



CloudTechnologies

Financial results Q3 2022

14th November 2022

We provide data for digital ads targeting

Our data powers ads campaigns
of the world's top brands



CloudTechnologies

Summary | Q3 2022

Q3 2022

financially the best
quarter in the last 5
years

EBITDA

5,5

PLN M

+37% vs Q3
2021 EBITDA

Net profit

5,1

PLN M

+80% vs Q3 2021
Net profit

Data monetization sales

9,8

PLN M

+50%
vs Q3 2021

Summary | Q1-Q3 2022

Q1-Q3 2022

significant increase in
profits and viability

EBITDA

15,1

PLN M

+39% vs Q1-Q3
2021 EBITDA

Net profit

11,0

PLN M

+119% vs Q1-Q3
2021 Net profit

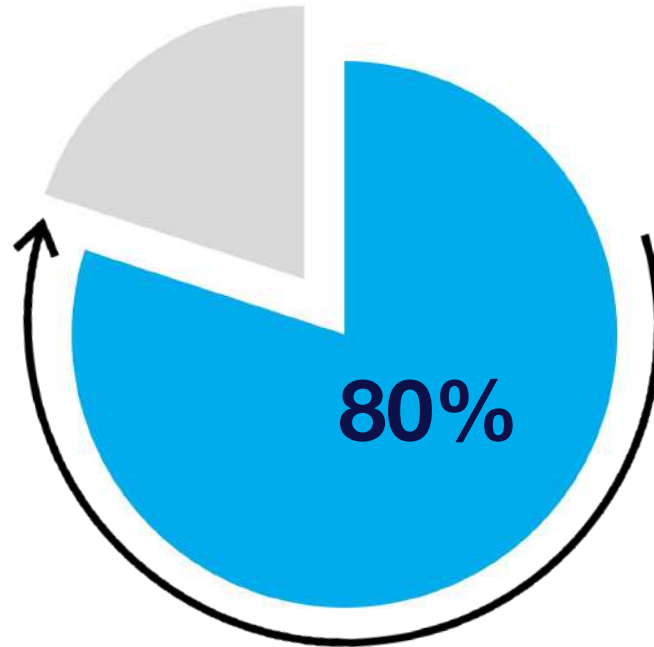
Data monetization sales

25,6

PLN M

+53%
vs Q1-Q3 2021

Data monetization share in revenue | Q3 2022



USA market share in data monetization | Q3 2022

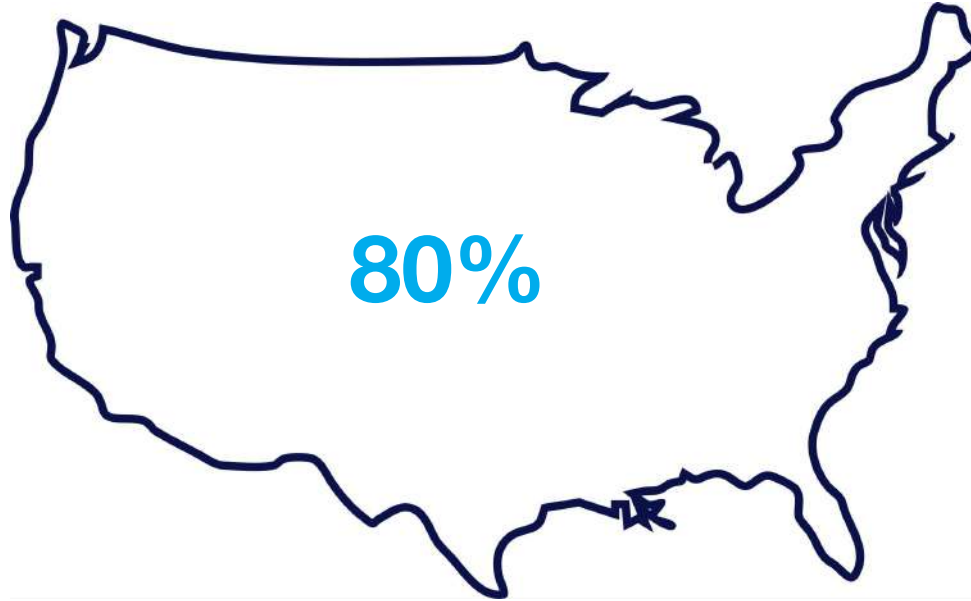




Table of content

- 1 | Business model
- 2 | Market environment
- 3 | Financial results Q3 2022 and Q1-Q3 2022
- 4 | Financing of the 2021-2023 strategy



Cloud Technologies Business Model



CloudTechnologies

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

The role of data in digital advertising



Programmatic ad is based on the internet users' data

The data originates from websites and apps, from partners, and external providers.



