



FACTSHEET  
AUGUST 2024

# HR Technology

## Europe's leading HR technology platform

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Grupa Pracuj is a leading technology platform in the HR sector in Europe. It supports enterprises in recruitment, retention and development of their staff, helps users of its platforms find the right job enabling them to reach their full potential, and creates world-class technologies shaping the future of the HR market.

Grupa Pracuj has operated for 24 years in Poland, 18 years in Ukraine, and since 2022 also in Germany. The group has a total of about 1,100 employees. The group's brands make up an advanced digital ecosystem for the HR industry.

Grupa Pracuj includes **Pracuj.pl**, the largest Polish online recruitment platform; the Ukrainian recruitment platform **Robota.ua**; and recruitment management systems—the Polish **eRecruiter** and the German **softgarden**—operating in the SaaS model (*Software as a Service*).

On the group's platforms, among which the largest recruitment platform in Poland, Pracuj.pl, remains the key one, a total of over 1.8 million job postings were published in 2023 in Poland and Ukraine.

As of the end of June 2024, there were over 2,000 companies using the eRecruiter system, the most often used tool in Poland for managing recruitment processes. And more than 1,700 companies chose the softgarden system, mainly in the DACH region.

The company's strategic aims include reinforcing its position on existing markets, upgrading the current HR tech solutions and delivering new solutions, increasing revenues through investments in tools and services in the SaaS model, as well as potential acquisitions complementing or expanding Grupa Pracuj's HR ecosystem.

# In numbers

## Grupa Pracuj in numbers

in the first half of 2024

**65,500**

job vacancies posted  
each month on Pracuj.pl<sup>(1)</sup>

**60,000**

active customers of  
Pracuj.pl (employers)<sup>(2)</sup>

**54,200**

active customers of  
Robota.ua (employers)<sup>(2)</sup>

**26%**

HR technology  
SaaS revenue share

**2,040**

companies using the  
eRecruiter system<sup>(2)</sup>

**1,720**

companies using the  
softgarden system<sup>(2)</sup>

(1) Average in the first half of 2024 (excluding unpaid postings)  
(2) Data as of the end of June 2024

# Brands

## Job classifieds

### Leading brands of Grupa Pracuj

**pracuj.pl**

**Pracuj.pl** is the largest Polish online job board, with a leading market share by revenue. It is the undisputed leader on the market of job postings for specialists and managers (White Collars), strengthening its position on the market of job postings for manual workers (Blue Collars). The average number of job vacancies posted each month on the website is about 65,500, while close to 60,000 employers, including major Polish and international companies, use paid services of the platform.

**the:protocol**

Since 2021, Pracuj.pl has been supported by **the:protocol**, a job board for IT professionals.

**robotota.ua**

**Robotota.ua** is a leading online job board on the Ukrainian market, with a universal profile, posting job adverts for both common jobs and specialist professions. It has been part of Grupa Pracuj since 2006. The average number of job postings for candidates accessible daily on the website in the first half of 2024 was about 99,900, with about 54,200 customers actively using the website.

# Brands

## HR technology SaaS

Leading brands of Grupa Pracuj

### ● ● eRecruiter

**eRecruiter** is a leading Polish recruitment support system operating under the SaaS model. The system is regularly used by over 2,000 companies across various industries. eRecruiter offers a comprehensive tool for managing the entire recruitment process, including job postings publication, competency verification, candidate database management compliant with the data protection regulations and applicant experience research. The system enhances process optimisation and efficiency through activity automation and integration capabilities with multiple HR tools, positioning itself as the core of an effective and automated HR ecosystem within an organisation.



**softgarden** is one of the leaders in the HR technology industry in Germany and present in other European markets, which has been part of Grupa Pracuj since 2022. The company develops comprehensive Talent Acquisition Suite solutions to support innovative recruitment, including tools for planning and managing recruitment processes, building career sites, generating employer reviews, and facilitating employee referrals. Additionally, softgarden provides employers with multiposting technologies for automated job listing publication across multiple recruitment sites. Softgarden services are used by over 1,700 employers.

# Model

## Proven and profitable business model

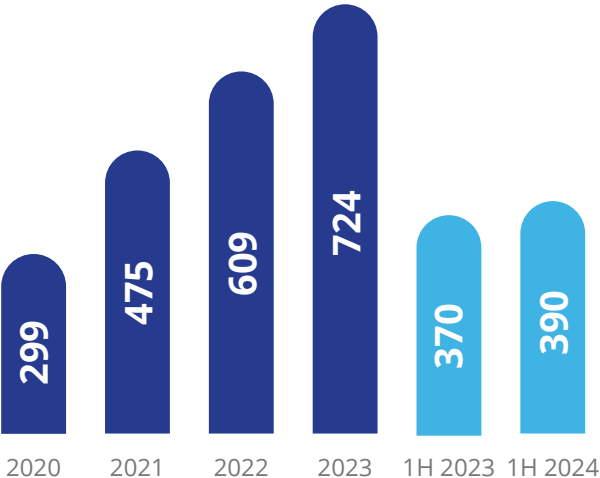
Grupa Pracuj involves operating online recruitment platforms, as well as offering recruitment management systems in a Software as a Service (SaaS) model.

