



CloudTechnologies

Company of the Year 2021

on NewConnect according to the Stock Exchange and Investors' Newspaper "Parkiet"

F Financial results Q2 2022 Presentation for investors

August 2022



CloudTechnologies

Summary Q2 2022

5.0

PLN M

EBITDA

3.7

PLN M

Net profit

38.2

PLN M

Cash

+30.9%

vs Q2 2021
EBITDA

+190%

vs Q2 2021
Net profit

+15.1

mIn PLN

vs Q2 2021
Cash

Summary Q1-Q2 2022

9.6

PLN M

EBITDA

5.9

PLN M

Net profit

15.9

PLN M

**Data
monetization**

+39.9%

**vs Q1-Q2 2021
EBITDA**

+171%

**vs Q1-Q2 2021
Net profit**

+54.4%

**vs Q1-Q2 2021
Data monetization**



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and Q1-Q2 2022

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Scalable and global business model

BIG DATA → **SMART DATA**



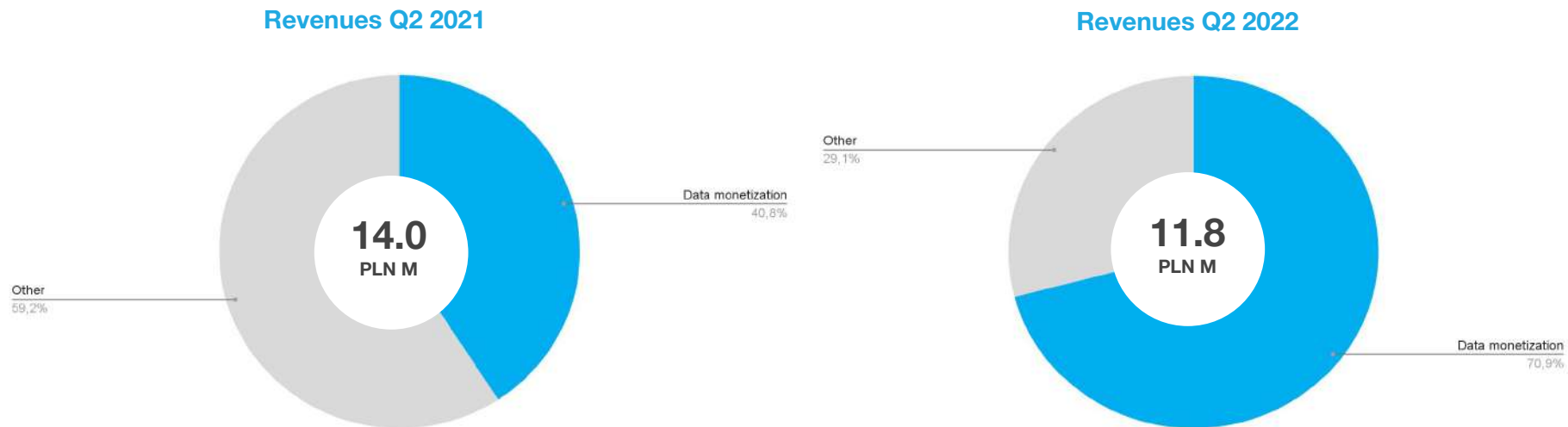
Autorska platforma DMP

1. Data collecting
from mobile devices and computers

2. User profiling
on our proprietary DMP platform

3. Data monetization
on online advertising
market

Growth of data monetization in the revenue structure



Q2 Developments: Dynamic growth in data monetization

- **Acquisition of Spanish online marketing company The Linea1 MKT S.L.*.**

On July 4, 2022, a new investment agreement was entered into, under which the investment agreement entered into with The Linea1 MKT S.L. ("TL1") in 2021 was terminated and new terms and conditions were established for the acquisition of 100% of the shares in the Entity to be acquired by Cloud Technologies. The transaction is aimed at expanding the international data distribution network, and thus represents the implementation of the Company's strategy for 2021 - 2023 to increase revenues in the data monetization segment.

- **Submission of an application to the Financial Supervision Authority for approval of a prospectus in connection with the plan to go public on the main market of the Warsaw Stock Exchange*.**

On August 5, 2022, Cloud Technologies filed an application with the Financial Supervision Commission for approval of the prospectus prepared in connection with its application for admission and introduction to trading on the regulated market operated by the Warsaw Stock Exchange for all of the Company's shares. The transfer of the Company's share listing is one of the key objectives of Cloud Technologies' strategy for 2021 - 2023.

