



CloudTechnologies

Data Sales Revolution

Strategy 2026+

9 February 2026

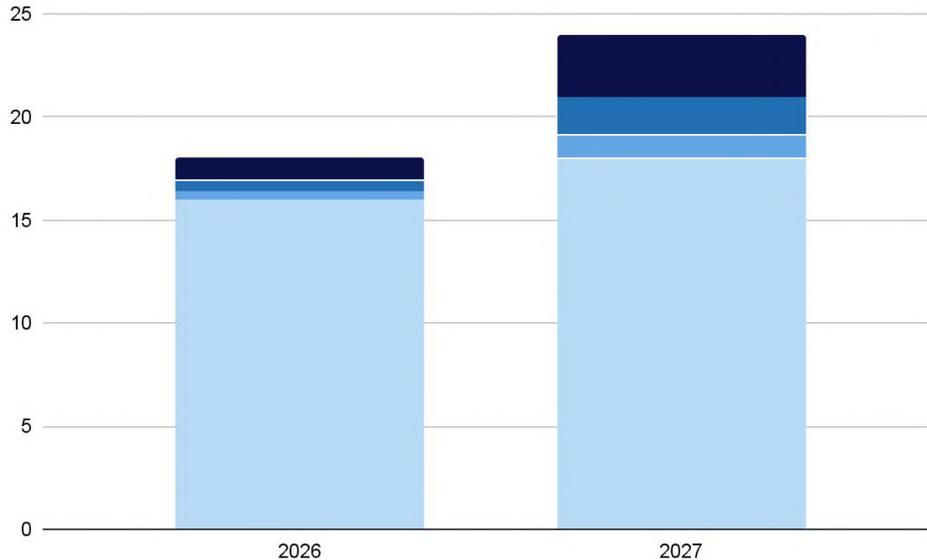


**We have revolutionized
data sales.**

The addressable market
is an order of magnitude larger.

Potential for step-change revenue growth

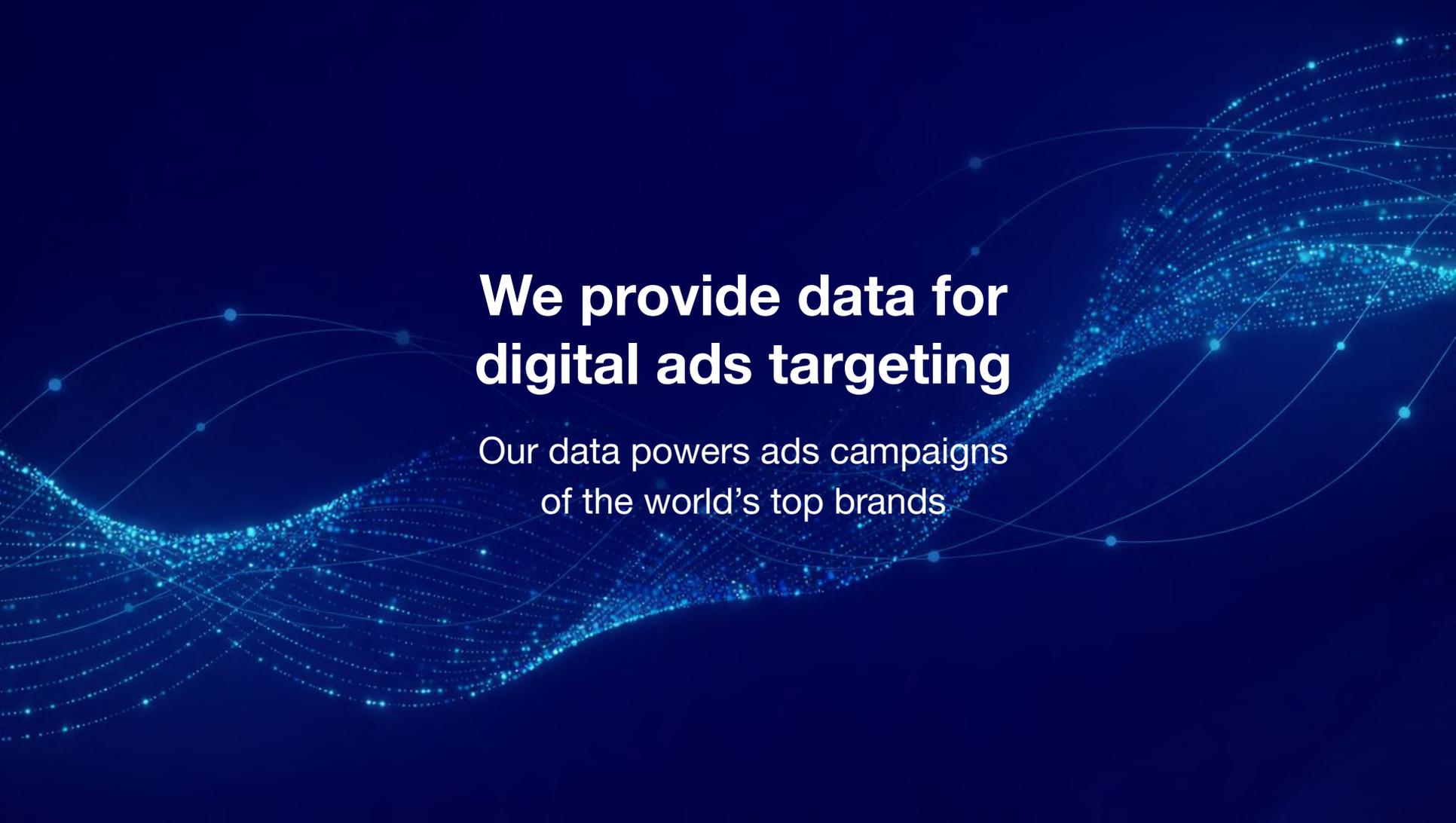
Data monetization targets, 2026 - 2027 (USD, millions)