The way the business model works, growth in the number of job postings on the internet platforms by customers (mainly employers or recruitment agencies) draws more users (potential job candidates). This in turn attracts more published job postings, creating a snowball effect, benefitting employers and bringing them together with potential candidates.

Grupa Pracuj's recruitment systems allow customers to publish and update job postings, provide key information for potential candidates, and access a range of employer branding tools and a recruitment support system.

Users (candidates) have access to a broad base of job postings, with the ability to search postings precisely, tailored through AI based on the criteria important for the specific candidate.

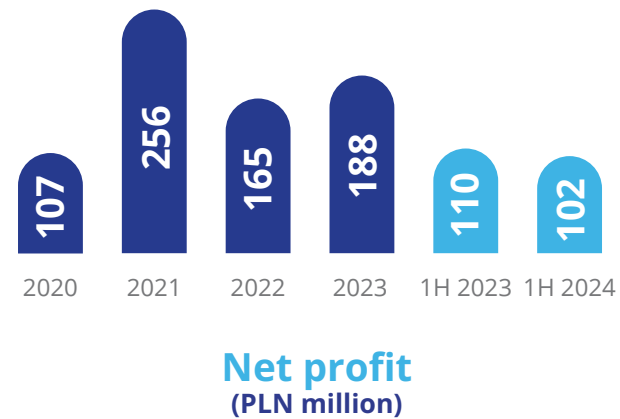
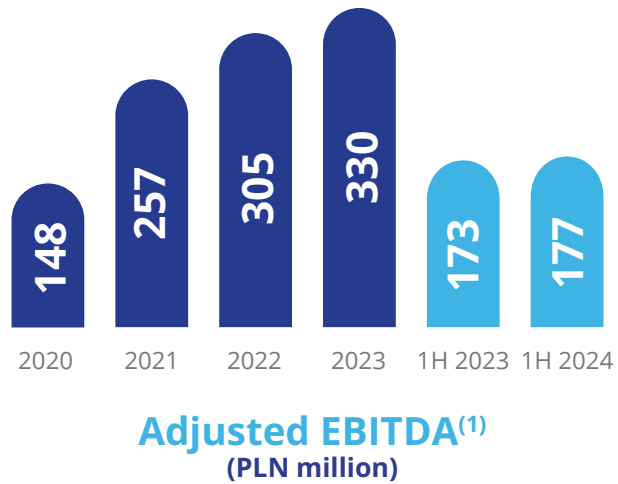
The group's TAS systems (Talent Acquisition Suite) for managing recruitments, operating in an SaaS model, offer advanced tools for HR departments supporting the entire recruitment process—from quick and automated publication of job postings across multiple channels, through hiring of the ideal candidate and reporting the results of the recruitment.



**Revenue from contracts  
with customers  
(PLN million)**

# Proven and profitable

business model



(1) Adjusted EBITDA defined as operating profit plus amortization (including amortization of goodwill), adjusted by recognized, but also reversed but previously recognized, write-downs in permanent value of assets and by the costs of programmes for payment in the form of shares, costs of the public offering, and costs related to acquisitions, indicated in the consolidated report on total income.

# Strategic directions of growth

## of Grupa Pracuj

### Mission

- To support organizations in recruitment, retention and development of their staff
- To help people find the best job for them and maximize their full potential
- Using the most efficient and modern technologies

### Vision

To become the leading HR technology platform in Europe

#### Grupa Pracuj as the leading HR technology platform in Europe:

- leader of online recruitment—recruitment platforms in Poland and Ukraine
- largest TAS (Talent Acquisition Suite) in the DACH region and Poland.

In the face of dynamically evolving market conditions in Europe and around the world, in the upcoming years Grupa Pracuj intends to diversify its revenues and steadily increase its competitive advantages on its current operating markets by building a group grounded on two strong business pillars:

- high-margin recruitment platforms
- systems for managing recruitment processes offered in the SaaS model (HR technology SaaS), displaying greater resilience to economic cycles and macroeconomic factors.