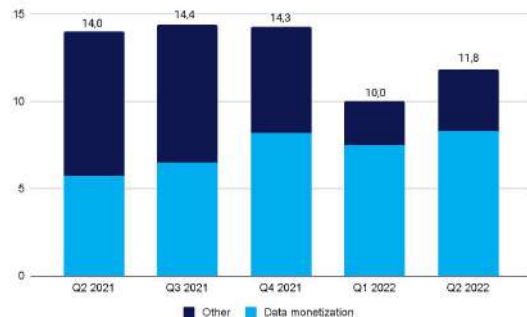
- **High potential of the key Data Monetization segment**

The Group's business model based on the scalable and global Data Monetization segment is a key driver of financial performance growth. Data Monetization accounted for 71% of revenue in Q2 2022. More than 80% of the Data Monetization revenue comes from the US and is settled in USD, while most of the costs are incurred in PLN which has a positive impact on the company's profitability.

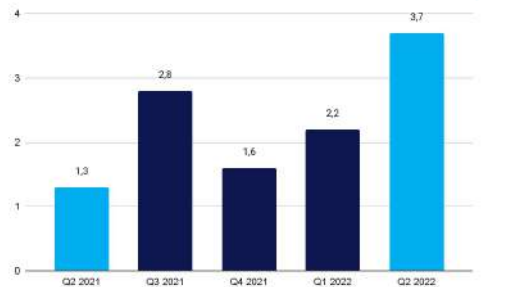
* Event outside the reported period, i.e. Q2 2022, shown due to processes started in Q2 2022.

Q2 2022: Dynamic growth in profitability

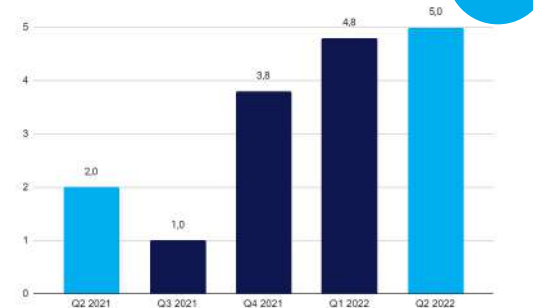
Revenues (PLN M)



Net profit (PLN M)



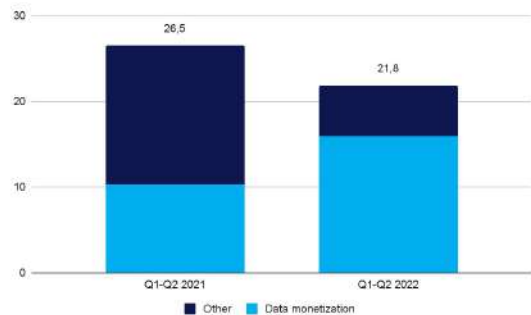
Cashflow (PLN M)



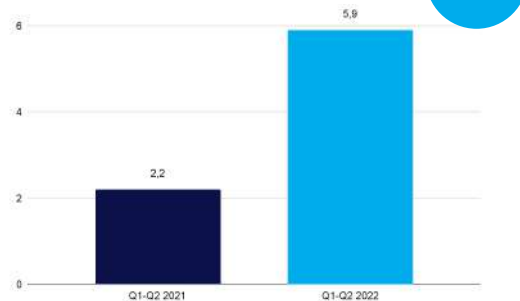
- Consistent implementation of the 2021-2023 strategy has a positive impact on the profits generated and profitability of Cloud Technologies. Inherent in the implementation of the strategy is the focus of the business on data monetization and the simultaneous reduction of operations in unprofitable segments, resulting in an expected decline in revenue.
- Revenues generated in the company's key segment of Data Monetization increased by 45.9% year-on-year in Q2 2022 and now amount to PLN 8.3 million.
- Net income in Q2 2022 is up 190% to PLN 3.7 million. Cloud Technologies' net profit margin is now 31.1%. Profitability was positively affected by the business focus on data monetization.
- Cash flow improved again in Q2 2022, the Company's cash balance at the end of the period amounted to more than PLN 38.2 million. The biggest contributor to the positive result was operating cash flow, which amounted to PLN 7.6 million.

