



grupa pracuj

# Leading HR Tech platform in Europe

Presentation of results for 2022



pracuj.pl

eRecruiter

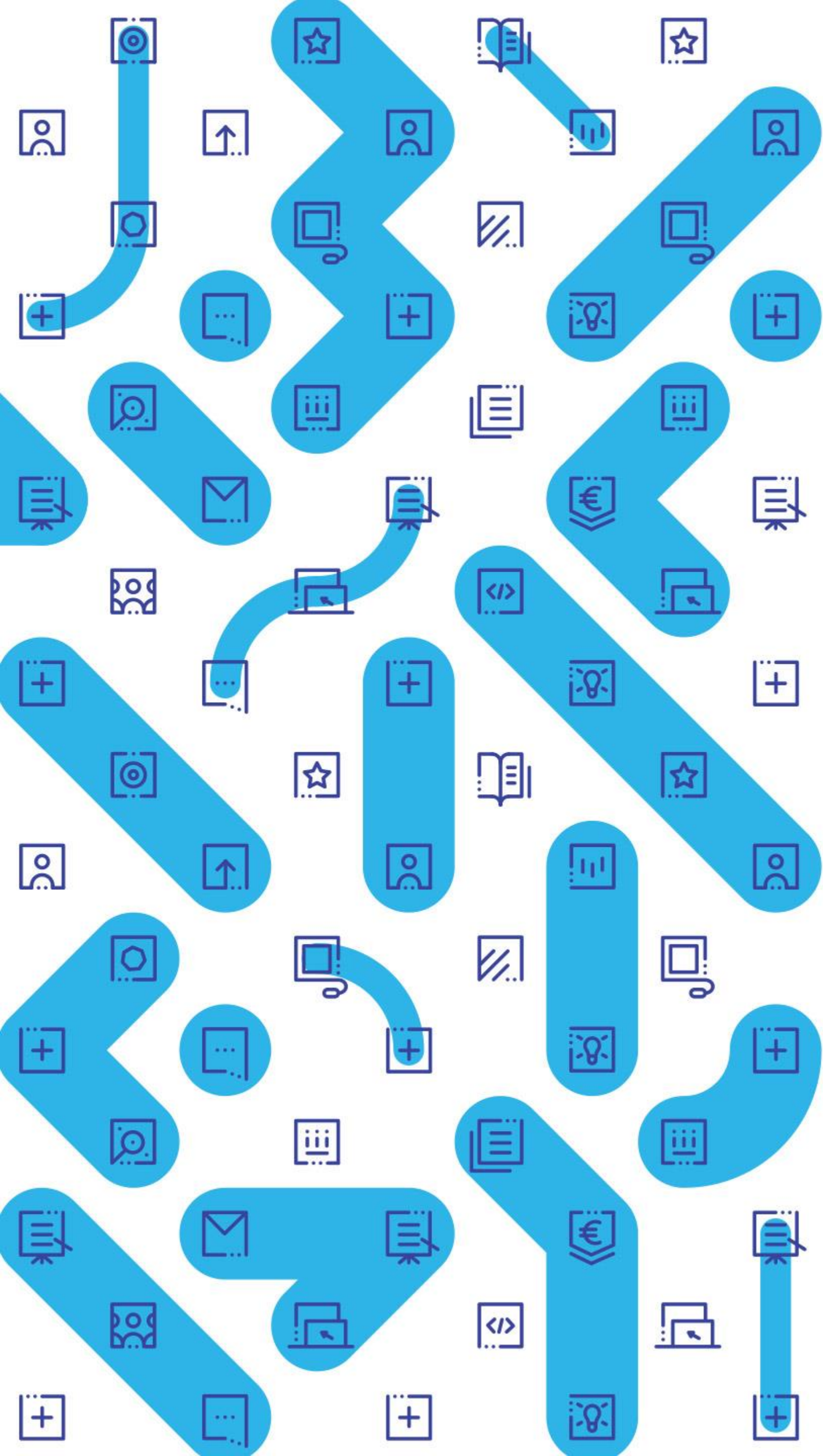
robotia.ua

(softgarden)

Year 2022 in numbers

Operating and financial results

Strategic directions and objectives



# Grupa Pracuj today



# 2022 in numbers



**PLN 609m**

revenue from contracts  
with customers

+28% y/y



**PLN 305m**

adjusted EBITDA

+19% y/y



**50%**

adjusted EBITDA margin



**PLN 204m**

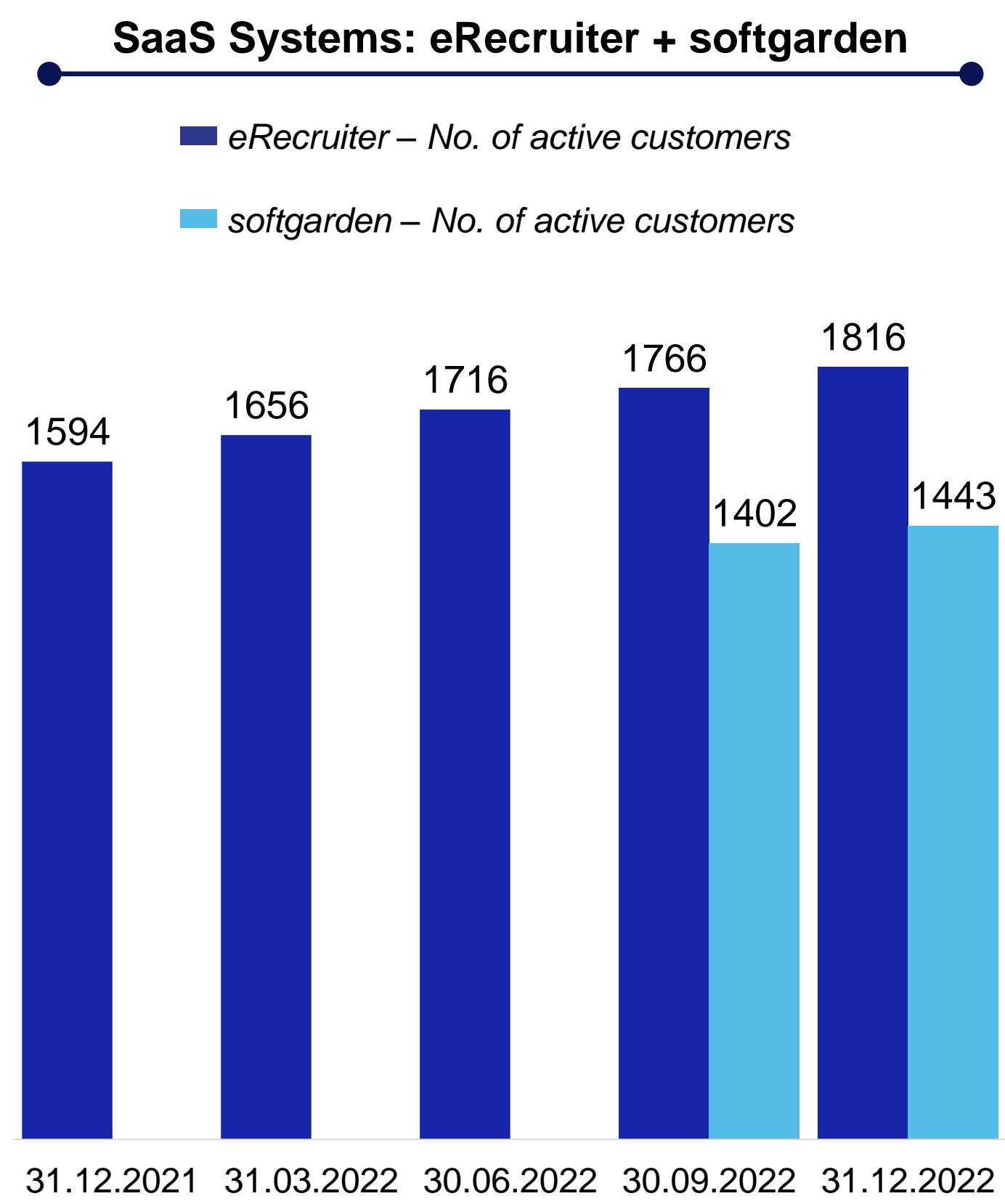
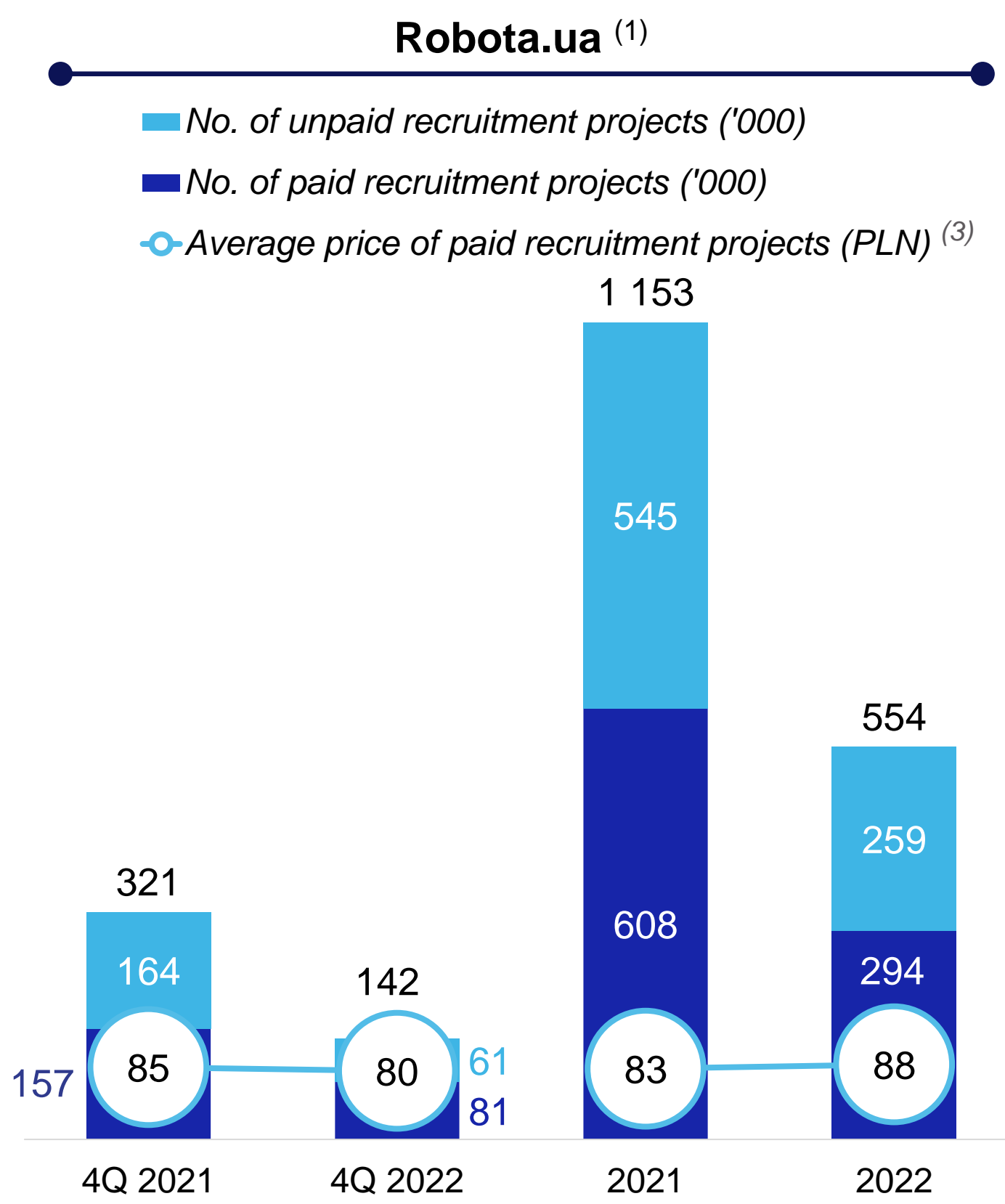
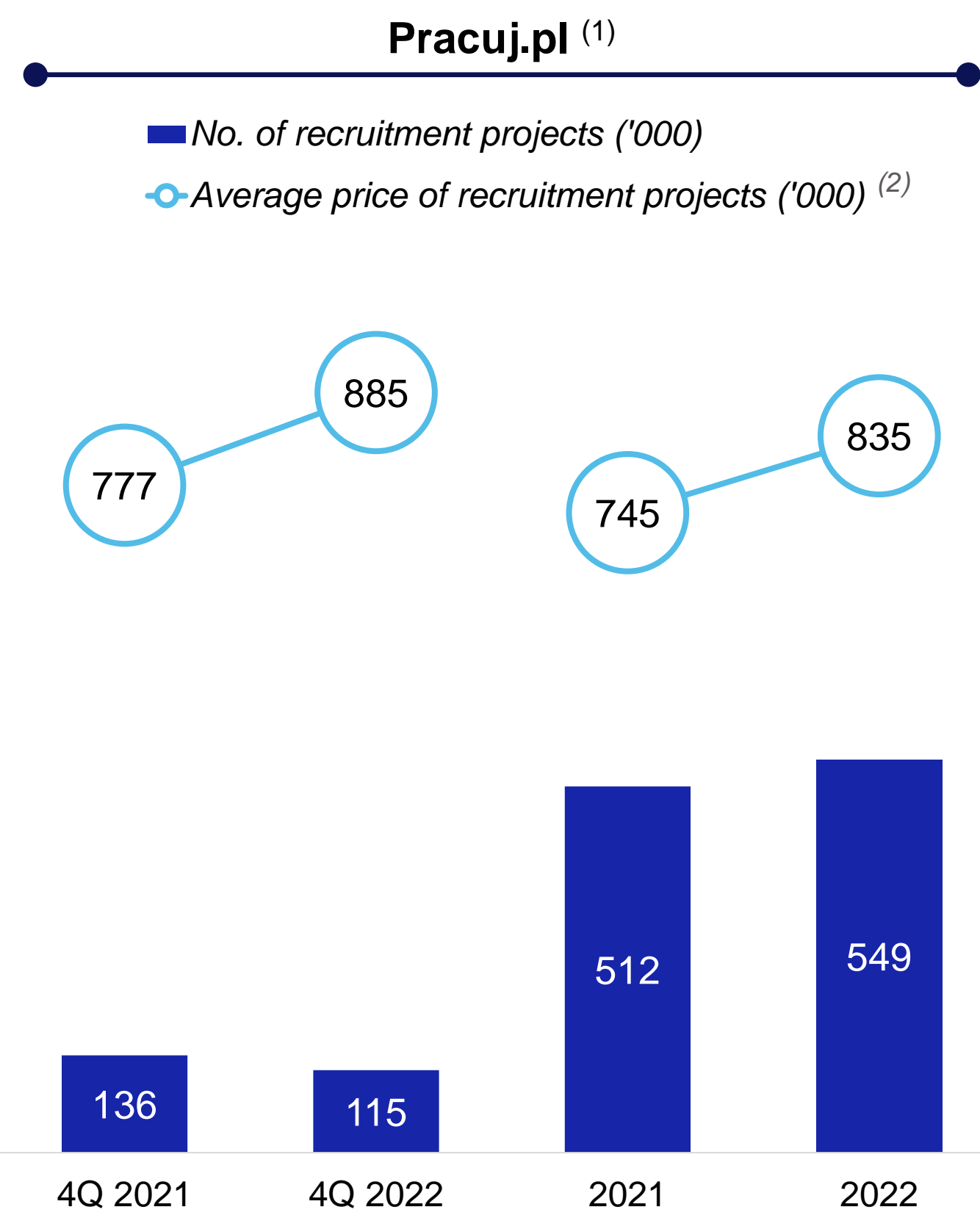
adjusted net profit <sup>(2)</sup>