Scalable revenue growth

Data monetization targets present a base-case scenario and growth potential driven by:

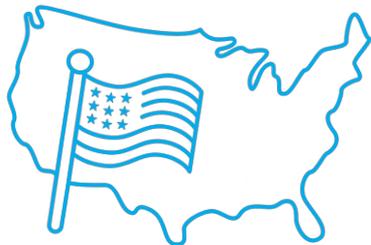
- new sales channels
- offer optimization
- margin retention

The background features a dark blue gradient with several wavy, glowing lines of light blue particles and dots. These lines flow from the bottom left towards the top right, creating a sense of motion and data flow. The particles are concentrated along these lines, giving them a shimmering, ethereal appearance.

We provide data for digital ads targeting

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

A global, profitable, and scalable business



80%

U.S. market share
in revenue



50%

Data sales
margin



\$12 M

Data sales revenue
3Q2025 LTM

We process data from over 200 markets worldwide





Business model

Business model based on operating leverage

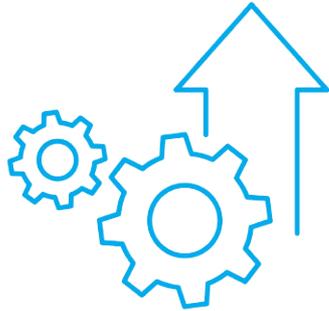


1. We collect data
from internet-connected
devices

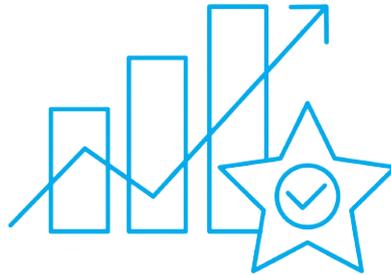
2. We process the data
using our proprietary technology
powered by AI

3. We monetize the data
by enabling targeted
online advertising

Strong competitive advantages



**Proprietary
technology**



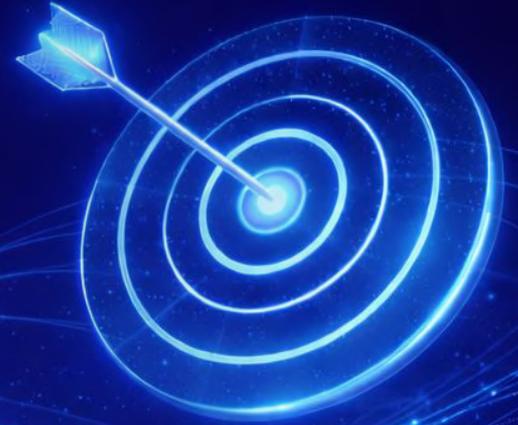
**Unique
know-how**

5 B

Users

**Global scale
of operations**

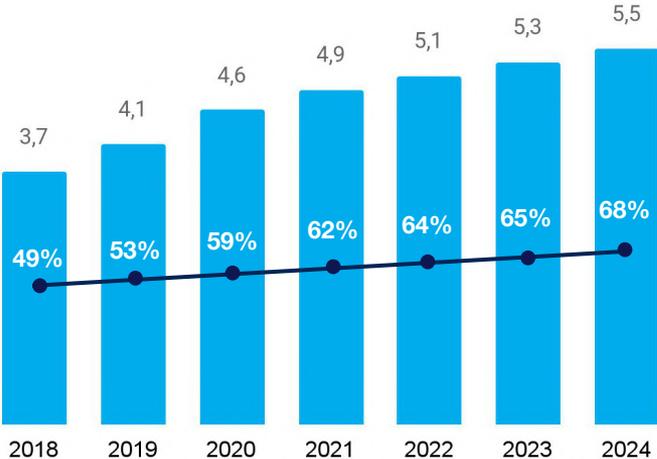
Market environment



By 2030, digital advertising is expected to account for up to 85% of global ad spend.

