



Ad hoc release

Ad hoc notification according to Art. 17 MAR
(Market Abuse Regulation N° 596/2014)

11 December 2024

CLIQ Digital adjusts the guidance for the 2024 financial results

DÜSSELDORF, 11 December 2024 – Today, based on a first indication for the full year results of the CLIQ Group, the Management Board of CLIQ Digital AG (the “Company” or “CLIQ Digital”) (ISIN: DE000A35JS40) has resolved to adjust the Company’s guidance for the business year 2024.

CLIQ Digital now expects to generate revenue of approximately €240 million (previously: between €260 million and €280 million) in the business year 2024. The EBITDA forecast for the business year 2024 remains at between €10 million and €20 million as previously communicated. The customer acquisition costs are now forecasted to amount to approximately €75 million (previously: between €80 million and €100 million) in the business year 2024.

The Management Board’s decision was made against the background of the Company focussing more on profitability and less on revenue growth. As a consequence, the companies of the CLIQ Group were unable to purchase the initially planned amounts of advertising.

CLIQ Digital will publish its preliminary and unaudited FY 2024 results on 30 January 2025.

Contact

CLIQ Digital AG

Sebastian McCoskrie
Head of Investor Relations
Grünstrasse 8
40212 Düsseldorf, Germany
+49 151 52043659
s.mccoskrie@cliqdigital.com