



**CloudTechnologies**

**Strategy 2023 - 2025**

#bigdata #ai

# **We provide data for digital ads targeting**

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

# Goal and Vision

---

## Vision

We provide high-quality data that powers digital campaigns run by the world's largest brands and are fuel for tools based on artificial intelligence.

## Goal

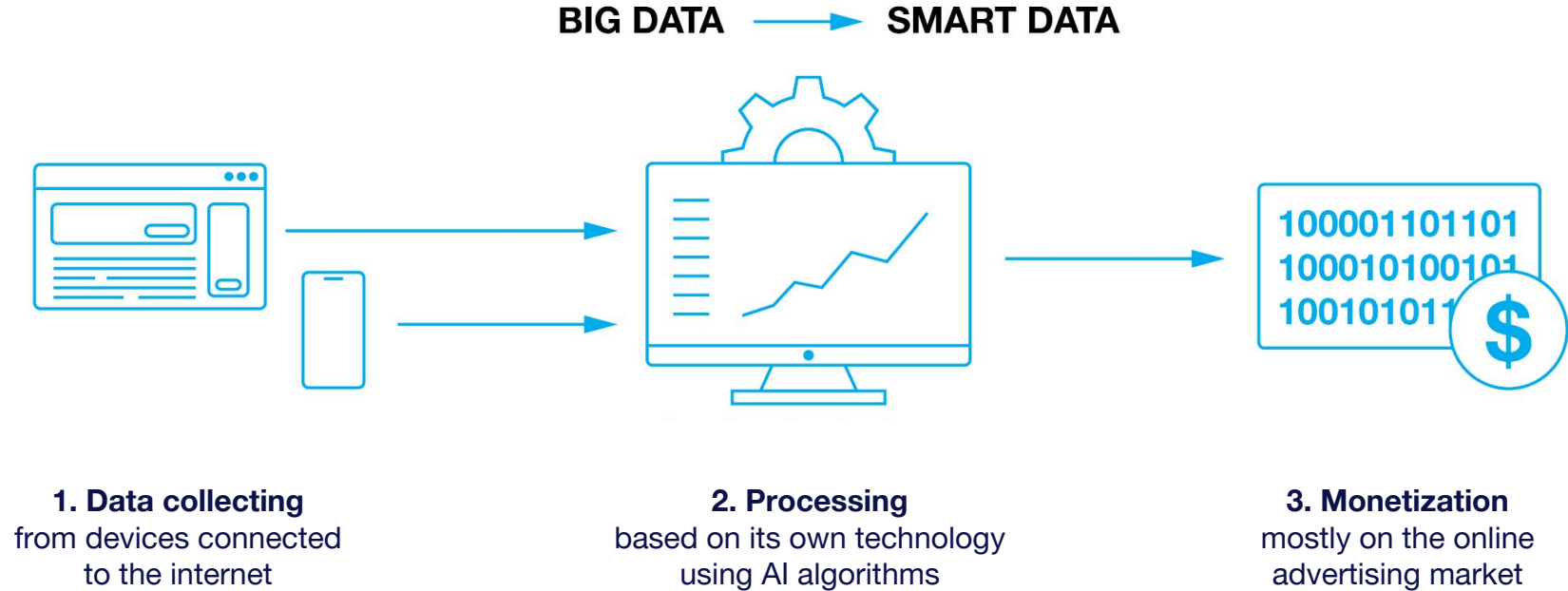
To increase data monetization revenues dynamically on current and new fields of exploitation.

