



Financial results 2023

April 15, 2024

We provide data for digital ads targeting

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

Summary | 2023

2023

the best year in the history of Cloud Technologies in terms of data monetization

Data monetization

44.6

PLN M

+15.8%*
vs 2022

EBITDA

27.6

PLN M

+18.4% vs 2022
EBITDA

Net profit

11.1

PLN M

-2.9 PLN M vs
2022 Net profit

* Data monetization dynamics expressed in USD is +23.5%.

Summary | Q4 2023

Q4 2023

the best quarter in
2023

Data monetization

12.2

PLN M

-4.8%*
vs Q4 2022

EBITDA

8.0

PLN M

-3.3% vs Q4 2022
EBITDA

Net profit

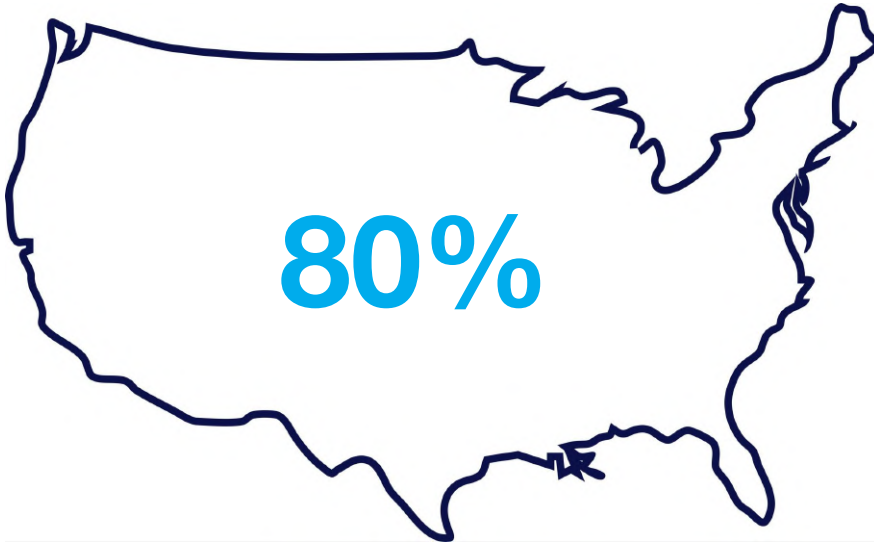
2.3

PLN M

-23.8% vs Q4
2022 Net profit

* Data monetization dynamics expressed in USD is +7.2%.

Data monetization means dynamic growth and high profitability



US market share in Data monetization

5 B

internet users in database

67%

margin on Data monetization
in 2023

81%

Data monetization share in
revenues in 2023

Agenda

- 1 | Business model
- 2 | Market environment
- 3 | Financial results 2023 and Q4 2023
- 4 | 2023-2025 Strategy
- 5 | Summary of the strategy for 2021-2023



