



**making
science**

Interview Shortlisted Company – European Small and Mid-Cap Awards 2021

Name of the company
MAKING SCIENCE
What are the key qualities your company has?
The combination of training, technology, and talent is what makes us different. We are also passionate about innovation and focus our efforts on creating a good company culture based on our corporate values. But all the above qualities come together to highlight, perhaps, an even more important one: the ability to solve the problems and challenges of our customers in the digitalization of their value chain.
What prompted your company to go public?
The main reasons were the equity increase to boost national consolidation and international expansion and to provide a financing mechanism to raise funds for future growth. Besides, Making Science aimed to facilitate growth through the acquisition of other companies, to broaden the shareholder base, and to provide a fair assessment method, as well as to build staff loyalty and to increase the company's visibility, brand image, and reputation.
What were the main challenges along the road to becoming public?
It is very important to be supported by good advisors as the main challenges are processes control, reporting, audits, and governance in general. In our case, Renta 4 Corporate was essential to achieving a favourable evaluation report from the BME Growth Coordination and Incorporations Committee.
What have been the key benefits (for your company) of going public?
Thanks to the clear roadmap and objectives, Making Science has experienced short-term benefits, with six international acquisitions having been carried out to date, meaning a contribution to the business of €1.1 million of EBITDA in H1 2021, as well as the business in Spain which continues to grow strongly with recurring EBITDA growth of 30.5% (H1 2021). Apart from the important business benefits, Making Science's awareness in the markets is growing fast thanks to the interest of financial media and shareholders. Finally, there is an interesting benefit to be taken into account among the industry players since being a public company gives Making Science a differential value against competitors.
After going public, what reactions have you had from investors, customers, employees, etc.?

In general terms, feedback and reactions have been awesome. Investors are happy as long as the share value grows and the Making Science share value graphic speaks by itself (Making Science debuted on the BME Growth with a share price rise of 50%).

On the other hand, the stock option plan implemented in the company after being public has resulted in an incredible response from employees, who feel part of this project full of opportunities. Many of them are already taking advantage of such opportunities, such as the cross-border exchange during the company's integration process.

As for customers and other stakeholders, the feedback turned into pride and happiness, especially for those who have been involved in the Making Science project from the beginning.

What experience/advice would you want to share with companies that are thinking of going public?

We would tell them to be consistent and patient, but above all to be passionate about what they do and about achieving their goals and dreams. In our speech at the "ringing of the bell" ceremony at the Madrid Stock Exchange, we spoke about the next 50 years of MAKING SCIENCE because there is no reason why the company should not exist... we will simply have to reinvent ourselves and, of course, hope that the younger employees today will be the ones celebrating the anniversary in 50 years' time. So, we convey that: passion and willingness to achieve dreams.

Where do you see yourselves in 5 years?

According to our business roadmap, we can only hope to see Making Science where we have committed to being in 5 years: in the 20 largest advertising markets in the world.

Have you had any assistance from the European Union, e.g. funding projects, etc.

No, we have not received anything to date.

If you had 3 wishes: What should the EU be doing to encourage more SMEs to go public? What should the EU be doing to provide ongoing support for listed companies?

I think it is important that all the SME Growth markets have more visibility among investors and more recognition among retail investors. I think it is important to provide support for long term investment in these companies.