Q1-Q2 2022: Dynamic growth in profitability

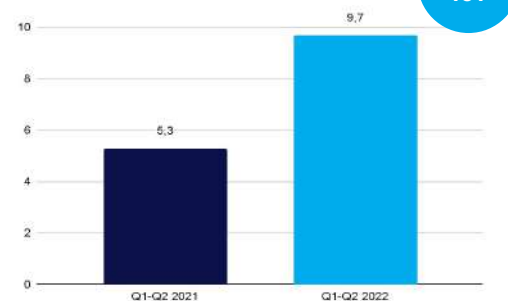
Revenue (PLN M)



Net profit (PLN M)



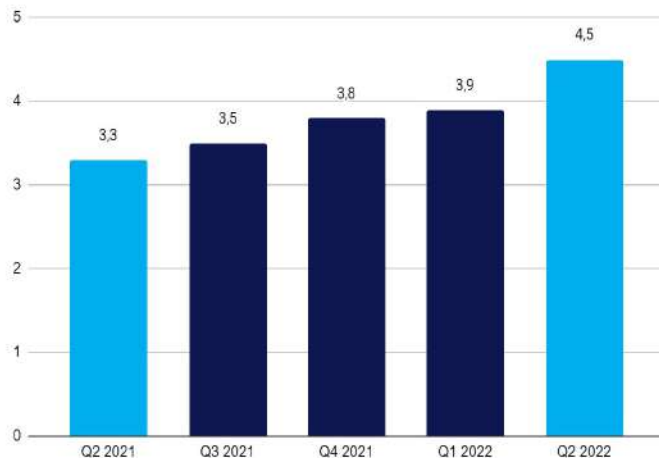
Cashflow (PLN M)



- The net profit achieved by Cloud Technologies increased by 171% significantly contributing to the group's profitability. Such dynamic profit growth was possible due to the company's focus on its strategic, scalable and high-margin Data Monetization segment.
- The company's cashflow in the first half of this year was PLN 9.7 million. This represents an 83% increase over the same period last year.
- The Group's sales in Q1-Q2 2022 declined by 17.7%. This is an expected effect related to the implementation of the 2021- 2023 strategy, which focuses on the strategic and scalable data monetization segment. Revenues in Q1-Q2 2022 in the company's key segment are growing by 54.4%.

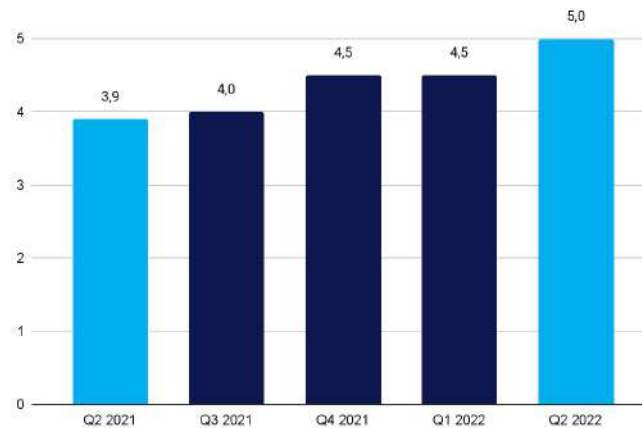
Q2 2022: Record EBITDA

EBITDA of segments* (PLN M)



- EBITDA of the segments in Q2 2022 is PLN 4.5 million. This is a 36.9% increase over the same period.

EBITDA (PLN M)



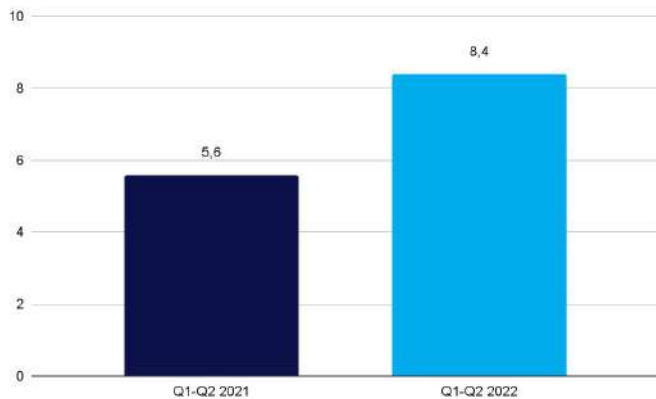
- The PLN 5 million EBITDA generated represents a 30.9% increase. Thus, this is the best second quarter in this respect over the last 5 years.

