

MAKING SCIENCE

Q1 EBITDA in line

- **Q1 adj. EBITDA in line.** Revenues rose 33% YoY to €83m, >10% ahead of estimates, driven by the ramp-up of material reseller contracts in the US. Gross profit grew 5% to €18.5m — 5% below forecasts — due to client losses in Georgia and a weaker performance from Ventis, which offset strength in other areas. Adj. EBITDA rose 11% to €4.0m (vs our €4.1m estimate), with core business growing 17% (€3.9m), helping to offset a sharp 67% drop at Ventis, which remains profitable. One-offs totalled €0.37m, slightly above our €0.3m forecast.
- **Strong momentum in the US and Raising.** The US business reached breakeven EBITDA again (vs a €0.5m loss in Q1 last year), despite seasonal headwinds, thanks to a 4X increase in gross profit to €0.5m. FY24 GMP client wins continued to ramp up, helping double international revenues. Meanwhile, MAKs is expanding its value-add marketing services (beyond GMP reselling), which should further support profitability. The tech unit Raising — anchored by its crown jewel Ad-Machina — continues to accelerate (+11 clients QoQ, reaching 78, though still only 20% international) and remains a key profit engine and long-term growth pillar alongside US expansion.
- **Hiring to pay off in H2.** In core markets (Spain, France, Nordics — 85% of group EBITDA), gross profit grew ~15%, supported by strong client wins and continued growth at Raising. But EBITDA was flat, impacted by wage inflation and Q4/Q1 hiring (incl. new CEO in Spain, France), which should start to deliver in H2 as new clients ramp up (e.g. Pepsi, Volvo, AXA). Italy was flat, while UK and Georgia continued to post double-digit gross profit declines but maintained EBITDA through tight cost control.
- **Our view.** Q1 results were broadly in line and support the mid-range of the ambitious €17–18m EBITDA guidance (+22% YoY organic). Historically, Making Science generates ~45% of EBITDA in H1 and ~55% in H2. Delivering €4.0m in Q1 suggests a run-rate consistent with €17.8m for the full year. Making Science will release its FY24 audited results next week and hold a CMD on 6 May — more insights to follow.

Financial Ratios	FY22	FY23	FY24	FY25E	FY26E	FY27E
EBITDA (€m)	9.2	8.4	14.3	17.5	19.9	22.1
Net profit (€m)	(0.9)	(3.8)	(0.2)	4.3	6.1	7.4
EPS (€)	(0.11)	(0.45)	(0.03)	0.48	0.68	0.83
Adj. EPS (€)	0.25	(0.07)	0.26	0.58	0.75	0.89
P/E (x)	n.a.	n.a.	n.a.	18.6	13.2	10.9
P/E Adj. (x)	n.a.	n.a.	34.2	15.6	12.0	10.1
EV/EBITDA (x)	18.6	17.0	9.0	7.2	6.1	5.1
Debt/EBITDA (x)	3.7	5.3	2.9	2.1	1.6	1.1
P/BV (x)	6.2	5.7	3.9	3.3	2.6	2.1
ROE (%)	n.a.	n.a.	n.a.	17.7	20.0	19.5
DPS (€)	0.00	0.00	0.00	0.00	0.00	0.00
Dividend yield (%)	0.0	0.0	0.0	0.0	0.0	0.0

(*) Historical multiples based on average share price of the year

SPONSORED RESEARCH

Share Price (*) € 8.95

*Share price at the close of 23 April 2025

MAKS.MC/

Market Cap	€ 80 m
Enterprise Value	€ 121 m
Free Float	€ 18 m
Nº Shares	9 m
Average Daily Volume	€ 40 k