+1% y/y

- Strong, double-digit growth in revenues despite challenging market situation and ongoing war in Ukraine
- Beginning of consolidation of results of softgarden – a leading HR Tech player in Germany (12% share in 2022 revenue<sup>(1)</sup>)
- 12% increase in the average price and 7% increase in the number of recruitment projects on Pracuj.pl
- Adjusted EBITDA margin over 50%
- Adjusted net profit<sup>(2)</sup> at similar level to 2021

(1) Grupa Pracuj started consolidating softgarden results in 3Q 2022. (2) Excluding net impact of one-off items, i.e. transaction costs related to softgarden acquisition of PLN 7.1m in 2022, share-based payment programme of PLN 28.2m in 2022 and PLN 12.6m in 2021, revaluation of the investment in Beamery Inc. of PLN 70.5m in 2021 and the cost of the public offering of PLN 4.2m in 2021.

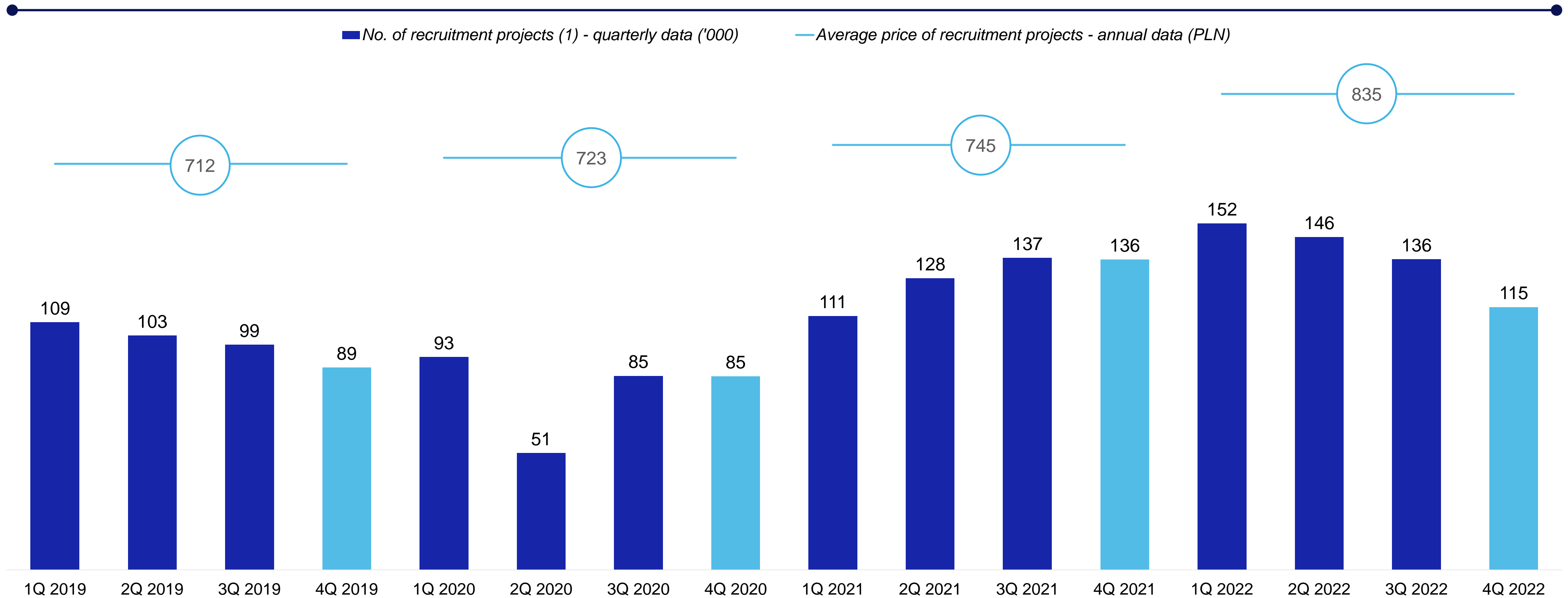
# Key operating results



(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 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.

# Increase in average price of recruitment projects on Pracuj.pl

## Pracuj.pl

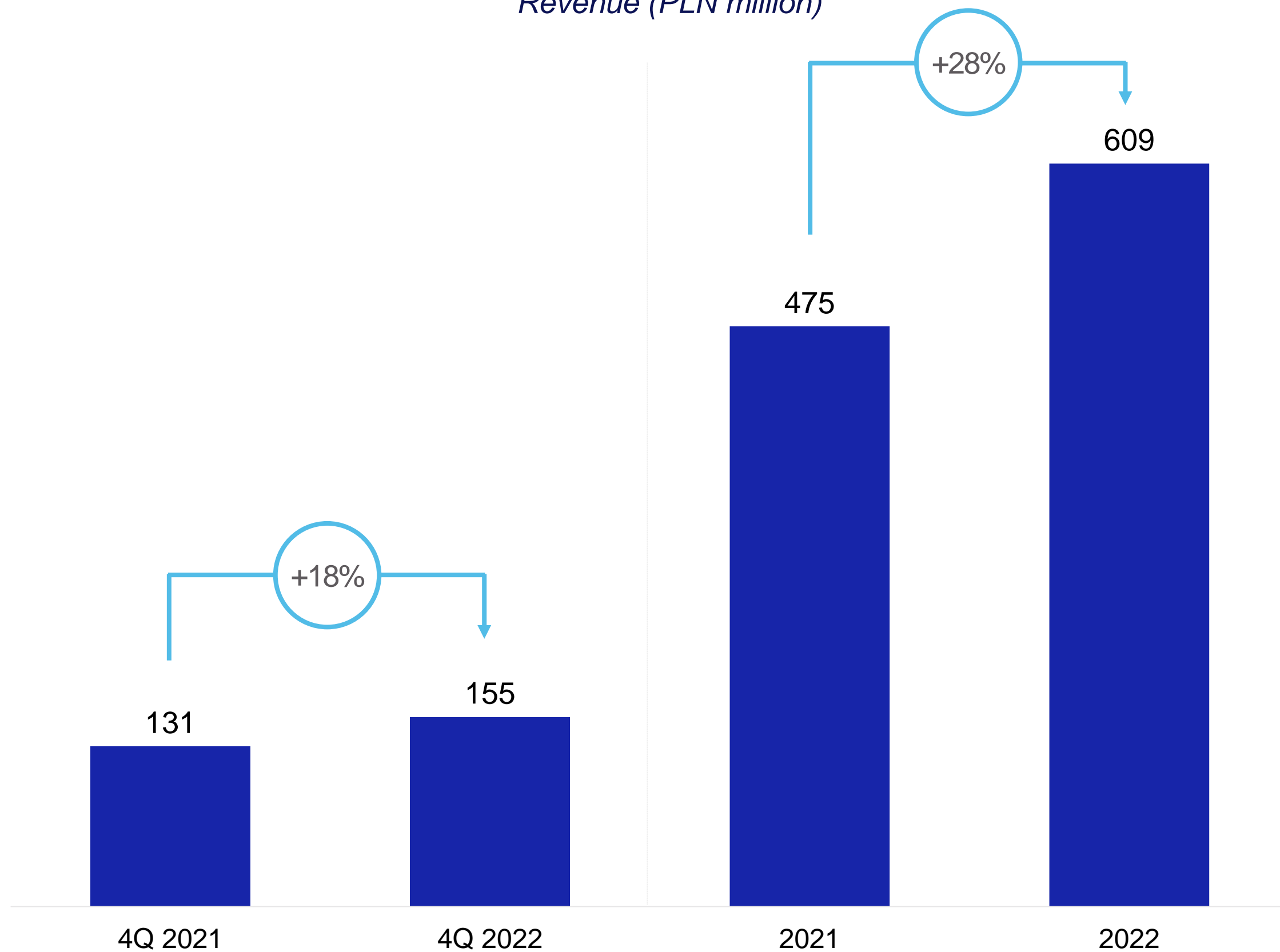


(1) The number of recruitment projects is equal to the number of credits used for placement of job offers on Pracuj.pl. One credit may be exchanged for multiple job offers (with the same title but different locations).