The data is processed on Cloud Technologies' proprietary DMP platform

On Cloud Technologies' platform, the information is profiled and organized in segments.

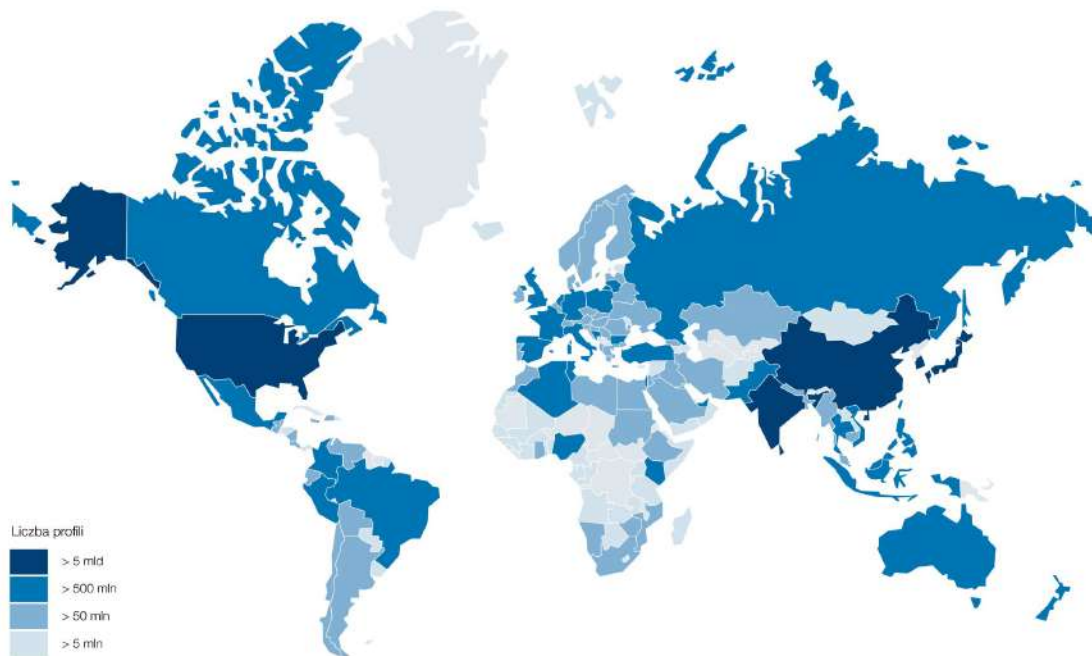


With the data, marketers reach target groups and optimize their activities

The knowledge of users' profiles enables clients to precisely plan the campaign and optimize its effectiveness.

Cloud Technologies is an independent, global data provider. The company distributes data in partnership with organizations from all over the world and consistently expands this network. It focuses on the USA and Western Europe markets.

Data from over 200 markets



Markets from which Cloud Technologies acquires user's data.

91%+

revenue from data monetization
in 2021 comes from abroad,
mainly from the USA and
Western Europe

Key information on Cloud Technologies



Dynamic growth

of the most profitable activity - data monetization.



Global market

provides a great potential for growth and immunity to local determinants.



Proven technology

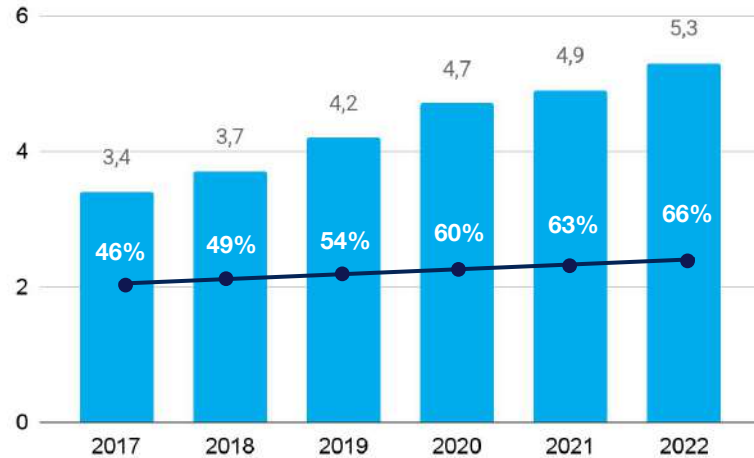
constitutes a source of competitive advantage and the basis for a unique business model.