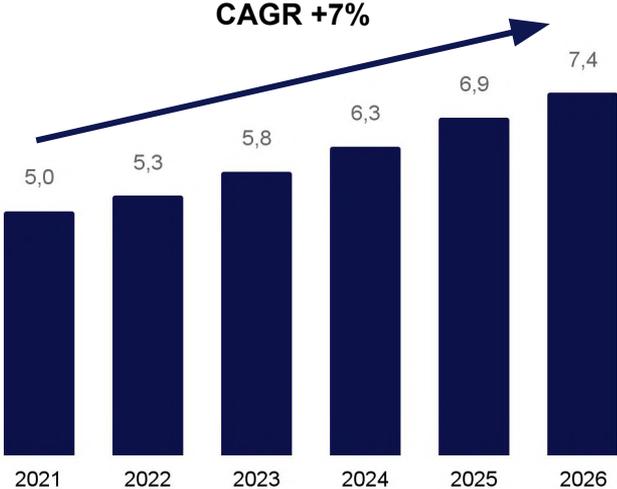
Digitalization is driving online budgets

Global number of internet users
(billions)

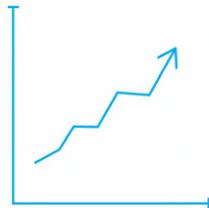


- Number of internet users (B)
- Share of internet users in population (%)

Global spending in e-commerce
(USD, trillions)



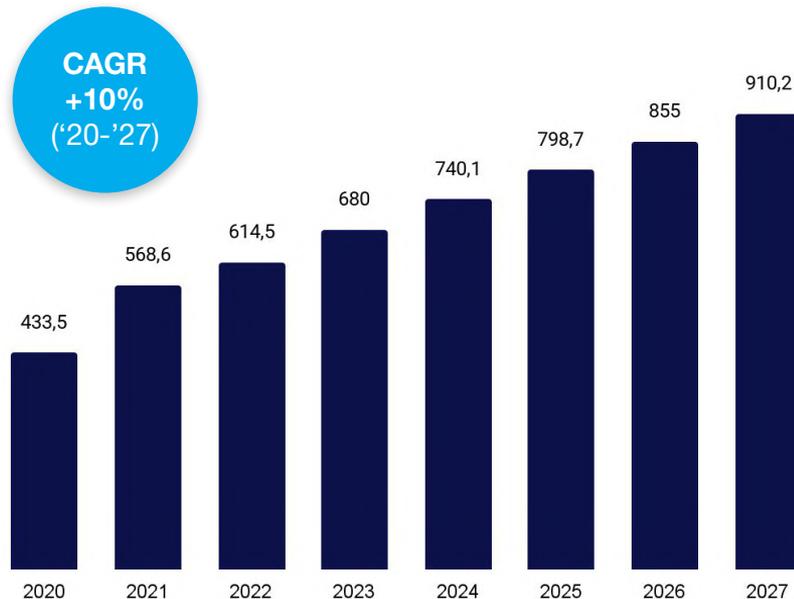
The online advertising market is growing at a double-digit rate



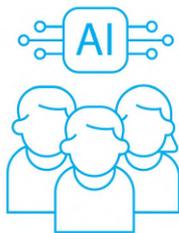
Online advertising

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

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



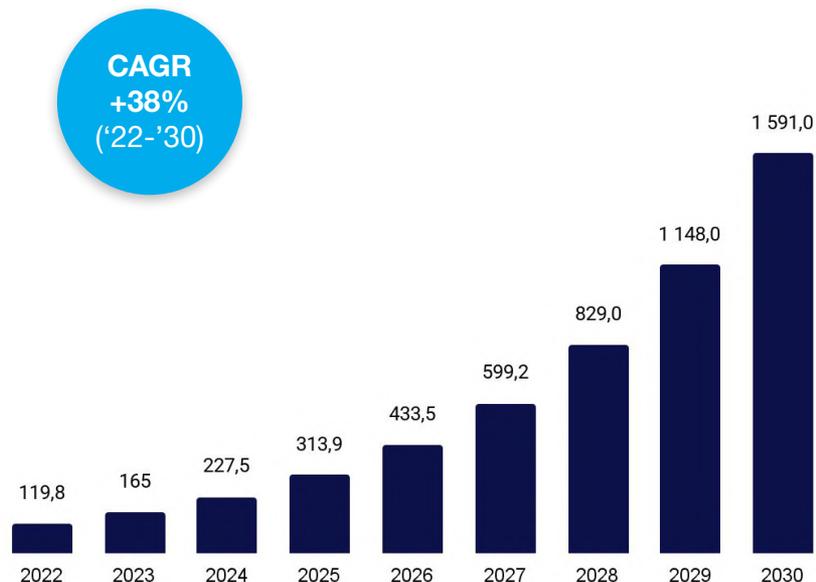
The AI market will grow by over 1,300% by 2030



