

Leading **HR technology** platform in Europe

Presentation of results for the 1st quarter of 2024

pracuj.pl

robota.ua

● ● eRecruiter

 (softgarden)



About Grupa Pracuj

Operating and financial results

Business summary

Prospects for 2024





Job
classifieds

pracuj.pl

Largest online recruitment platform in Poland

robota.ua

Leading online recruitment platform in Ukraine

the:protocol

Leading recruitment platform dedicated to IT specialists

HR technology
SaaS

eRecruiter

Leading Polish recruitment support system, operating in SaaS model

(softgarden)

Leading HR technology player in Germany offering TAS (Talent Acquisition Suite) solutions

absence.1

SaaS system for administering absences and monitoring working time



PLN 196m

revenue from contracts
with customers
+5.7% y/y



PLN 87m

adjusted EBITDA
+3.8% y/y



44.5%

adjusted EBITDA margin



PLN 60m

net profit
+18.1% y/y

Growth on a demanding market

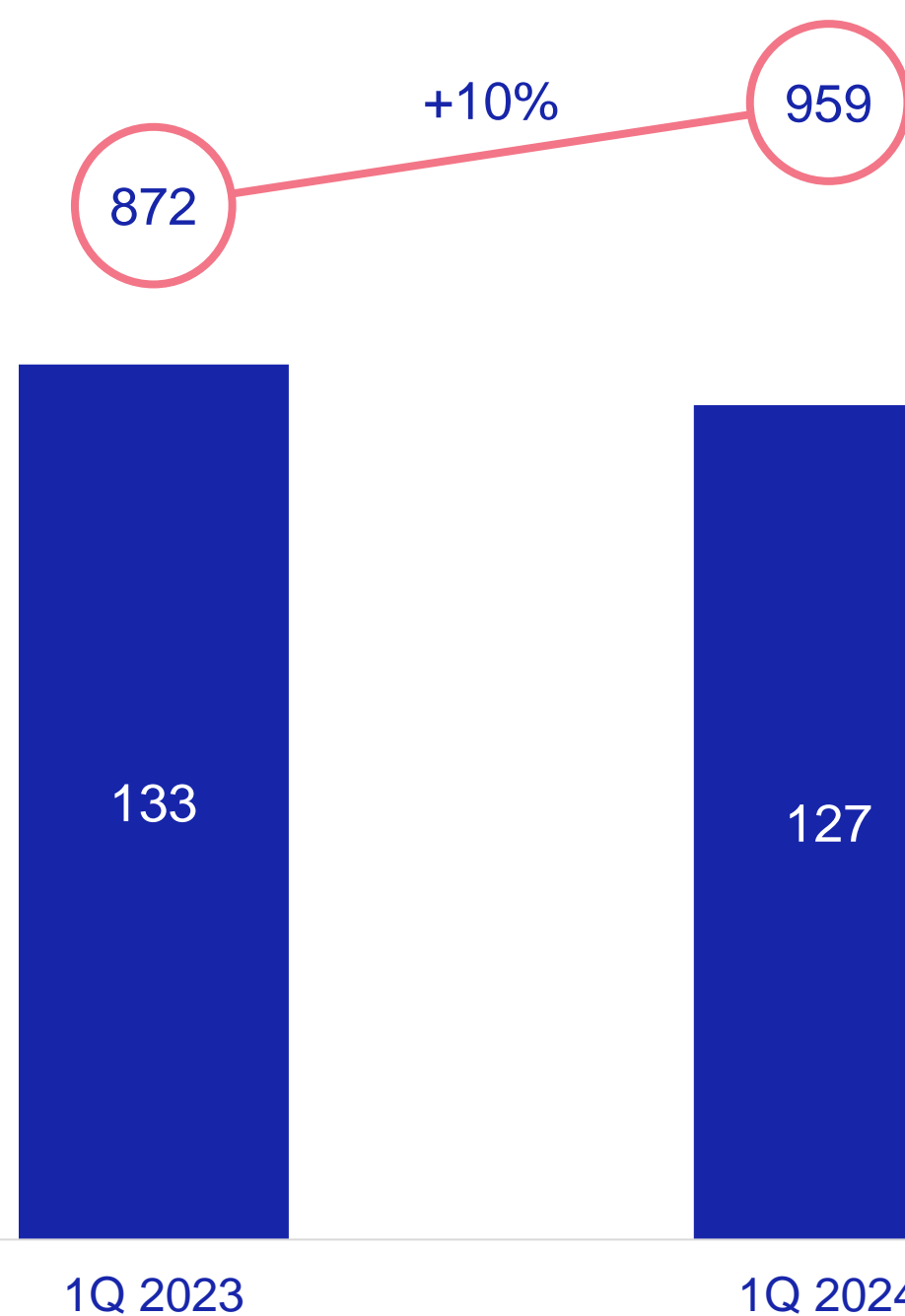
- Revenue growth in Poland, mainly thanks to higher prices of recruitment projects and the increasing number of customers using services offered in the SaaS model
- Dynamic growth in revenue and operating profit in Ukraine
- Growth in revenue on the German market on net basis
- Growth in adjusted EBITDA of nearly 4% y/y
- Growth in net profit of over 18% y/y