Business model

Scalable and global business model

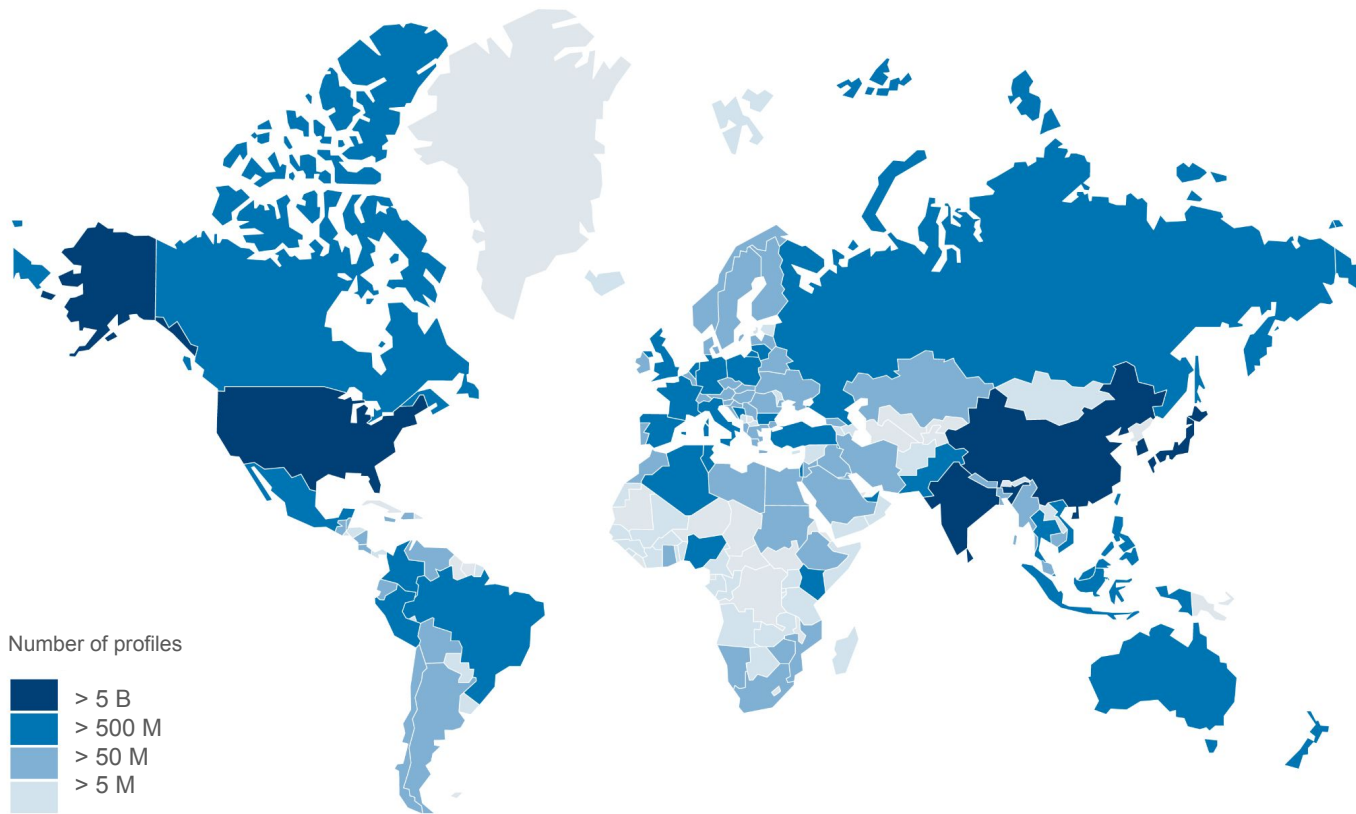


1. Data collecting
from devices connected
to the internet

2. Processing
based on its own technology
using AI algorithms

3. Monetization
mostly on the online
advertising market

We process data from over 200 markets globally





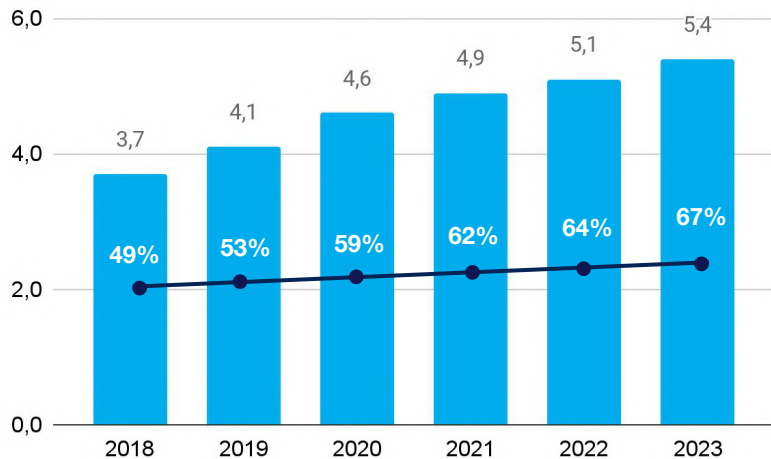
Market environment

Marketers from all over the world are moving ad budgets to digital

Until 2025 over 70% of global ad budgets
will be spent on digital media

Growth of internet users and online spending globally

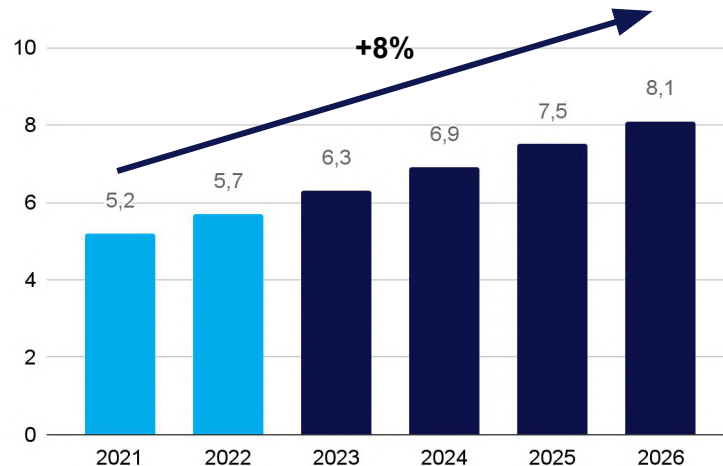
Global number of internet users (B)



■ Number of internet users (B)

— Share of internet users in population (%)

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



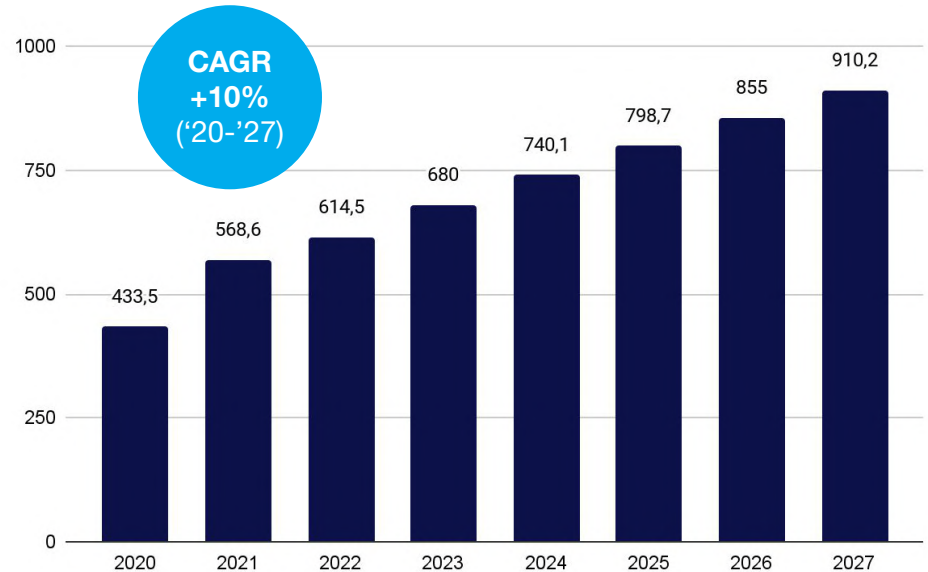
The online advertising market is growing at a double-digit rate



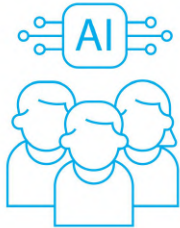
Online advertising

We provide data to the growing online ad market, enabling advertisers to reach selected target groups.

Global online ad market, 2022 - 2027 (USD B)



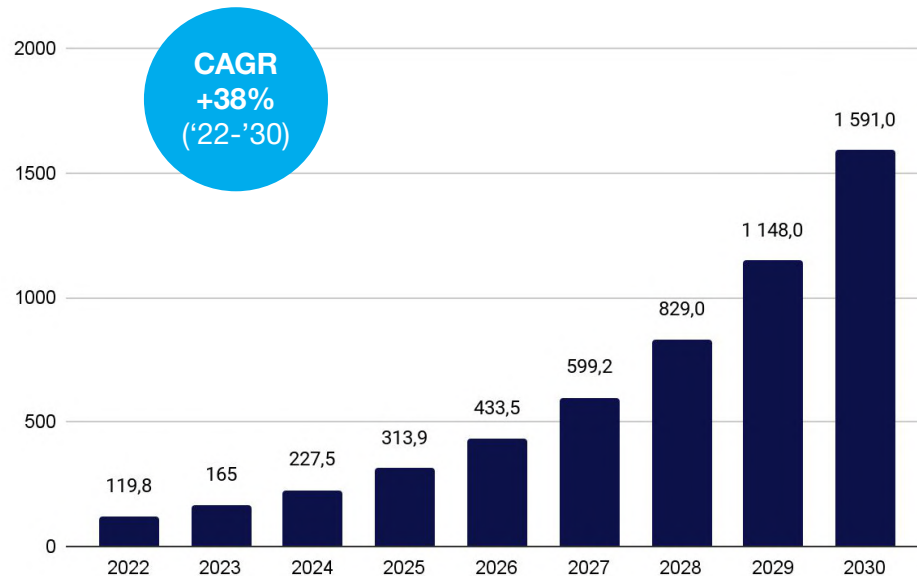
The AI market will grow by over 1,300% by 2030



AI Tools

Our resources are valuable fuel for tools using AI algorithms that need high-quality data to learn.

