



Corporate News

CLIQ Digital AG announces preliminary figures for 2018 and expects growth for 2019

- Net revenue 2018 at EUR 39.1 million (2017: EUR 42.5 million)
- Adjusted EBITDA at EUR 3.9 million (2017: EUR 5.5 million)
- Net profit (before non-controlling interests) at EUR 3.0 million (2017: EUR 3.4 million)
- Customer base value increases by 9% to EUR 24 million in fourth quarter of 2018
- Outlook 2019: Return to growth path due to investments in marketing spend and streaming content

Dusseldorf, February 14, 2019 – CLIQ Digital AG (ISIN DE000A0HHJR3, WKN A0HHJR), a leading direct marketing and sales organization for digital products with its own global payment and distribution platform, today announces its preliminary financial figures for the financial year 2018.

Revenue and earnings development (in EUR million)

	2018	2017
Revenue	58.2	70.5
Net Revenue	39.1	42.5
EBITDA (adjusted)	3.9	5.5
Net profit (before non-controlling interests)	3.0	3.4

According to preliminary calculations, the CLIQ Digital Group generated revenues of EUR 58.2 million (2017: EUR 70.5 million) in the financial year 2018, representing a decrease of 17.4%, caused by a lower CLIQ Factor of 1.36 (2017: 1.47). Net revenue (revenue after deduction of the cost for the payment service providers) was at EUR 39.1 million in the year under review, 8% below the previous year's figure (2017: EUR 42.5 million).

According to preliminary calculations, EBITDA adjusted for amortization and impairments of capitalized customer acquisition costs amounted to EUR 3.9 compared to EUR 5.5 in the previous year. Net profit before non-controlling interest amounted to EUR 3.0 million in the period under review, compared with EUR 3.4 million in the previous year.

Development of KPI's

The customer base value increased by 9% in the fourth quarter of 2018 to EUR 24 million compared to EUR 22 million as of September 30, 2018, as a result of the increase in marketing spend during the last quarter of 2018. The customer base value is an important indicator for estimating the expected net revenues of existing customers going forward.

In Q4 2018 Marketing spend was up by 16% amounting EUR 4.7 million compared to EUR 4.1 million in Q3 2018. The marketing spend of EUR 18.8 million for the financial year was slightly above last year's level (2017: EUR 18.6 million).

Based on current market developments, the good start to the new year and the increased customer base value, the Management Board is confident that CLIQ Digital will return to its growth path in the current year.

The financial figures for 2018 are preliminary and have not yet been audited. CLIQ Digital AG will publish detailed statements on the business and earnings development with the final audited annual financial statements for 2018 in accordance with IFRS, as well as an outlook for the financial year 2019, when CLIQ Digital AG publishes its annual report 2018 on April 4, 2019.

About CLIQ Digital:

CLIQ Digital (www.cliqdigital.com) is a leading direct marketing and sales organization for digital products with its own global payment and distribution platform. The core business of the Group is the direct marketing of its digital entertainment products to consumers via mobile and online marketing channels. CLIQ Digital is a valuable strategic business partner for networks, content owners, publishers and brands. The Group, based in Dusseldorf, employs +100 staff. The shares of CLIQ Digital AG are listed in the Scale 30 segment at the Frankfurt Stock Exchange (ISIN DE000A0HHJR3).

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