Key operating results



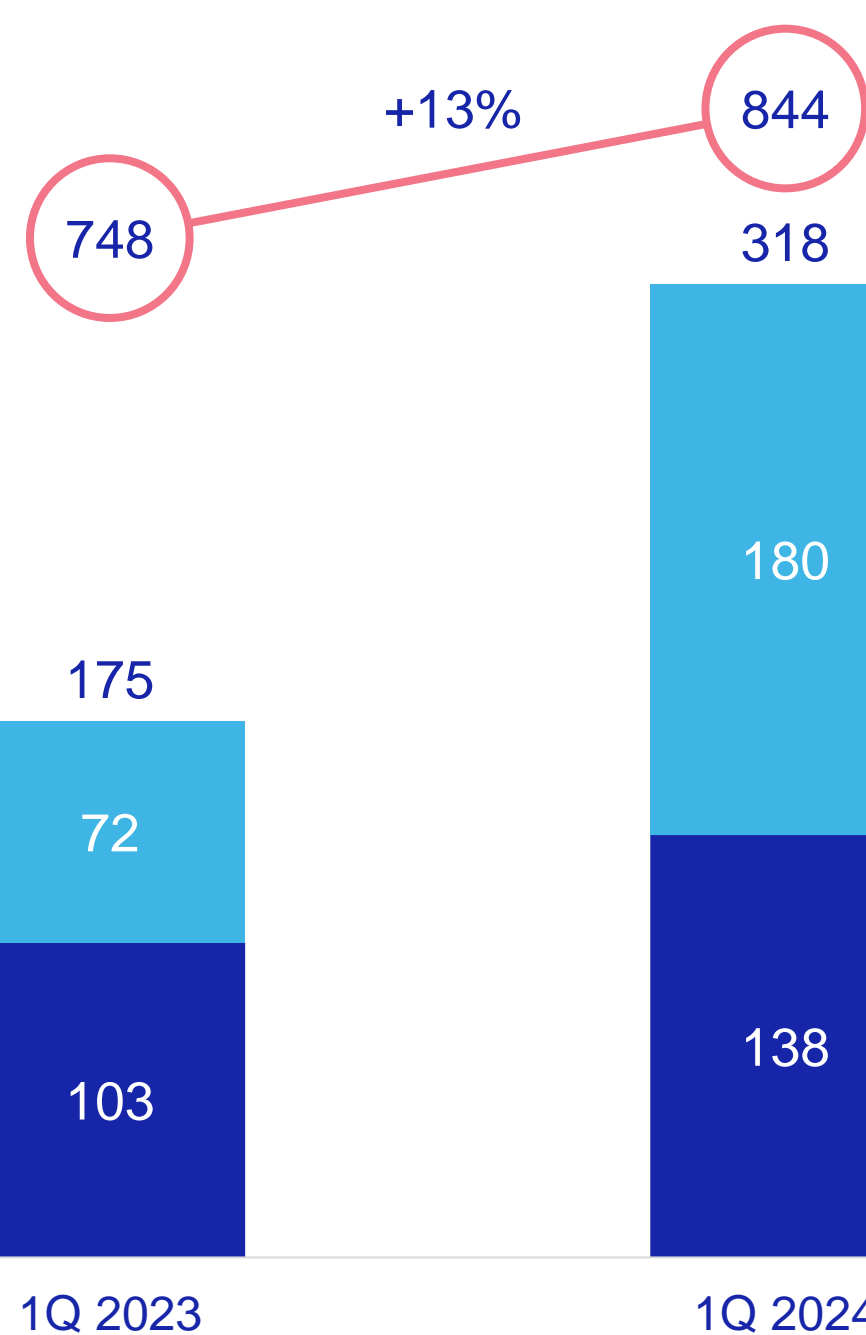
Pracuj.pl ⁽¹⁾

- No. of recruitment projects ('000)
- Average price of recruitment projects (PLN) ⁽²⁾



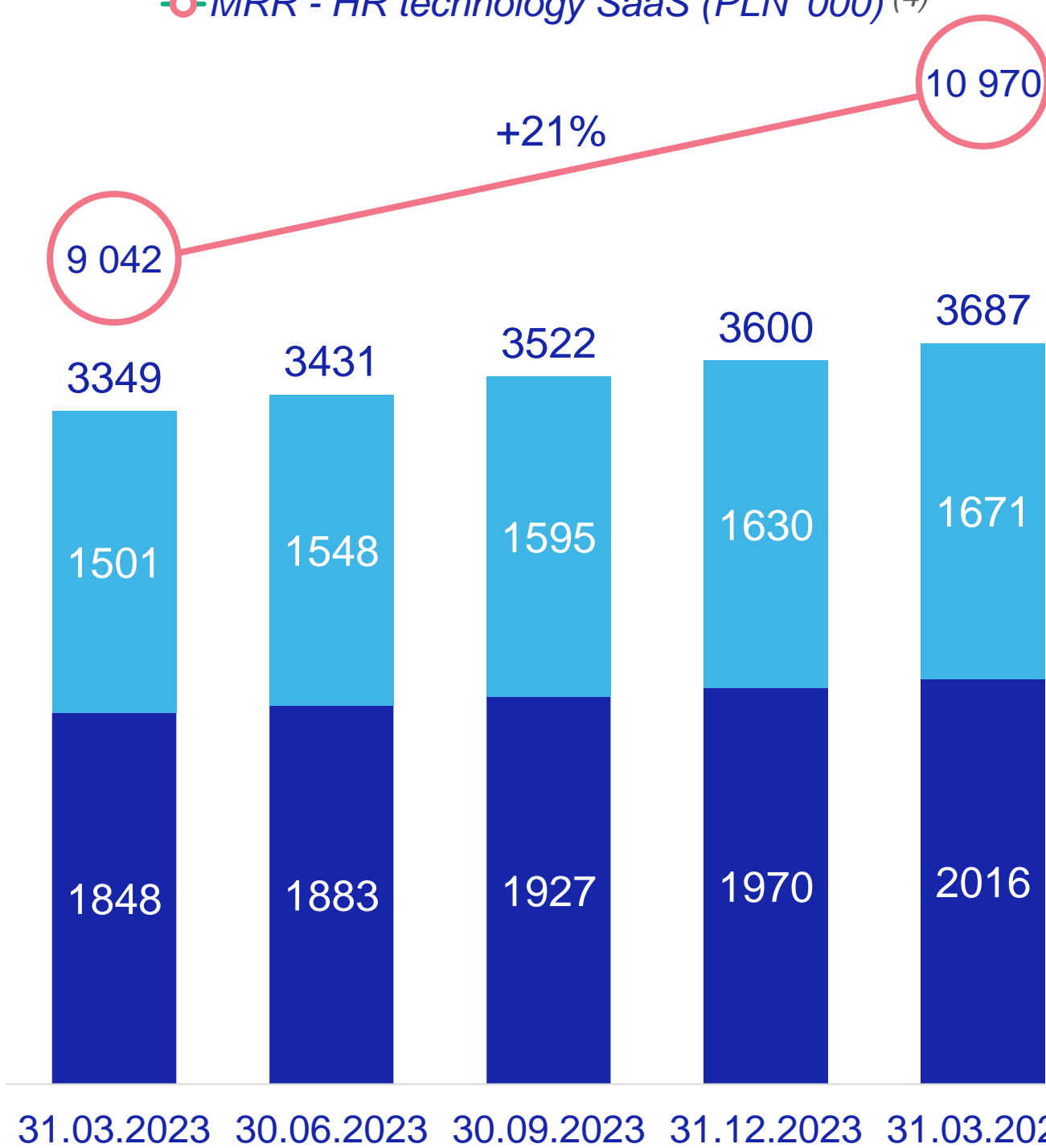
Robota.ua ⁽¹⁾

- No. of unpaid paid recruitment projects ('000)
- No. of paid recruitment projects ('000)
- Average price of paid recruitment projects (UAH) ⁽³⁾



HR technology SaaS: eRecruiter + softgarden

- softgarden - No. of active customers (SaaS)
- eRecruiter - No. of active customers (SaaS)
- MRR - HR technology SaaS (PLN '000) ⁽⁴⁾