M Market environment

Growth of internet users and online spending globally

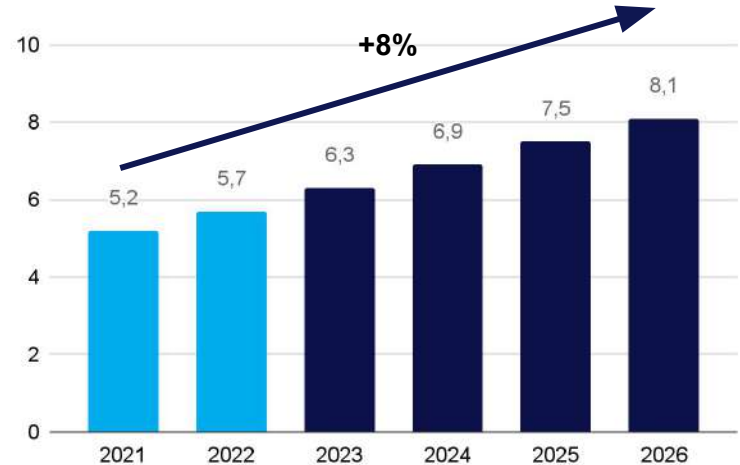
Global number of internet users (B)



■ Number of internet users (B)

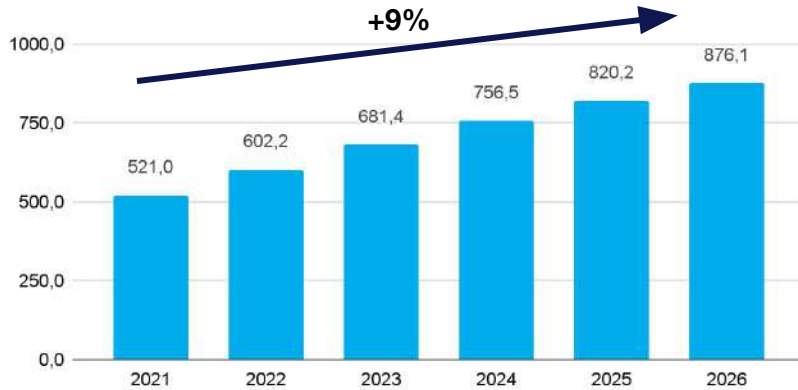
— Share of internet users in population (%)

Global spending in e-commerce, CAGR (USD T)