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, billions)



Selected AdTech Companies Worldwide

 theTradeDesk®

 PubMatic

Magnite

 | Lotame

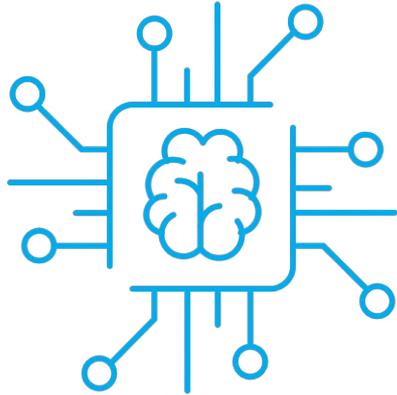
/LiveRamp

 eyeota

 Digital
Turbine

amazon ads

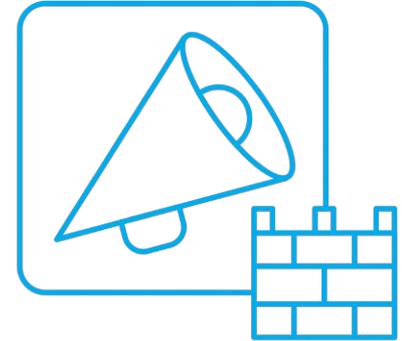
Key AdTech Market Trends



AI



Privacy



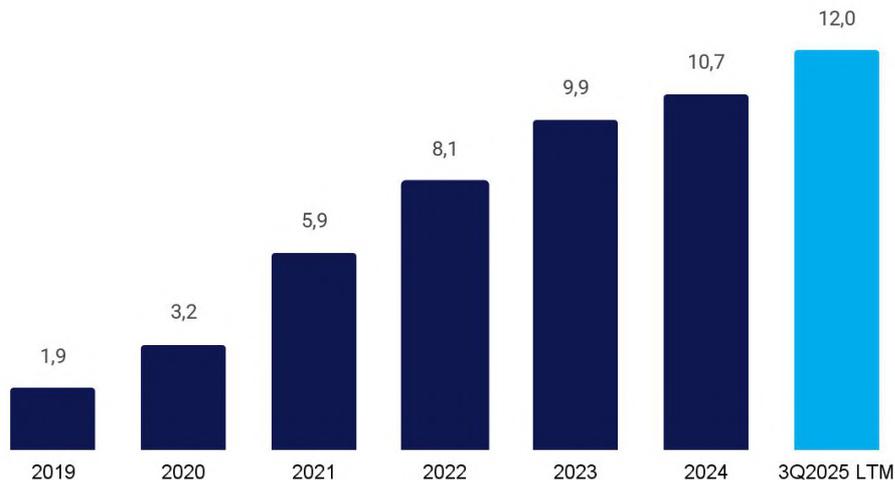
Walled Gardens

The background features a dark blue gradient with several glowing, wavy lines of light blue particles. These lines originate from the right side and curve towards the left, creating a sense of motion and depth. The particles are small, bright dots that form a dense, shimmering trail.

Traction to date

6x growth in data monetization since 2019

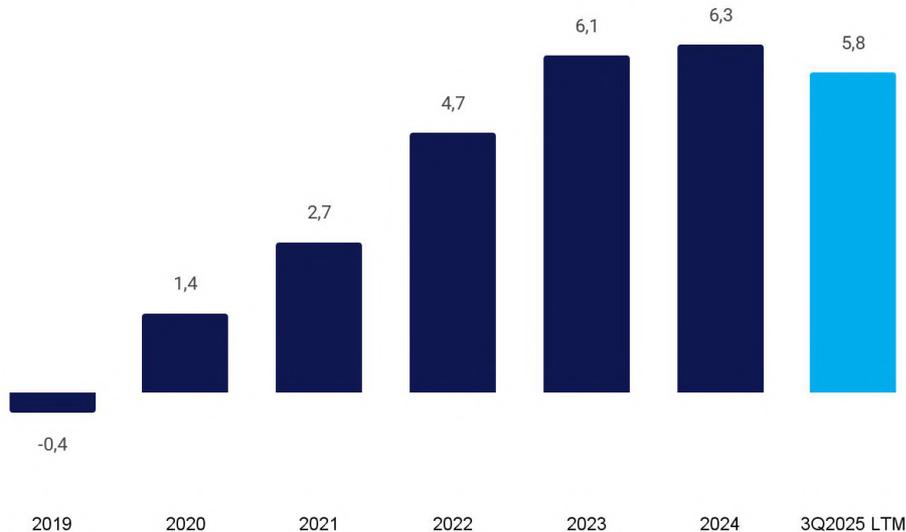
Data monetization (USD, millions)