* EBITDA of operating segments, excludes other operating activities and subsidiaries.

Values adjusted in Q3 2021 by income from redemption of the PFR loan (PLN 1,575,000, negative impact on EBITDA and net income).

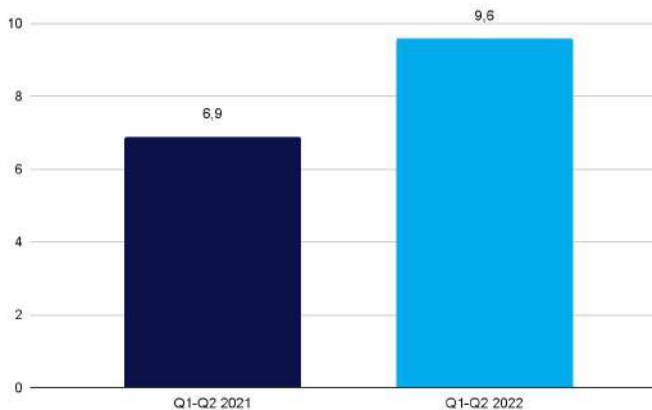
Q1-Q2 2022: Record EBITDA

EBITDA of segments* (PLN M)



- EBITDA of the Group's segments amounted to PLN 8.4 million in Q1-Q2 2022, up 50.0% year-on-year.

EBITDA (PLN M)



- Cloud Technologies' EBITDA in Q1-Q2 2022 is at 9.6 million. This is a 39.9% increase over the same period.

* EBITDA of operating segments, excludes other operating activities and subsidiaries.

Q2 2022 Balance sheet: significant increase in cash levels



Balance sheet

Selected items

- The asset structure is dominated by intangible assets, primarily the Group's technology assets (29.8%), and cash (35.3%).
- The Group's accounts receivable are gradually declining due to a reduction in other activities.
- The increase in interest-bearing debt is due to the recognition of the lease of the new office as a financial lease.
- Deferred income relates to the settlement of grants and long-term DMP licenses.

PLN M	30.06.2022	31.12.2021	30.06.2021
Fixed assets:	46.9	47.9	49.2
(a) Tangible and intangible assets	32.3	35.3	36.9
(b) Others	14.6	12.6	12.3
Aktywa obrotowe:	61.4	58.0	52.5
(a) Trade receivables	19.2	26.0	25.2
(b) Cash and equivalents	38.2	28.5	23.1
(c) Others	3.9	3.4	4.1
Total assets	108.3	105.9	101.7
Equity	80.1	75.9	69.1
Liabilities and provisions:	28.2	30.0	32.6
(a) Trade payables	1.8	2.8	3.9
(b) Interest-bearing debt	6.0	3.3	5.4
(c) Deferred income	17.3	20.5	21.6
(d) Others	3.1	3.4	1.7
Total liabilities	108.3	105.9	101.7

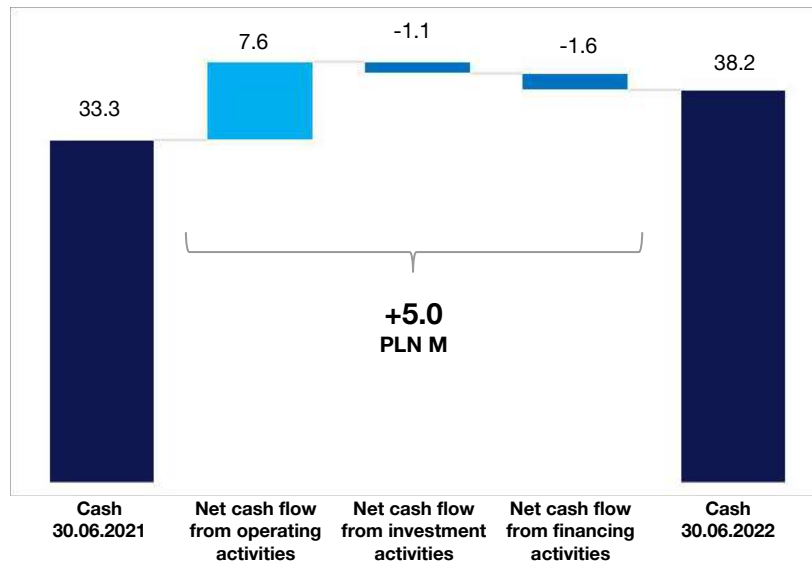
Q2 2022 Cash Flow: Increase in cash level