Performance	1m	3m	12m
Absolute %	-4.8	7.8	0.9
Relative %	-3.9	-5.1	-23.8



To have access to the full report
please contact
mferrer@alantraequities.com

Analyst

Fernando Abril-Martorell

+34 91 550 87 19

fabrilmartorell@alantraequities.com

KEY DATA

P&L account (€ m)	FY22	FY23	FY24E	FY25E	FY26E	FY27E
Revenue	210.1	235.8	274.0	340.0	398.1	452.2
COGS	(155.2)	(171.6)	(202.8)	(259.5)	(308.2)	(353.5)
Gross margin	55.0	64.1	71.2	80.6	89.9	98.7
Opex	(46.8)	(58.4)	(59.0)	(64.2)	(70.7)	(77.3)
EBITDA	8.1	5.8	12.2	16.4	19.1	21.3
One-offs	1.1	2.6	2.2	1.1	0.8	0.8
Adj. EBITDA	9.2	8.4	14.3	17.5	19.9	22.1
D&A	(4.0)	(4.4)	(6.5)	(6.8)	(7.5)	(8.2)
Provisions & Other	-	-	-	-	-	-
EBIT	4.1	1.3	5.7	9.6	11.7	13.2
Net financials	(3.2)	(3.9)	(4.8)	(3.7)	(3.4)	(3.2)
Equity method & other	0.0	(0.0)	-	-	-	-
EBT	1.0	(2.6)	0.9	5.9	8.3	10.0
Income tax expense	(1.5)	(1.2)	(1.1)	(1.5)	(2.1)	(2.5)
Minorities	(0.4)	0.0	(0.1)	(0.1)	(0.1)	(0.1)
Net profit, reported	(0.9)	(3.8)	(0.2)	4.3	6.1	7.4
Adjustments	2.9	3.2	2.5	0.8	0.6	0.6
Net profit adjusted	2.0	(0.6)	2.2	5.2	6.7	8.0
N° of shares (m)	8.3	8.4	9.0	9.0	9.0	9.0
N° of shares adjusted (m)	8.1	8.2	9.0	9.0	9.0	9.0
Treasury stock (m)	0.2	0.2	-	-	-	-
YoY Growth	FY22	FY23	FY24E	FY25E	FY26E	FY27E
Net Sales	83%	17%	11%	13%	12%	10%
EBITDA	243%	(29%)	111%	35%	17%	12%
Adj. EBITDA	61%	(9%)	71%	22%	14%	11%
EBIT	n.m.	(67%)	n.m.	68%	21%	13%
Net profit	(74%)	n.m.	(93%)	n.m.	41%	21%
Sales by division	FY22	FY23	FY24E	FY25E	FY26E	FY27E
Core Business	95%	95%	96%	96%	97%	97%
E-commerce	5%	5%	4%	4%	3%	3%
EBITDA by division	FY22	FY23	FY24E	FY25E	FY26E	FY27E
Core Business	119%	98%	96%	96%	96%	96%
E-commerce	(19%)	2%	4%	4%	4%	4%
Per share data	FY22	FY23	FY24E	FY25E	FY26E	FY27E
EPS	(0.11)	(0.45)	(0.03)	0.48	0.68	0.83
EPS adjusted	0.25	(0.07)	0.26	0.58	0.75	0.89