- Strategic focus on **scaling data monetization** since 2019
- **CAGR** 2019 - 2024 ~40%
- Data monetization account for **95%** of total Group revenue
- Other business activities have been strategically reduced

Step-change growth in EBITDA in the period 2019–2025 LTM

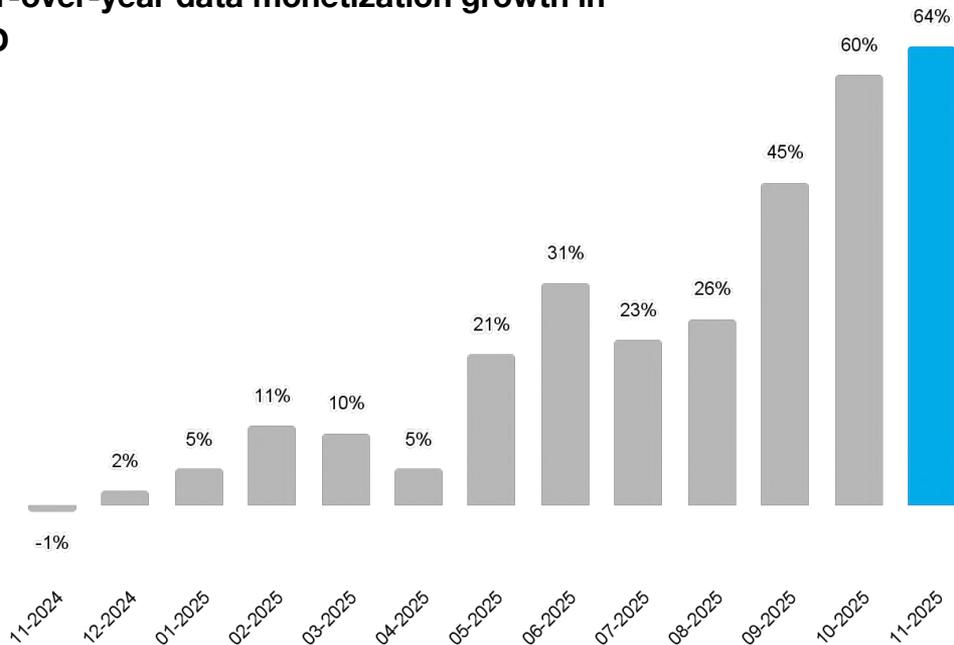
EBITDA (USD, millions)



- Strategic focus on data monetization enabled **EBITDA growth** to approximately USD 6 million annually
- **CAGR** 2020 - 2024 > 45%
- **Investments made** in 2024–2025, including in the sales team, temporarily reduce profitability levels

A clear upward trend in data monetization growth dynamics

Year-over-year data monetization growth in USD



- Investments completed in 2024–2025 enable an **acceleration of revenue** growth
- November 2025 marked the highest **data monetization growth** rate in nearly four years
- We are entering 2026 with a distribution network ready for further **sales scaling**

Key Outcomes of the 2023–2025 Strategy



Data Sales Growth

~20% Growth (2023–3Q2025 LTM)



Research & Development

AI Audiences - New Technology
Data Curation - New Product



Completed Acquisitions

Nordic Data Resources '24
Data Desk '25



Share Buyback

250,000 Shares Repurchased in 2023 and 2025



Dividend Payment

20% EBITDA Margin in '23, '24 & '25

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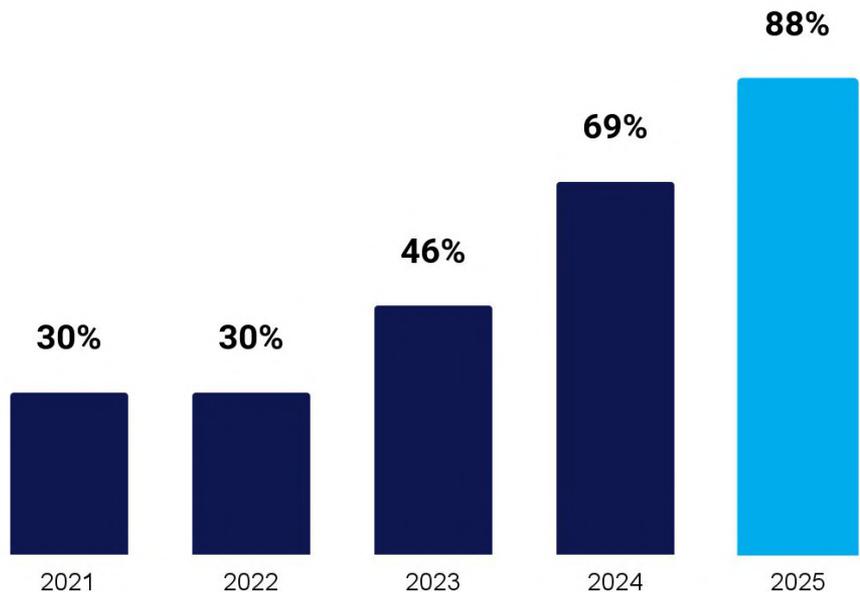


1.

