



Press release
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Section: Quarterly Revenue

HOPSCOTCH GROUPE

Consolidated Revenue for Q4 2024

A New Record: The Group Surpasses €100 Million in Gross Margin in 2024

HOPSCOTCH (Euronext Growth FR0000065278), a leading communications consultancy and key player in digital and social media, public relations, and events, announces its consolidated revenue and gross margin as of December 31, 2024.

M€ (*)	Q1	Q2	Q3	Q4(*)	TOTAL 2024
2024 Consolidated Revenue	55,2	74,1	92,2	97,7	319,2
2024 Consolidated Gross Margin	21,8	27,4	22,8	32,8	104,8
2023 Consolidated Revenue	51,0	71,9	57,3	91,1	271,3
2023 Consolidated Gross Margin	18,3	23,7	21,1	29,6	93,0
Revenue Variation	+8,2%	+3,1%	+60,9%	+7,2%	+17,7%
Gross Margin Variation	+19,1%	+15,6%	+8,1%	+10,8%	+12,7%

(*) Unaudited data

The year 2024 marks a new milestone for Hopscotch Group. The Group's consolidated revenue reached €319.2 million in 2024 (+17.7%), while consolidated gross margin stood at €104.8 million (+12.7%). This new all-time high confirms the Group's sustained growth trajectory.

In terms of external growth, the consolidation of Interface Tourism—now Hopscotch Tourism, reflecting the Group's international expansion strategy—accounts for 9% of total gross margin. Beyond integrating strong expertise in the tourism industry, this acquisition strengthens Hopscotch's international presence, particularly in Europe, and fosters significant commercial synergies.

Regarding organic growth, Hopscotch posted a 5% year-on-year increase in gross margin in France, both in the event sector and in PR and Digital consulting. However, the second half of the year in France was slightly less dynamic than anticipated, as the Olympic Games, while generating business opportunities, also temporarily diverted demand from traditional clients. Internationally, the Group achieved growth across all regions (Europe, the Gulf, and Asia), with the exception of



the U.S. market, which remains a relatively small contributor to the Group's gross margin (less than 5% in 2024).

Both in France—where the country's unprecedented global exposure in 2024 served as a major driver—and internationally, the Group reaffirms its growth potential for 2025 and beyond. To support this ambition, Hopscotch has consolidated nearly all of its subsidiaries under the Hopscotch brand, which is now firmly established and visible worldwide.

HOPSCOTCH will publish its 2024 consolidated annual results on Tuesday, April 1, 2025, before market opening.

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About HOPSCOTCH

HOPSCOTCH is an international communications group founded in France, driven by an entrepreneurial vision and the complementary nature of its talents and expertise.

HOPSCOTCH is a unique combination of expertise, driven by the belief that the value of a company or organization lies in the quality of its relational capital.

With more than 1,000 employees, half of whom are based internationally (40 offices across 5 continents), HOPSCOTCH covers all areas of communication: influence, events, public relations, activations, digital, internal communication, public affairs, and marketing services.

HOPSCOTCH organizes its agencies around its areas of expertise:

Event: Hopscotch Event, Hopscotch Congrès, Hopscotch Moments, Sagarmatha.

Public Relations: Hopscotch PR, Le Public Système PR, Human to Human, Hopscotch Décideurs.

Digital and Marketing: heaven, AD Crew, Hopscotch Digital Studio.

Sectorial expertise: Hopscotch Cinéma, Hopscotch Luxe, Hopscotch Season, Hopscotch Sport, Hopscotch Tourism.

HOPSCOTCH has been committed to ambitious ecological and societal initiatives for over 15 years, validated by internationally recognized CSR certifications, including RSE Agences Actives, ISO 20121, and the EcoVadis Platinum medal.

Listed on Euronext Growth Paris (ISIN code: ALHOP FR 00000 6527 8), the group represents a turnover of €271 million and a gross margin of €93 million in 2023.

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