Global AI market, 2022 - 2030 (USD B)



Selected AdTech companies globally

 theTradeDesk®

 PubMatic

 NetWise
A Dun & Bradstreet Company

Magnite

 Digital
Turbine

 eyeota

ORACLE

 LiveRamp
an axxiom company

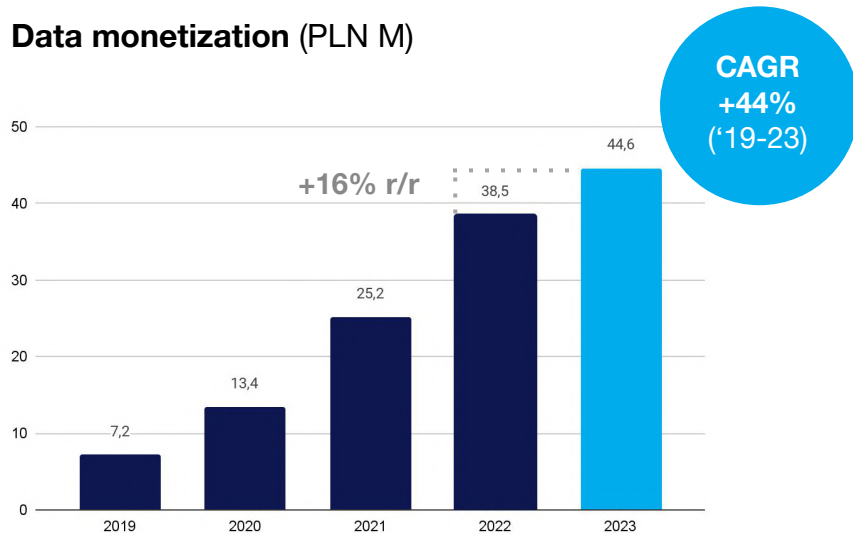
dun & bradstreet



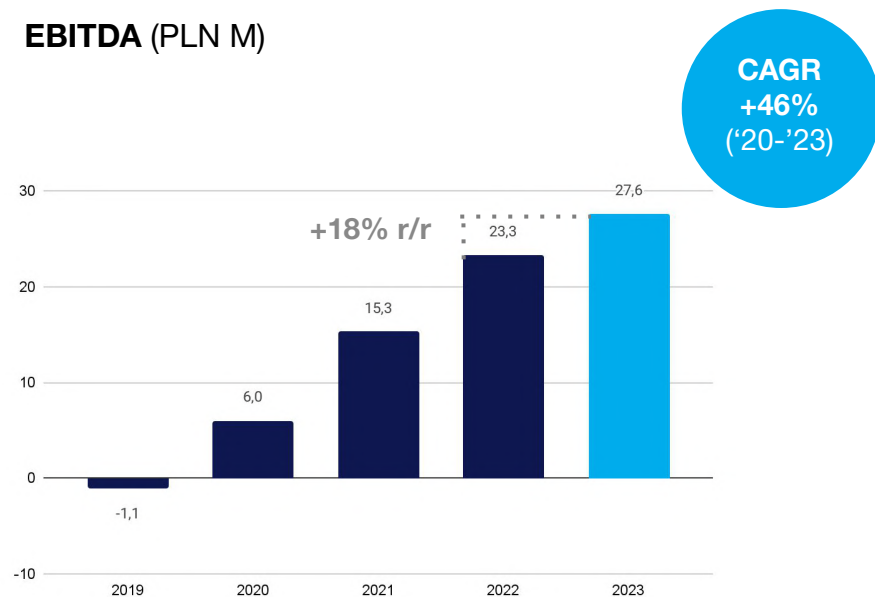
**Financial results
2023 and Q4 2023**

Focus on the data monetization segment

Data monetization (PLN M)

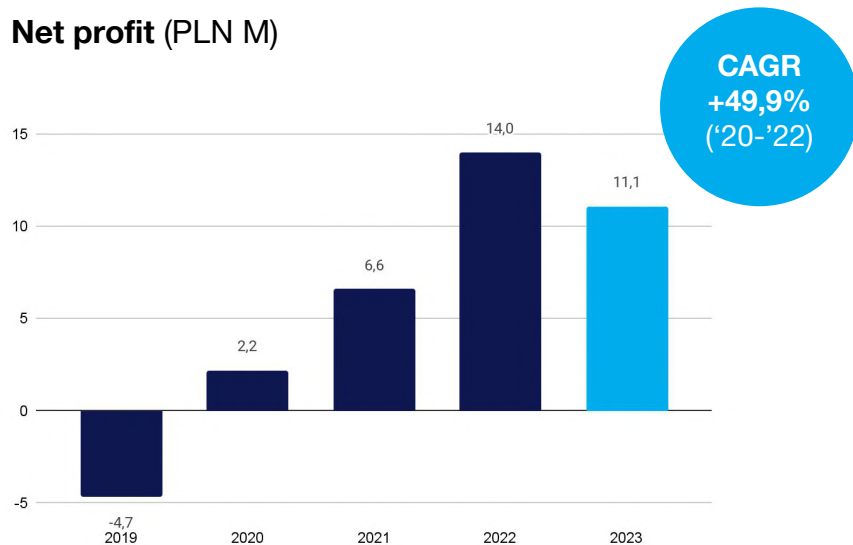


EBITDA (PLN M)