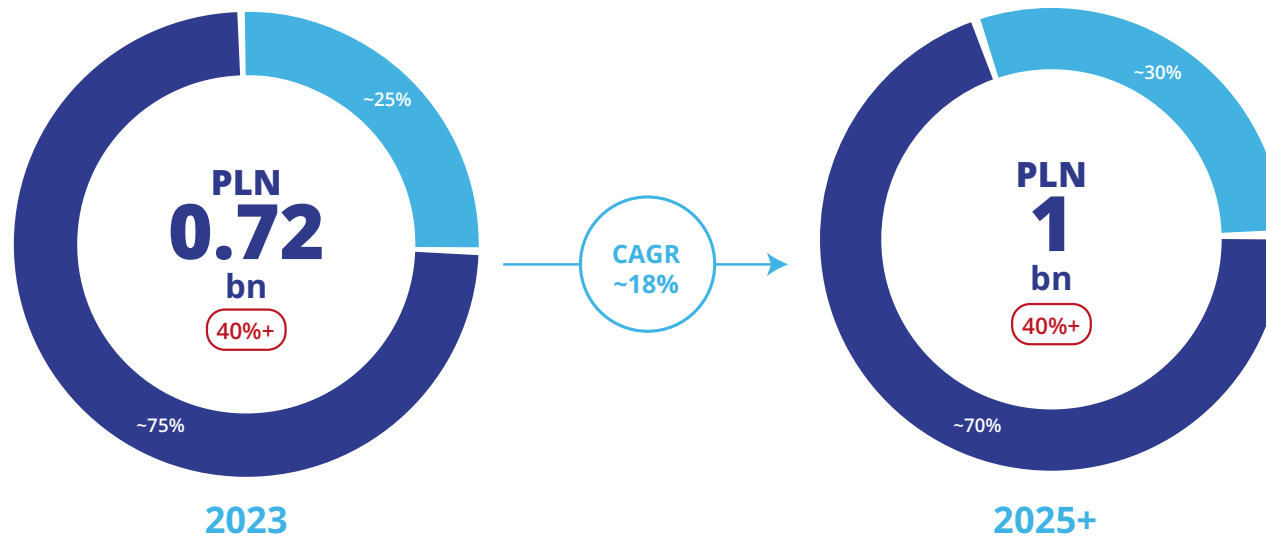
The group strives to increase the share of revenue from the HR technology SaaS area in total revenues to 30% in 2025. The growth of the group will be achieved through:

- organic growth of the core business, mainly recruitment platforms
- acquisitions, mainly in the HR technology SaaS area
- further foreign expansion.



# Growth

## Projected growth and revenue structure



Job classifieds HR technology SaaS Adjusted EBITDA margin

pracuj.pl



the:protocol



robota.ua



eRecruiter



(softgarden)



# Management Board

## Grupa Pracuj Management Board



**Przemysław  
Gacek**

CEO



**Rafał  
Nachyna**

Management Board Member



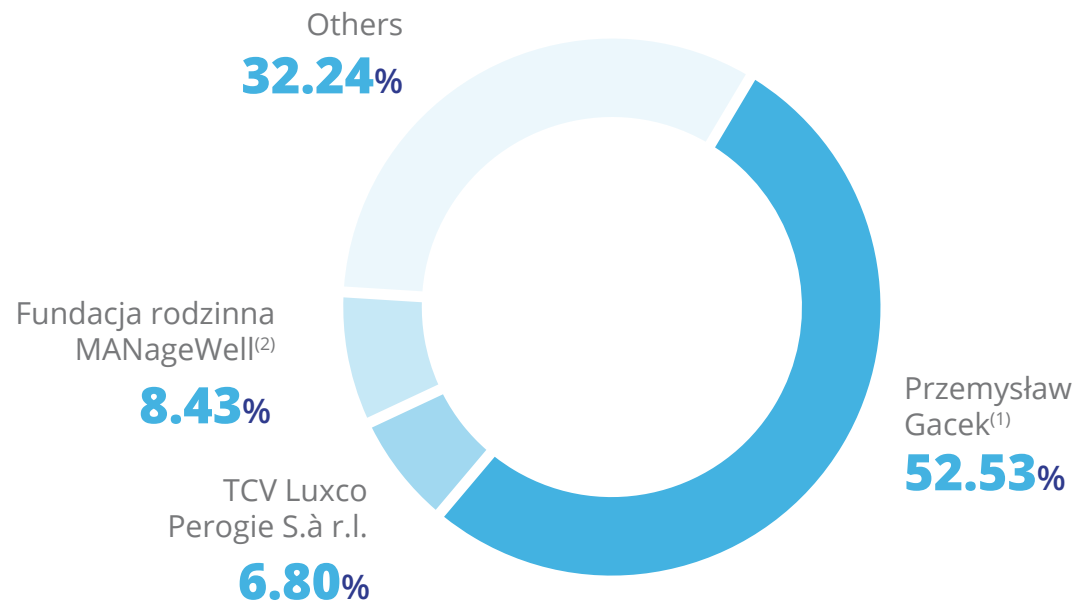
**Gracjan  
Fiedorowicz**

Management Board Member

# Shareholders

## Grupa Pracuj shareholders

(as of 30 June 2024)



(1) Directly or indirectly through Frascati Investments sp. z o.o., which is controlled by Przemysław Gacek, and reflecting shares held by persons as to whom there is a presumption of an understanding referred to in Art. 87(1)(5) of the Act on Public Offerings and Conditions for Introduction of Financial Instruments into an Organized System of Trading and on Public Companies.

(2) Entity controlled by Maciej Noga.



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