

Leading HR Tech platform in Central & Eastern Europe

Grupa Pracuj is a leading HR technology platform in the CEE region supporting organizations in the recruitment, retention and development of their staff, helping people find the best job for them to maximize their full potential, and developing world-class technology to shape the future of the HR market.

Grupa Pracuj has been operating for over 20 years in Poland, for 15 years in Ukraine, and since June 2022 also in the DACH region (Germany, Austria & Switzerland), employing a total of about 1,100 people. Grupa Pracuj brands form an advanced digital ecosystem for the HR sector.

Grupa Pracuj includes **Pracuj.pl**, the largest Polish job board; the Ukrainian job board **Robota.ua**; and recruitment management systems—the Polish **eRecruiter** and the German **softgarden**, operating in an SaaS (software as a service) model.

In the first 9 months of 2022, **Grupa Pracuj's platforms were visited by an average of 7.9 million users per month, 4.9 million**

of them in Poland and 2.9 million in Ukraine.

On the group's platforms, in which Poland's largest recruitment platform, Pracuj.pl, remains key, an average of 100,000 job offerings are posted each month. As of the end of June 2022, over 1,700 companies used the eRecruiter system, the most frequently used tool in Poland supporting the conduct of recruitment procedures. Another over 1,800 firms chose the services of softgarden systems, mainly in the DACH region.

The strategic objectives of Grupa Pracuj include delivering new tech solutions in the HR field, increasing product synergies between the group's leading brands, raising revenues through growth of the portfolio of products, and strengthening its position in the markets where it operates. The company is also open to growth through acquisition of complementary solutions supplementing or expanding the group's overall service portfolio.

Grupa Pracuj in numbers after 3Q of 2022



(1) figures for the 1-3Q of 2022
(2) as of 30 September 2022

Key brands of Grupa Pracuj

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 offers for specialists and managers (white-collar segment) and is strengthening its position on the market of offers for physical labourers (blue-collar segment). The average number of job postings published each month on the platform is about 100,000, while over 57,700 employers use the paid services of the platform (as of the end of September 2022), including the biggest Polish and international companies. In the first nine months of 2022 Pracuj.pl was visited by 4.9 million users every month (according to Gemius/PBI).

Robota.ua is a leading online job board on the Ukrainian market, with a universal profile, publishing postings for both popular and specialized professions. It has been owned by Grupa Pracuj since 2006. The average number of postings accessible daily on the platform in the first nine months of 2022 was about 41,600, while about 41,400 companies actively used the platform, including the largest Ukrainian enterprises and major international brands. In this period, an average of 3.0 million users visited the platform every month.

eRecruiter is the leading Polish recruitment platform offered in an SaaS model. It is regularly used by nearly 1,770 companies from dozens of industries (as of the end of September 2022). The eRecruiter system provides a single tool for managing the entire recruitment process, including publication of postings, management of the candidate database in compliance with the GDPR, and analysis of the experience of jobseekers.

softgarden is one of the leaders of the HR Tech industry in Germany, and also present on other European markets. It has belonged to Grupa Pracuj since June 2022. softgarden provides comprehensive solutions in the area of talent acquisition systems supporting innovative recruitment, including tools for planning and managing recruitment, creation of career pages, generating employer reviews and employee recommendations. softgarden also offers employers technologies enabling multi-posting—automated publication of job offers on multiple platforms. Over 1,400 employers use softgarden's services (as of the end of September 2022).

pracuj.pl

robota.ua

eRecruiter

(softgarden)

Since 2021, the aforementioned main brands have been supported by two niche brands: **the:protocol**, a recruitment service devoted to IT specialists, and **Dryg.pl**, a local solution focused on blue-collar workers.