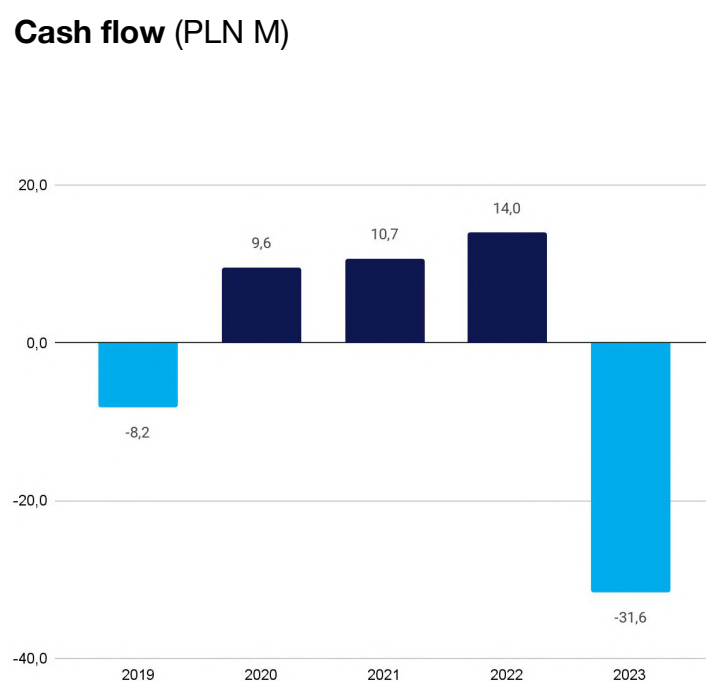


Dynamic growth of results 2019 - 2023

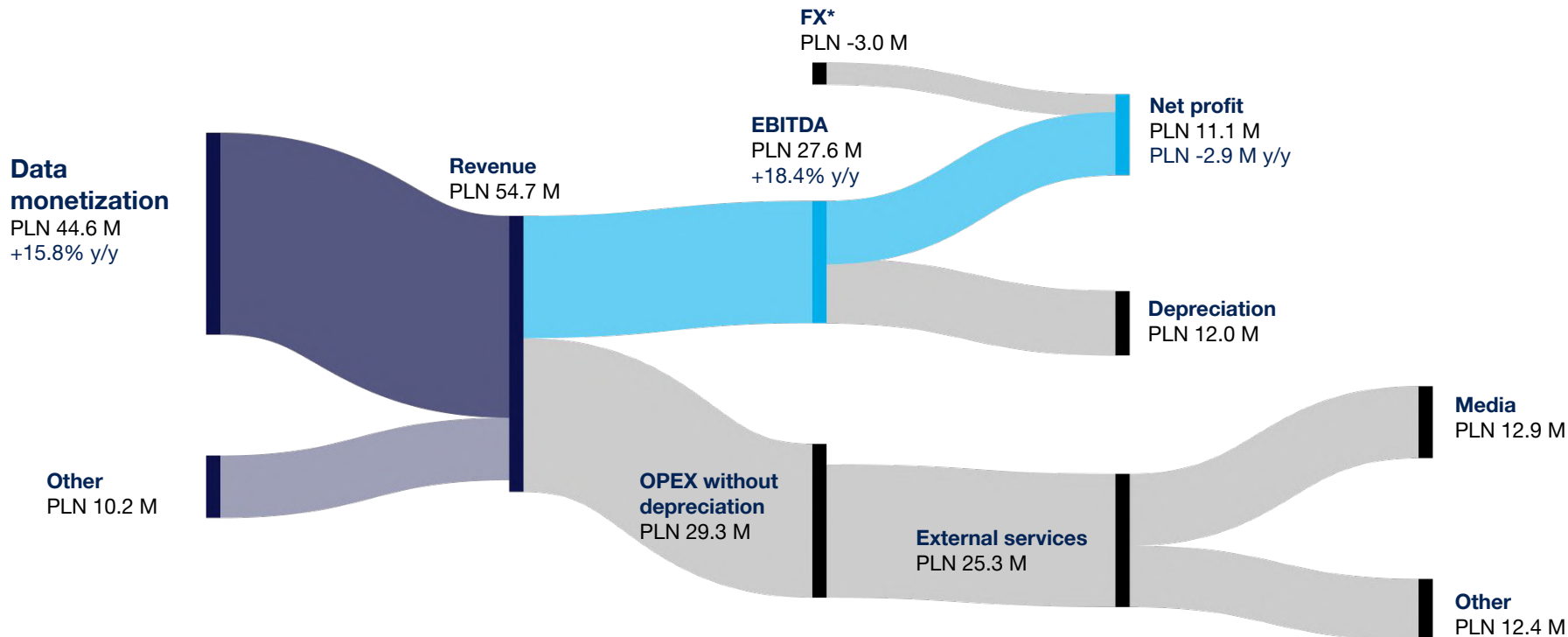
Net profit (PLN M)



Cash flow (PLN M)



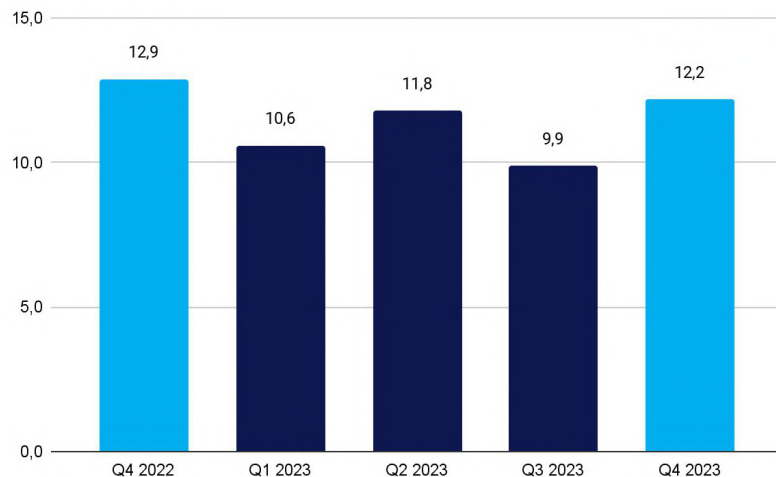
Summary 2023



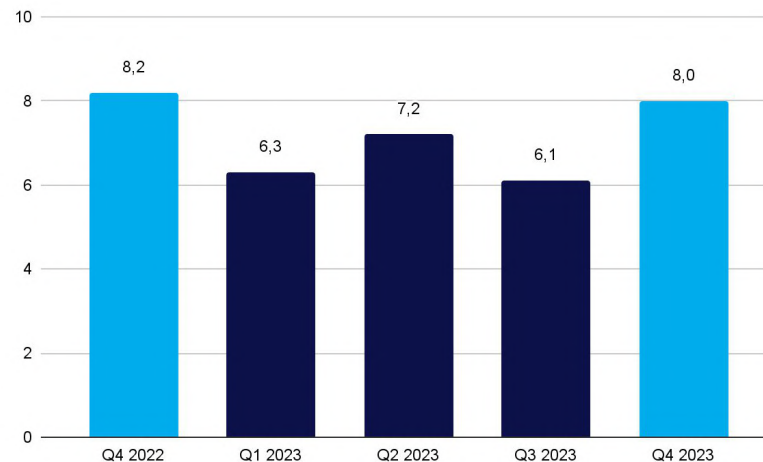
* FX amounted to PLN +2.5 million in 2022