CFPS	0.10	0.30	0.66	1.07	1.35	1.56
FCFPS	0.22	(0.78)	0.10	0.43	0.65	0.79
BVPS	2.57	1.87	2.25	2.73	3.41	4.24
DPS	-	-	-	-	-	-
Cash flow (€ m)	FY22	FY23	FY24E	FY25E	FY26E	FY27E
Net profit	(0.9)	(3.8)	(0.2)	4.3	6.1	7.4
Depreciation	4.0	4.4	6.5	6.8	7.5	8.2
Minorities	0.4	(0.0)	0.1	0.1	0.1	0.1
Non-cash adjustments	(2.6)	2.0	(0.3)	(1.6)	(1.6)	(1.6)
Total cash-flow (CF)	0.8	2.5	5.9	9.6	12.1	14.0
Capex	(4.7)	(5.9)	(5.9)	(6.0)	(6.4)	(6.8)
Working capital investmer	5.7	(3.2)	0.8	0.3	0.1	(0.1)
Operating FCF	1.8	(6.6)	0.9	3.9	5.8	7.1
Financial investments	-	-	5.0	-	-	-
Disposals (acquisitions)	(16.4)	(2.8)	(2.3)	-	-	-
Other	(0.5)	(1.3)	(5.0)	-	-	-
Dividends to minorities	-	-	-	-	-	-
Rights issues	9.3	-	4.0	-	-	-
Free-cash-flow (FCF)	(5.7)	(10.7)	2.6	3.9	5.8	7.1
Dividends paid	-	-	-	-	-	-
Share buybacks	(1.2)	-	0.7	-	-	-
FCF after buy backs	(6.9)	(10.7)	3.3	3.9	5.8	7.1
Balance sheet (€ m)	FY22	FY23	FY24E	FY25E	FY26E	FY27E
Shareholders equity	21	16	20	25	31	38
Minorities	1	0	5	5	5	5
Provisions & others	(2)	(2)	(5)	(5)	(4)	(3)
Net debt (cash)	34	45	41	37	32	25
Capital invested	54	58	61	62	63	65
Other intangible	63	64	67	68	69	70
PP&E	2	2	3	3	4	4
Financial assets	1	2	2	2	2	2
Equity method	1	1	1	1	1	1
Working capital	(13)	(11)	(12)	(12)	(12)	(12)
Capital employed	54	58	61	62	63	65
Working capital/sales	(6.0%)	(4.7%)	(4.4%)	(3.6%)	(3.1%)	(2.7%)
Financial ratios	FY22	FY23	FY24E	FY25E	FY26E	FY27E
Net debt/EBITDA	4.2X	7.8X	3.4X	2.3X	1.7X	1.1X
Net debt/Adj. EBITDA	3.7X	5.3X	2.9X	2.1X	1.6X	1.1X
Gearing	159%	284%	205%	153%	103%	64%
Interest cover	1.3X	0.3X	1.2X	2.6X	3.4X	4.1X
Margins & ratios	FY22	FY23	FY24E	FY25E	FY26E	FY27E
EBITDA margin	4%	2%	4%	5%	5%	5%
Effective tax rate	(153%)	48%	(123%)	(25%)	(25%)	(25%)
Pay-out	0%	0%	0%	0%	0%	0%
ROCE (EBIT/CE)	8%	2%	9%	15%	18%	20%
ROE	n.a.	n.a.	n.a.	18%	20%	19%