---

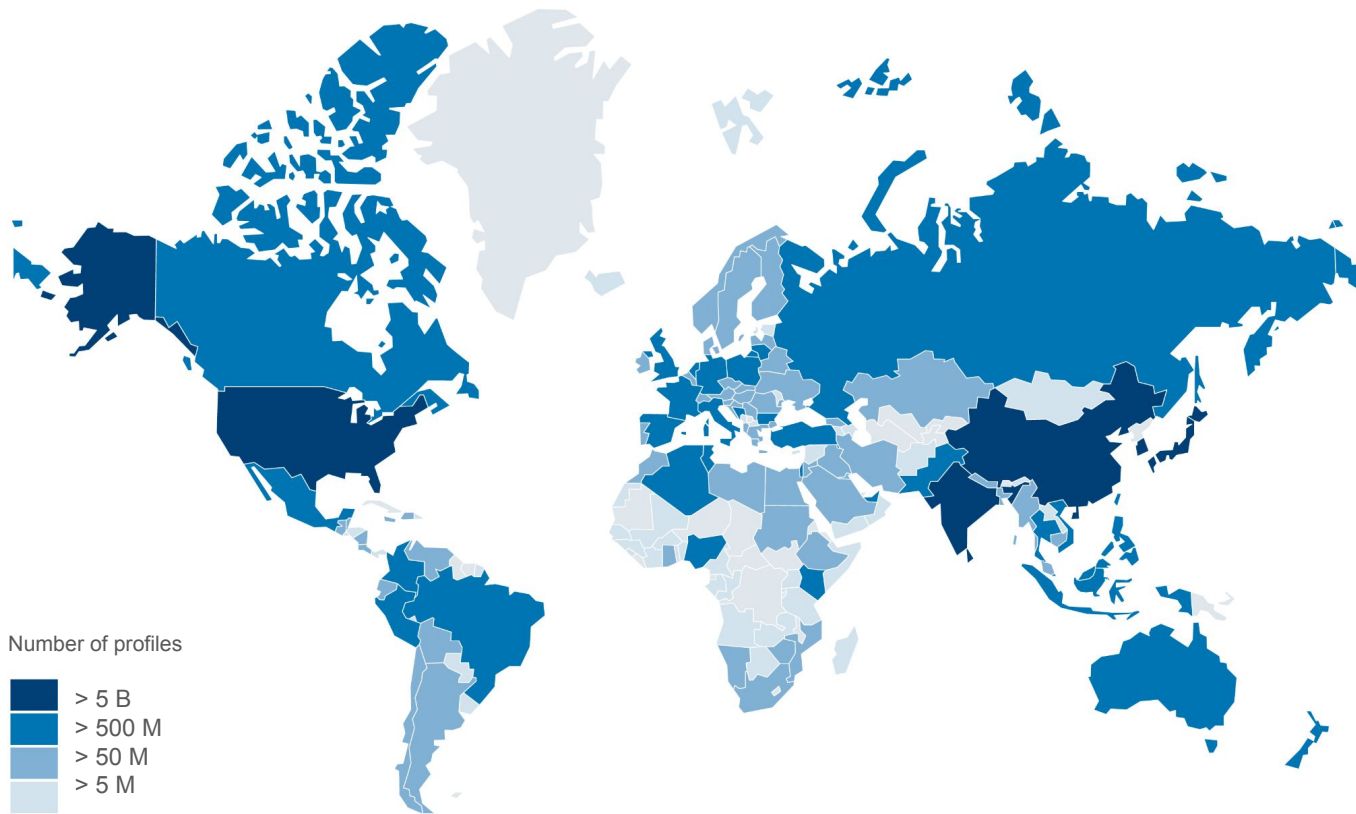


# Business model

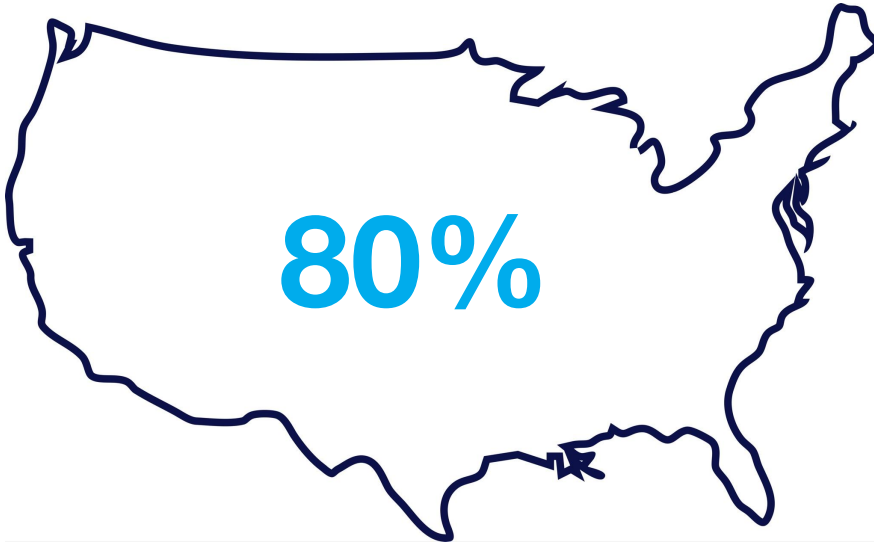
# Scalable and global business model



# We process data from over 200 markets globally



# Data monetization - dynamic growth and high profitability



share of US market in revenues from  
data monetization

**5 B**

users in our database

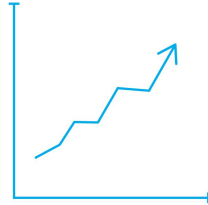
