



pracuj.pl



eRecruiter



robota.ua



14 June 2022



The Leading HR Technology Platform in Central and Eastern Europe

Grupa Pracuj is completing its portfolio of products and services



**Grupa Pracuj on its path to become a leading player
in the HR technology market in Central and Eastern Europe,
and to reach new markets in the future**



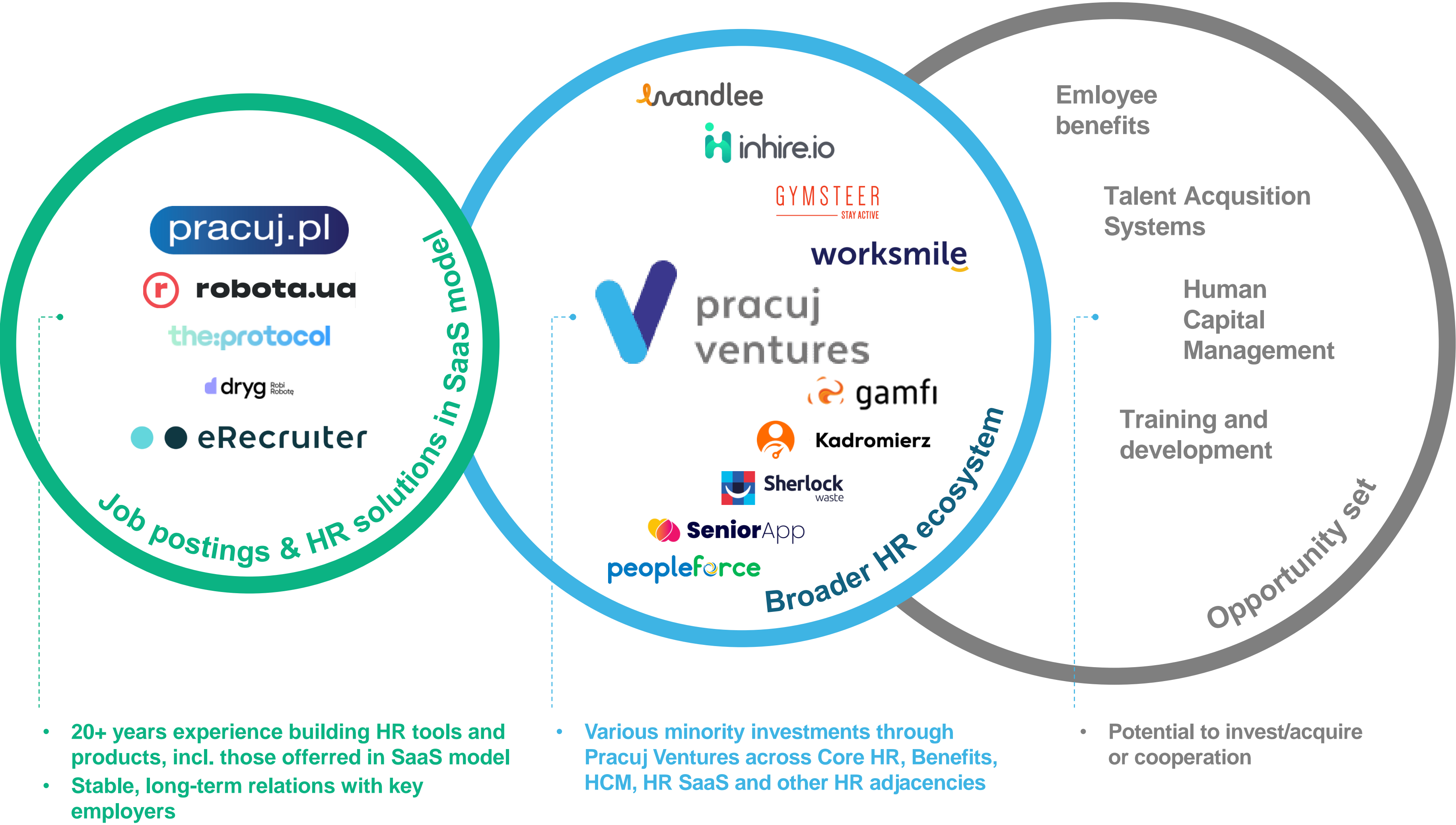
The leading technology platform

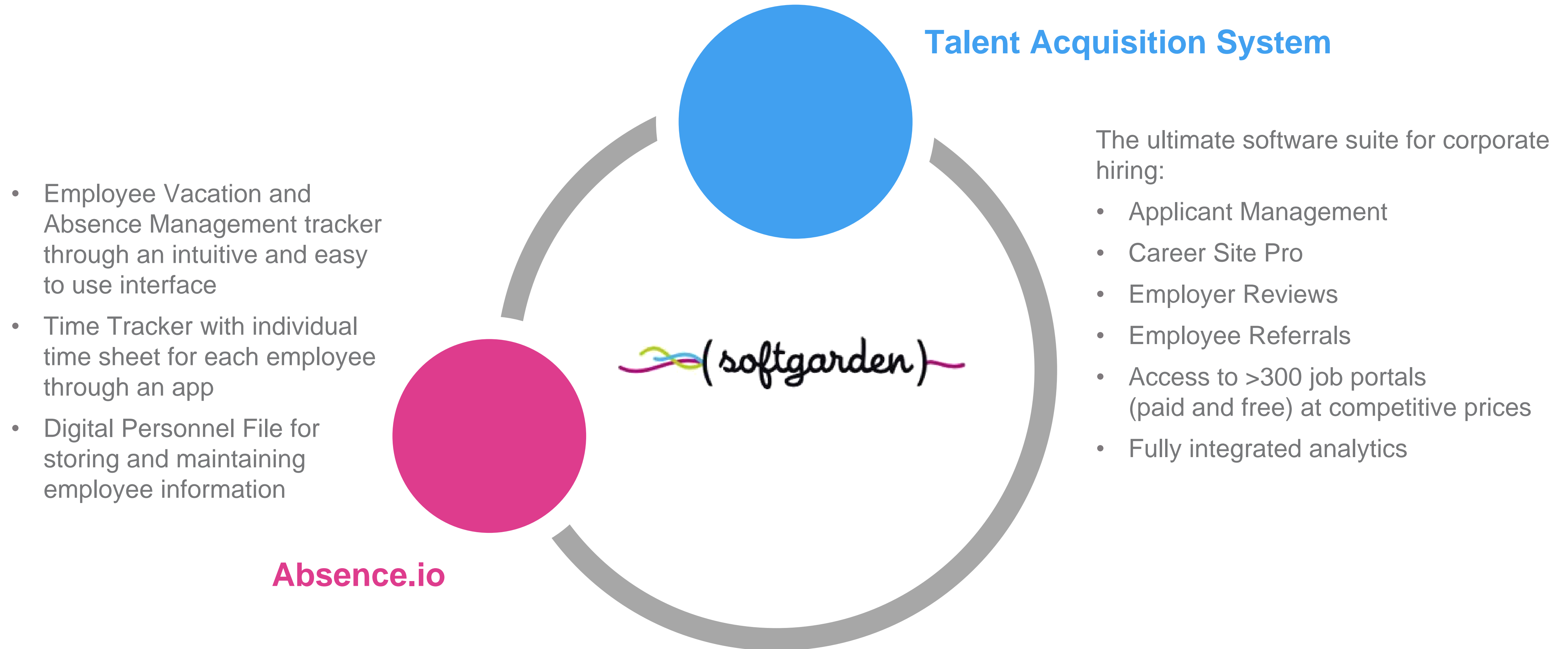
- Strong position in attractive HR Tech market