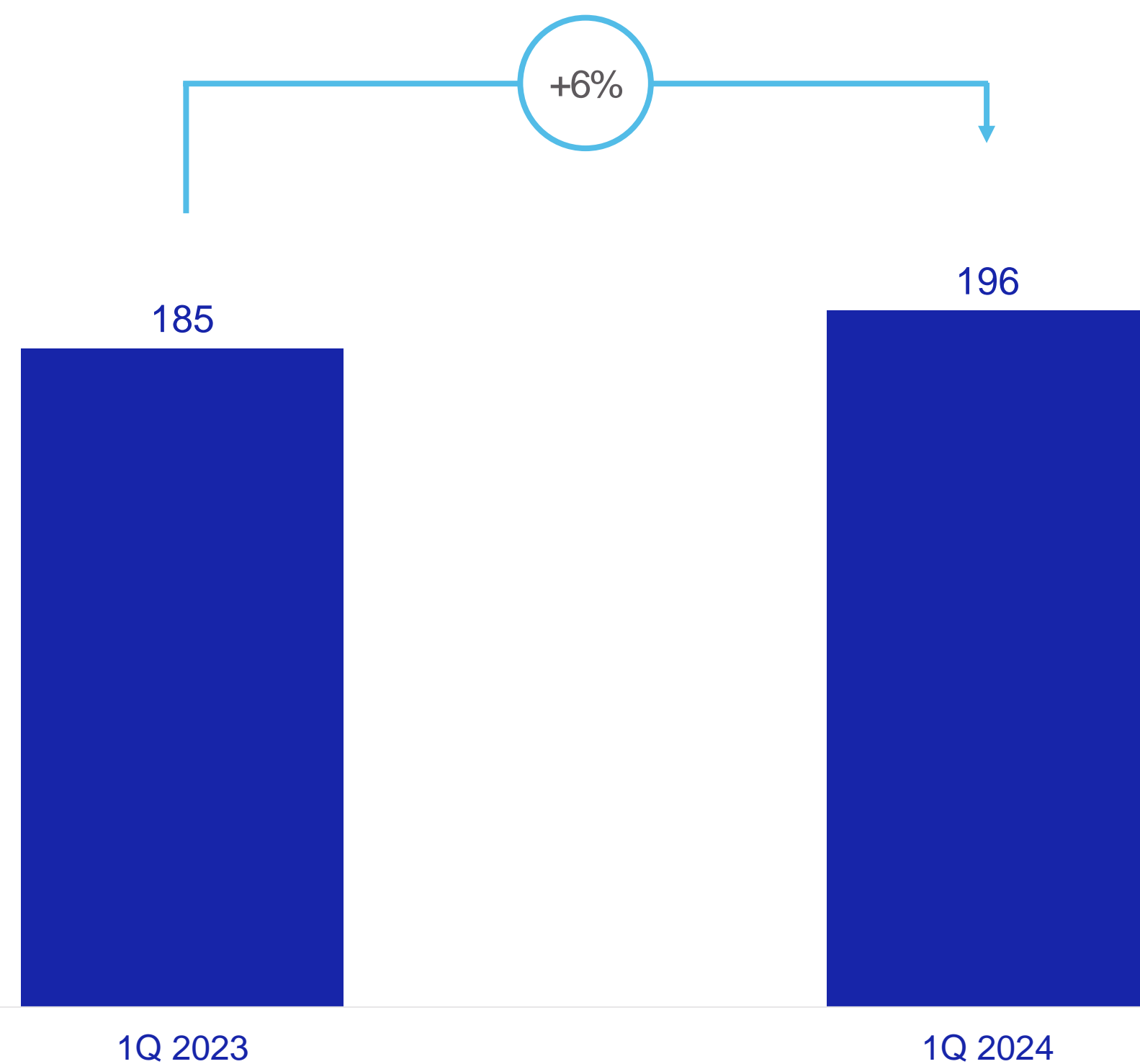
(1) The number of recruitment projects is equal to the number of credits used for placement of job offers on Pracuj.pl or Robota.ua. In the case of Pracuj.pl, one credit may be exchanged for multiple job offers (with the same title but different locations), while in the case of Robota.ua one credit can be exchanged for only one job offer for a period of one month. (2) For Pracuj.pl defined as revenue from recruitment projects (excluding promotional starter packs and revenues from international partners of The Network alliance) divided by the number of recruitment projects. (3) For Robota.ua defined as revenue from contracts with customers in the Ukraine segment divided by the number of paid recruitment projects. (4) MRR – monthly recurring revenue in the last month of the reporting period for eRecruiter and softgarden, in PLN at the exchange rate at the end of the reporting period.