Successive increases in key indicators

Data monetization, Q4 2022-Q4 2023 (PLN M)

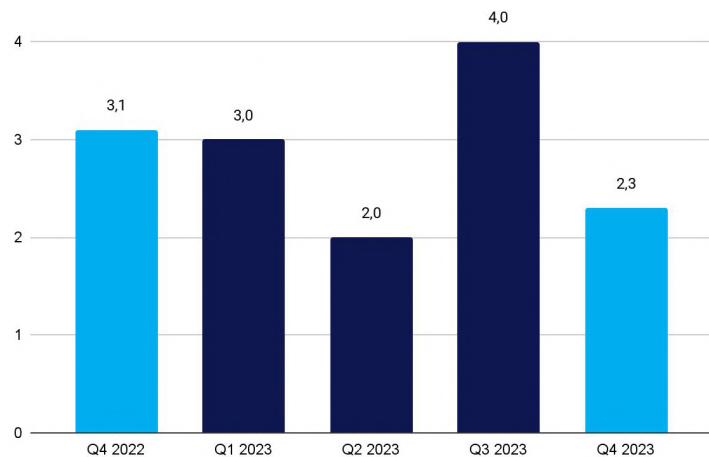


EBITDA, Q4 2022-Q4 2023 (PLN M)

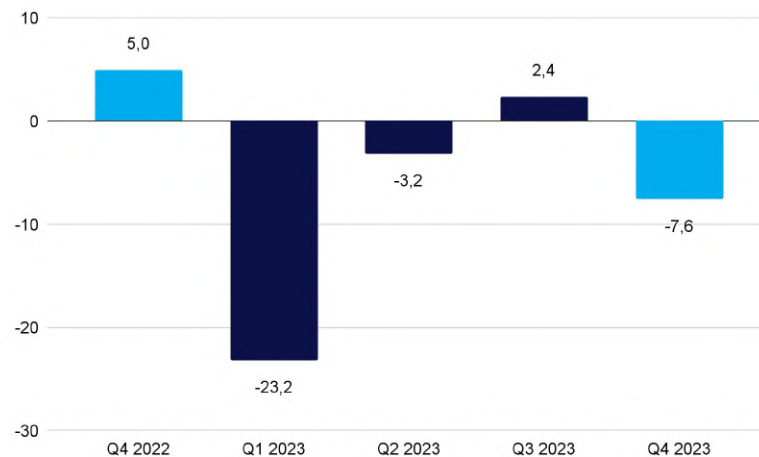


2023: Net profit and cash flow

Net profit, Q4 2022-Q4 2023 (PLN M)

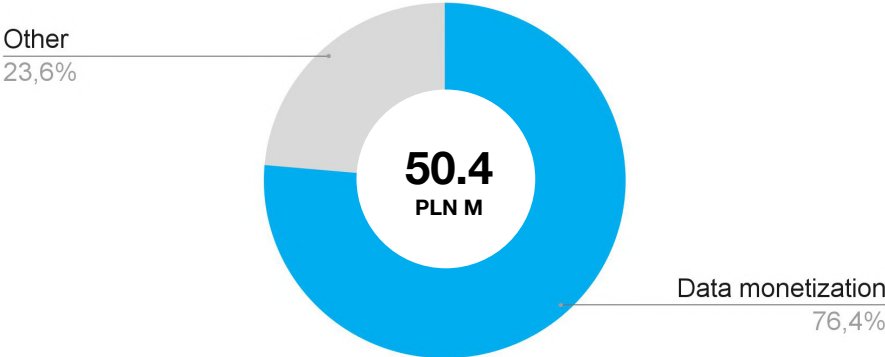


Cash flow, Q4 2022-Q4 2023 (PLN M)



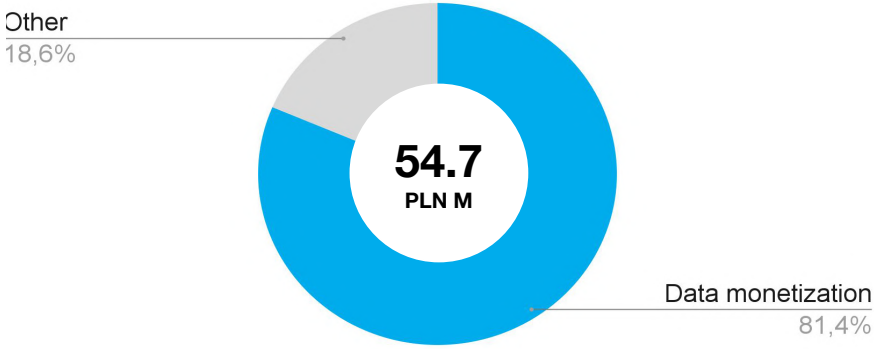
Increase in data monetization in the revenue structure

Revenues 2022



Data monetization revenues Q4 2022
PLN 12.9 M
(USD 2.8 M)

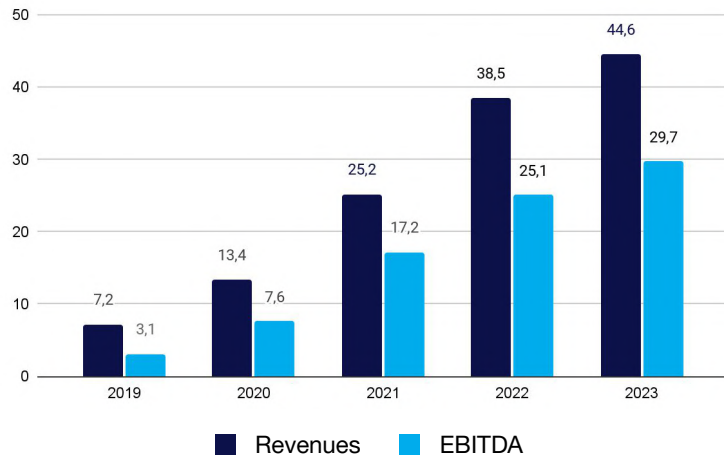
Revenues 2023



Data monetization revenues Q4 2023
PLN 12.2 M
(USD 3.0 M)

2023: Business model transformation success

Data monetization, 2019-2023 (PLN M)



