



# PRESENTACIÓN A INVERSORES

## RESULTADOS FINANCIEROS 1H2021

### LLORENTE Y CUENCA, S.A.

Madrid, 28 de septiembre de 2021

LLORENTE & CUENCA S.A (en adelante, "LLYC", "Grupo LLYC", la "Compañía", la "Sociedad" o el "Grupo"), en virtud de lo dispuesto 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 del mercado de Valores, aprobado por el Real Decreto Legislativo 4/2015, de 23 de octubre y disposiciones concordantes, así como la Circular 3/2020 del segmento BME Growth de BME MTF Equity, por la presente se comunica al mercado la siguiente información financiera:

Con motivo de la publicación de la información financiera del primer semestre de 2021, se adjunta la presentación corporativa.

Se podrá acceder al video de la presentación de resultados del primer semestre de 2021 en el siguiente enlace:

<https://streamstudio.world-television.com/CCUlv3/frameset.aspx?ticket=1282-2290-30479&target=es-default-&status=preview&browser=ns-0-1-0-0-0&stream=html5-video-1000>

En cumplimiento de lo dispuesto en la Circular 3/2020 de BME MTF Equity se deja expresa constancia de que la información comunicada por la presente ha sido elaborada bajo la exclusiva responsabilidad de la Sociedad y sus administradores.

Atentamente,

D. José Antonio Llorente  
Presidente de LLYC, S.A.

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LLYC

# RESULTS PRESENTATION 1H 2021

28<sup>th</sup> September 2021

# LLYC

## 1 LLYC: A PROJECT FOR GROWTH

LLYC RESULTS PRESENTATION



## LLYC, much more than a communication consultancy

- 1** Global consulting in **COMMUNICATION, PUBLIC AFFAIRS AND MARKETING**
- 2** Close proximity to the major **STRATEGIC CONSULTANCIES**
- 3** Experience in **INTEGRATING ACQUISITIONS**

## GROUP

FOUNDED IN  
**1995**

by Jose Antonio Llorente and Olga Cuenca

**+ 700 PROFESSIONALS**  
All with our core competence profiles



DIGITALIZATION



CREATIVITY



DESIGN THINKING



LEADERSHIP

MANAGEMENT WITH



LEADERSHIP

&

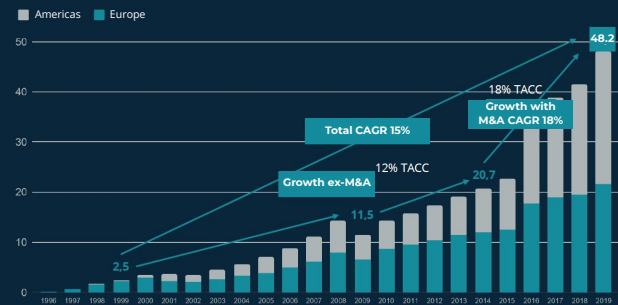


TRACK RECORD

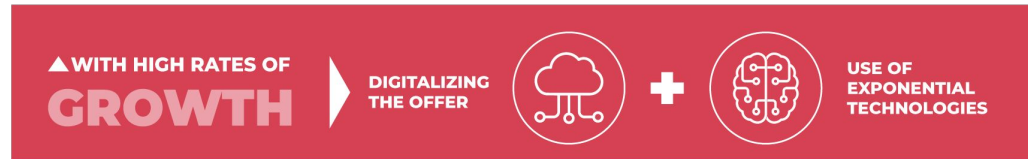
**+15% GROWTH**  
▲ At higher rate  
**OVER 51 YEARS**

## GROWTH +15% in the past 20 years

REVENUE GROWTH  
Millions of euros



## With an ambitious growth plan



### DIGITALIZATION AND EXPONENTIAL TECHNOLOGIES



### STRATEGIC ALLIANCES



### MERGERS AND ACQUISITIONS



ORGANIC GROWTH	REVENUE ESTIMATE 2024	EBITDA LEVEL
<p>BASIS FOR GROWTH AND CASH FLOW</p>	<p><b>100 M€</b></p> <p>COMBINED GROWTH ORGANIC + NON-ORGANIC</p>	<p><b>&gt;20</b></p> <p>MARGINS OVER REVENUES</p>