Consistent growth and diversification of revenue



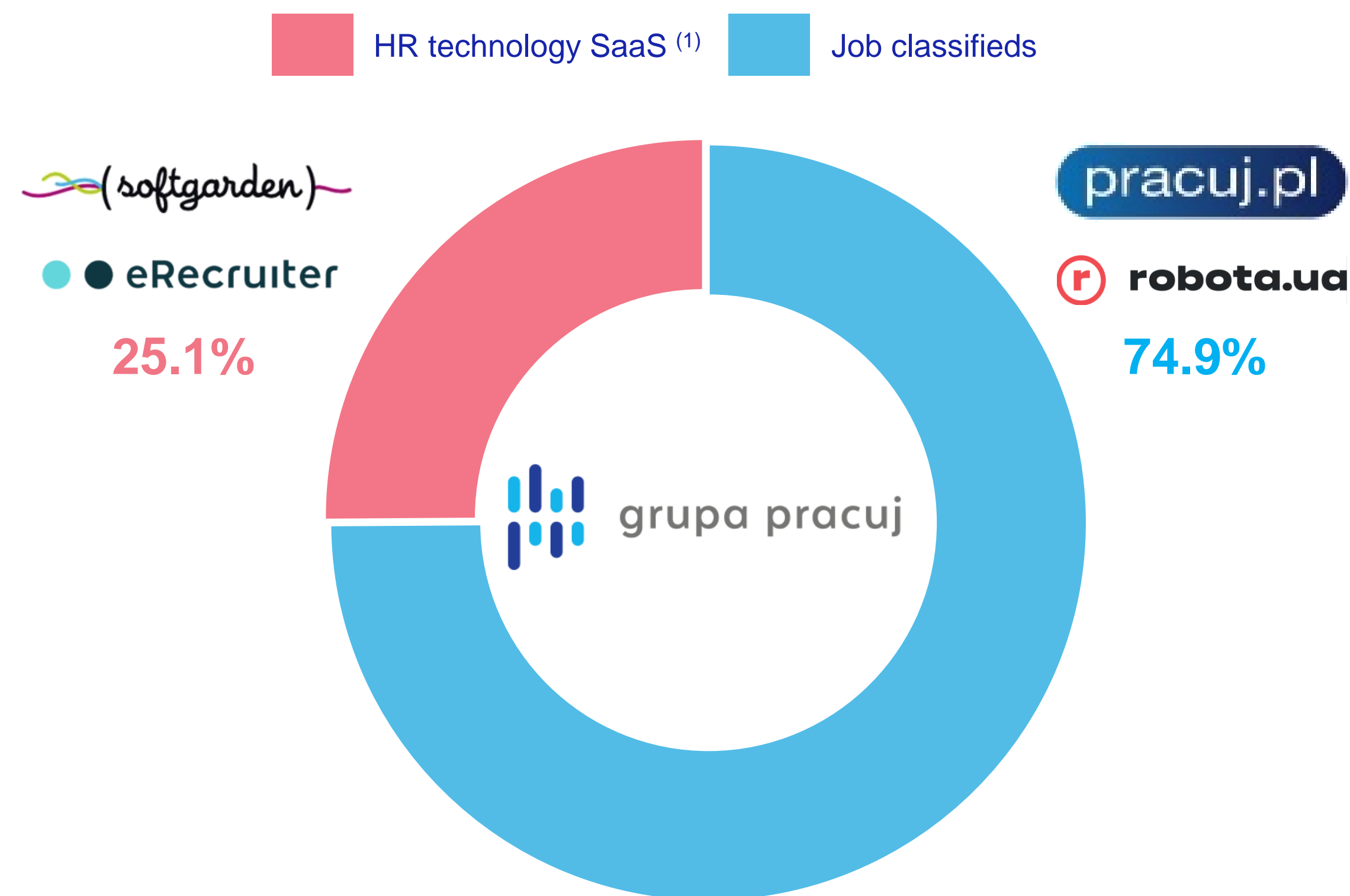
Grupa Pracuj

Revenue (PLN million)



Grupa Pracuj

1Q 2024 Revenue breakdown



(1) HR technology SaaS includes eRecruiter, HRlink and softgarden revenue from subscriptions (SaaS) and softgarden revenue from multiposting which is recognised in full on a net basis (i.e. less the cost of job offers sold).

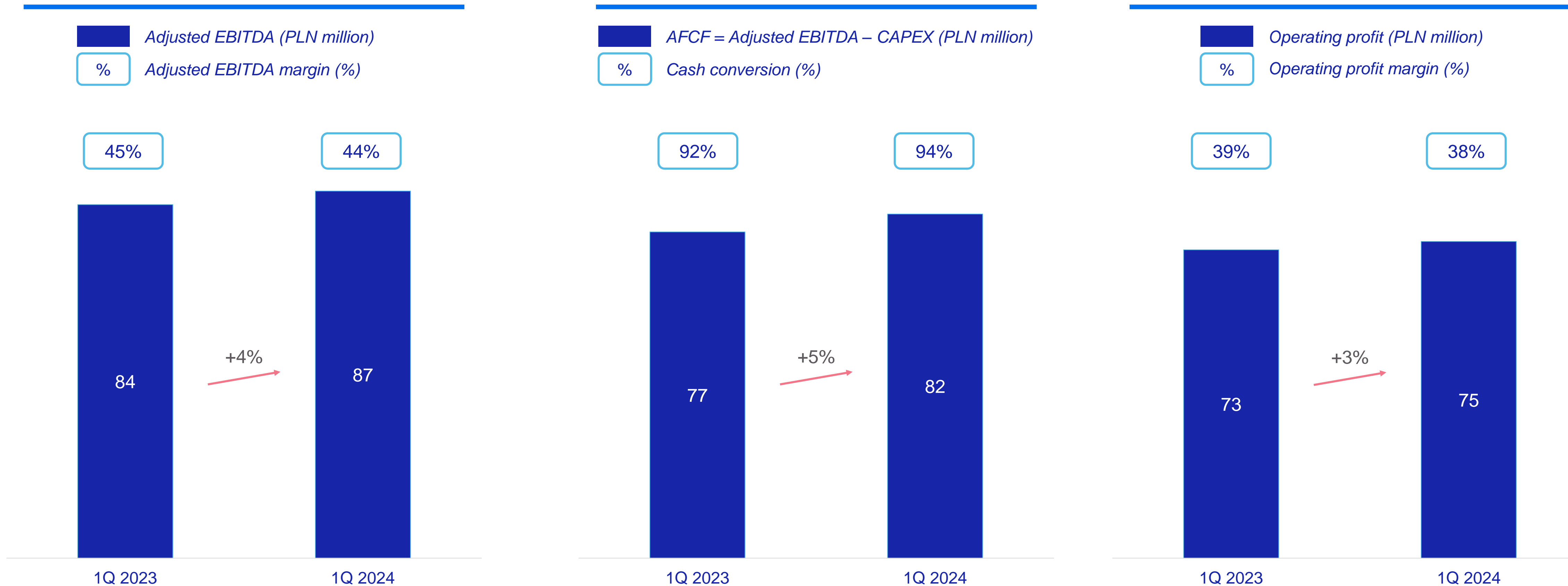
Focusing on maintaining high margins



Adjusted EBITDA ⁽¹⁾

Cash conversion ⁽²⁾

Operating profit



(1) Adjusted EBITDA defined as operating profit or loss, plus depreciation and amortisation, adjusted for the costs associated with share-based payment programmes and acquisition-related expenses as reported in the consolidated statement of comprehensive income;
 (2) Cash conversion ratio for the given period defined as the ratio of the difference between adjusted EBITDA and capex (cash outflows for acquisition of tangible non-current assets and acquisition of intangible assets), to adjusted EBITDA.

Consolidated financial results



Selected financial results (PLN '000)	1Q 2024	1Q 2023 (restated)	Change y/y	FY 2023
Revenue from contracts with customers	196,008	185,370	5.7%	724,398
<i>Costs of job offers sold ⁽¹⁾</i>	(9,354)	(13,746)	(32.0%)	(40,667)
Revenue from contracts with customers (net)	186,654	171,624	8.8%	683,731
Poland	139,515	129,576	7.7%	508,090
Ukraine	12,156	9,677	25.6%	41,689
Germany (net)	34,983	32,371	8.1%	133,952
Operating expenses (excl. cost of job offers sold):	(111,454)	(98,405)	13.3%	(401,937)
<i>Depreciation and amortization</i>	(8,438)	(8,691)	(2.9%)	(34,437)
<i>Employee benefits</i>	(68,881)	(62,766)	9.7%	(252,050)
<i>Marketing expenses</i>	(18,654)	(14,206)	31.3%	(54,087)
<i>Software as services</i>	(3,585)	(3,106)	15.4%	(13,326)
<i>Other external services</i>	(9,456)	(7,998)	18.2%	(35,505)
<i>Other operating income / (costs)</i>	(2,440)	(1,638)	49.0%	(12,532)
Operating profit	75,200	73,219	2.7%	281,794
Poland	67,159	70,620	(4.9%)	268,515
Ukraine	4,011	2,311	73.6%	7,187
Germany	4,030	288	1,299.3%	6,092
Net finance income / (costs)	(1,816)	(10,274)	(82.3%)	(58,076)
Share of profit of equity-accounted investees	2,397	906	164.6%	8,003
Profit before tax	75,781	63,851	18.7%	231,721
Income tax	(16,094)	(13,331)	20.7%	(43,995)
Net profit	59,687	50,520	18.1%	187,726