**65%**

data monetization margin in  
2022

**76%**

share of data monetization in  
revenues in 2022

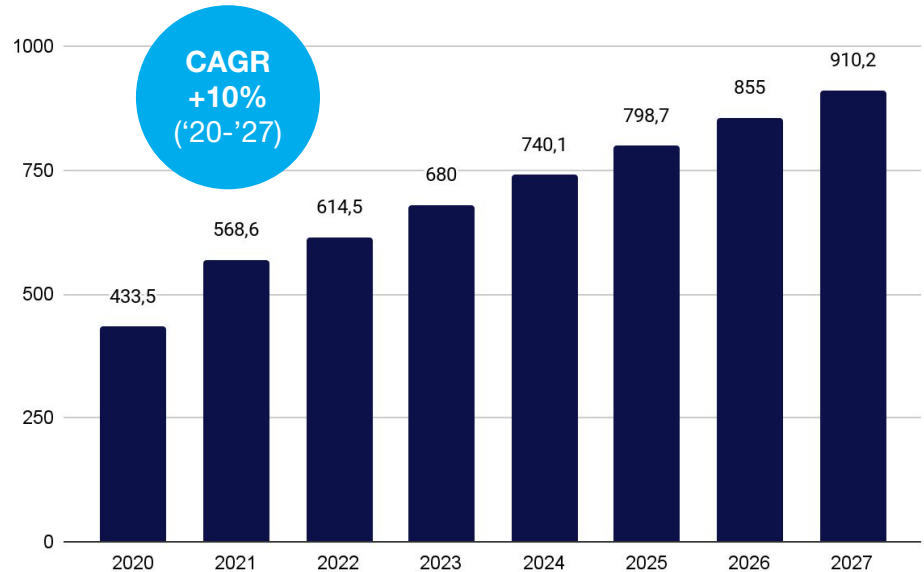
# Prospective areas of data usage



## Digital advertising

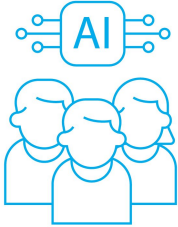
We provide data to the growing online advertising market, enabling marketers to reach selected target groups.