# Consistent business growth and revenue diversification

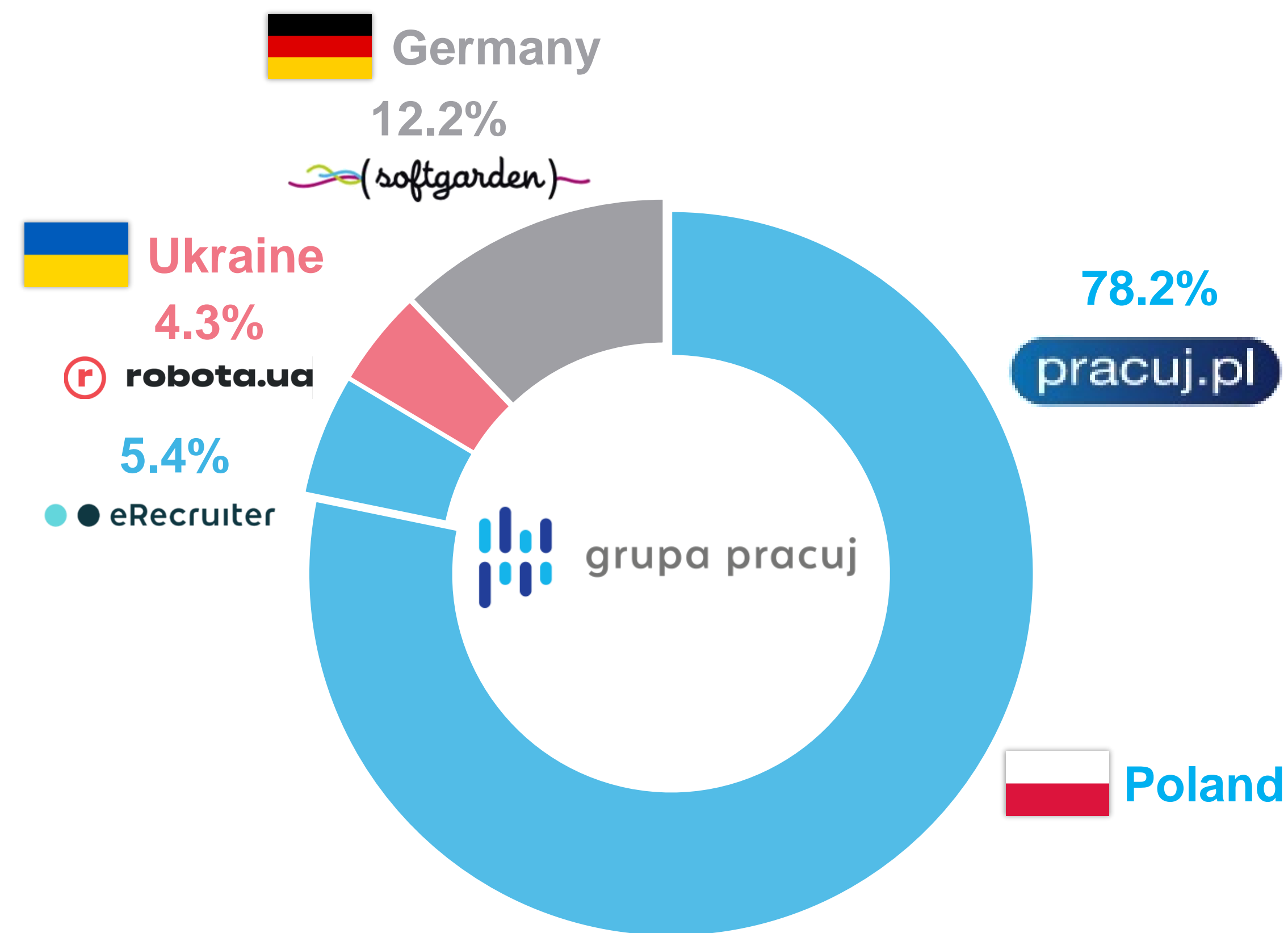
Grupa Pracuj

Revenue (PLN million)