- Consistent growth in group revenues, mainly due to higher prices of recruitment projects on Pracuj.pl and the increasing number of customers using services offered in the SaaS model in Poland and Germany
- Monthly recurring revenue (MRR) from the German market in EUR grew by 28% y/y.** The impact of changes in the EUR/PLN exchange rate on the segment's reported revenue (in PLN) was approximately 8%.
- Strong growth in revenue and profitability in the Ukraine segment, despite the tough business conditions
- Growth in marketing expenses related to increased promotion in Poland, mainly via the wide-range Pracuj.pl campaign and promotion of the the:protocol brand

(1) Costs of acquisition of recruitment postings by softgarden for resale via the multiposting service

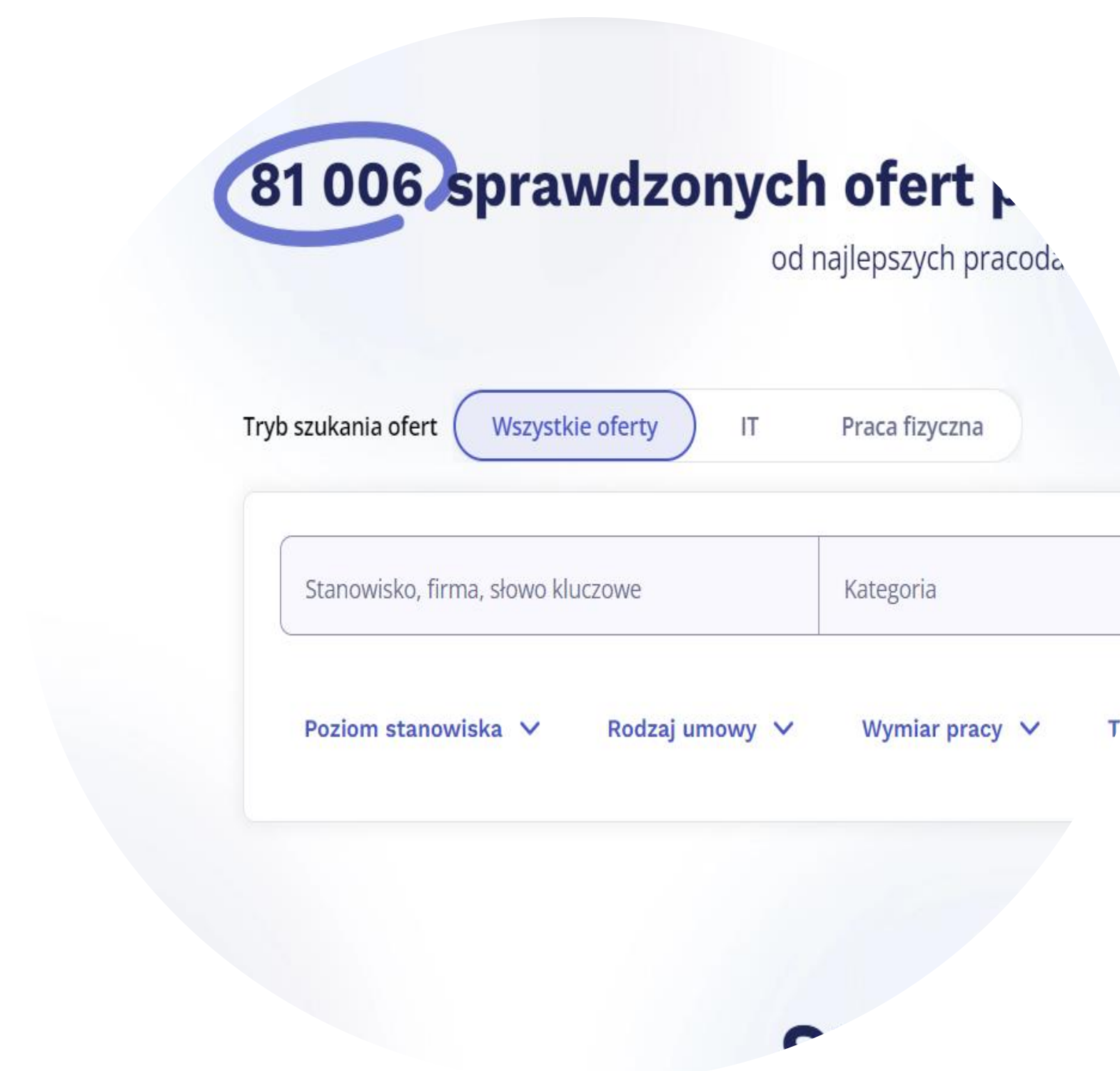
Job classifieds in 1Q 2024



Further personalization of the Pracuj 3.0 service for selected user groups - the second rollout, after IT, this time for blue-collar workers

Growth in the average price of recruitment projects on Robota.ua, while maintaining the position of leading recruitment site in terms of the number of published job postings

Strengthening relationships with customers and candidates - organizing job fairs and direct meetings with customers, in both Poland (*Jobicon*) and Ukraine (*HR365*)



HR technology SaaS in 1Q 2024



- Acquisition of 100% of the shares in HRlink sp. z o.o. (251 customers,⁽¹⁾ ca. PLN 300,000 in MRR)
- Launch of *AI Assistant*, recommending improvements in recruitment processes using partner services accessible on eRecruiter Marketplace
- Expanding softgarden's offerings with an onboarding module. Implementation of the service at the first customers
- Increasing the efficiency of sales processes by implementing dedicated solutions in softgarden CRM systems



(1) As of the end of March 2024

Prospects for 2024

HR Workflows in the eRecruiter system: HR data integrator



HR Workflows integrates all key HR systems, creating a central data hub that streamlines human resources management, enhances operational efficiency and enables more strategic decision-making

