

## Leading European HR technology platform

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.

On the group's platforms, in which Poland's largest recruitment platform, Pracuj.pl, remains key, an average of over 75,000 job offerings are posted each month.

As of the end of June 2023, nearly 1,900 companies used the eRecruiter system, the most frequently used tool in Poland supporting the conduct of recruitment procedures. Another over 1,500 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 in the first half of 2023

**75,600**

job offers available on average on Pracuj.pl <sup>(1)</sup>

**3.3 million**

CVs sent via Pracuj.pl every month <sup>(1)</sup>

**58,800**

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

**41,000**

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

**1,880+**

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

**1,540+**

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

(1) on average in the first half of 2023 (excluding job center announcements)

(2) as of 30 June 2023



# 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 75,600, while over 58,800 employers use the paid services of the platform (as of the end of June 2023), including the biggest Polish and international companies.

Since 2021, Pracuj.pl has been supported by **the:protocol**, a recruitment service devoted to IT specialists.

**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 half of 2023 was about 58,900, while about 41,000 companies actively used the platform, including the largest Ukrainian enterprises and major international brands.

**eRecruiter** is the leading Polish recruitment platform offered in an SaaS model. It is regularly used by over 1,880 companies from dozens of industries (as of the end of June 2023). 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. eRecruiter supports process optimisation and improves process efficiency by automating activities and integrating with multiple HR tools, making it the center of an efficient and automated HR ecosystem within an organization.

**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 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 multiposting—automated publication of job offers on multiple platforms. Over 1,500 employers use softgarden's services (as of the end of June 2023).

The logo for Pracuj.pl, featuring the text "pracuj.pl" in white lowercase letters on a dark blue rounded rectangular background.The logo for Robota.ua, consisting of a red circle with a white lowercase "r" inside, followed by the text "robota.ua" in black lowercase letters.The logo for eRecruiter, featuring two colored circles (one light blue, one dark blue) followed by the text "eRecruiter" in black lowercase letters.The logo for softgarden, featuring a colorful, abstract graphic of overlapping lines in green, yellow, and red, followed by the text "(softgarden)" in a black, handwritten-style font.

**Worksmile** is a modern platform which 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 logo for the:protocol, featuring the text "the:protocol" in a light blue, lowercase, sans-serif font.The logo for worksmile, featuring the text "worksmile" in a dark blue, lowercase, sans-serif font, with a yellow smile-like shape under the "e".

# Proven and profitable

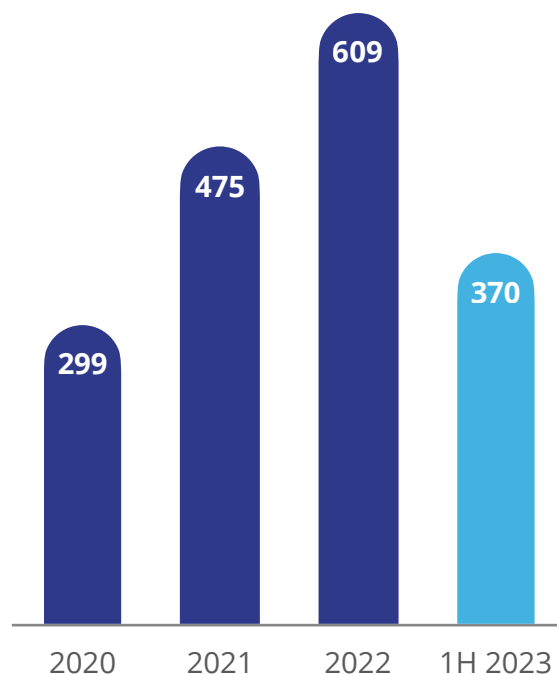
## business model

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.

In the first half of 2023, Grupa Pracuj's revenues from contracts with customers reached PLN 370 million, 32% higher than in the same period of 2022 (PLN 280 million). The Group's adjusted EBITDA<sup>(1)</sup> amounted to PLN 173 million (+8% y/y) and the consolidated net profit was almost PLN 110 million (+7% y/y).

Grupa Pracuj's strong double-digit revenue growth in the first half of the year was primarily driven by the consolidation of softgarden (from the third quarter of 2022), revenue growth in the Ukraine segment, and a steady increase in the number of SaaS customers in Poland and Germany.