# LLYC

## To which end, we have joined BME Growth

- **Capital increase: 10 M€**  
(half institutional, half retail)
- Listing on **BME Growth** 22 July 2021
- **Continuous** trading
- Initial capitalization **109 M€**
- Indicative launch price **9.39 €/share**
- With demand **5 times oversubscribed**
- More than **1,250 shareholders**



## With good governance as a priority

- In line with recommendations of the **Corporate Governance Code**
- **Track record of experience** fulfilling requirements of the Growth Plan (technology, finance, M&A)
- A majority of **women**
- **Independent profiles**



## Fulfilling our commitments



May 2021  
**Acquisition**  
**À PACHE**  
 parte de LLYC

**Performance consulting and digital marketing**

More than **40 professionals**

Thereby extending our capability in **Deep Digital Business**



July 2021  
**Acquisition**  
**CHINA**

**Transformative advertising agency**

Taking another step forward in **creativity**



September 2021  
**Acquisition**  
**BESO**  
BEKER SOCIALAND

**Data-predictive consultancy**

Reinforcing leadership in **México**



**Organic growth: revenues 1H 2021**

**+11.6%** vs 1H2020



## 2 THE FIGURES



## A first half with strong numbers

**+15.6%** vs 1H20



Revenues

A significant increase in revenues, marking a solid business recovery from a 2020 year affected by the COVID pandemic. Growth of 15.2% over the same period of 2019.

**+63.4%** vs 1H20



EBIT

Efficiency measures introduced last year are bearing fruit.

Adapting staff to activity levels has also been decisive.

**+700** employees



Talent

With the acquisition of APACHE in May, we are now more than 700 professionals worldwide. During 1H 2021 there were 133 new hires and 52 promotions

**10.7 M€**



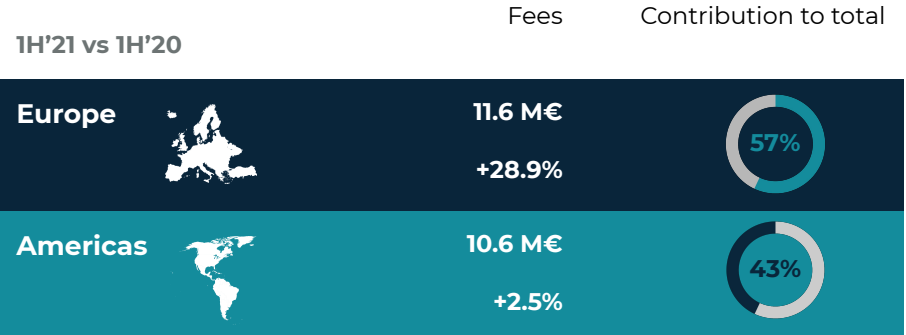
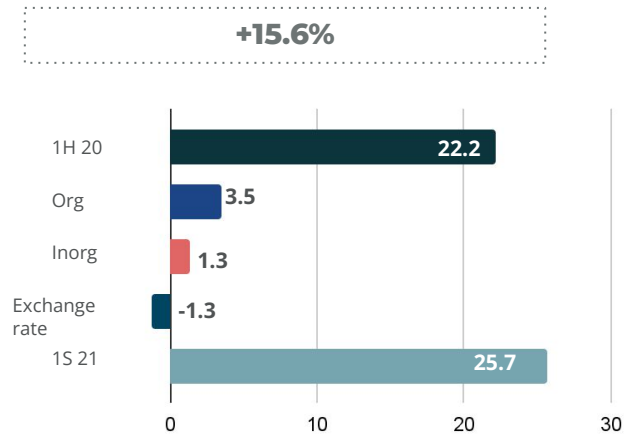
Treasury

Highly comfortable liquidity situation, with low debt relative to market averages.

We have sufficient resources to continue implementing our growth plan.