Digital Ad Spending Worldwide, 2022 - 2027 (bn USD)





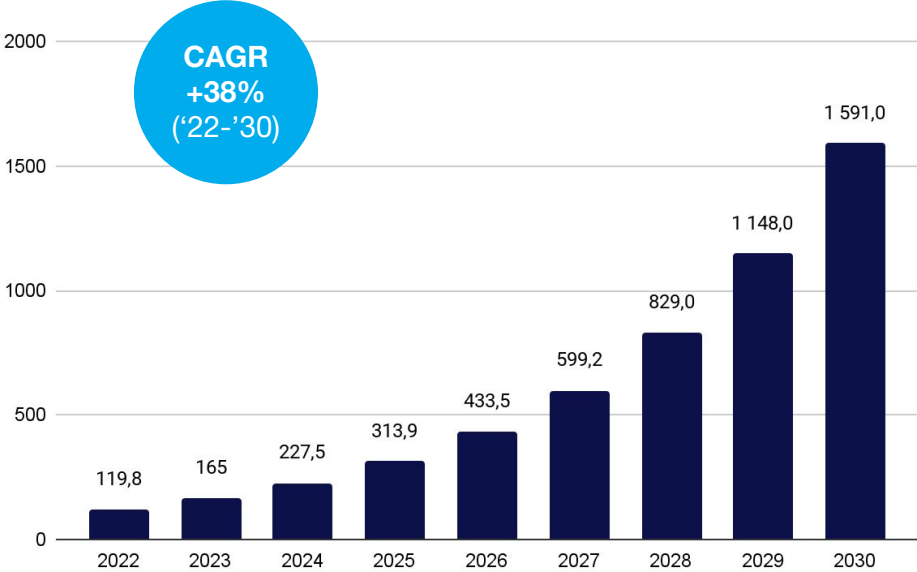
# Prospective areas of data usage



## AI tools

Our data is a valuable fuel for tools that use AI algorithms - it is used for machine learning processes, which allow AI tools to gain knowledge quickly.

Global AI market, 2022 - 2030 (bn USD)



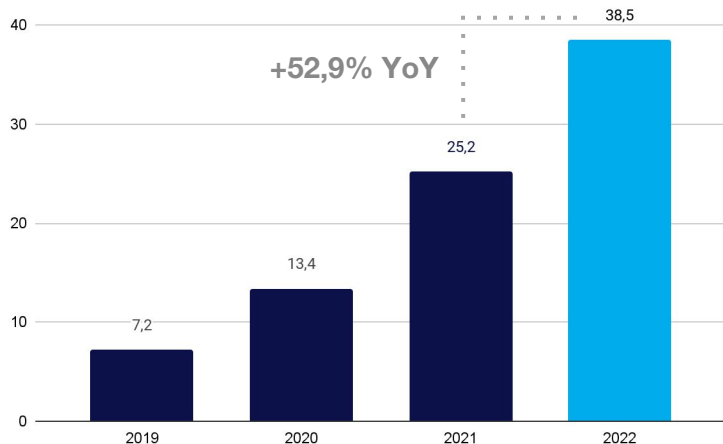


# Summary

2019 - 2022

# Fivefold increase in revenue from data monetization

Data monetization, 2019 - 2022 (m PLN)



CAGR  
+52%  
(‘19-’22)

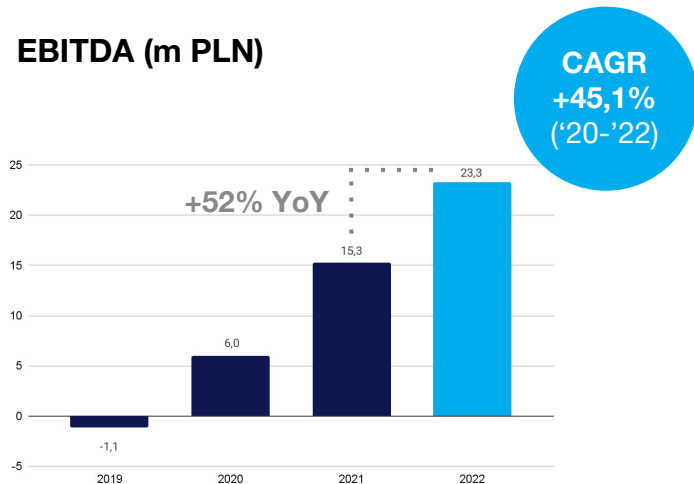
Data is a scalable product with high potential of growth that is stimulated by macroeconomic factors.