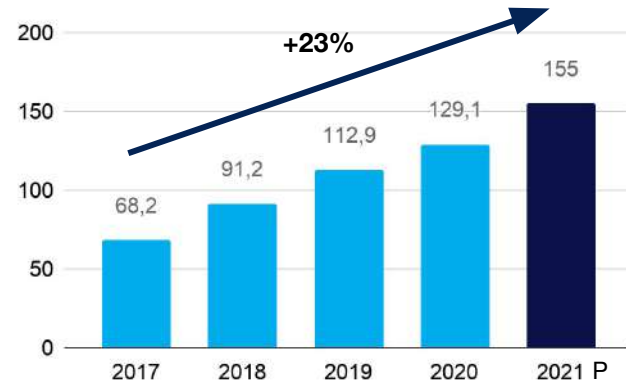


Double-digit growth of the programmatic advertising market

**Global spending on digital advertising, CAGR
(USD B)**



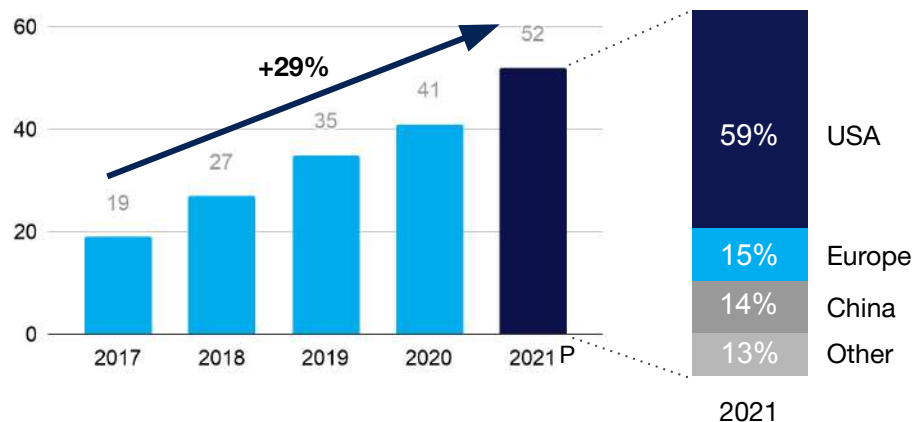
Global programmatic advertisement market, CAGR (USD B)



According to Zenith, growth of global spending on digital advertising in 2022 will be 14% YoY. USA market will have the greatest impact on the growth, with forecast of 80 USD B in 2021-2024.

Global data market grows 30% yearly

Global data market, CAGR
(USD B)



Global digital information demand

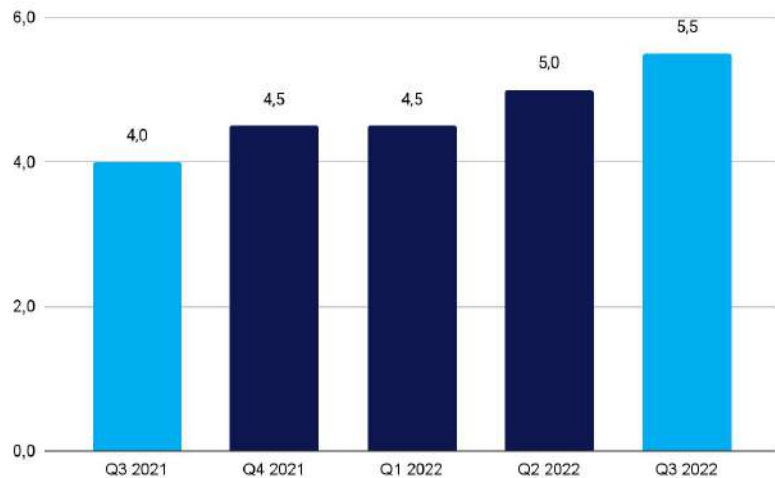
The global data market grows along with the progressive automatization of digital advertising space buying, which leads to high demand for users' behavioral data.

CAGR on the global data market in 2017-2021 will reach 29% with the USA's significantly dominant position.

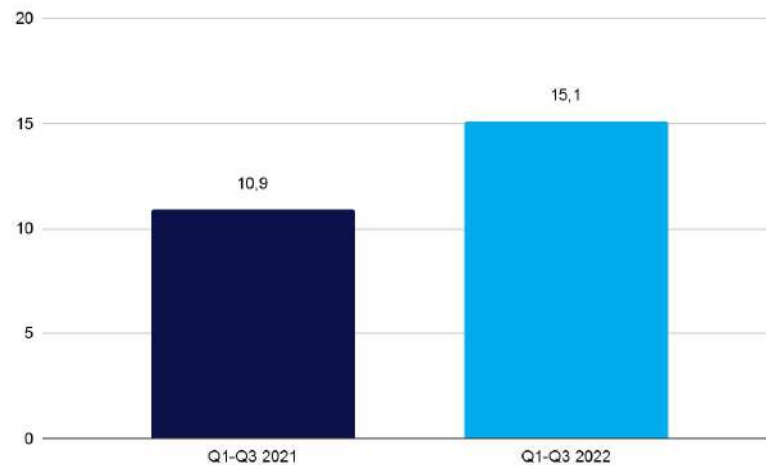
F Financial results **Q3 2022 and Q1-Q3 2022**

Record EBITDA

Q3 2022 (PLN M)