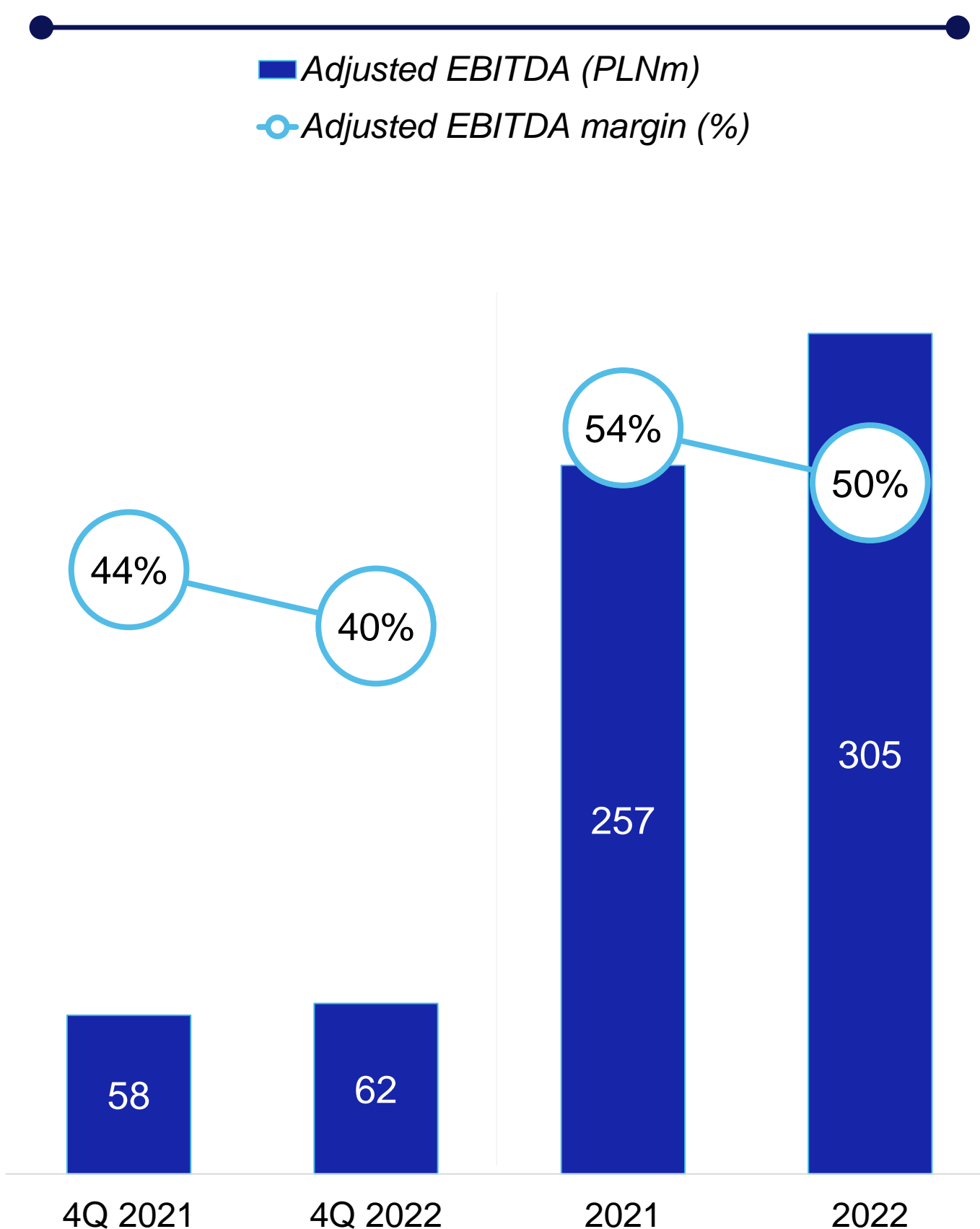
Grupa Pracuj

FY 2022 revenue breakdown

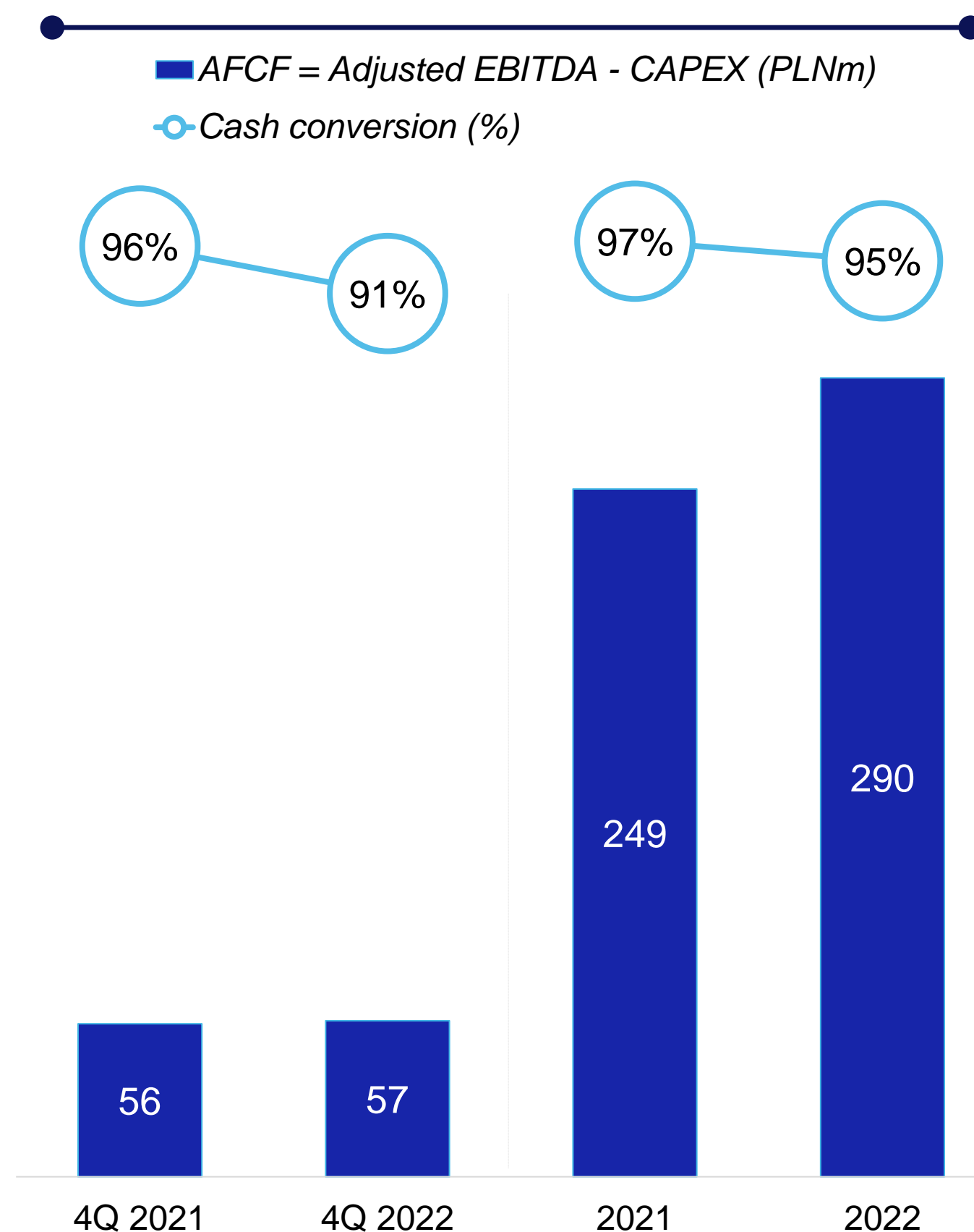


# Impact of softgarden consolidation and war in Ukraine on profitability

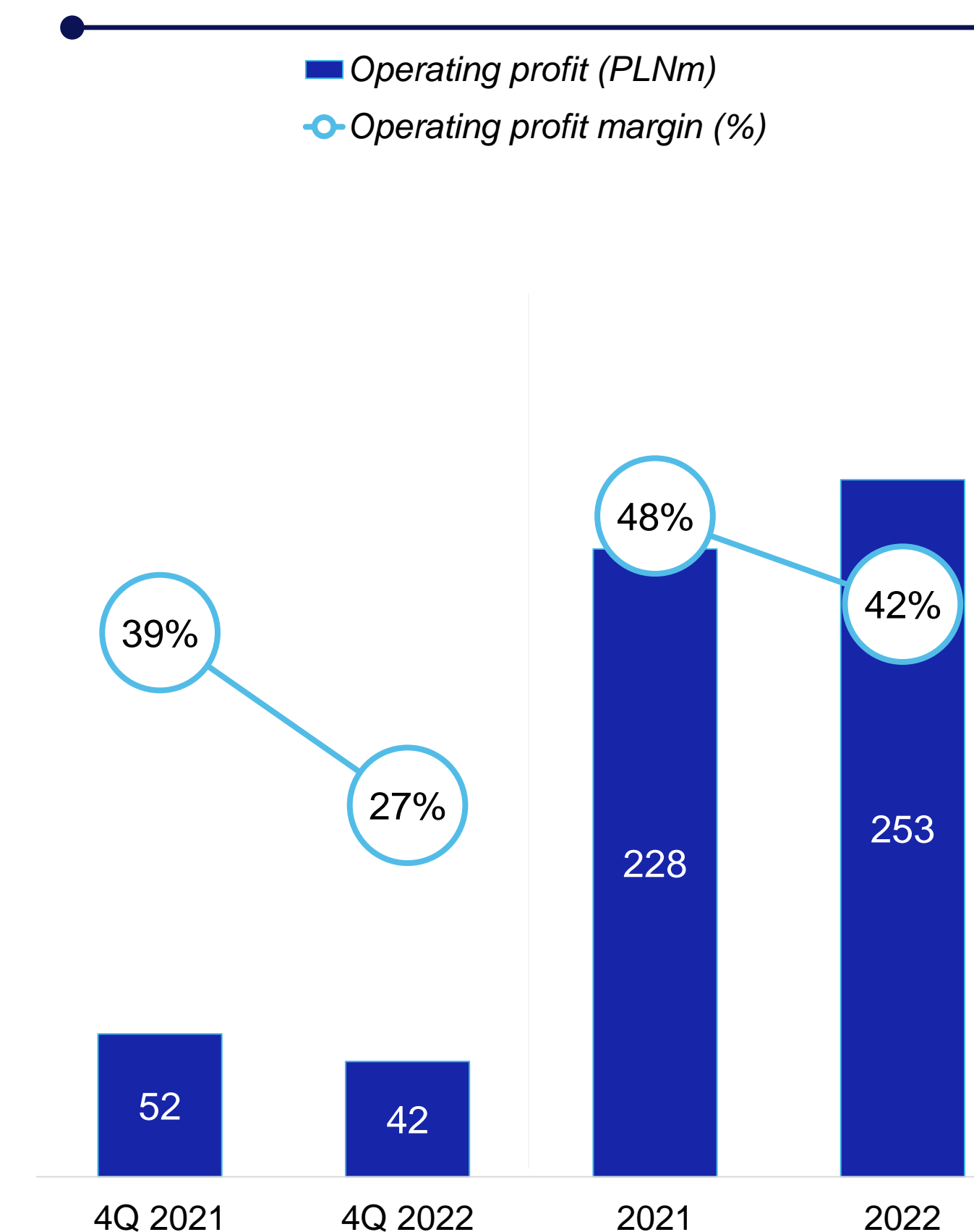
### Adjusted EBITDA <sup>(1)</sup>



### Cash conversion <sup>(2)</sup>



### Operating profit



(1) Adjusted EBITDA defined as operating profit plus depreciation and amortization, adjusted by recognized, but also 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) Cash conversion for a given period defined as the ratio of the difference between adjusted EBITDA and capex (cash flows from acquisition of tangible fixed assets and acquisition of intangibles) to adjusted EBITDA.



# Consolidated financial results

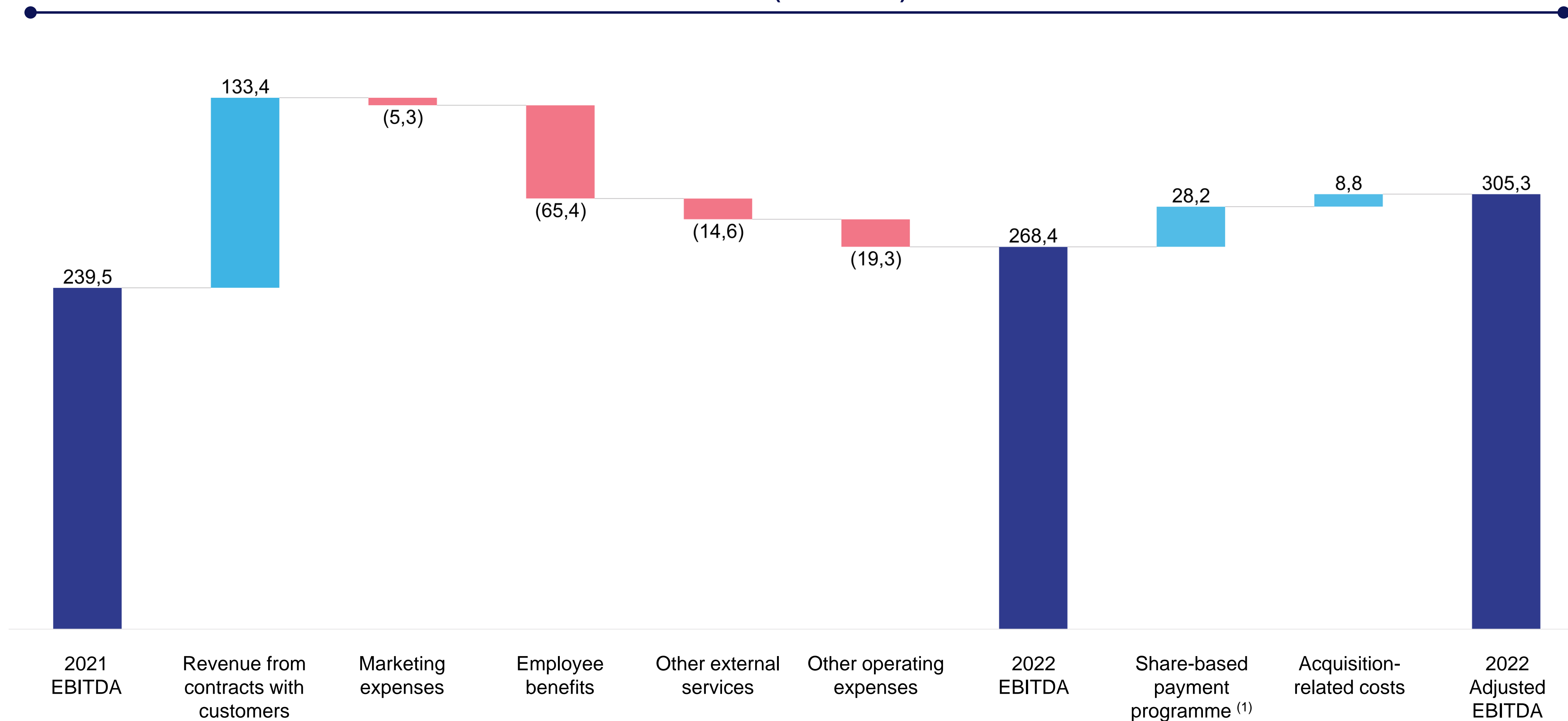
Selected financial results (PLN '000)	Adjusted 4Q 2022	4Q 2021	Change y/y	FY 2022	FY 2021	Change y/y
<b>Revenue from contracts with customers</b>	<b>155,331</b>	<b>131,265</b>	<b>18.3%</b>	<b>608,549</b>	<b>475,113</b>	<b>28.1%</b>
Poland	115,928	117,947	(1.7%)	508,633	424,579	19.8%
Ukraine	6,503	13,318	(51.2%)	25,919	50,534	(48.7%)
Germany	32,901	-	-	73,997	-	-
Operating expenses, incl.:	(113,511)	(79,507)	42.8%	(355,995)	(247,605)	43.8%
<i>Depreciation and amortization</i>	(4,427)	(3,199)	38.4%	(15,812)	(12,037)	31.4%
<i>Cost of job offers sold <sup>(1)</sup></i>	(503)	-	-	(10,830)	-	-
<i>Marketing expenses</i>	(21,027)	(23,946)	(12.2%)	(59,449)	(54,134)	9.8%
<i>Software as services</i>	(2,895)	(823)	251.8%	(8,890)	(5,099)	74.3%
<i>Other external services</i>	(10,724)	(8,220)	30.5%	(39,171)	(24,543)	59.6%
<i>Employee benefits</i>	(71,332)	(40,916)	74.3%	(212,077)	(146,676)	44.6%
<b>Operating profit</b>	<b>41,819</b>	<b>51,758</b>	<b>(19.2%)</b>	<b>252,554</b>	<b>227,508</b>	<b>11.0%</b>
Poland	36,368	53,099	(31.5%)	250,652	222,718	12.5%
Ukraine	532	(1,342)	-	(6,992)	4,790	-
Germany	4,918	-	-	8,894	-	-
Finance income	(923)	2,876	-	6,407	90,922	(93.0%)
Finance costs	(14,177)	(769)	1,743.6%	(30,868)	(2,016)	1431.2%
<b>Net finance income / (costs)</b>	<b>(15,100)</b>	<b>2,107</b>	<b>-</b>	<b>(24,461)</b>	<b>88,906</b>	<b>-</b>
Share of profit of equity-accounted investees	(302)	(2,152)	(86.0%)	(848)	3,133	-
<b>Profit before tax</b>	<b>26,417</b>	<b>51,713</b>	<b>(48.9%)</b>	<b>227,245</b>	<b>319,547</b>	<b>(28.9%)</b>
Income tax	(12,342)	(8,647)	42.7%	(58,232)	(63,864)	(8.8%)
Net profit	14,075	43,066	(67.3%)	169,013	255,683	(33.9%)
<b>Adjusted net profit <sup>(2)</sup></b>	<b>29,656</b>	<b>45,479</b>	<b>(34.8%)</b>	<b>204,266</b>	<b>201,941</b>	<b>1.2%</b>

- Double-digit revenue growth
- Increase in employee benefits due to growth in employment and salaries, consolidation of softgarden from 3Q 2022, as well as the recognition of a one-off cost (PLN 14.0m) for the gratuitous transfer of Grupa Pracuj shares by certain shareholders to senior management team
- Increase in costs of external services arising from incurring costs related to the acquisition
- Recognition of costs of softgarden's acquiring recruitment posts to resell them as part of its multiposting service
- Increase in finance costs as a result of servicing the bank loan for financing of the acquisition

(1) Costs of softgarden's acquiring recruitment posts to resell them as part of its multiposting service. (2) Excluding net impact of one-off items, i.e. transaction costs related to softgarden acquisition of PLN 7.1m in 2022 (of which PLN 0.3m in 4Q 2022), costs of share-based payment programme of PLN 28.2m in 2022 (PLN 15.3m in 4Q 2022) and PLN 12.6m in 2021 (PLN 1.3m in 4Q 2021), revaluation of the investment in Beamery Inc. of PLN 70.5m in 2021 and costs of the public offering of PLN 4.2m in 2021.