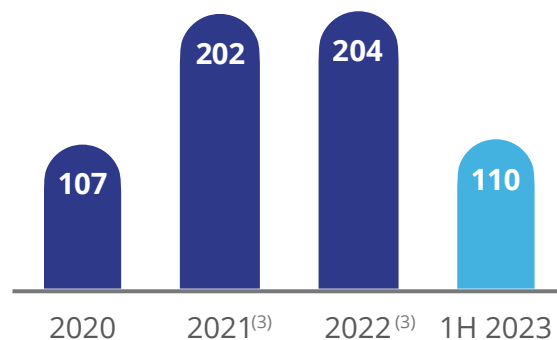
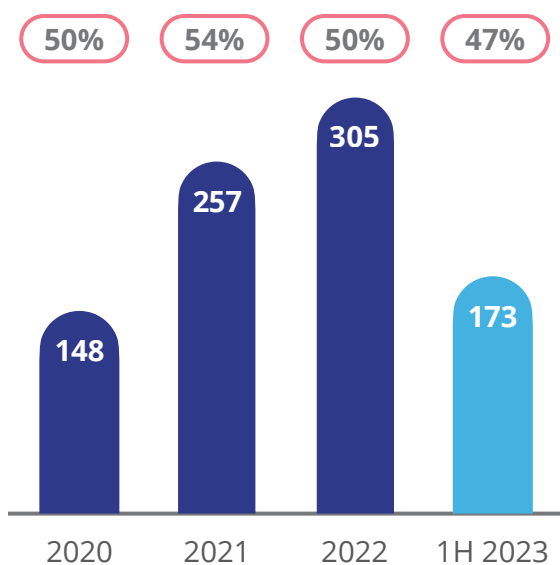
### Revenue from contracts with customers (PLN million)



### Adjusted EBITDA



### Net profit (PLN million)



(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.

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

# Growth directions of **Grupa Pracuj**

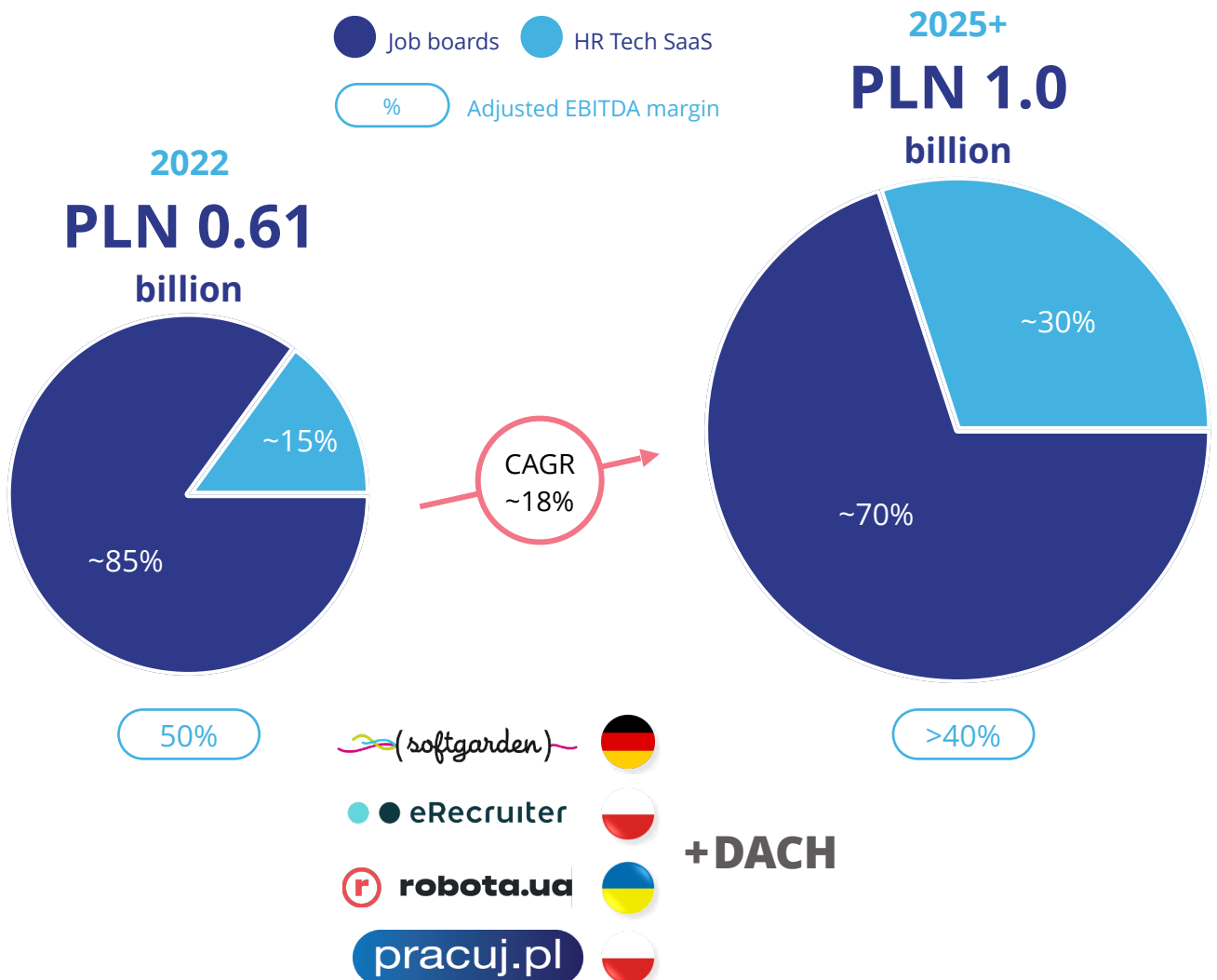
Grupa Pracuj as a leading HR technology platform in Europe:

- ↑ leader in online recruitment – job boards in Poland and Ukraine
- ↑ the largest TAS (Talent Acquisition Suite) in the DACH region

Grupa Pracuj aims to diversify its revenues and systematically increase the Group's competitive advantage in its current markets, not excluding geographical expansion. The Group's growth will be achieved through

- ↑ organic growth of the Group's core activities
- ↑ opportunistic acquisitions in the HR technology sector

## Projected growth and structure of revenues





# Management Board of Grupa Pracuj



**Przemysław Gacek**  
CEO



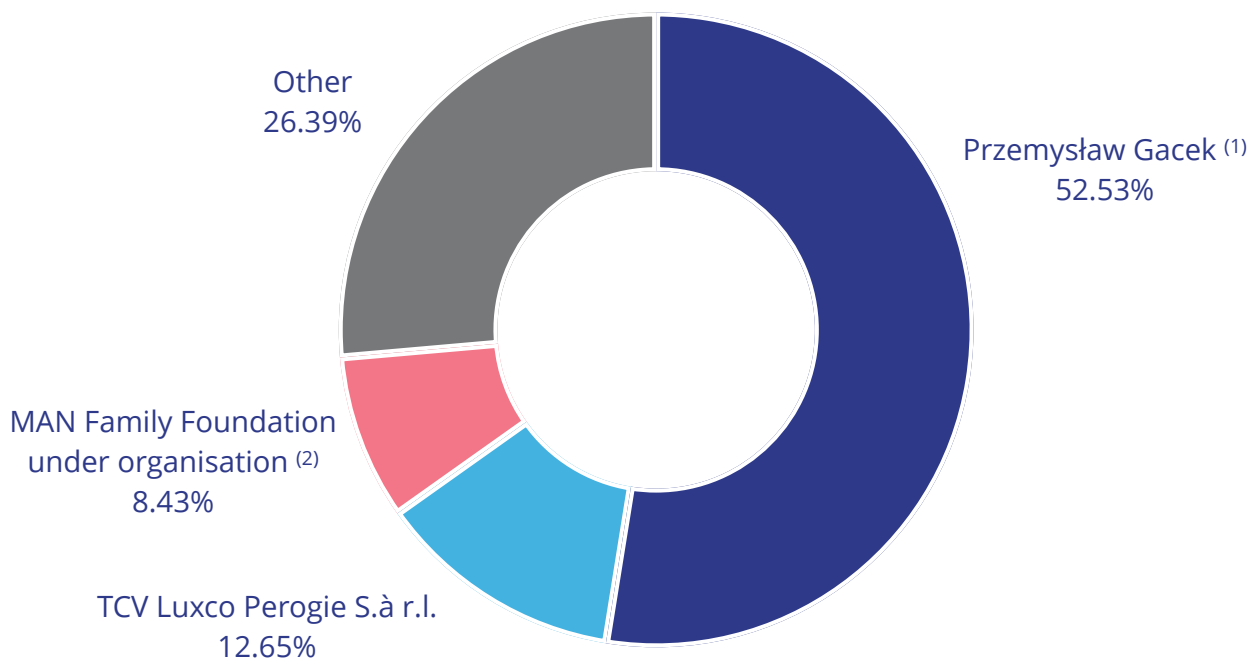
**Rafał Nachyna**  
Management Board  
Member



**Gracjan Fiedorowicz**  
Management Board  
Member

# Shareholder structure of Grupa Pracuj

(as of 30 June 2023)



(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

(2) entity controlled by Maciej Noga