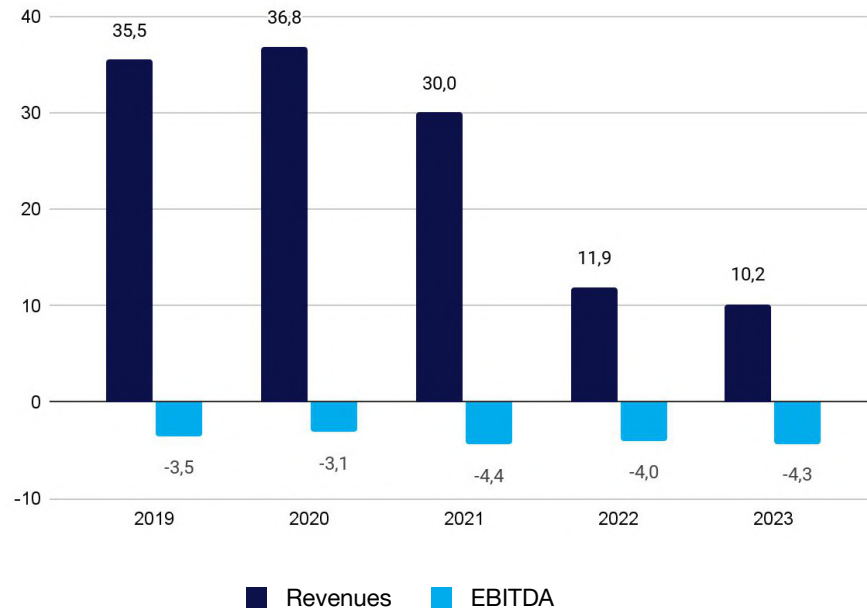
CAGR
'19-'23

+44% r/r

CAGR
'19-'23

+57.1% r/r

Other, 2019-2023 (PLN M)



2023 Balance sheet: high level of cash and receivables



Balance sheet

Selected items

- Significant share of WN: proprietary DMP technology, software developed thanks to subsidies, DSP technology and the value of companies from acquisitions.
- Reducing the level of receivables resulting from the reduction in the scale of other operations
- Decrease in the capital balance, despite the positive net result, due to the purchased shares
- Decrease in deferred revenues due to the sale transaction of Audience Network (reduction of future revenues from subsidies to be recognized)

PLN M	31.12.2023	31.12.2022
Fixed assets:	63,2	57,8
(a) WN	44,1	38,9
(b) Others	19,2	19,0
Current assets:	29,9	64,4
(a) Trade receivables	13,4	18,5
(b) Cash and equivalents	10,9	42,6
(c) Others	5,6	3,3
Total assets	93,1	122,2
Equity	76,7	91,2
Liabilities and provisions:	16,4	31,0
(a) Trade payables	1,4	6,0
(b) Interest-bearing debt	3,3	5,3
(c) Deferred income	9,4	17,6
(d) Others	2,3	2,1
Total liabilities	93,1	122,2

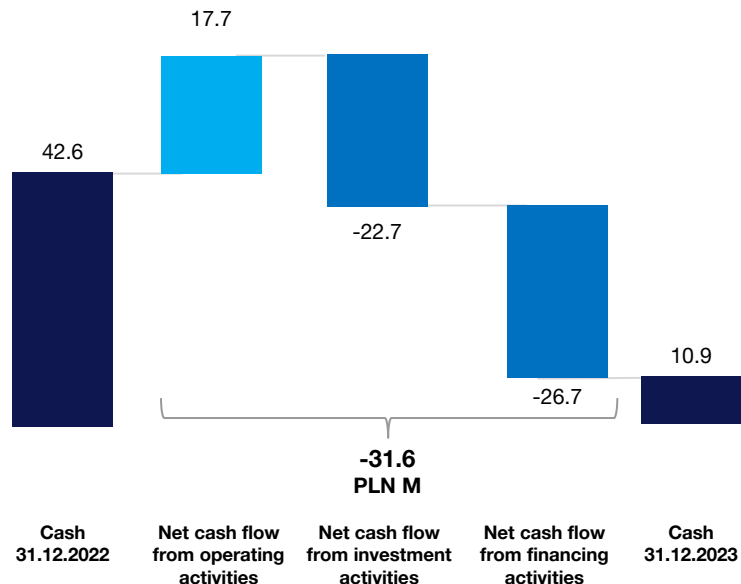
2023: Cash Flow



Cash flow

Selected items in PLN M

- The Group generated significantly positive cash flows from operating activities - PLN 17.7 million - which were used to implement investment and financial initiatives
- Significant CAPEX level - PLN 22.7 million, including: for (a) acquisition of source codes for the DSP platform, (b) continued development of proprietary technological assets.
- Negative cash flows from financing activities resulting primarily from:
 - two share purchases carried out;
 - payment of the first dividend in the history of the Group;
 - repayment of current leasing liabilities.





Summary of the strategy 2021 - 2023

Cloud Technologies 2021-2023 strategy



Business perspective

- Business globalization
- Proprietary technologies development
- Data monetization growth