# Consolidated EBITDA

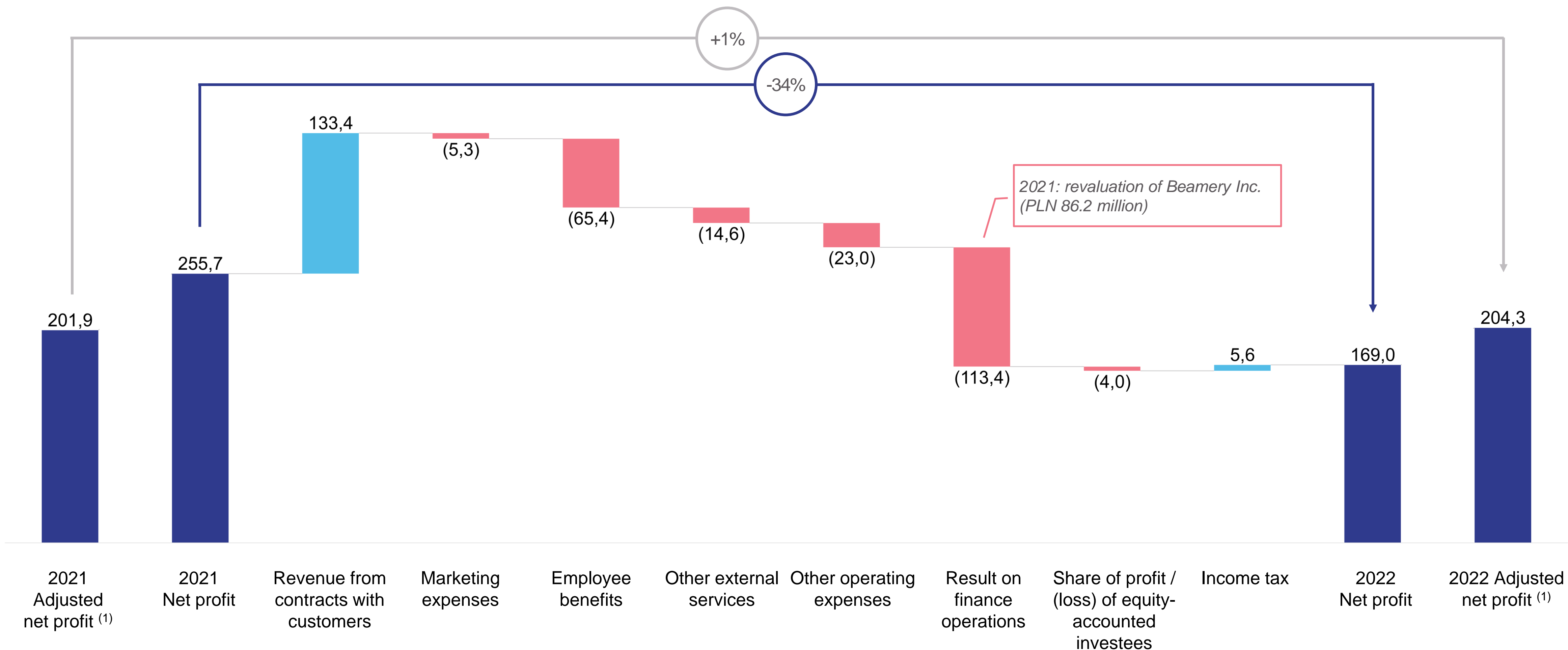
EBITDA (PLN million)



(1) Including one-off cost (PLN 14.0m) for the gratuitous transfer of Grupa Pracuj shares by certain shareholders to senior management team.

# Consolidated net profit

Net profit (PLN million)



(1) Excluding net impact of one-off items, i.e. transaction costs related to softgarden acquisition of PLN 7.1m in 2022, costs of share-based payment programme of PLN 28.2m in 2022 and PLN 12.6m in 2021, revaluation of the investment in Beamery Inc. of PLN 70.5m in 2021 and costs of the public offering of PLN 4.2m in 2021.

# Prospects for 2023

- Slowdown in recruitment expected as a result of economic and geopolitical uncertainty
- Steady growth in average prices of recruitment projects and services throughout the group
- Expansion of the portfolio of services and products to include AI solutions in all the group's brands
- Implementation of first product synergies following last year's acquisition
- Increase in market share in SME and micro business sector as a result of well-received Elastic Pricing offer in the e-commerce channel



# Trends on the labour market favour Grupa Pracuj

- Shortage of job candidates—demographic changes are reducing the availability of workers in Poland and other EU countries
- Competition for talent—companies actively fight to win experienced workers
- Globalization of the labour market—remote work has opened up the labour market, contributing to growing competition and enabling staff to work for several firms at the same time
- Salary transparency—shortages of specialists and high inflation are forcing greater transparency at the recruitment stage
- Limited growth in salaries vs. continuing inflation inspire workers to seek new employment
- Changes in benefits—the rising popularity of flexible forms of work is driving changes in fringe benefits



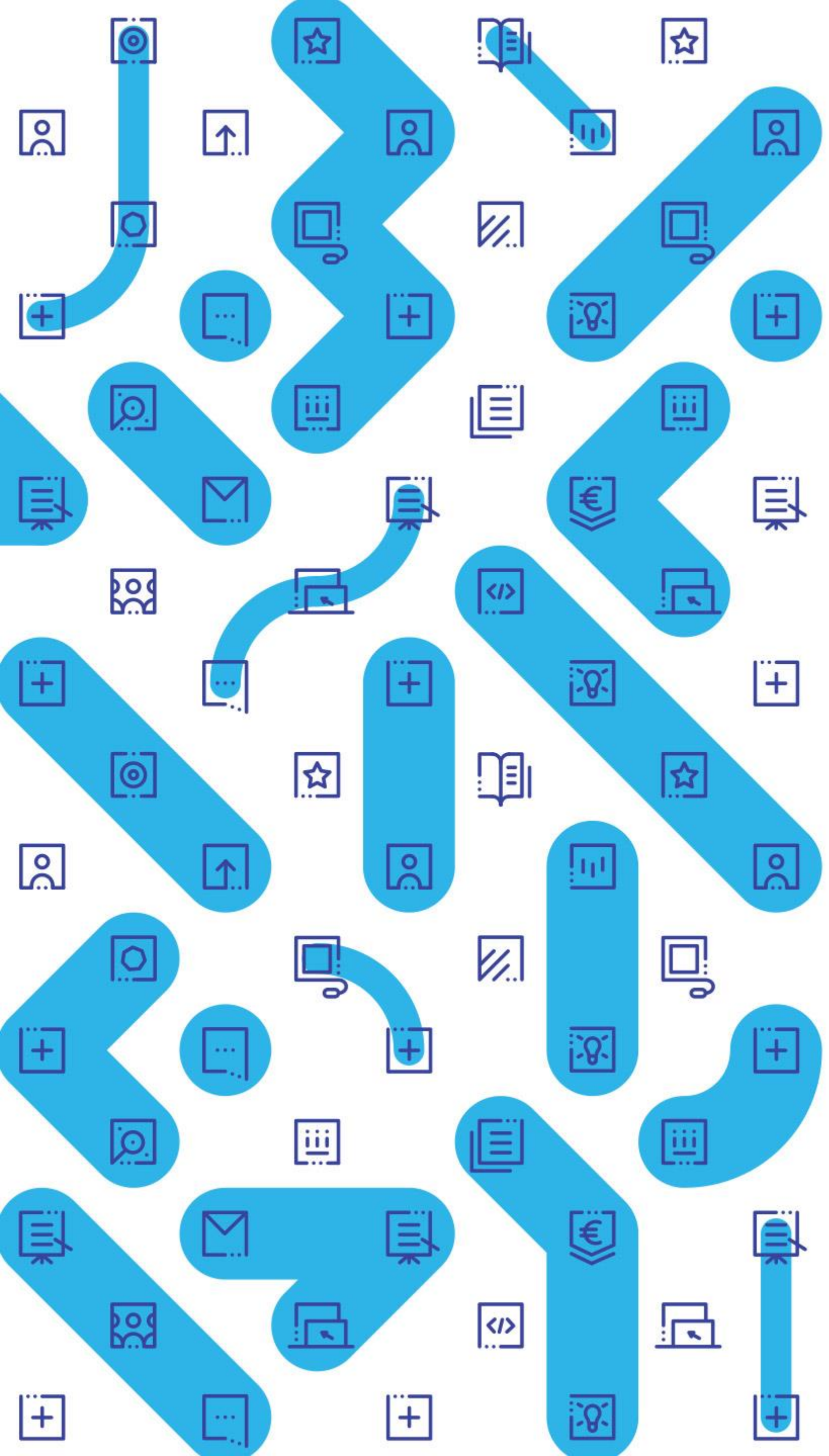
Over 330 engineers  
and experts in our  
team

work on the experience  
of Users, Employers  
and the efficiency of  
our products and  
services



# Key product and technology advantages

- **Diversification of product portfolio** — continual process of developing product line and building ecosystems engaging customers and users
- **AI** — we use the latest technologies
- **Innovations** — implemented culture of experimentation, R&D investments, A/B testing based on product KPIs
- **Monetization & Pricing** — maximizing revenue from different segments of customers
- **Business efficiency** — achieved through process automation and investments in low-touch solutions
- **Security** — we deliver products to users and customers compliant with the highest safety standards



