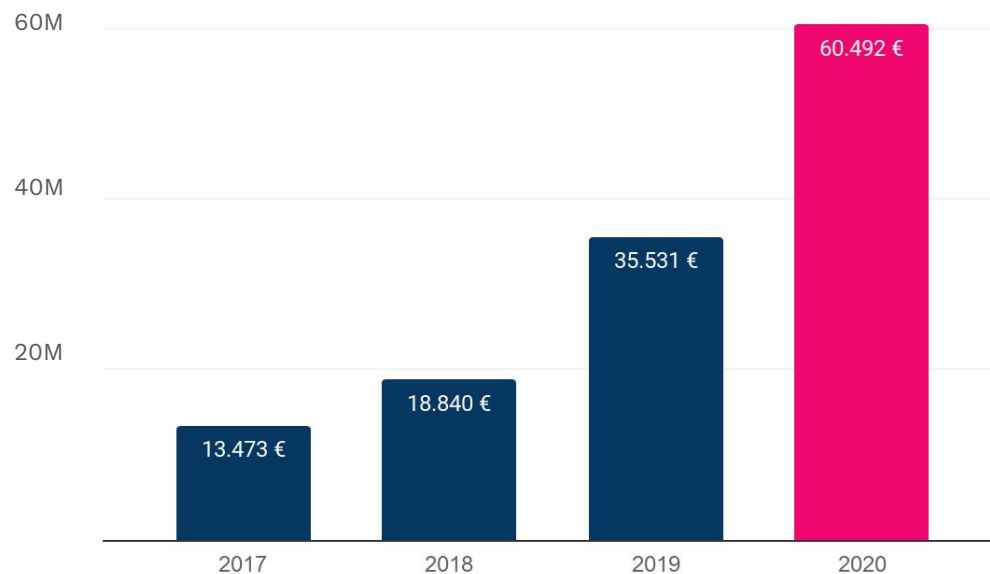
<sup>4</sup> Percent growth is calculated by subtracting the pre-COVID-19 percentages from post-COVID-19 percentages and dividing by pre-COVID-19 percentages of respondents selecting

## 03. Financial Results 2020



## Revenue Proforma

Thousand euros

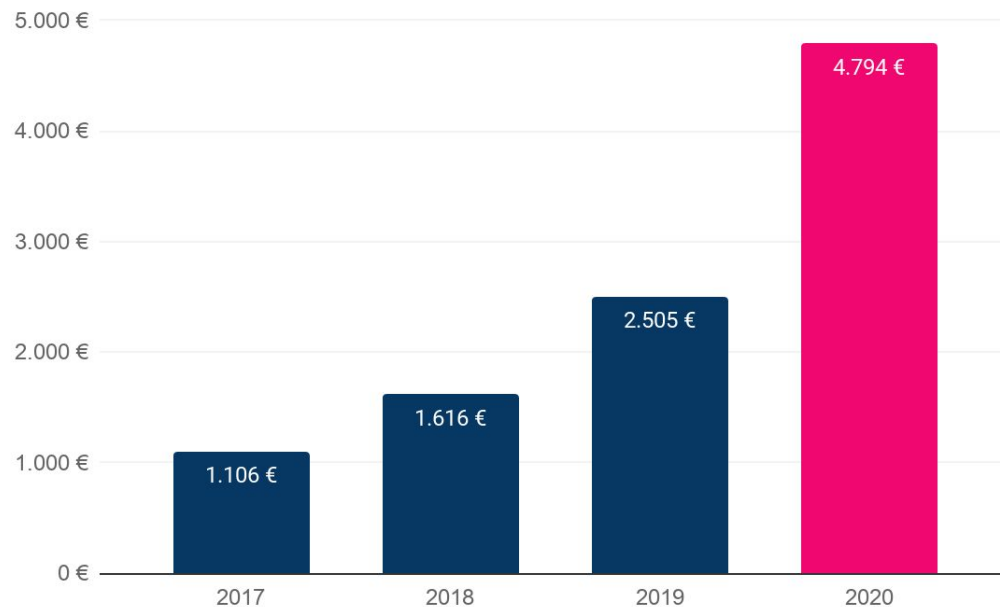


- Our consolidated pro forma revenue has been growing over the last five years
- Revenue should keep growing as we grow our business in more developed and larger countries