Alantra Equities: This report (the “**Report**”) has been prepared by Alantra Equities Sociedad de Valores, S.A. (“**Alantra Equities**”), a company pertaining to the Alantra Group that provides investment banking, asset management, equities brokerage, capital markets and financial advisory services. The date and hour of preparation of this investment recommendation refers to the date and hour of preparation and disclosure indicated on the first page of the Report.

Alantra Equities Sociedad de Valores, S.A. is a Spanish investment firm located in Madrid, calle José Ortega y Gasset 29, registered at the *Comisión Nacional del Mercado de Valores* (CNMV) with number 245.

Analyst certification: Each research analyst primarily responsible for the content of this research Report, in whole or in part, certifies that with respect to each security or issuer that the analyst covered in this Report: (i) all the views expressed accurately reflect his or her personal views about those securities or issuers and were prepared in an independent manner, and (ii) no part of his or her compensation was, is, or will be, directly or indirectly, related to the specific views expressed by that research analyst in this research Report.

Important disclosures:

Alantra Equities receives remuneration from the issuer that this Report refers to in consideration of the research services that Alantra Equities provides to it. Therefore, this Report is considered sponsored research or marketing material for the purposes of the provisions of the Markets in Financial Instruments Directive.

This Report is solely for the information of clients of Alantra Equities and for distribution only under such circumstances as may be permitted by applicable law. Alantra Equities specifically prohibits the redistribution of this material in whole or in part without the prior written permission of Alantra Equities and therefore Alantra Equities accepts no liability whatsoever for the actions or third parties in this respect.

The opinions contained in this report and in other media used by Alantra Equities (such as the internet), reflect the opinion of the respective Analyst on the date of publication of such material and, therefore, may be subject to change at any time and without notice.

Nothing in this Report constitutes a representation that any investment strategy or recommendation contained herein is suitable or appropriate to a recipient's individual circumstances or otherwise constitutes a personal recommendation. This Report is published solely for information purposes, it does not constitute an advertisement and is not to be construed as a solicitation or an offer to buy or sell any securities or related financial instruments in any jurisdiction. No representation or warranty, either expressed or implied, is provided in relation to the accuracy, completeness or reliability of the information contained herein, nor it is intended to be a complete statement or summary of the securities or markets referred to in this Report. Alantra Equities does not undertake that investors will obtain profits nor accept any liability for any investment losses arising from any use of this Report or its contents. Investments involve risks and investors should exercise prudence in making their investment decisions. This Report should not be regarded by recipients as a substitute for the exercise of their own judgement. Any opinions expressed in this Report are subject to change without notice and may differ or be contrary to opinions expressed by other business areas of the Alantra Group as a result of using different assumptions and criteria. Research will be initiated, updated and coverage ceased solely at the discretion of Alantra Equities. The analysis contained herein is based on numerous assumptions. Different assumptions could result in materially different results. Alantra Equities is under no obligation to keep current the information contained in this Report.

The securities described herein may not be eligible for sale in all jurisdictions or to certain categories of investors. Options, derivative products and futures are not suitable for all investors, and trading in these instruments is considered risky. Past performance is not necessarily indicative of future results. Foreign currency rates of exchange may adversely affect the value, price or income of any security or related instrument mentioned in this Report.

Any prices stated in this Report are for information purposes only and do not represent valuations for individual securities or other instruments. There is no representation that any transaction can or could have been effected at those prices.

Neither Alantra Equities nor any of the companies pertaining to the Alantra Group nor any of their shareholders, directors, employees or agents accept any liability for any loss or damage arising out of the use of all or any part of this Report.

Except as otherwise specified herein, this material is communicated by Alantra Equities to persons who are eligible counterparties or professional clients and is only available to such persons. The information contained herein does not apply to retail clients.

Important disclosures on conflicts of interest:

The analysts responsible for the preparation of this Report may interact with trading desk personnel, sales personnel and investment managers. Alantra Equities belongs to the Alantra Group, a group that is engaged in financial advisory services, asset management as well as securities trading and brokerage, and capital markets. Alantra Equities, any other company pertaining to the Alantra Group, and any of their shareholders, directors, employees may, to the extent permitted by law, have a position or otherwise be interested in any transactions, in any investments directly or indirectly the subject of this publication. The Alantra Group relies on information barriers to control the flow of information contained in one or more areas within the Alantra Group, into other areas, units, groups or affiliates of the Alantra Group. The Alantra Group may do and seek to do business with companies covered in its research reports. As a result, investors should be aware that the Alantra Group may have a conflict of interest.

For the purposes of mitigating any conflict of interests, the Alantra Group has established, implemented and maintains an effective conflicts of interest policy appropriate to its size and organisation and to the nature, scale and complexity of its business. The policy, periodically revised, can be consulted at the Alantra Equities website through the following link: Conflicts of Interest. Investors should consider this Report as only a single factor in making their investment decisions.

In addition, Alantra Group's website (www.alantra.com) provides information on closed and public corporate transactions, not subject to confidentiality, in which the Alantra Group, through its subsidiaries in the investment banking area, has acted as financial advisor, from time to time.

The disclosures contained in research Report produced by Alantra Equities shall be governed by and construed in accordance with Spanish law.

The receipt of this Report implies full acceptance by its recipients of the contents of this disclaimer.