Change in the sales model:

From white-label to own-brand

Selling under our own brands



~90%

Data sales are currently carried out under our own brands, which enables:

- greater data diversity
- better data positioning
- full control over pricing policy

Portfolio of proprietary brands

◀ OnAudience

◀ OnProspects

oan^o

 TL1

 NDR


datadesk.io
DATA ON DEMAND

2.

Reconfiguration of distribution:
direct presence in key channels

Key DSP platforms

amazon ads

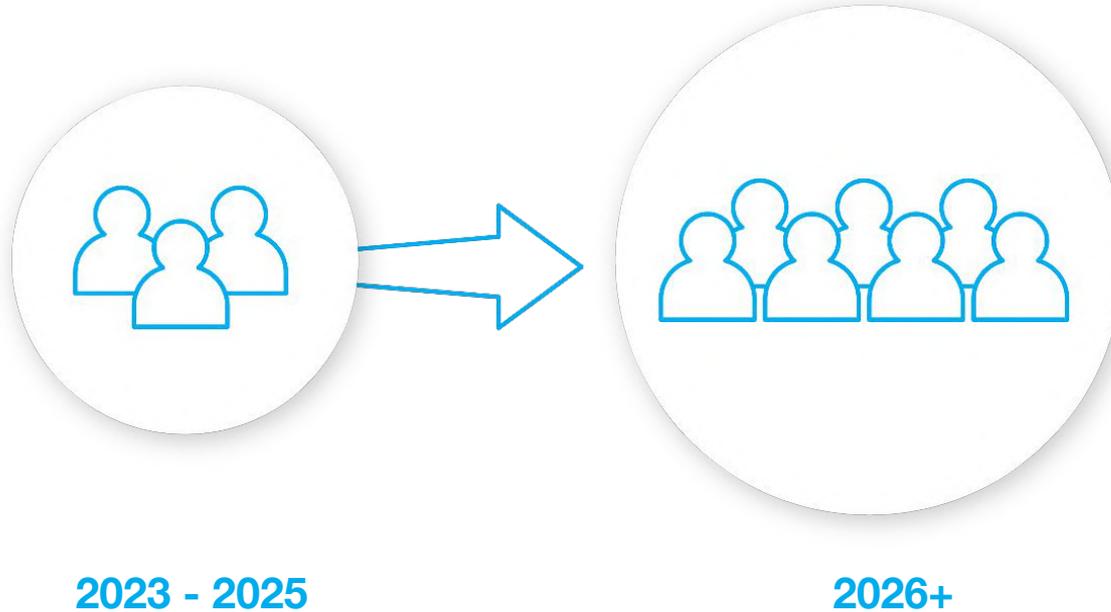
Google

 theTradeDesk®

3.

Improvement of scale and economics:
a larger addressable market
and improved margin retention.

A significantly larger addressable market



4.

New product:
Data Curation

A new product expanding the data sales potential

By 2028, up to 15% of the programmatic market value will be driven by the curation model

Data curation enables the simultaneous sale of data and inventory, opening the door to entirely new clients, including global agencies managing the largest ad budgets.