Data monetization grows by over 50% YoY and is marked by high EBITDA margin that reaches nearly 70%.

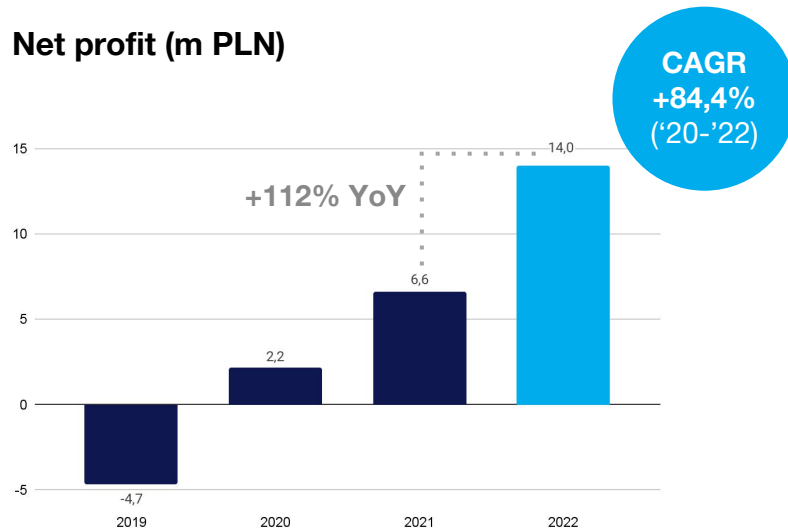
# Dynamic increase in financial results 2019 - 2022

Since 2019 we focus on data monetization - a global product with high margin. The effectiveness of the business model and the growth potential are confirmed by the financial results of our capital group in 2019-2022.

## EBITDA (m PLN)



## Net profit (m PLN)



# Summary of the 2021 - 2023 strategy

## Perspective

## Status

### Business



+53% YoY increase in revenues

### Finance

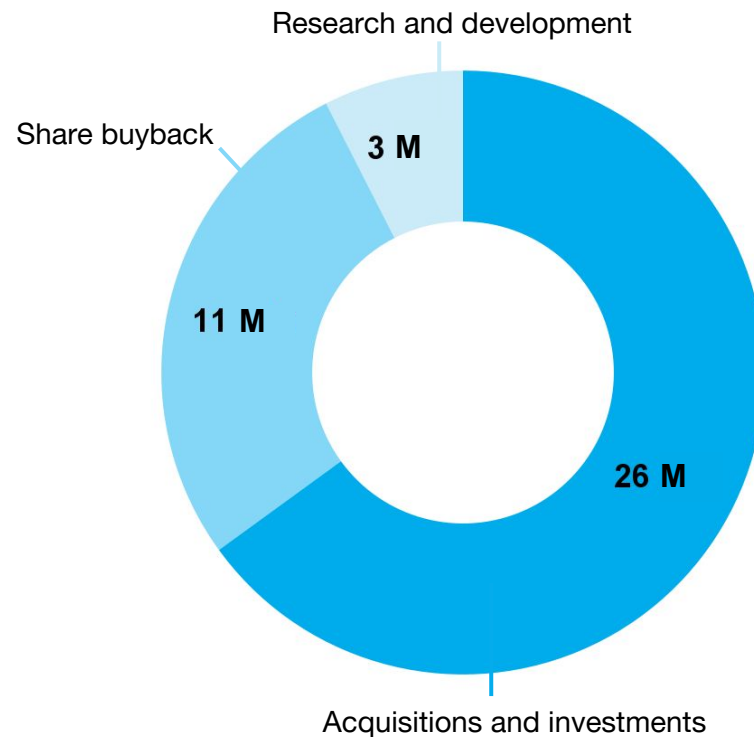


Investments at the level of PLN 40 M

### Corporate



Debut on the Warsaw Stock Exchange Main Market





**Development plans  
2023-2025**

# Development plans 2023 - 2025



## Business perspective

- Data monetization growth
- Dataset extension
- Additional fields of data exploitation