— Central data point

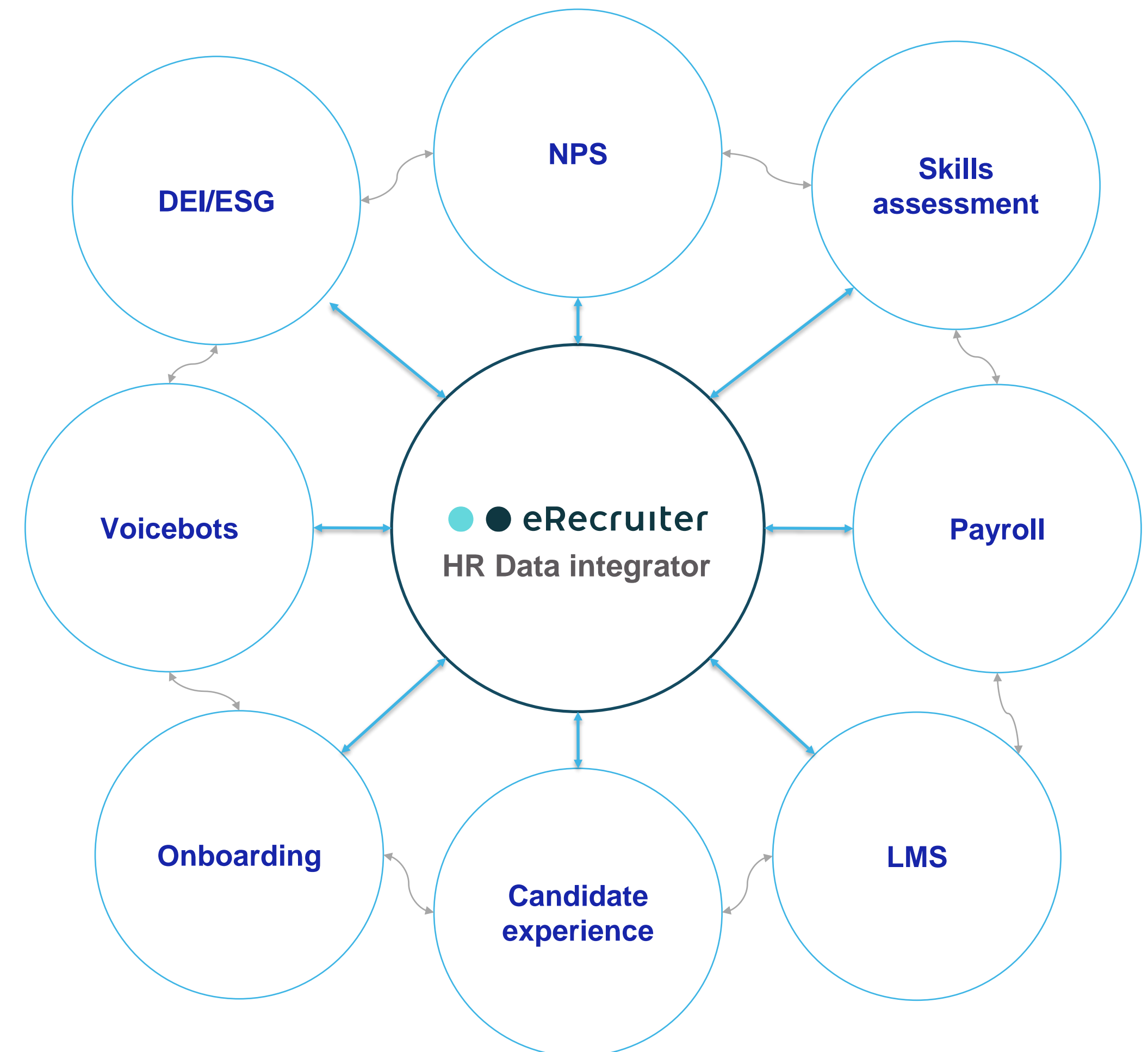
Integrates data from various HR systems into a single platform, facilitating and streamlining HR management

— Operational optimization

Entering data into one system automatically updates the information in all other systems, minimizing the risk of errors and the need for manual data entry

— Scalability

Easily integrates with new systems as the organization's needs grow





Value for customers

- **Central data point**
Integration of data from various HR systems into one platform, enabling easier and more efficient HR management
- **Operational optimization**
Unified interface for managing all HR processes enhances operational efficiency and cuts administrative time
- **Better strategic decisions**
Consolidating data from multiple systems into one platform not only ensures compliance with HR regulations, but also creates a rich data resource for advanced analysis

Value for eRecruiter

- **Enhanced engagement**
The more integrations the system offers, the more dependent and loyal customers become
- **Market fortification**
Offering irreplaceable integrations cuts churn rates and facilitate upselling of services
- **Partnerships**
We facilitate strategic partnerships allowing other companies to reach our clients, enhancing the portfolio of services and enabling development and growth of HR area

New Pracuj.pl mobile app



- New improved user interface and UX
- AI-based recommendation system
- Pracuj Stories - new interface inspired by social media



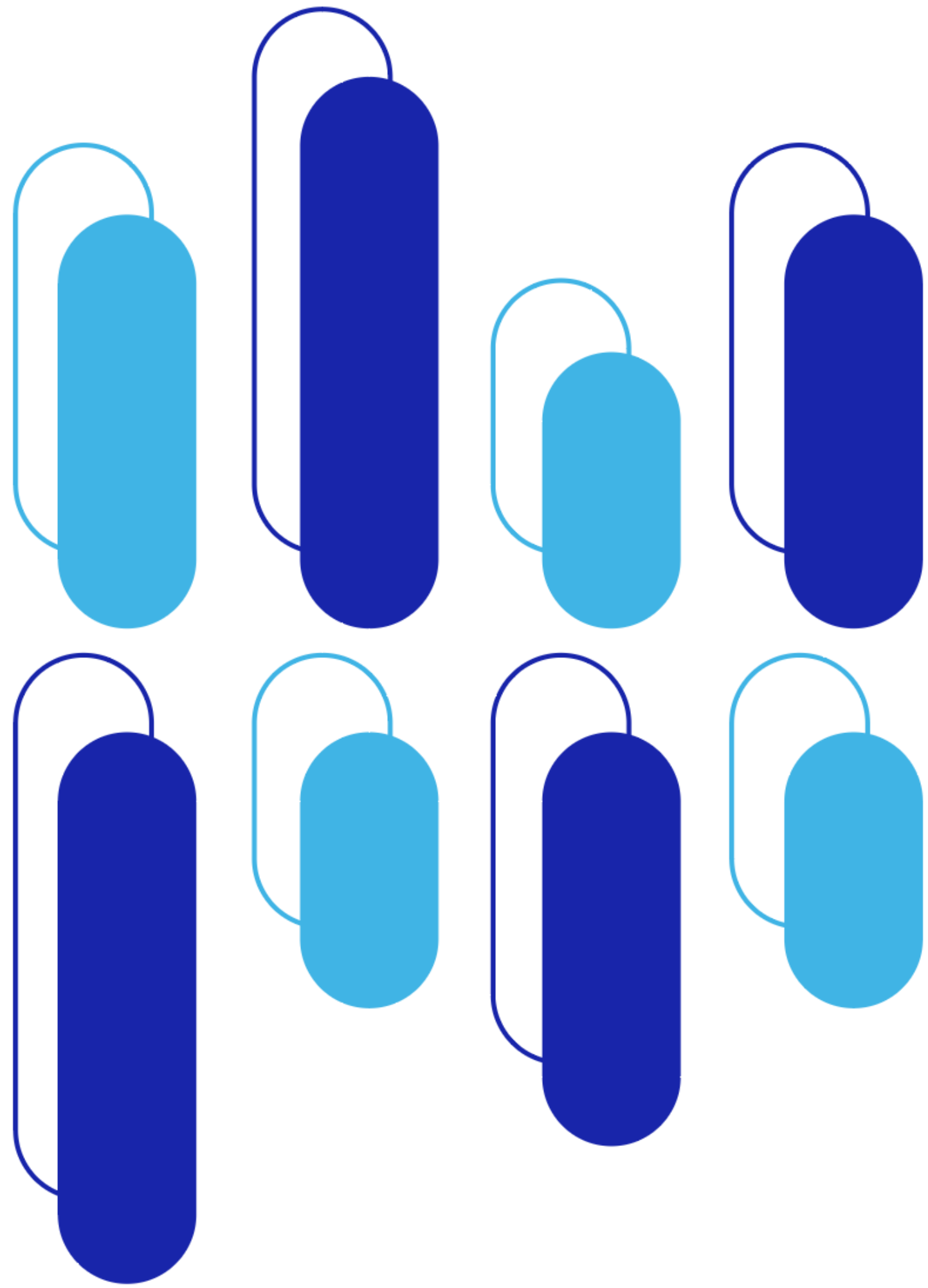
Expectations for the upcoming quarters/market environment