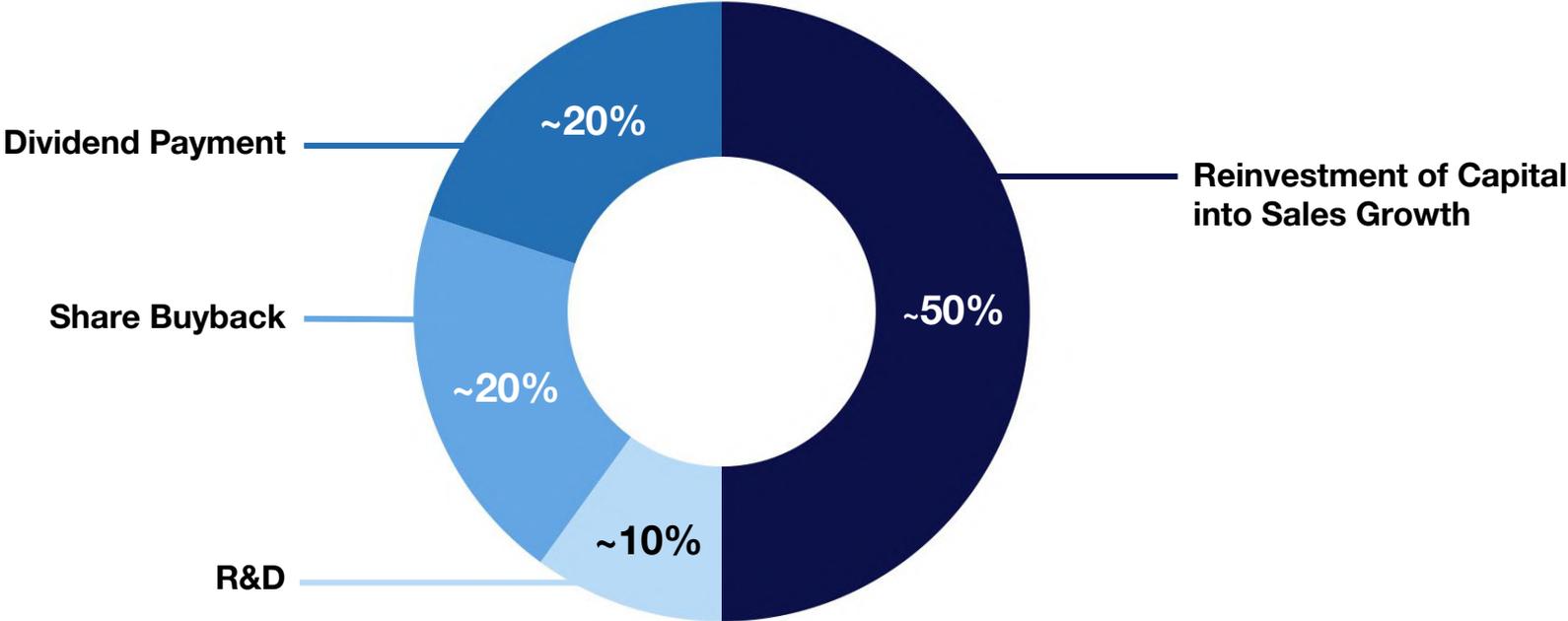


The background features a dark blue grid with a candlestick chart and several glowing blue lines that trend upwards from left to right, suggesting growth and data analysis.

Efficient capital allocation

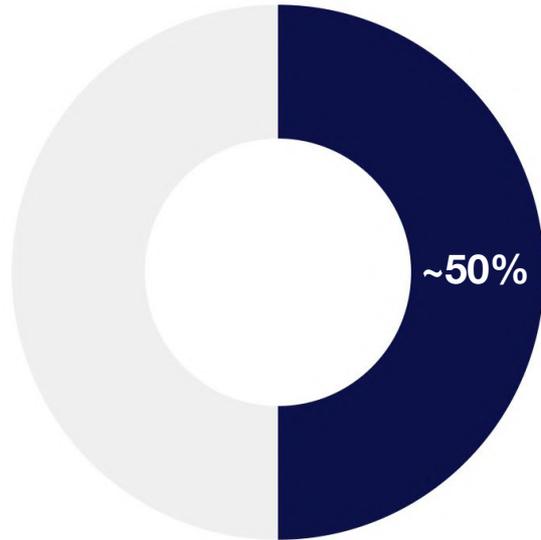
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Growth-oriented efficient capital allocation



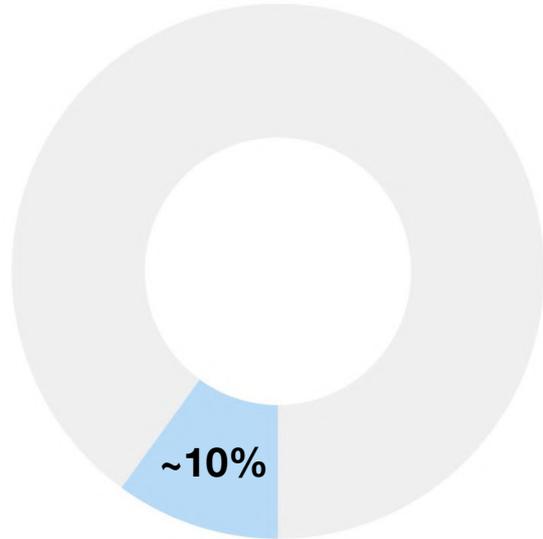
The estimated allocation of funds allows for potential reallocation between individual areas, as well as adjustments to the total amount depending on business and market developments.