*Proforma 2020 estimated considering the consolidation scope as of 12/31/2020 is effective as of January 1, 2020. Proforma 2017, 2018 and 2019 estimated considering the consolidation scope as of 12/31/2019 is effective as of January 1, 2017*

## Recurring EBITDA Proforma

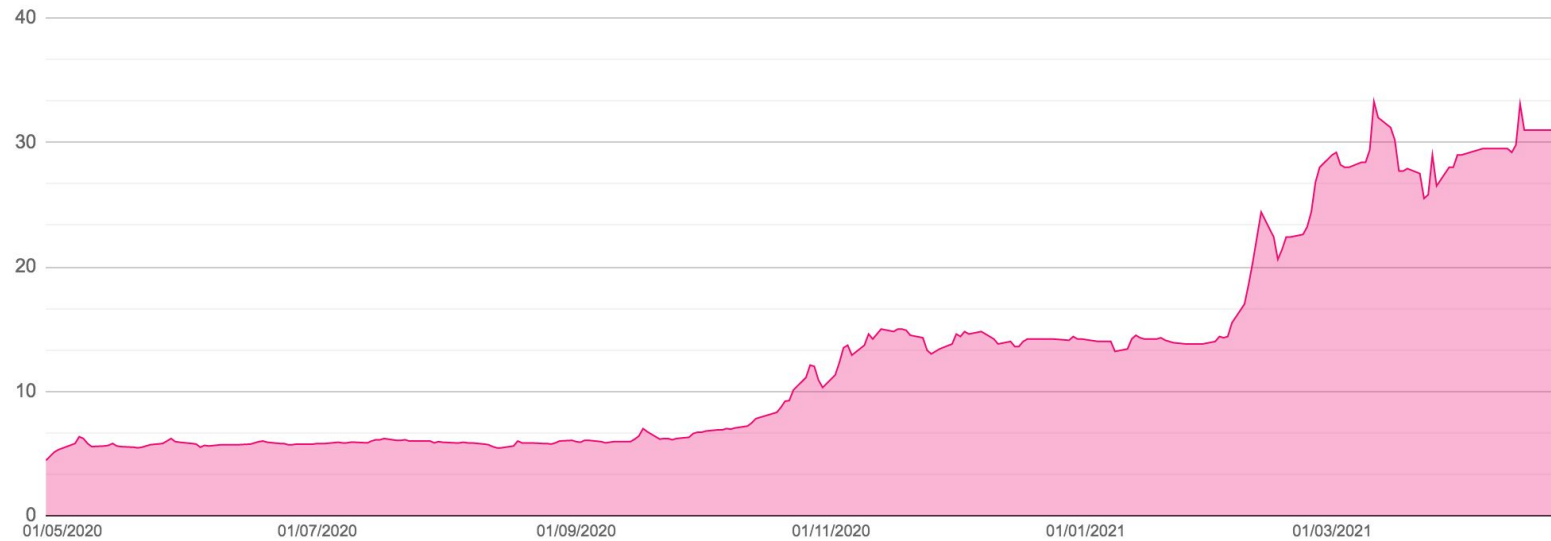
Thousand euros



- EBITDA has been growing in line with the growth of the business
- We are keeping profitability while we keep investing heavily in growth

*Proforma 2020 estimated considering the consolidation scope as of 12/31/2020 is effective as of January 1, 2020. Proforma 2017, 2018 and 2019 estimated considering the consolidation scope as of 12/31/2019 is effective as of January 1, 2017*

# Stock Price Performance



## Summary

- 360 Digital Partner for large companies, with proven track record in growing with profitability.
- On track to achieve our goal of being present in the Top 20 Advertising Markets in the world in five years (currently present in 9 markets)
- Combining successfully organic and inorganic growth
- Strong base to leverage growth coming from further digital investment in a post COVID-19 world

Thank you!