## During which the recovery is now evident

### REVENUES M€



### GROWTH LEVERS

Key operations

Client loyalty

% Fee y projects

New operations

# LLYC

## And with improving profitability

**REVENUES +15.6% vs 1H 2020**

-2% in Q1  
+27.8% in Q2

**RECOVERY vs 2019**

(Year of record results at LLYC)

**+15.2%**

**IMPROVED EBITDA MARGIN** of 4.2 b.p.

**EFFICIENCY PLAN** Post-Covid

### Consolidated results

(in millions of €)

	1H 2020	1H 2021	% variation
<b>REVENUES</b>	<b>22.2</b>	<b>25.7</b>	<b>+15.6%</b>
<b>EBITDA</b>	<b>4.3</b>	<b>6.1</b>	<b>+41.9%</b>
<i>Margin</i>	19.5%	23.7%	
<b>EBIT</b>	<b>2.8</b>	<b>4.6</b>	<b>+64.3%</b>
Financial operations	(0.1)	(0.2)	
<b>PRE-TAX INCOME</b>	<b>2.8</b>	<b>4.4</b>	<b>+57.1%</b>
Taxes	(1.2)	(1.3)	
Tax rate	42.9%	29.5%	
<b>NET INCOME</b>	<b>1.4</b>	<b>3.1</b>	<b>+114.3%</b>
Minority interests	0.3	0.01	
<b>CONSOLIDATED NET INCOME</b>	<b>1.2</b>	<b>3.1</b>	<b>158.3%</b>

## 3 Environmental Social & Corporate Governance



## Committed to society



### Foundation

The LLYC Foundation is a project directed at support through the **talent, experience and commitment** of LLYC and its **professionals**. More than 200 volunteers collaborate each year, developing projects and initiatives to assist disadvantaged groups, with a focus on training **young people and women** on the risks of social exclusion.



### Equality and Diversity

Committed to equality and diversity **in its broadest sense**, beyond just the gender perspective.

**Global approach**, adapted to local circumstances.

**Alliances** with associations and expert advisers towards achieving these objectives.

**+700 professionals**. 133 new hires and 52 promotions in 1H21.



### Environment

We have sustainable development goals along three main lines of action: **Sustainable Office, Responsible Purchases and Circular Economy**, prioritizing a reduction in energy and water consumption, increased use of renewable energy, recycling and introducing social sustainability criteria in our supply chain through a policy of responsible purchasing.

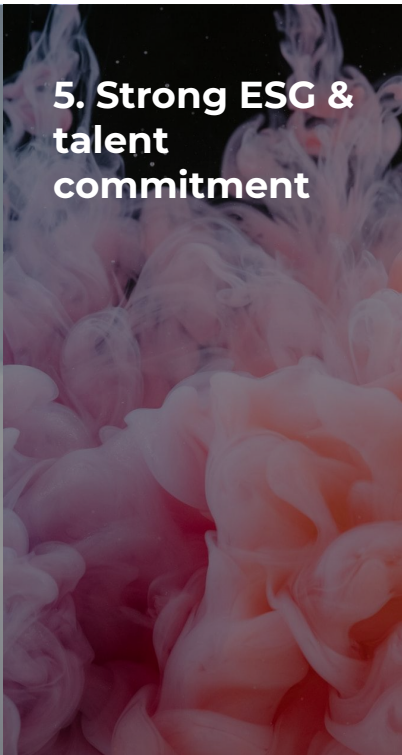
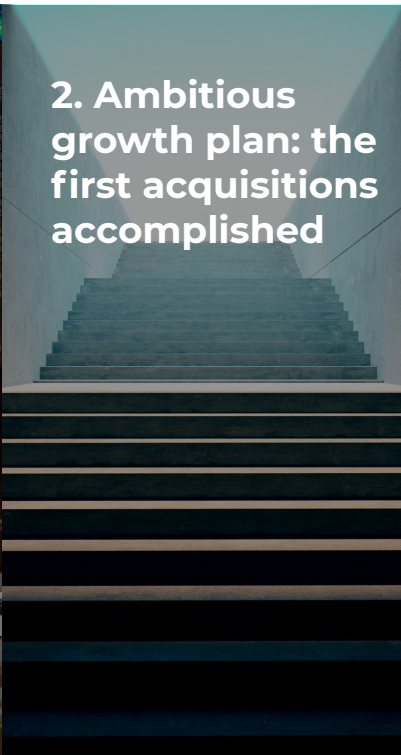
# LLYC

LLYC RESULTS PRESENTATION

## 4 CONCLUSIONS



## This is only just the start





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**LLYC**

**THANK YOU**

**Department of Investor Relations**

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You can see the 1H21 Results video [here](#)

LLORENTE Y CUENCA