Financial perspective

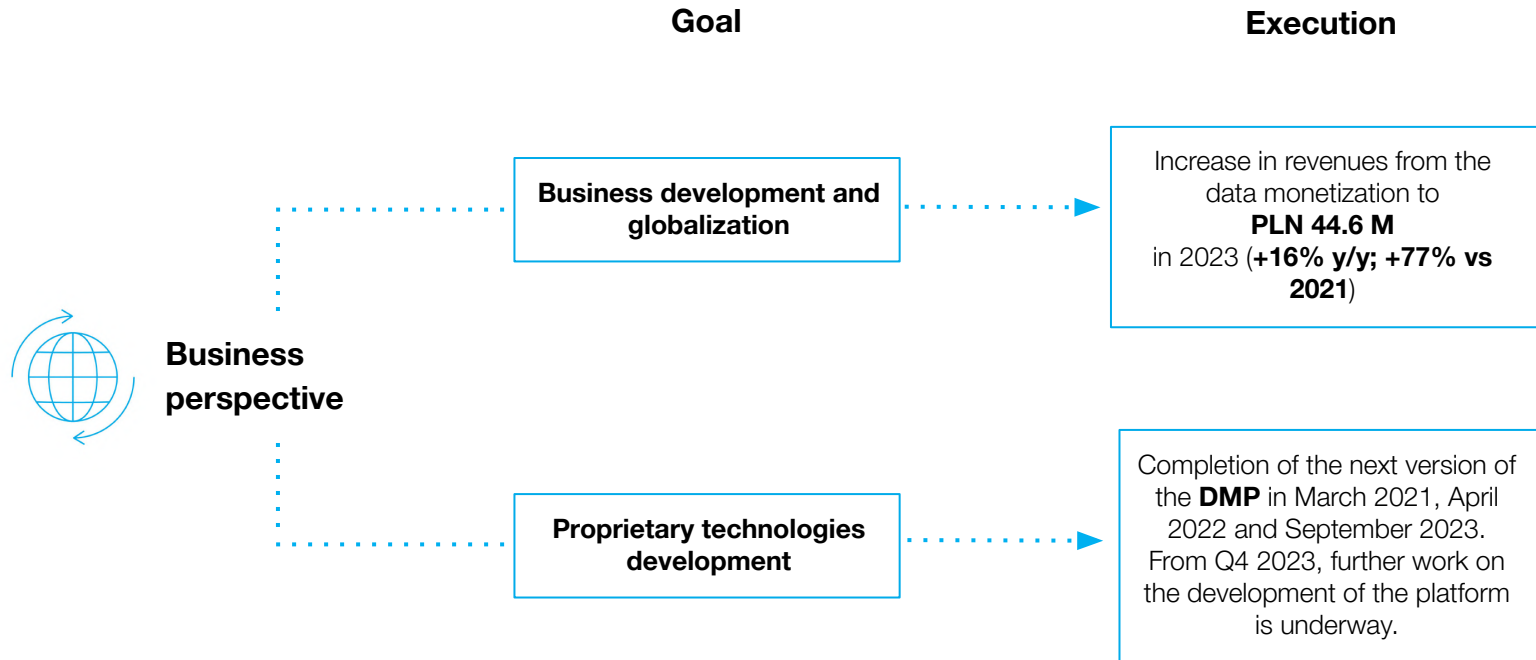
- International acquisitions
- R&D activity
- Purchase of technology
- Share buyback