In 2021 Grupa Pracuj acquired a minority stake in **Worksmile**. This modern platform combines fringe benefits for employees with building an integrated corporate culture. Worksmile is a platform through which Grupa Pracuj is expanding its services beyond the field of recruitment.

the:protocol

worksmile

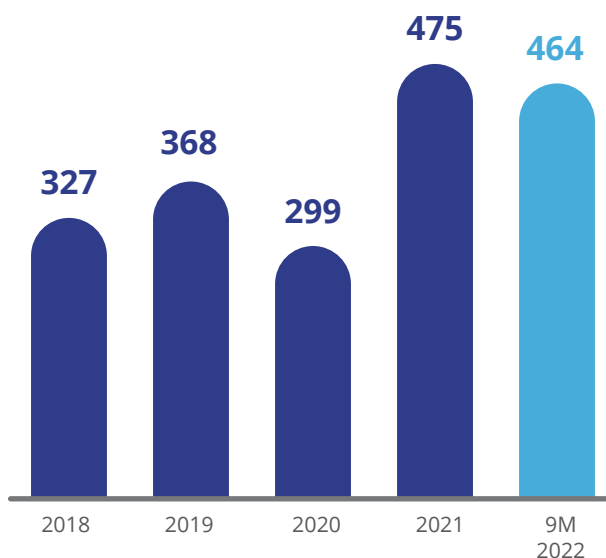
dryg.pl

Tu znajdziesz pracę

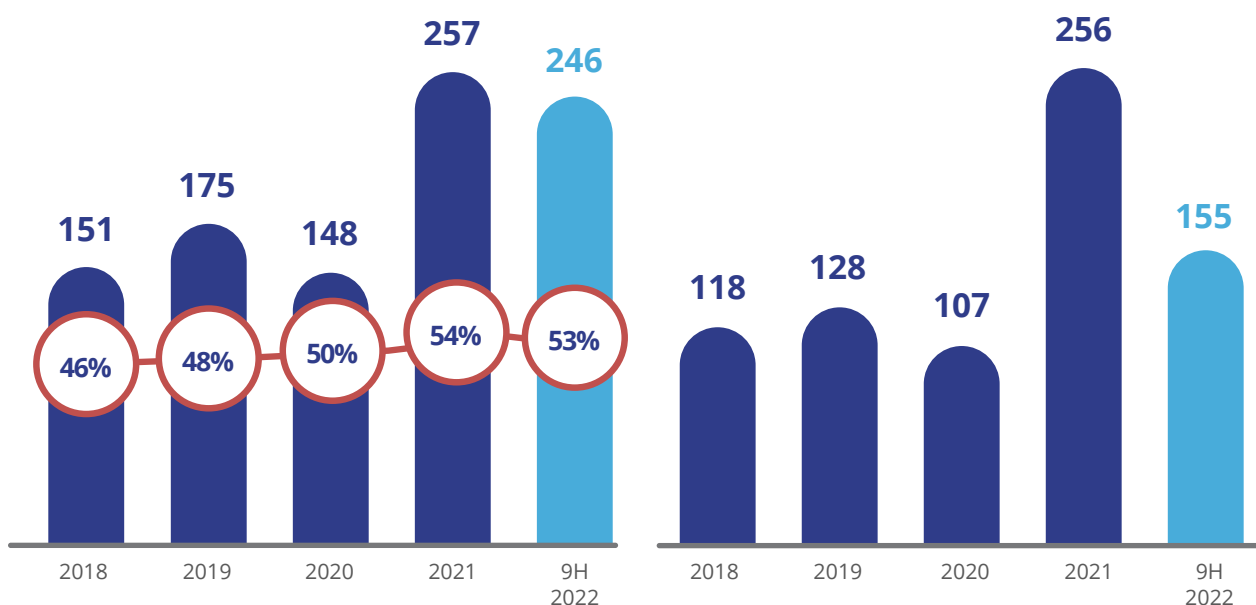
Proven and profitable business model

Most of Grupa Pracuj's revenue derives from employers and recruitment agencies. The group also generates revenue from the eRecruiter platform, operating in the SaaS subscription model. In June 2022 it was joined by twin company softgarden, operating mainly in the DACH region.