- Gradual increase in the number of recruitment projects
- **Dynamic tailoring of recruitment project prices** to specific customer groups
- **Anticipated market revival in the 2nd half of 2024** (alongside absorption of the funds from the EU, including from the National Recovery Plan)
- **Dynamic growth in the number of active customers and MRR** in HR Tech SaaS
- **Further reinforcement of the competitive position** on individual operating markets, also **considering potential acquisitions**

Thank you!

We welcome your questions

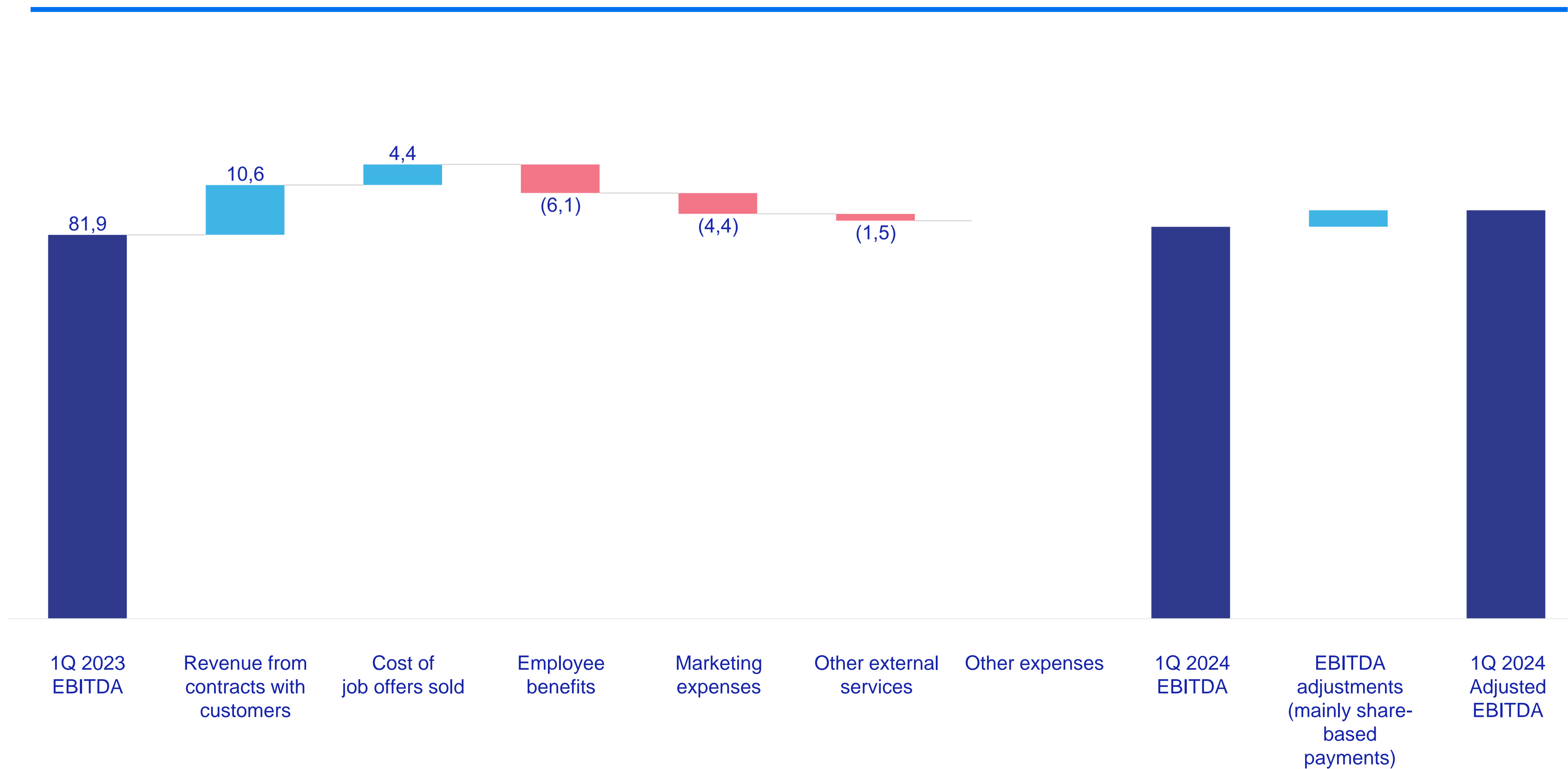


Appendices

Consolidated EBITDA



EBITDA (PLN million)





POLAND

- GDP growth of 1.9% y/y in 1Q 2024⁽¹⁾
- Projected GDP growth of 3.0% in 2024 and 3.5% in 2025⁽²⁾
- Unemployment rate of 5.3% (or 2.9% by Eurostat definition – the lowest in the EU) as of March 2024⁽³⁾⁽⁴⁾
- Projected unemployment rate of 5.1% (or 2.9% by Eurostat definition) in 2024⁽²⁾⁽⁸⁾
- Salary growth in the enterprise sector of 12.5% y/y in 1Q 2024⁽³⁾
- Projected salary growth of 11.5% in 2024⁽²⁾
- Consumer inflation (CPI) of 2.0% y/y in March 2024 vs. average inflation of 11.4% in 2023⁽¹⁾
- NBP interest rate of 5.75% since October 2023