# Strategic directions 2023+



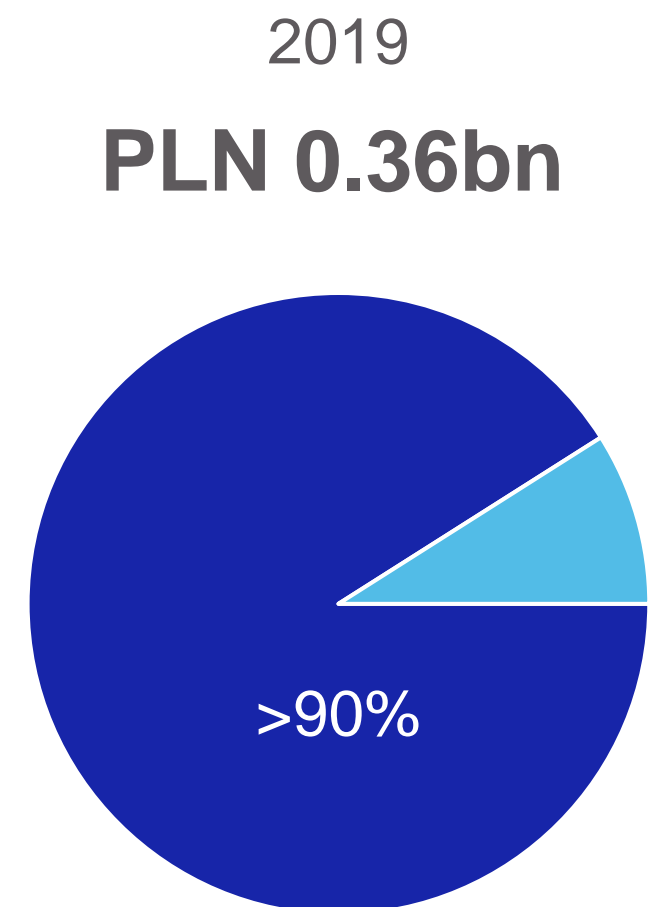
# Strategic goal: market leader with PLN 1bn revenues

## Revenues of Grupa Pracuj

● JobBoards      ● HR Tech Saas

XX% Adjusted EBITDA margin

2025 +  
PLN 1bn

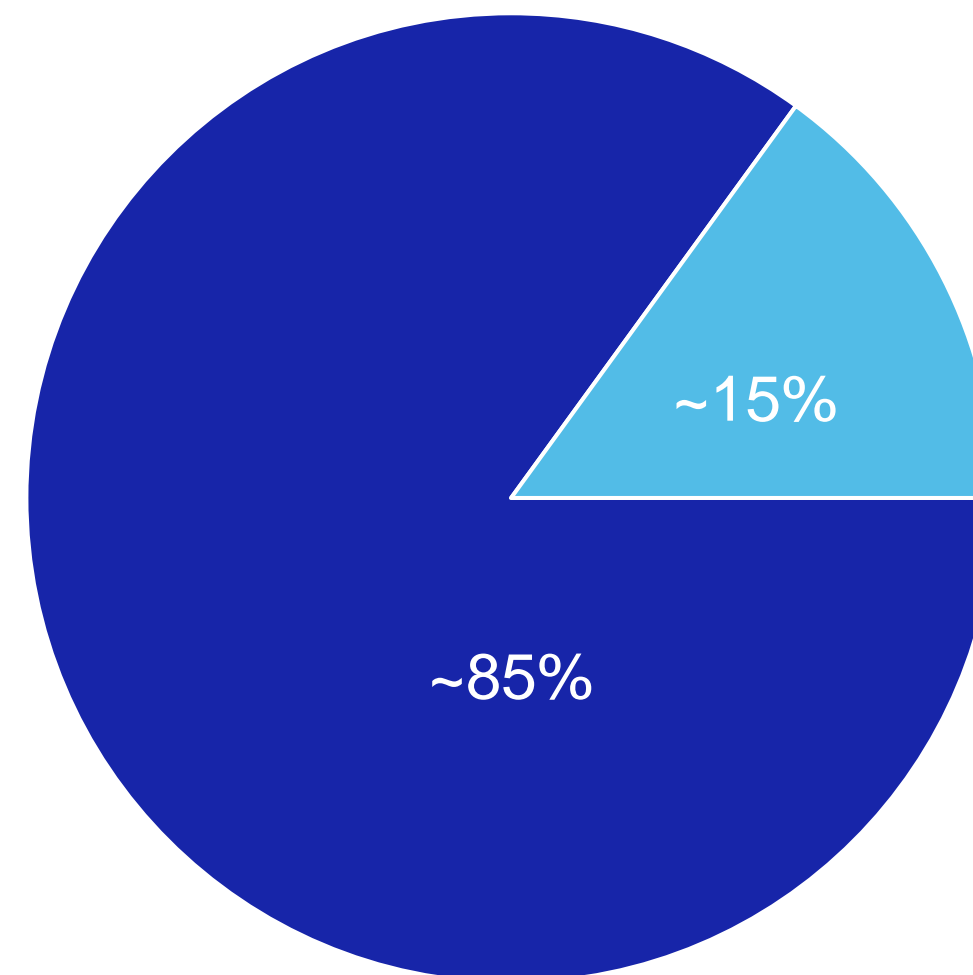


48%

- eRecruiter
- robota.ua
- pracuj.pl

CAGR > 20%

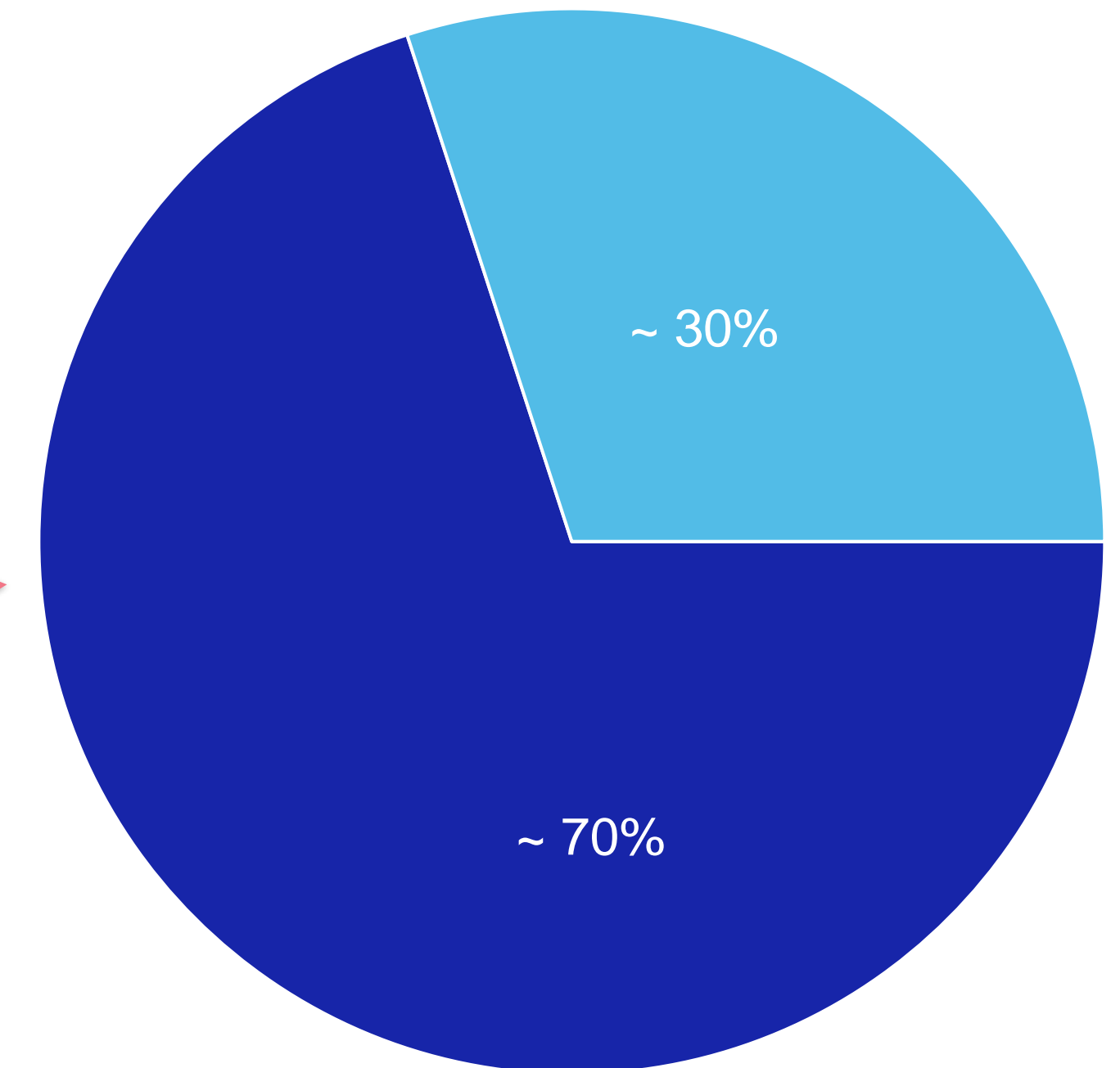
2022  
PLN 0.61bn



50%

- (softgarden)
- eRecruiter
- robota.ua
- pracuj.pl

CAGR ~18%



> 40%

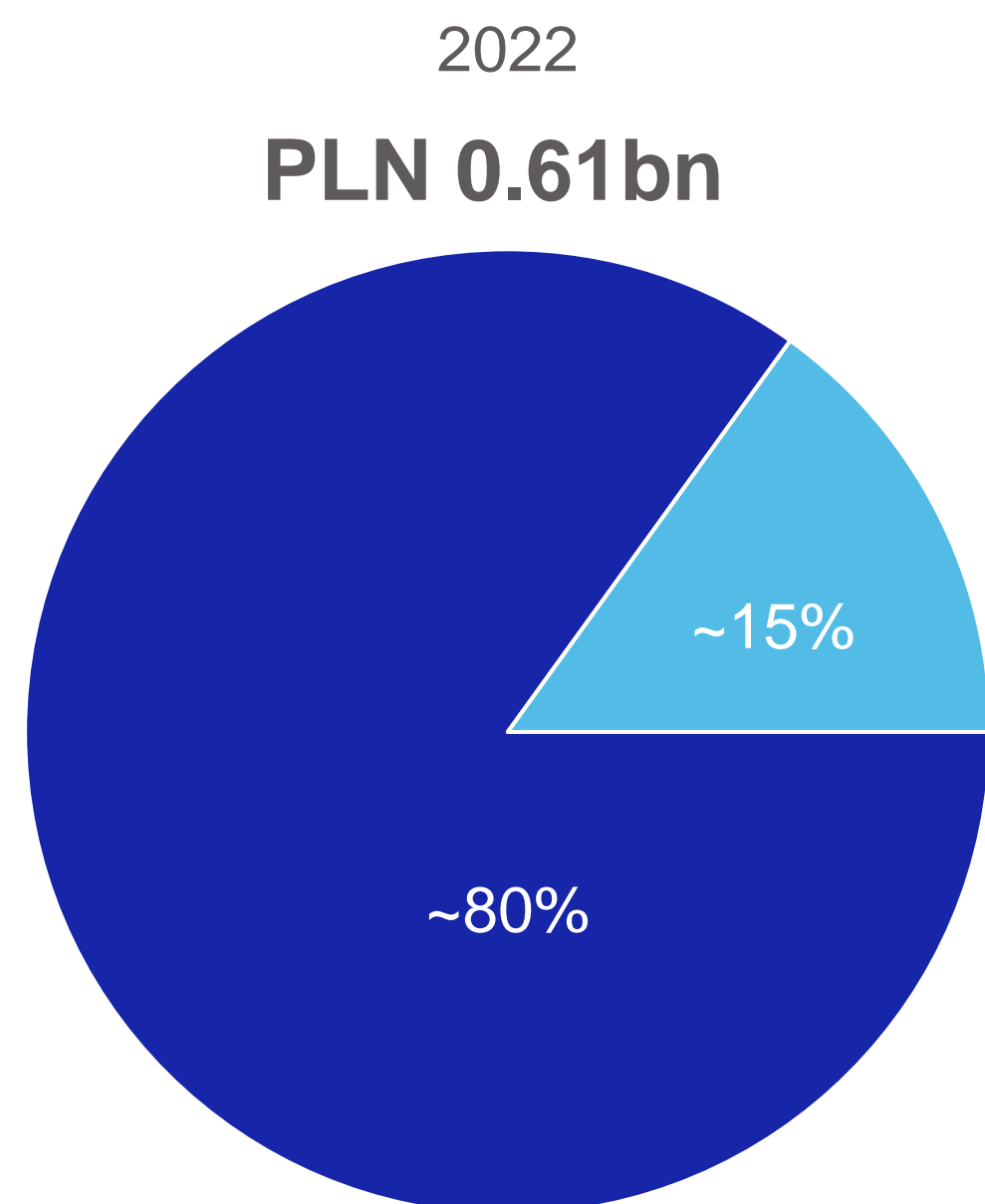
- (softgarden)
- eRecruiter
- robota.ua + DACH
- pracuj.pl