## Finance perspective

- Acquisitions and investments
- Research and development
- Share buyback



## Corporate perspective

- ESOP
- Dividend policy



**Business  
perspective**



# Business perspective

## Data monetization growth



### Acquiring new distribution channels

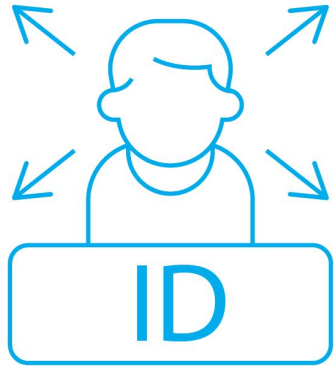
Our goal is to acquire new distribution channels for processed data through cooperation with platforms with an international reach. We are planning acquisitions of entities with their own data distribution networks to dynamically increase revenues from data monetization.

### Optimization of distribution channels

We are integrated with global data distribution platforms that have a high potential for sales growth. We plan to increase the efficiency of the use of existing distribution channels to significantly increase the volume of monetized data.

# Business perspective

---



## Dataset extension

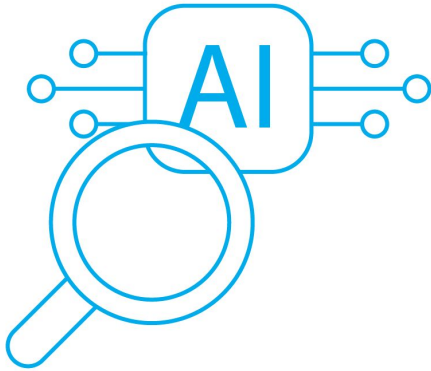
### Increasing data diversity

We will increase the number of user data categories to help customers find the right target groups and increase the sales potential of properly structured, more caloric data.

### Increasing the pool of IDs

We will increase the pool of IDs to make it easy for marketers marketers to target users in a way adapted to modern customer needs and legal regulations. In this way, we also address issues related to the gradual departure from the use of 3rd party cookies.

# Business perspective



## Additional fields of data exploitation

### **New sources of income**

We can use our data in various areas, also outside the online advertising market. We explore new sources of revenue to fully exploit the potential of our strategic resource.

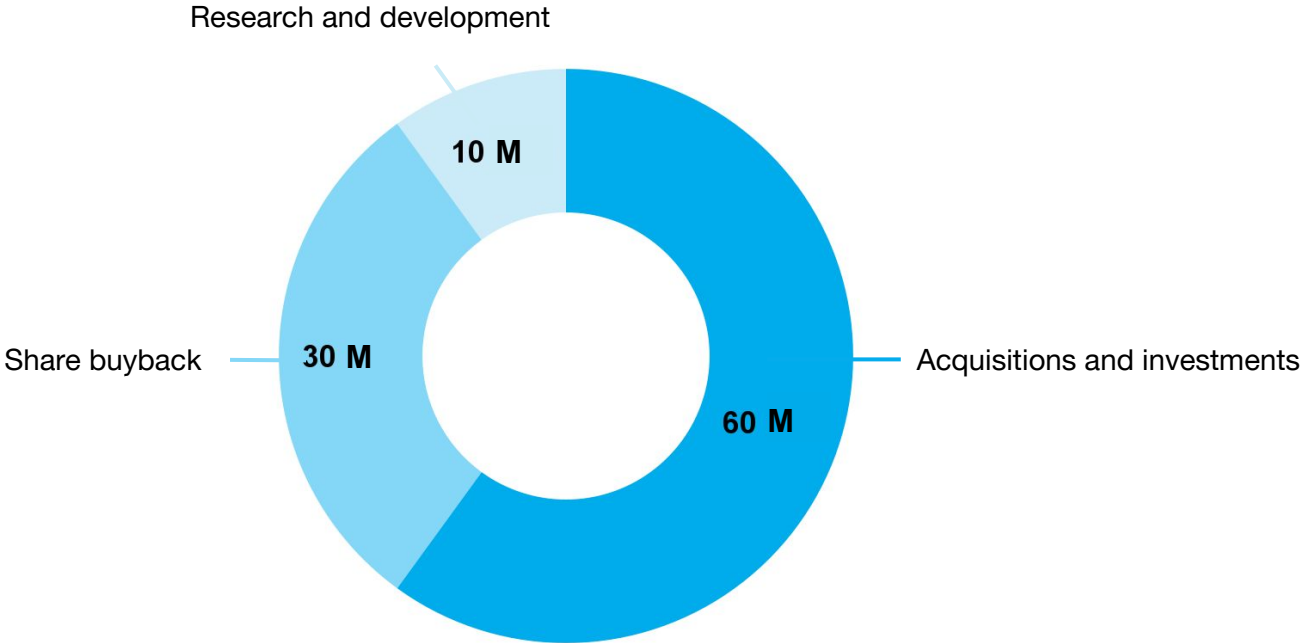
### **Fuel for artificial intelligence**