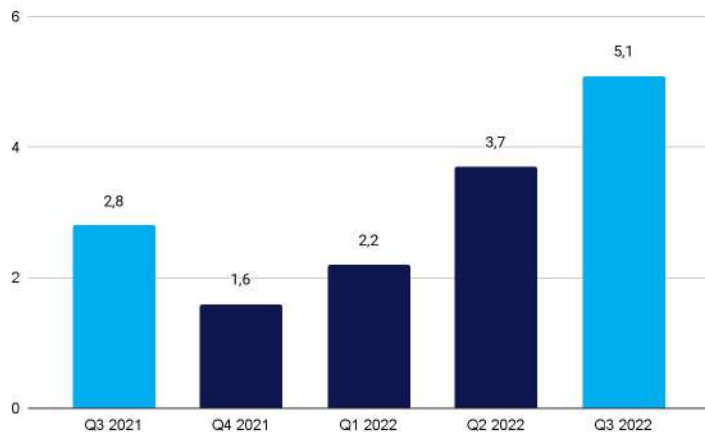


Q1-Q3 2022 (PLN M)

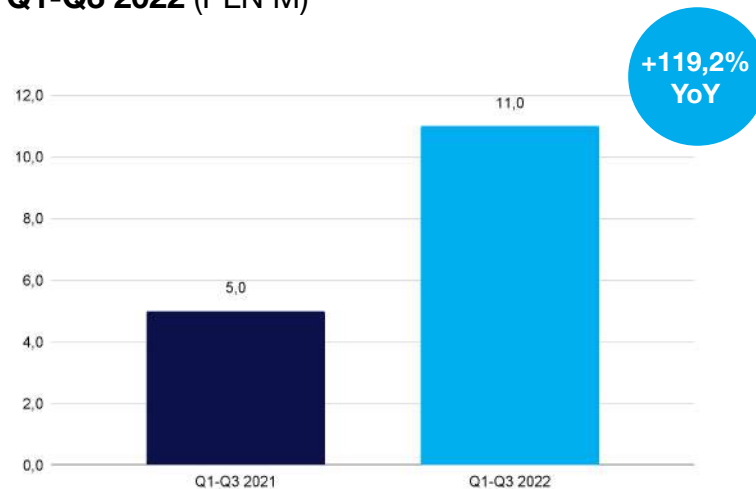


Highest net profit in 5 years

Q3 2022 (PLN M)



Q1-Q3 2022 (PLN M)

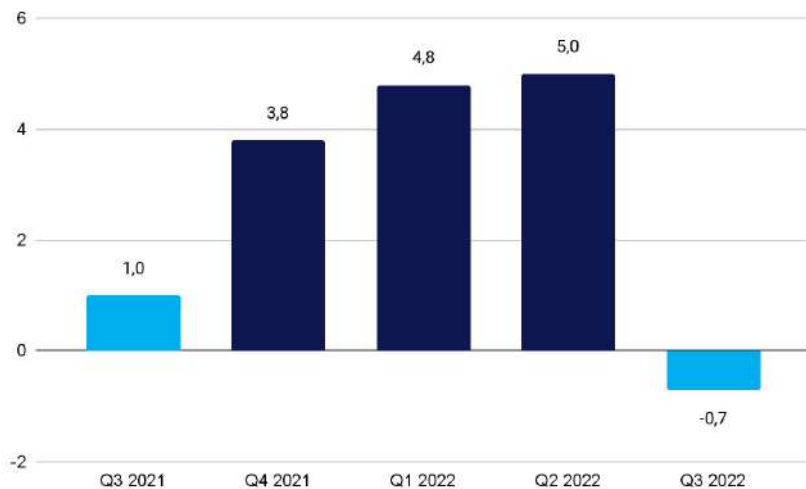


Values adjusted in Q3 2021 by income from redemption of the PFR loan (PLN 1,575,000, negative impact on EBITDA and net income).