# How will we do it?

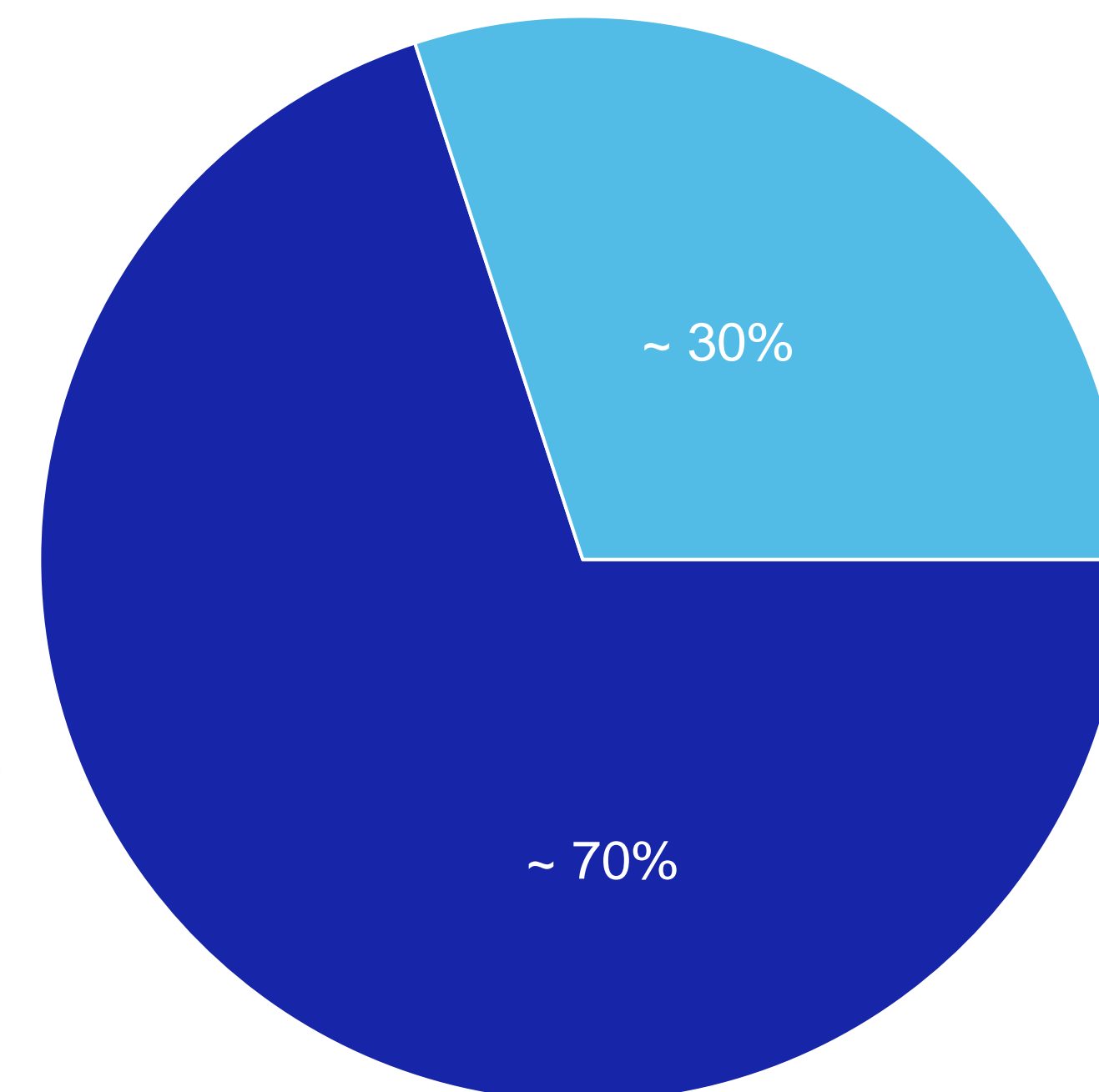
## HR Tech SaaS (organic growth and selective acquisitions)

- 25%+ average annual rate of growth of revenue from SaaS
- Growth in average subscription price - projected double-digit rate of growth
- Keeping churn at low, single-digit level
- Increasing value for customer of existing products and offering new products
- Growth in activity on new markets
- Potential bold on acquisitions (mainly DACH)

- Single-digit annual rate of growth in number of published recruitment projects in the longer term (with slight decline expected in 2023)
- Growth in prices of postings in the white-collar segment - tailored to the value delivered to the customer
- Growth in portfolio of data-based products (AI/Big Data)
- Quantitative increase in market share in the blue-collar segment
- Potential for growth in the SME and micro segment



2025 +  
**PLN 1bn**



## Recruitment platforms (organic growth)

# Grupa Pracuj in 2025 +

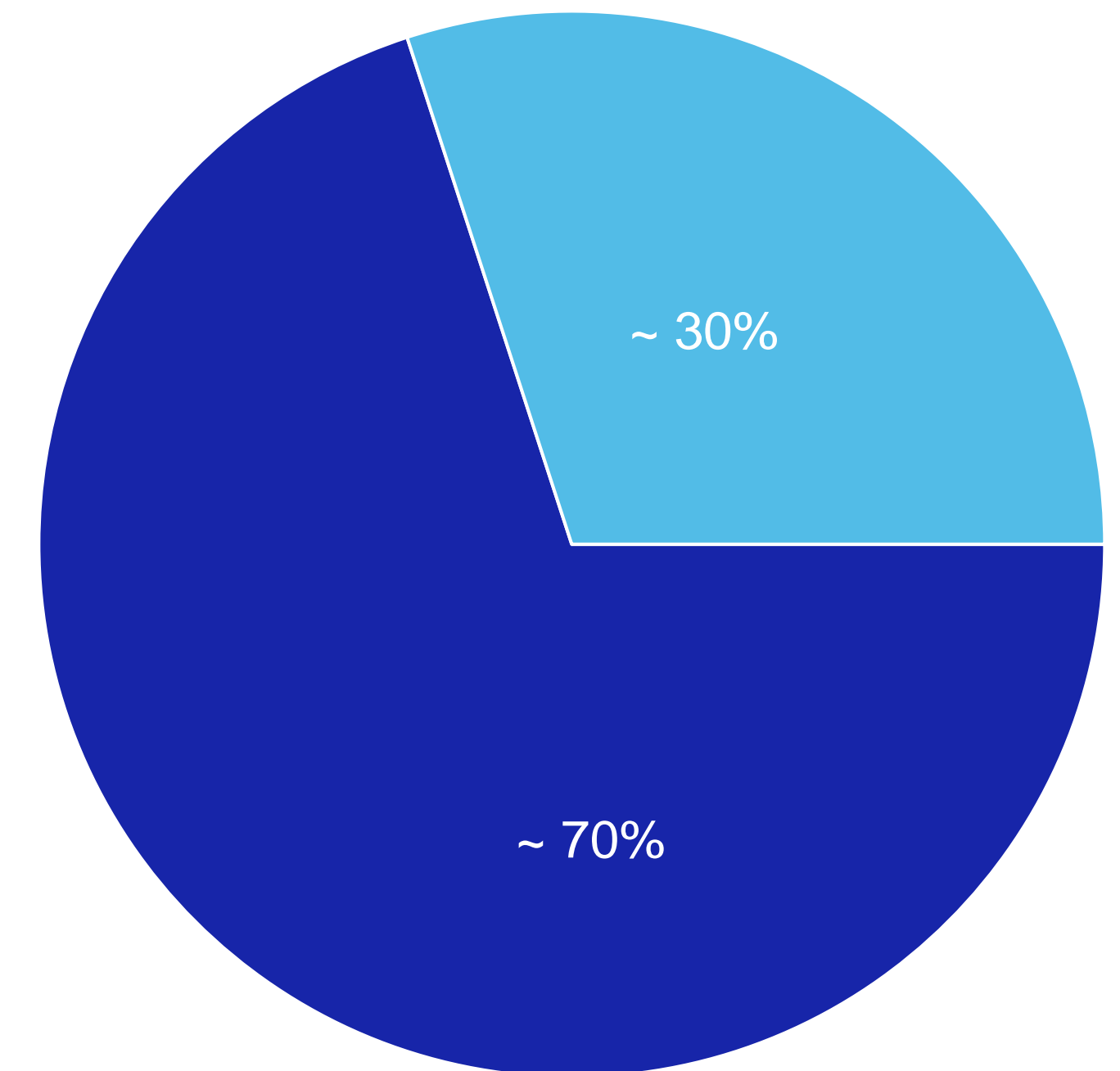


2025 +

PLN 1bn

Leading HR Tech platform in Europe:

- **Leader in online recruitment (recruitment sites) in Poland and Ukraine**
- **Biggest TAS in Poland and DACH region**
- Diversified sources of revenue - recruitment platforms and HR Tech SaaS (acquisitions, including in the post-hire area)
- On the path to obtaining ~50% of total revenue from HR Tech SaaS area within 5–6 years