We intend to intensively develop the area of data monetization for learning systems based on artificial intelligence. In the context of current market trends, this is a very prospective area of activity.



**Finance**  
**perspective**

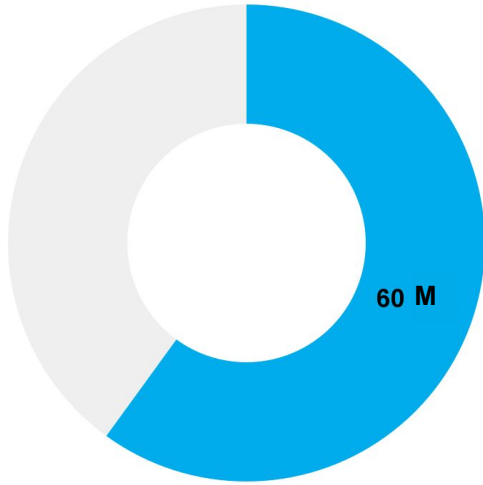
# 100 million PLN investments in the period 2023 - 2025



Our financing plan will be solely covered by our own finance sources, without the use of debt or new share issue.

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.

# Finance perspective



## Acquisitions

## Investments

### Goal

**Acquisition of new distribution channels, markets or contracts, increase in data monetization**

**New ways of data usage, future consumers of data, acquiring know-how**

### Stage

Proved scale and ability to generate revenue

Early stage of development, including pre-sales

### Share package

Controlling package, up to 100%

Minority package, up to 25%

### Scale of investment

From 1 million USD

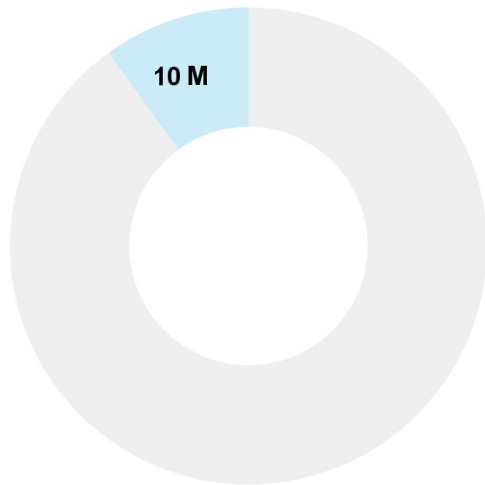
Up to 1 million USD

### Form of investment

Cash, own shares

Data, technology, cash

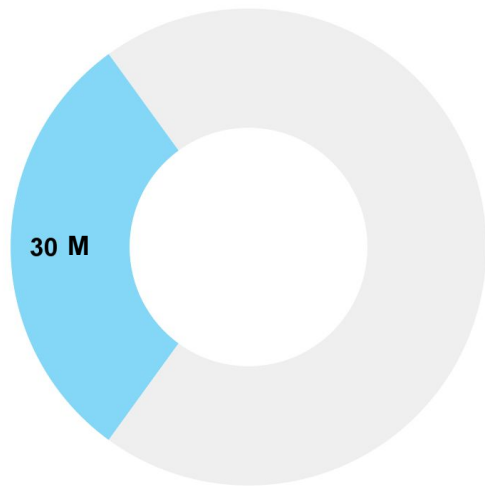
# Finance perspective



## Research and development

- We are constantly conducting research and development work to increase **the efficiency of data processing** and adapt our technologies to the dynamically changing market environment.
- R&D works explore new fields of data usage, including **artificial intelligence algorithms**.
- The purpose of research and development activity is to obtain sustainable sources of competitive advantages.

# Finance perspective



## Share buyback

- We want to purchase up to **250,000** shares (5% of all shares), and we plan to allocate up to **PLN 30 million** to achieve this goal.
- We plan to buy shares in the period 2023-2025, in two tranches worth up to **PLN 15 million each**.
- The share buyback is intended to serve the future ESOP defined for the years 2023 - 2025.





**Corporate  
perspective**

# Corporate perspective



## ESOP

- The incentive program is dedicated to a group of senior management and members of the management bodies of the capital group, in order to retain the best experts in the market in the area of new technologies.
- The ESOP shares will be granted to the beneficiaries only in case of meeting the KPI of the cumulative level of the Group's annual EBITDA excluding costs of the incentive program for 2023-2025 in the total amount of **110 million PLN**.
