

## Press Release

Paris, Tuesday, 30 January 2018  
18:00 CET

### Q4 2017 Activity

#### Gross profit of €15.0m, up by 20.2%

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Artefact (FR0000079683 – ALNBT – eligible for the French PEA-PME investment scheme) has published its 4<sup>th</sup> quarter 2017 gross profit.

In the fourth quarter, gross profit amounted to €15.0m, up 20.2%. Artefact activities has contributed to €3.2m to the gross profit over the period. Growth was particularly strong in France, with a gross profit of €4.9m, up by 135%. On the other Group's business locations, evolutions remain contrasted. The challenge of 2018 will be to restore sustainable dynamic growth over every country through the deployment of the new full-service offering, combining marketing, consulting and technology.

For 2017, the Group's gross profit amounted to €47.2m, up by +16.0%. This increase is mainly due to the contribution of the recent acquisitions (4Ps integrated in the Group since October 2016 and Artefact since 1 August 2017). Over the year, Artefact activities generated revenues of nearly €9.3m compared to €5.0m in 2016 (+86.5%)

#### Expansion in Asia

Recent months have been marked by the Group's extension on the Asia-Pacific region with the opening of subsidiaries in Hong Kong, Singapore, Malaysia and Australia. If the contribution of the recent locations is not yet significant (€120k for the 4<sup>th</sup> quarter), this strategic expansion in high-potential markets is a milestone in the international deployment of the Group's expertise.

After this promising end of year, the Group is confident in its ability to generate a positive EBITDA for the full-year 2017.

**Financial calendar (after market):**

▪ 25 April 2018

2017 Results and Q1 2018 Gross margin

▪ 24 July 2018

Q2 2018 Gross margin

▪ 23 October 2018

H1 2018 Results and Q3 2018 Gross margin

END

**About Artefact | [artefact.com](http://artefact.com)**

Artefact is a digital agency built on the perfect and long overdue marriage between marketers and engineers. Artefact's mission is to reinvent the customer experience through new technologies, digital, data and AI. The company has offices across 17 countries, with 1000+ employees delivering three service offers : Data Consulting, Digital Marketing Expertise and Technology Development. Artefact was elected the most innovative agency of 2017.

Artefact works with the largest global brands: over 600 clients, including 100+ blue chip clients such as AccorHotels, Samsung, Orange, Carrefour, Emirates and Deutsche Telekom who rely on the agency's disruptive marketing approach. Artefact has sustained a steady growth rate since its creation in 1998, and had operate a strategic move towards data and AI in 2017 merging digital expertise and data capabilities. Listed on the Alternext Paris Stock Exchange, Artefact is the most largest independent international digital agency.

**For more information:**

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