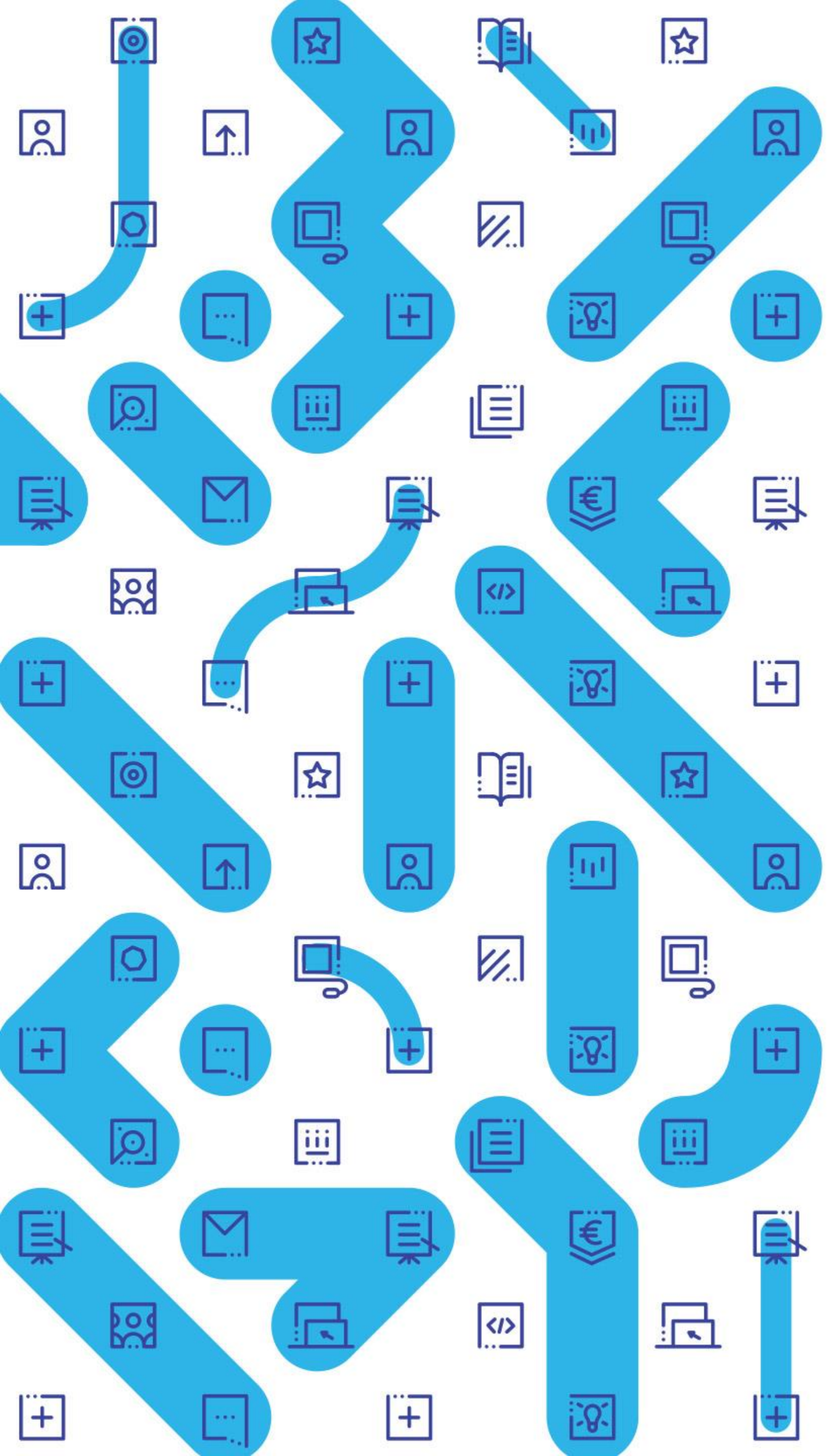


> 40% Adjusted EBITDA margin



Thank you!

Q&A



# Appendices

# Balance sheet and cashflows

Selected financial data (PLN '000)	31 December 2022	31 December 2021	Change
<b>Total assets</b>	<b>1,022,673</b>	<b>499,705</b>	<b>104.7%</b>
Non-current assets, including:	804,615	227,271	254.0%
Goodwill	532,432	-	-
Current assets, including:	218,058	272,434	(20.0%)
Cash and cash equivalents	109,538	184,836	(40.7%)
<b>Total equity and liabilities</b>	<b>1,022,673</b>	<b>499,705</b>	<b>104.7%</b>
<b>Equity</b>	<b>315,414</b>	<b>249,157</b>	<b>26.6%</b>
<b>Non-current liabilities, including:</b>	<b>341,119</b>	<b>51,212</b>	<b>566.1%</b>
Bank loans	303,168	-	-
<b>Current liabilities, including:</b>	<b>366,140</b>	<b>199,336</b>	<b>83.7%</b>
Bank loans	63,492	-	-
Lease liabilities	10,942	9,191	19.1%
Other financial liabilities	4,171	7,097	(41.2%)
Employee benefits	23,618	14,860	58.9%
Trade payables	32,809	15,770	108.0%
Other payables	16,765	15,999	4.8%
Current tax liabilities	5,923	5,197	14.0%
Contract liabilities	208,420	131,222	58.8%
<b>Cash flows (PLN '000)</b>	<b>2022</b>	<b>2021</b>	<b>Change</b>
Net cash flows from operating activities	239,019	218,662	9.3%
Net cash flows from investing activities	(517,650)	(21,781)	2,276.7%
Net cash flows from financing activities	203,332	(146,814)	-
<b>Total net cash flows</b>	<b>(75,299)</b>	<b>50,068</b>	<b>-</b>

- High capacity to generate cash
- Increase in bank loans as a result of drawing on funds from opened credit line (PLN 400m) for partial financing of softgarden acquisition
- Dividend paid in 3Q 2022 in the amount of PLN 136.5m, i.e. PLN 2 per share

## POLAND

- GDP growth of 4.9% y/y in 2022 (Statistics Poland flash estimate)
- Expected GDP growth of 0.4%<sup>(1)</sup> in 2023 and 2.5%<sup>(1)</sup> in 2024
- Unemployment rate of 5.2% by the end of 2022<sup>(2)</sup>, expected unemployment rate of 6.2%<sup>(5)</sup> in 2023
- Salary growth, at 13.0% in 2022<sup>(3)</sup>
- Average inflation of 14.4%<sup>(4)</sup> in 2022 and expected average price growth between 11.7% and 15.3%<sup>(5)</sup> in 2023
- Anticipated interest rate level, with 50% probability, between 6.38%<sup>(5)</sup> – 7.06%<sup>(5)</sup> (currently 6.75%)

## UKRAINE

- GDP declined of 30% y/y in 2022 (Ministry of Economy)
- Projected real GDP is expected to grow by 0.3% y/y in 2023, while decline at 19% y/y is expected in Q1 2023 (National Bank of Ukraine)

## GERMANY

- GDP growth in 2022 increased by 1.9% y/y (Destatis)
- Expected FY2023 GDP growth of 0.2% y/y (European Commission estimates)
- Average annual inflation of 7.9% in 2022 and 6.0% in 2023 (Ministry of Economy)
- Unemployment seen at 5.4% in 2023 compared to an average of 5.3% in 2022 (Ministry of Economy)

(1) European Commission, Winter Forecast for Poland

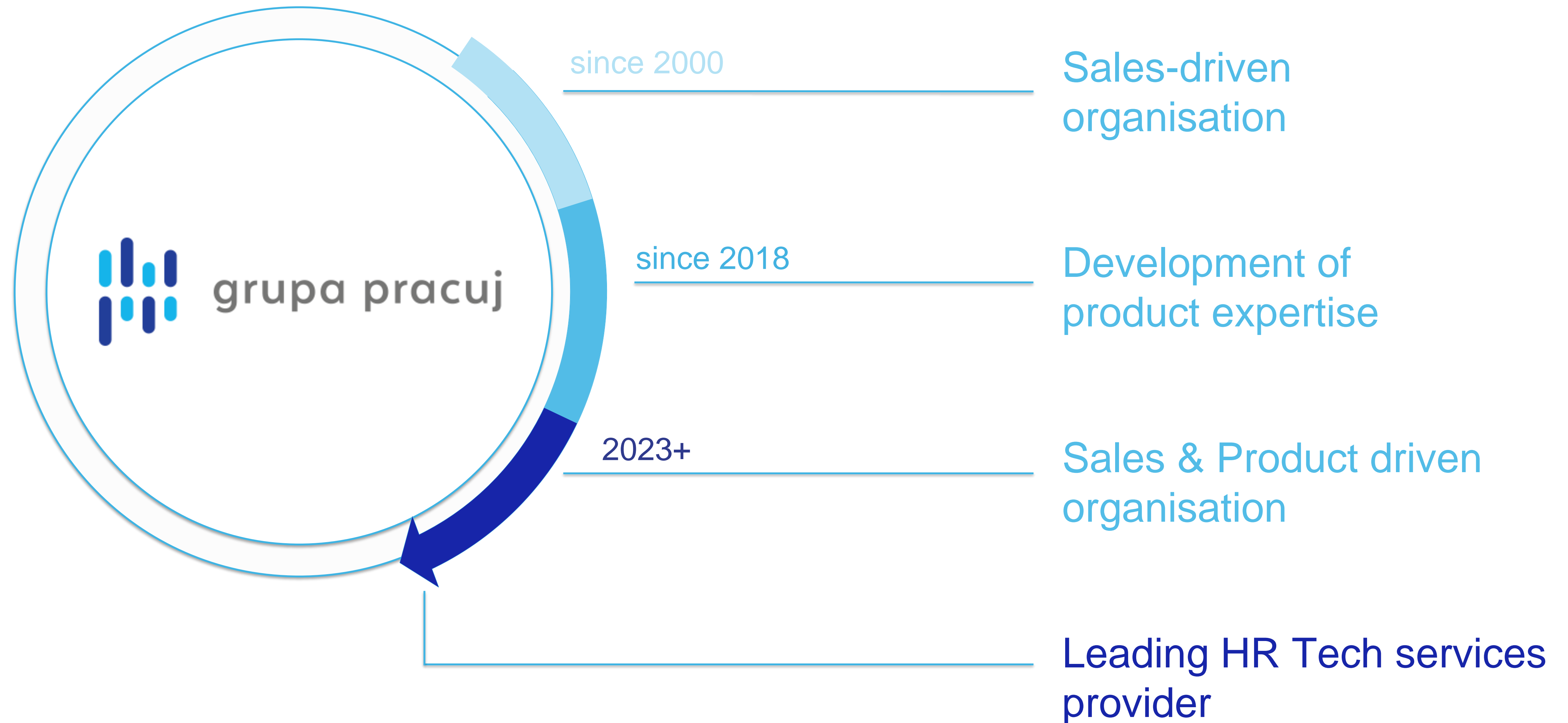
(2) Statistics Poland, data as of January 2023

(3) Statistics Poland, data as of January 2023

(4) Statistics Poland, data as of January 2023

(5) NBP, macroeconomic survey, January 2023

# Grupa Pracuj: Leading HR Tech platform in Europe





# Key product and technological advantages of Grupa Pracuj



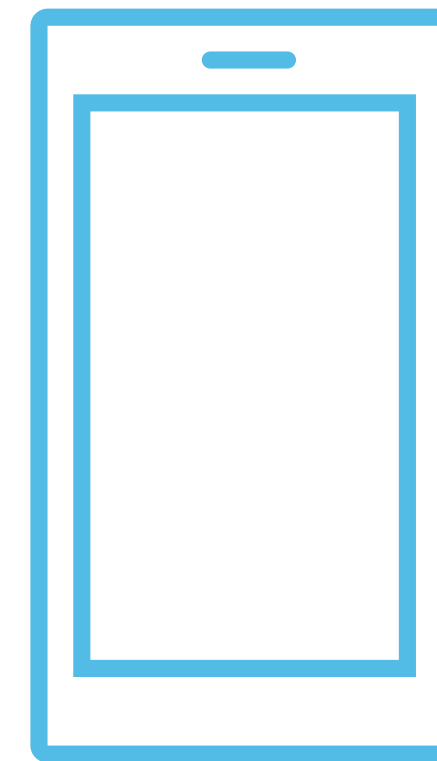
pre-Internet

Offline:  
newspaper market



past

Classic JobBoard  
based on CV



now

Customization  
Pracuj.pl 3.0:  
Personalized,  
Easy & Multi Apply,  
AI, eC Elastic Pricing



future

Comprehensive  
HR Ecosystem:  
AI driven, Segments,  
Monetization focused,  
group synergies

Sales-driven organisation

Product-driven organisation

# Selected operating results in 2022