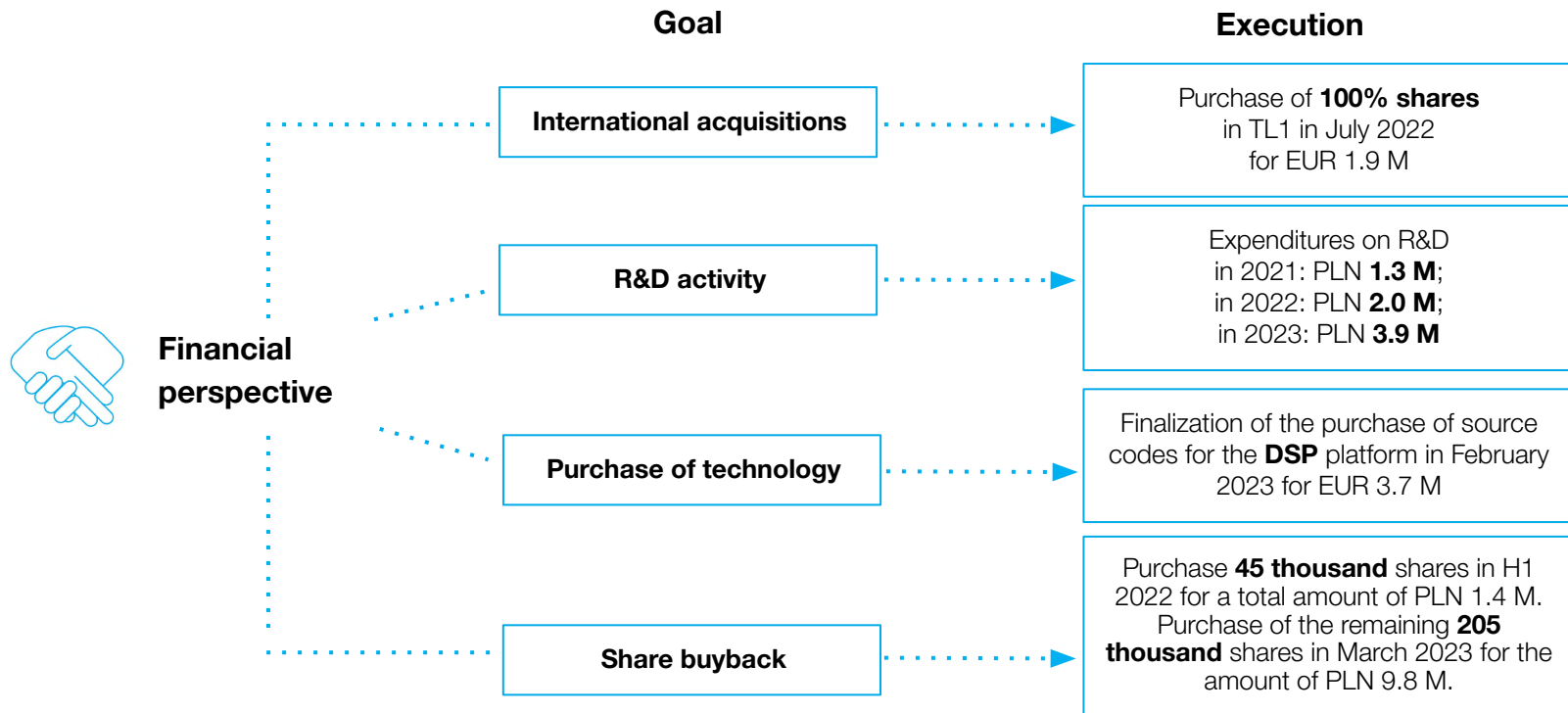
Corporate Perspective

- ESOP
- WSE Main Market

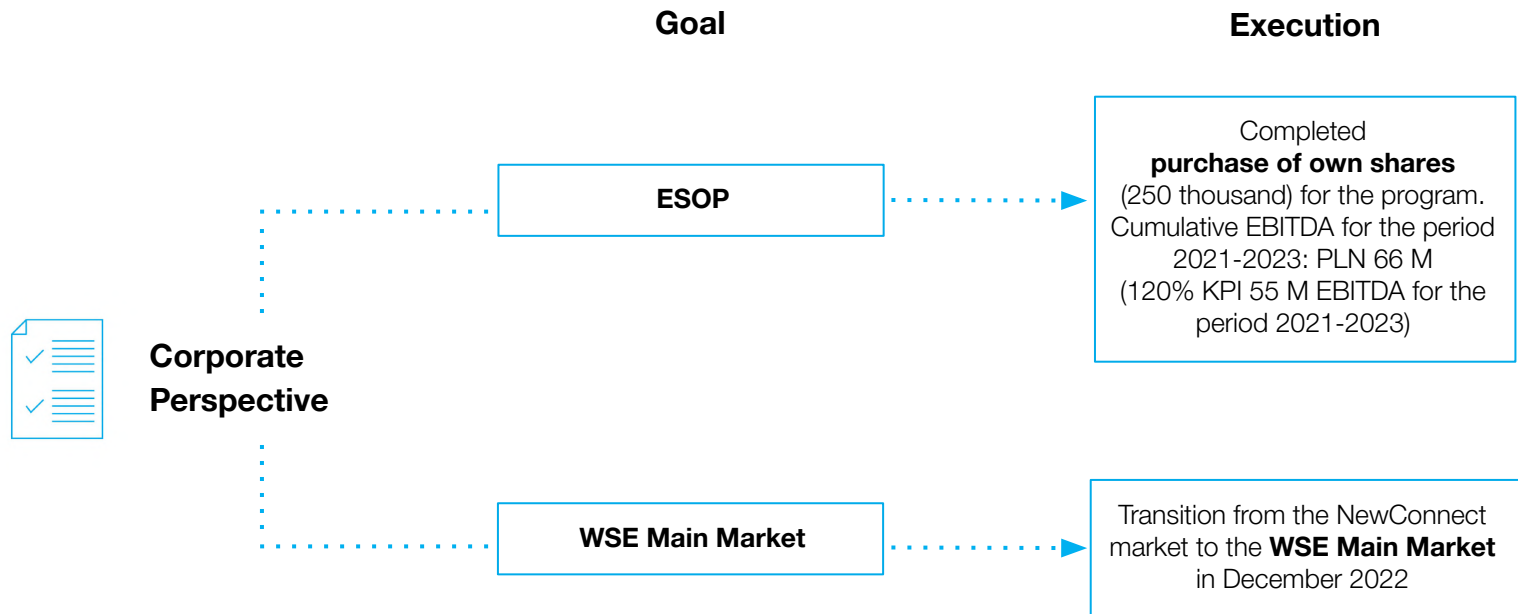
Strategy implementation



Strategy implementation



Strategy implementation





Strategy

2023-2025

Strategy 2023 - 2025 in three perspectives



Business perspective

- Development of data monetization
- Expansion of the dataset
- Additional fields of data exploitation



Financial perspective

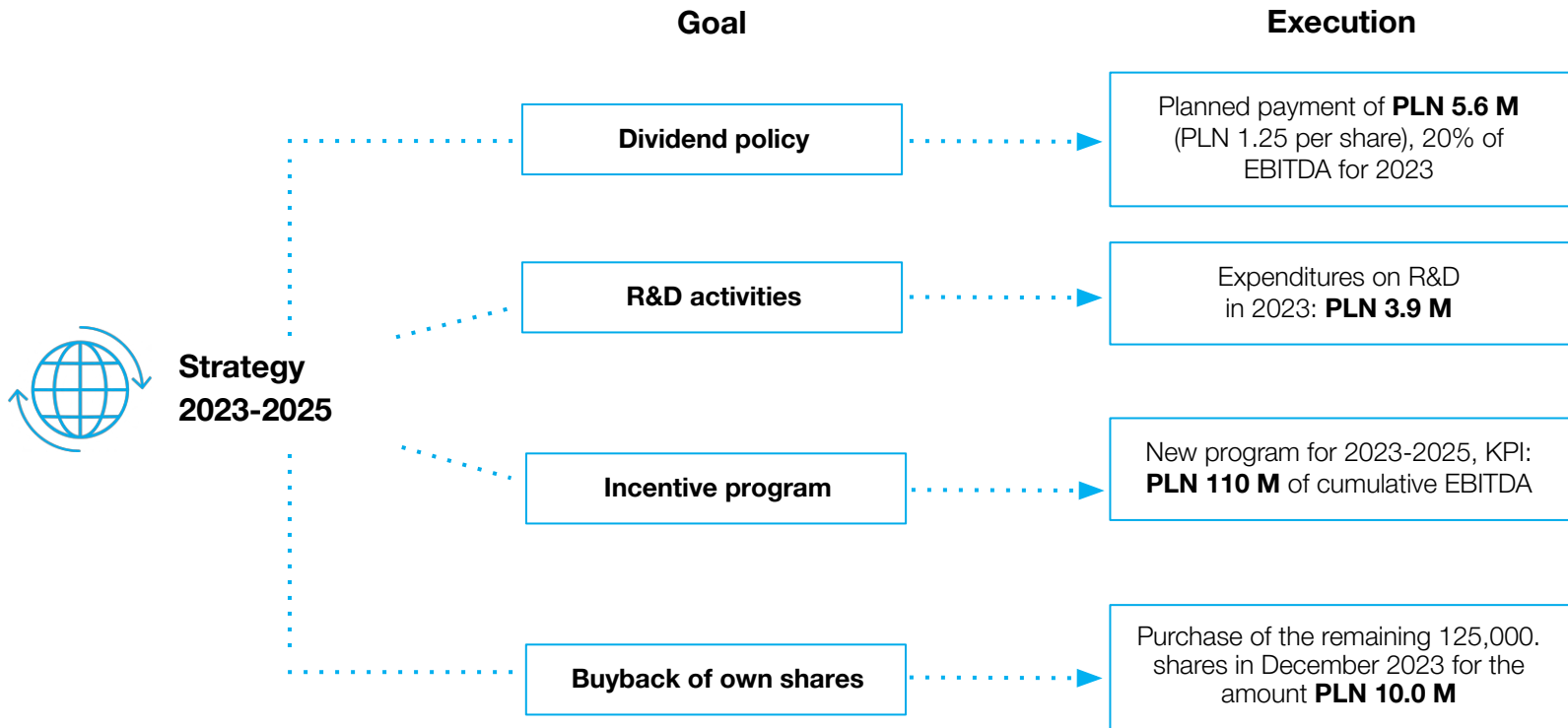
- Acquisitions and investments
- R&D activity
- Share buyback



Corporate perspective

- Incentive program
- Dividend policy

Implementation of the 2023-2025 strategy




Thank you

Piotr Prajsnar
CEO

Piotr Soleniec
CFO