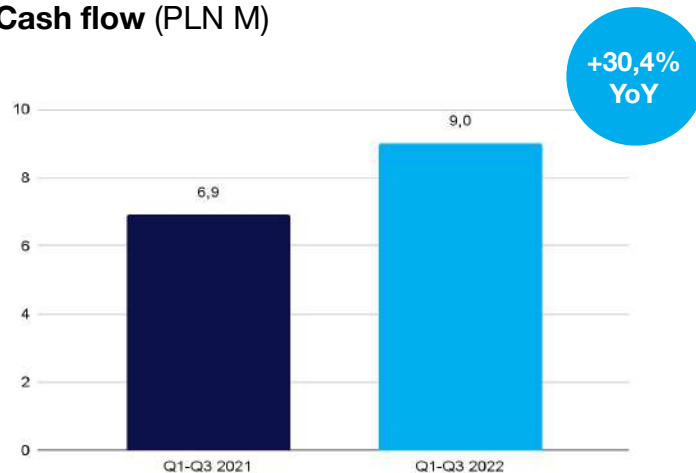
Values adjusted by the cost of the incentive program (PLN 585 thousand in Q3 2022, PLN 669 thousand in Q1-Q3 2022, positive impact on EBITDA of segments, EBITDA, net profit) and by income from redemption of the PFR loan (PLN 1 575 thousand in Q3 2021, PLN 2 506 in Q1-Q3 2021, negative impact on EBITDA and net profit).

Regular increase in cash level

Cash flow (PLN M)



Cash flow (PLN M)