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UKRAINE

- Estimated GDP growth of 3.1% y/y in Q1 2024, following growth of 5.3% in 2023⁽⁵⁾
- Projected real GDP growth of 3.0% in 2024 and 5.3% in 2025⁽⁵⁾
- Unemployment rate of 13.7% as of March 2024⁽⁶⁾
- Consumer inflation (CPI) of 3.2% y/y in March 2024 vs. average inflation of 12.9% in 2023⁽⁵⁾

GERMANY

- Decline in GDP of 0.9% y/y (growth of 0.2% q/q) in 1Q 2024⁽⁷⁾
- Projected GDP growth of 0.5% in 2024 and 1.6% in 2025⁽⁸⁾
- Unemployment rate of 3.4% as of March 2024⁽⁷⁾
- Projected unemployment rate of 3.2% in 2024⁽⁸⁾
- Consumer inflation (CPI) of 2.2% y/y in March 2024⁽⁷⁾ vs. average inflation of 5.9% in 2023

(1) Statistics Poland, flash estimate, May 2024

(2) National Bank of Poland Macroeconomic Survey, March 2024

(3) Statistics Poland, April - May 2024

(4) Eurostat, May 2024

(5) National Bank of Ukraine, Inflation Report, April 2024

(6) Centre for Economic Strategy (<https://ces.org.ua>), May 2024

(7) German Federal Statistical Office (Destatis), April 2024

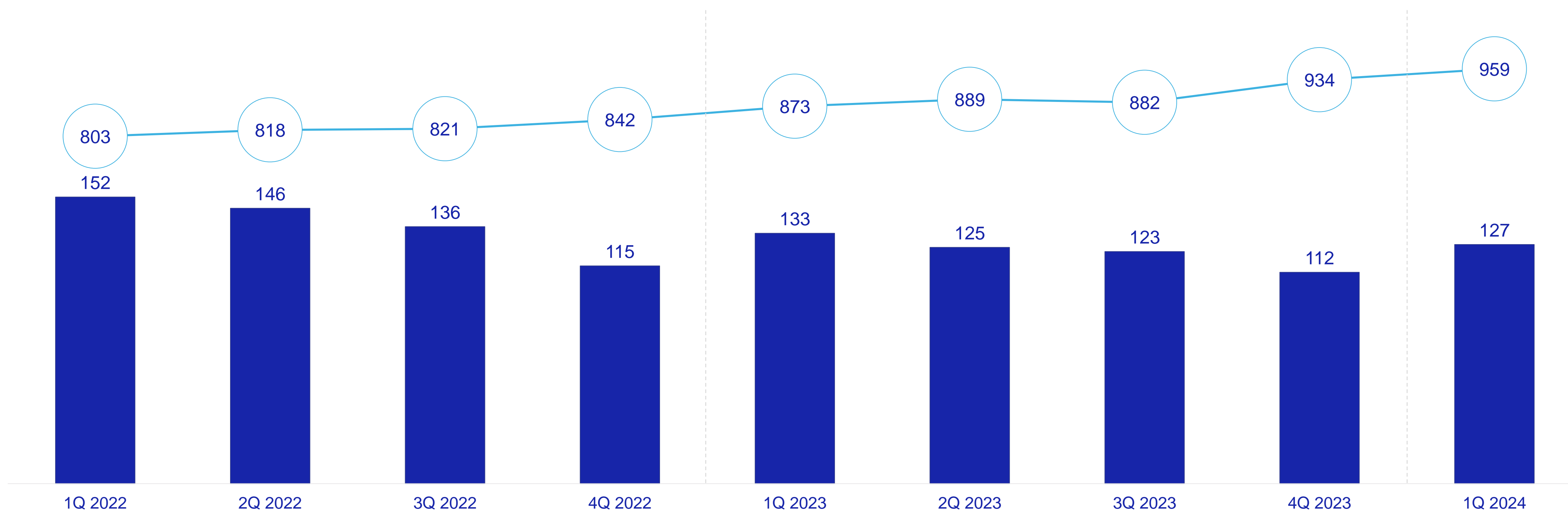
(8) International Monetary Fund, World Economic Outlook Update, January 2024

Number and average price of recruitment projects on Pracuj.pl



Pracuj.pl

■ No. of recruitment projects ('000)⁽¹⁾ ○ Average price of recruitment projects (PLN)



(1) The number of recruitment projects is equal to the number of credits used for placement of job offers on Pracuj.pl. One credit may be exchanged for multiple job offers (with the same title but different locations).

Balance sheet and cashflows



Selected financial data (PLN '000)	31 March 2024	31 December 2023	Change
Total assets	1,115,187	1,028,709	8.4%
Non-current assets, including:	770,149	754,564	2.1%
Goodwill	449,159	446,128	0.7%
Current assets, including:	345,038	274,145	25.9%
Cash and cash equivalents	227,021	163,756	38.6%
Total equity and liabilities	1,115,187	1,028,709	8.4%
Equity	419,112	363,183	15.4%
Non-current liabilities, including:	270,701	285,530	(5.2%)
Bank loans	223,429	239,295	(6.6%)
Current liabilities, including:	425,374	379,996	11.9%
Bank loans	39,547	23,543	68.0%
Lease liabilities	11,115	10,472	6.1%
Other financial liabilities	5,872	8,076	(27.3%)
Employee benefits	28,962	29,785	(2.8%)
Trade payables	36,788	35,650	3.2%
Other payables	18,028	15,385	17.2%
Current tax liabilities	8,177	15,432	(47.0%)
Contract liabilities	276,885	241,653	14.6%
Cash flows (PLN '000)	1Q 2024	1Q 2023	Change y/y
Net cash flows from operating activities	93,109	110,204	(15.5%)
Net cash flows from investing activities	(20,573)	(6,269)	228.2%
Net cash flows from financing activities	(9,259)	(26,541)	(65.1%)
Total net cash flows	63,277	77,394	(18.2%)

Possibility to increase involvement in Robota.ua and Work.ua



Grupa Pracuj has signed a term sheet to potentially increase its indirect stake in the companies operating the leading Ukrainian recruitment websites Robota.ua and Work.ua.

The potential transaction is in line with the strategic directions of Grupa Pracuj. If finalized, it will strengthen the Group's position in the promising Ukrainian market.

The direct shareholding of Grupa Pracuj in the companies will not change. The potential transaction will not affect the way in which the results of the companies operating the two websites are consolidated. It will also not result in taking control over Work.ua (despite the increase in indirect shareholding).

	Company name	Current shareholding of Grupa Pracuj	Total shareholding of Grupa Pracuj after potential transaction
	Robota International TOV	67%	76.7% (directly still 67%)
	Snowless Global Ltd	67%	76.7% (directly still 67%)
	Work Ukraine TOV	33%	52.7% (directly still 33%)
	WorkIP Ltd	33%	52.7% (directly still 33%)