

Ebiquity

Trading update

COVID-19 update; results postponed

Ebiquity has postponed publication of its final results, in line with the FCA guidance. The trading update indicates the figures are as outlined in February's period-end update, with year-end net debt at £5.8m. Committed facilities of £24m are in place, of which £14m was drawn down at the year-end. Guidance for FY20 has been withdrawn in light of the COVID-19 pandemic. The group's clients, both locally and globally, are certain to be reining in their marketing spend, but are going to be keener than ever to ensure what they spend has the best return on investment.

Year end	Revenue (£m)	PBT* (£m)	EPS* (p)	DPS (p)	P/E (x)	Yield (%)
12/17	64.2	7.9	6.2	0.71	5.9	1.9
12/18	69.4	5.2	3.5	0.71	10.4	1.9
12/19e	68.7	5.3	4.1	0.71	8.9	1.9

Note: *PBT and EPS are normalised, excluding amortisation of acquired intangibles, exceptional items and share-based payments.

Ebiquity's balance sheet has been more robust since the disposal of AdIntel last year and there is headroom for further borrowing in the banking facilities. With a large element of consulting in the mix, costs are heavily weighted to staff. Business is continuing, with services delivered to clients remotely across most of the group's offices globally and those in China and Singapore now starting to revert to office-based working. While many marketing campaigns are postponed or pulled, brands will be keen not to be forgotten by consumers to be well placed when restrictions are lifted. With the marketing mix likely to look very different from the norms, chief marketing officers will want to be reassured their spend is achieving the optimum return – Ebiquity's core competence. It is too early to say how this will affect the group's trading in FY20.

Media

24 March 2020

Price **36.5p**

Market cap **£29m**

\$1.17:£1

Net debt (£m) at end December 2019 5.8

Shares in issue 80.1m

Free float 94.8

Code EBQ

Primary exchange AIM

Secondary exchange N/A

Share price performance



Business description

Ebiquity is a leading independent marketing and media consultancy, working for 70 of the world's 100 leading brands to optimise their media investments.

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