Cash flow

Selected items in PLN M

- Increase in cash level by PLN 5 million, including positive cash flow from operations (PLN 7.6 million)
- Negative cash flow on investing activities of PLN -1.1 million, due to, among other things, expenditures on developing the Group's technology and furnishing and adapting new office space
- Negative cash flow of PLN -1.6 million, primarily due to expenditures on share repurchases



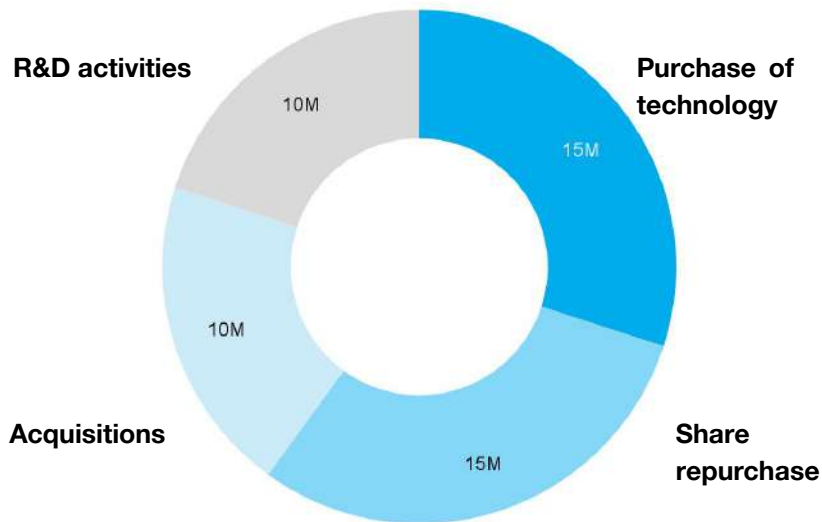
Financing of the 2021 - 2023 strategy

Cloud Technologies plans to invest about PLN 50M by the end of 2023

The company is making investments in key areas that will generate additional value for the business and shareholders in the future, translating into further dynamic growth of the entire capital group.

The largest of the planned investments include the purchase of the source code of the DSP platform and conducting a share buyback in the market to implement a future incentive program.







Other targets include further acquisitions and R&D activities.



The estimated distribution of funds allows for possible shifts in their allocation between areas, as well as changes in the total value of funds depending on business and market developments.

Valuation of AdTech companies worldwide

High discount to foreign peers, room for valuation growth.

	Country	Capitalization	LTM Sales	EBITDA LTM	EV/Sales Q2 2022	EV/EBITDA Q2 2022
 CloudTechnologies	PL	0.16 PLN B	50.5 PLN M	18.0 PLN M	2.5x	7.1x
 theTradeDesk	USA	36.3 USD B	1 390 USD M	80.9 USD M	25.4x	412.4x
 PubMatic	USA	1.2 USD B	251.2 USD M	75.7 USD M	4.1x	12.07x
 LiveRamp	USA	1.5 USD B	551.7 USD M	-49.4 USD M	1.93x	-21.7x
 Magnite	USA	1.2 USD B	525.8 USD M	106.4 USD M	3.3x	15.4x
 digital turbine	USA	2.3 USD B	778.2 USD M	182.5 USD M	3.4x	15.9x

Key information about Cloud Technologies



Dynamic growth

highest margin business
- Data Monetization



Global market

offers strong growth potential and
resilience to local conditions



Proven technology

Are a source of competitive advantage
and the basis for a unique
business model



Thank you for your attention

Piotr Prajsnar
CEO

Piotr Soleniec
CFO



CloudTechnologies