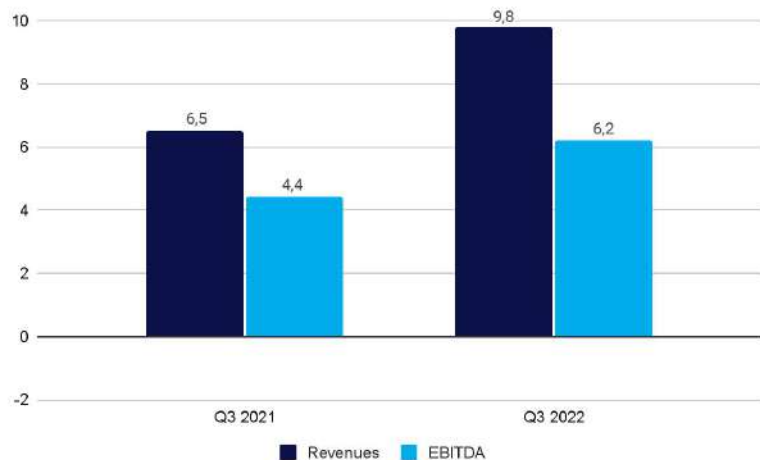


Growth of data monetization in the revenue structure

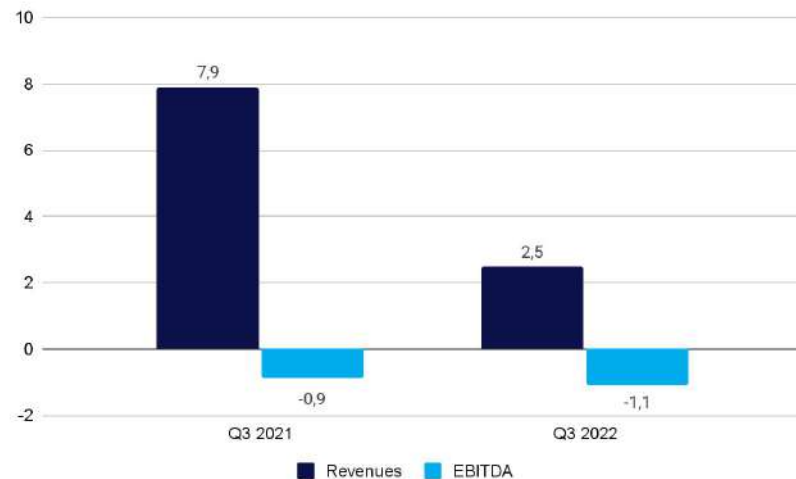


Successful business model transformation

Data monetization

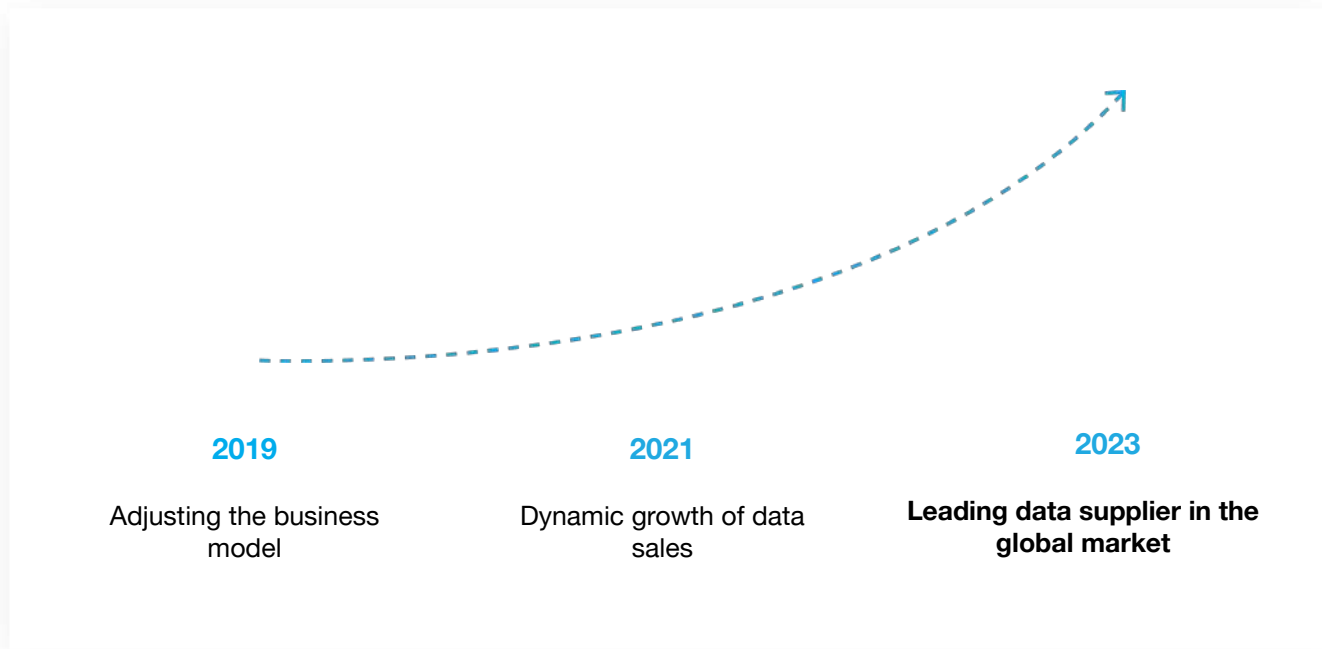


Other activity



S Strategy 2021 - 2023

Goal: quick increase in data monetization



3 perspectives of Cloud Technologies strategy for 2021-2023



Business perspective

- Business globalization
- Proprietary technologies development
- Data monetization growth



Financial perspective

- Purchase of technology
- Share buyback
- International acquisitions
- R&D activity



Corporate Perspective

- ESOP
- WSE Main Market

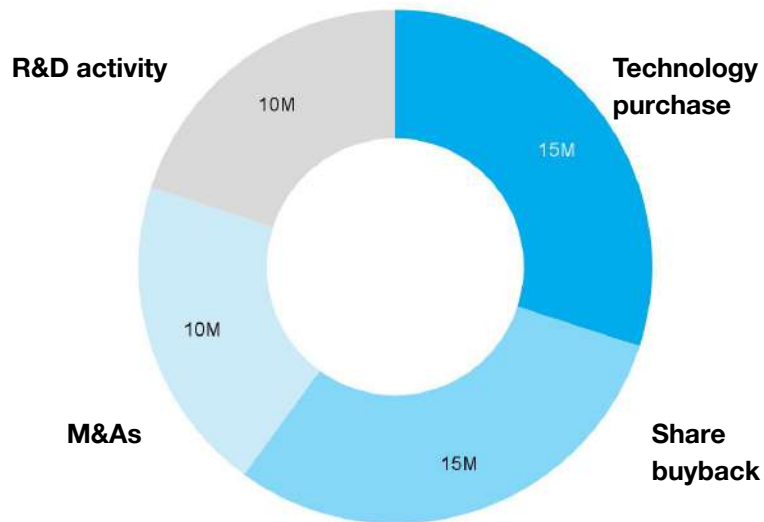
Financial perspective

Cloud Technologies plans investments for PLN 50 million until the end of 2023

The company plans investments in key areas that will generate additional value for the business and shareholders in the future, which translates into further dynamic development of the entire capital group.

One of the biggest investment plans include the purchase of source code of the DSP platform and conducting a share buyback in the market for a future ESOP.

Other targets include further acquisitions and R&D activities.



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

Thank you!

Piotr Prajsnar

Chairman of the Board, CEO

Piotr Soleniec

Board Member, CFO



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