Reinvestment of Capital into Sales Growth



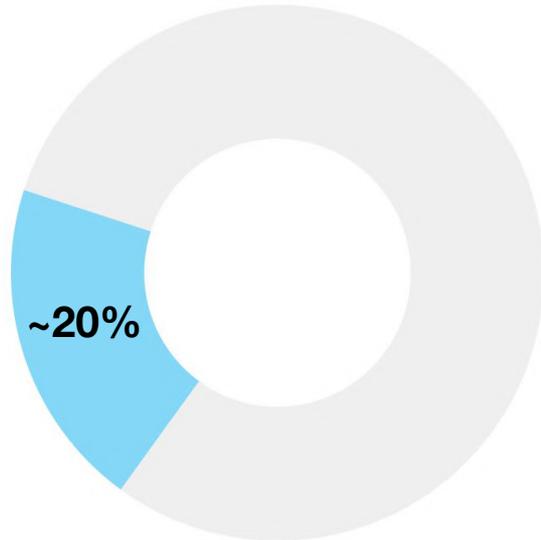
- **Organically** - we build and expand our own sales structures, increase reach and operational effectiveness, enhance monetisation of our product portfolio, and optimise the structure of the capital group.
- **Through Partnerships** - we expand our network of distributors and partners, enter new geographic markets, and open additional sales channels.
- **Through Acquisitions** - we pursue acquisitions of entities with established distribution networks and execute targeted acquisitions focused on securing high-value commercial contracts.

R&D as a Source of Competitive Advantage



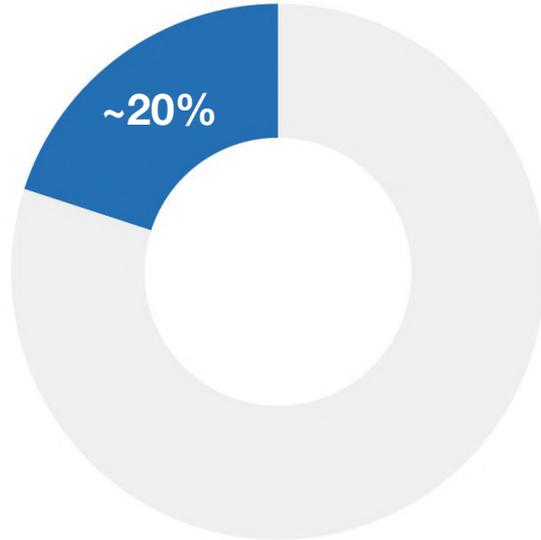
- Our R&D efforts are focused on developing innovative technological solutions and building strong competitive advantages that **enhance scalability, cost efficiency, and data monetisation** capabilities.
- Through research and development, we improve **data processing efficiency** and explore new areas of data application.

Share Buyback for ESOP Purposes



- Under the share buyback program, the Company intends to repurchase up to **250,000 shares** in the years 2026–2028 to implement a long-term incentive program addressed to key executives within the Group.
- The right to receive shares will be conditional upon achieving predefined KPIs, specifically the agreed financial performance targets for the years 2026–2028.

Dividend Payment



- We are a high-growth company operating in a dynamically expanding market. Our primary objective is to increase sales and expand market share. Accordingly, we intend to reinvest approximately **80%** of adjusted EBITDA to support further growth.
- At the same time, in order to enhance the attractiveness of the investment for our shareholders, we recommend a regular dividend payout of approximately **20%** of adjusted EBITDA.

Executive Summary



Thank you!

Piotr Prajsnar

CEO

Piotr Soleniec

CFO

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Annexes

Growth Through Acquisitions and Investments

Acquisitions

Investments

Goal	New Distribution Channels, Partners, and Markets Driving Data Sales Growth	New Data Use Cases, Future Clients, and Know-How Acquisition
Stage	Proven Scale and Revenue-Generating Capability	Early Stage of Development, Including Pre-Sales
Package	Controlling Stake (Up to 100%) / Commercial Cooperation / Investment Options	Minority Stake (Up to 25%)
Scale of Investment	From USD 1M – Acquisitions From USD 100K – Distributors	Up to USD 1M
Form of Investment	Cash, Treasury Shares, Loans, or Vendor Financing	Data, Technology, Cash

Key Trends

Privacy - the data privacy landscape is evolving rapidly, driven by increasing user awareness and continuously updated legal regulations. Key regulatory frameworks, such as GDPR in the European Union and CCPA in California, have become industry standards shaping the expectations of both regulators and consumers. Organisations are investing in tools and processes to ensure compliance with these regulations.

AI - Artificial Intelligence has become a critical component of the online ecosystem, particularly in digital advertising, where it drives automation, personalisation, and real-time campaign optimisation. In the search engine landscape, the rise of AI-generated summaries is reducing traffic redirected to destination websites, reshaping the traditional model of content consumption and distribution.

FX - fluctuations in the USD/PLN exchange rate in recent years have demonstrated significant currency market volatility. Such movements impact the reported financial results of companies that generate a substantial portion of their revenues in USD while reporting in PLN. A strengthening USD may increase revenues and margins when translated into PLN, while a weakening USD has the opposite effect. Exchange rate volatility therefore represents a material macroeconomic factor that investors should consider when analysing financial performance.

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The Management Board's dividend recommendation will take into account the Company's financial position, growth prospects, investment needs, as well as net financial results and the level of equity.