- As a part of the incentive program, its beneficiaries will be able to acquire up to **250,000 shares** (up to 5% of the total shares) at a price of **60 PLN** per share, with the option being exercised in 2026.

# Corporate perspective

---



## Dividend policy

- We are a company with high growth potential that operates on dynamically growing market. Our main goal is to develop our business and increase our market share. Therefore, we intend to reinvest approximately **80%** of the adjusted EBITDA.
- In order to increase the attractiveness of the investment for shareholders, we recommend a regular dividend payment of approximately **20%** of adjusted EBITDA.

  
**Thank you!**

**Piotr Prajsnar**

CEO

**Piotr Soleniec**

CFO

# Summary of the 2021 - 2023 strategy

Perspective	Goal	Status
<b>Business</b>	1. Business globalization	Increase in revenues from data monetization to PLN 38.5 million in 2022 (+53% YoY).
	2. Development of key technologies	Completion of subsequent versions of the DMP platform in March 2021 and in April 2022.
<b>Finance</b>	1. Purchase of technology	Completion of the process of purchasing source codes for the DSP platform in February 2023 for EUR 3.7 million.
	2. Share buyback	Stage I: purchase of 45k shares in 2022 for PLN 1.4 million. Stage II: purchase of 205k shares in March 2023 for PLN 9.8 million.
	3. International acquisitions	Acquisition of 100% of shares in TL1 in July 2022 for EUR 1.9 million.
	4. R&D activity	Expenditures on R&D in 2021: PLN 1.3 million, in 2022: PLN 2.0 million.
<b>Corporate</b>	1. WSE Main Market	The transition to Warsaw Stock Exchange Main Market from NewConnect market in December 2022.
	2. ESOP	Share buyback completed (250,000) for the incentive program. Cumulative EBITDA for the period 2021-2022: PLN 41.1 million (75% of KPI implementation 55 million EBITDA for the period 2021-2023).

# Disclaimer

---

This presentation is for information purposes only and does not constitute investment advice within the meaning of the Act of July 29, 2005 on trading in financial instruments, and Cloud Technologies S.A. or any of its subsidiaries do not provide any claims or guarantees, express or implied as to the information or opinions contained in the presentation. The content of the 2023-2025 strategy does not constitute a forecast of financial results.

The recommendation of the Management Board regarding the dividend will take into account the financial situation, development prospects, investment needs, as well as net financial results and the level of the Company's capital.