After three quarters of 2022, Grupa Pracuj's revenue from contracts with customers exceeded PLN 464 million, 35% higher than in the same period of 2021 (PLN 344 million). The group earned an adjusted EBITDA⁽¹⁾ of PLN 246 million in 9 months of 2022, compared to PLN nearly 200 million in the 9 months of 2021.



Adjusted EBITDA (PLN million)⁽¹⁾
Adjusted EBITDA margin (%)⁽²⁾



(1) Adjusted EBITDA defined as operating profit plus depreciation and amortization (including amortization of goodwill) adjusted by recognized as well as previously recognized and reversed impairment losses on assets, as well as costs of share-based payment programmes, costs of the public offering, and costs related to acquisitions, disclosed in the consolidated statement of comprehensive income.

(2) Adjusted EBITDA margin for a given period defined as the ratio of Adjusted EBITDA in the given period to revenue from contracts with customers for the same period.

Growth directions of Grupa Pracuj

- ↑ **Further strengthening the position of the leading online recruitment platform** in Central & Eastern Europe
- ↑ **Increasing penetration of the SME and micro enterprise market** based on experience working with large entities
- ↑ **Maintaining the strong position of Grupa Pracuj brands, especially Pracuj.pl as the first-choice platform** for recruiting specialists and managers
- ↑ **Strengthening the HR ecosystem of Grupa Pracuj** through continued expansion of existing solutions, technological improvements and innovative new products, in both online recruitment and other areas (i.e. benefits, HR management, training and development)
- ↑ Growth of the client base and **full exploitation of product synergies** between the group's brands, **mainly eRecruiter and Grupa Pracuj**, with the aim of maintaining eRecruiter's position as the talent acquisition system of first choice in Poland, as well as exchange of knowhow between softgarden and other companies in the group
- ↑ **Full exploitation of artificial intelligence** with the aim of optimizing recruitment processes, for both candidates and employers
- ↑ **Expanding the base of candidates** to include those in specialized sectors and blue-collar workers
- ↑ **Expanding the group's range of services and products** through continued organic growth and potential acquisitions of entities with added value for the group

Management Board of Grupa Pracuj



Przemysław Gacek
CEO and cofounder
of Grupa Pracuj

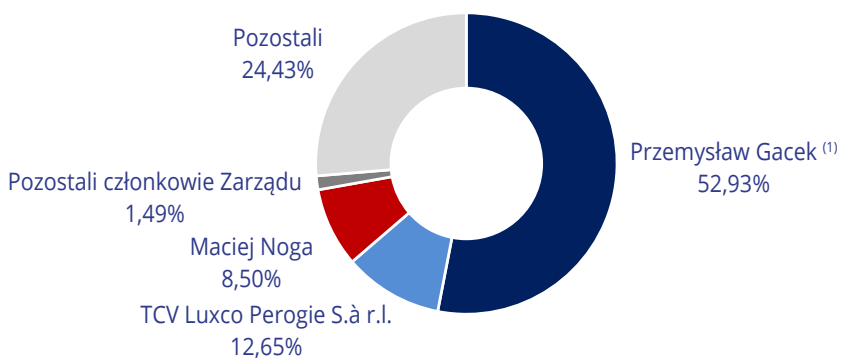


Rafał Nachyna
Management Board
member, COO



Gracjan Fiedorowicz
Management Board
member, CFO

Shareholding structure of Grupa Pracuj (as of 30 September 2022)



(1) directly and indirectly through Frascati Investments sp. z o.o., which is controlled by Przemysław Gacek, and also taking into account shares held by persons with regard to whom there exists a presumption of an agreement referred to in Art. 87(1)(5) of the Act on Public Offerings, Conditions for Introduction of Financial Instruments into Organized Trading, and Public Companies