- More than 12 years of experience in development of eRecruiter – pure SaaS product
- HR innovator leveraging network effects
- Platform for future growth
- Exceptional financial profile, experienced founder-led Management

A leading recruiting TAS software

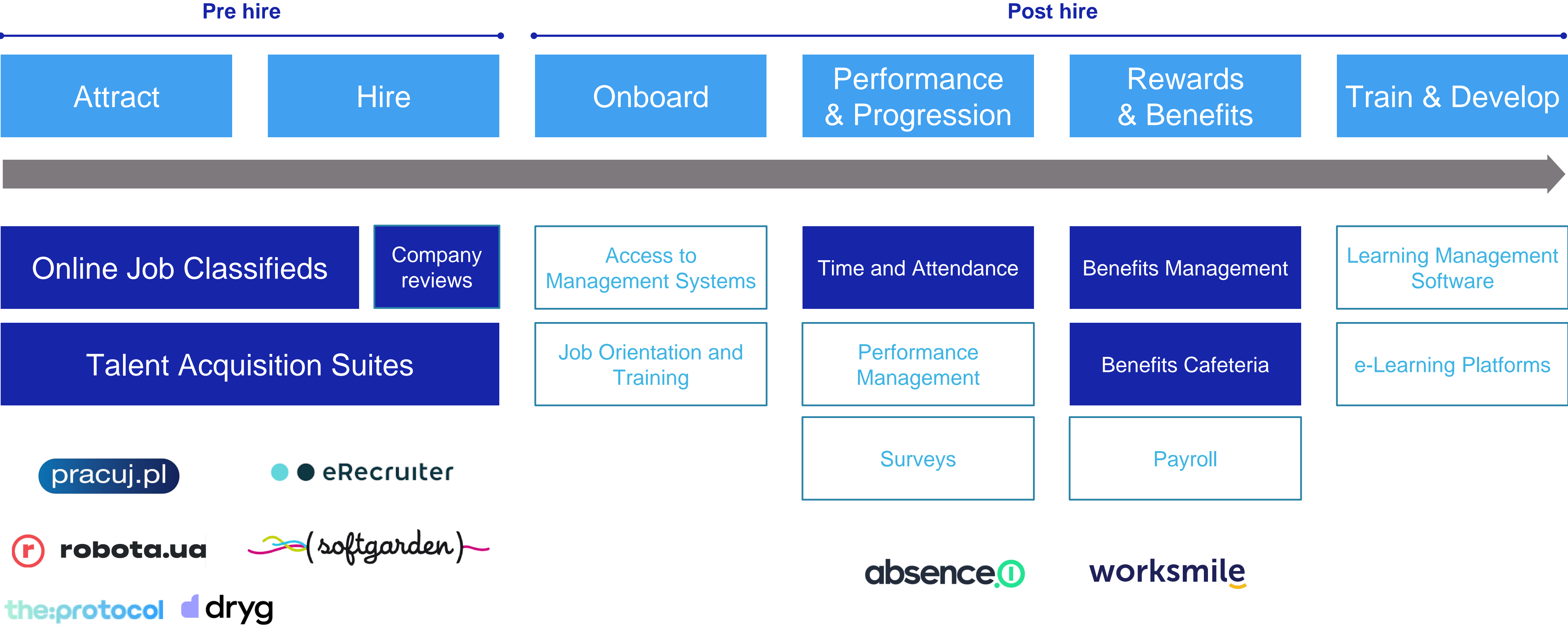
- Full core TAS value chain and additional products beyond ATS to complete Talent Acquisition System
- German focused with presence across Europe
- Strong historical growth
- Healthy, scalable business model
- Motivated and deeply involved Management

Grupa Pracuj's development until now

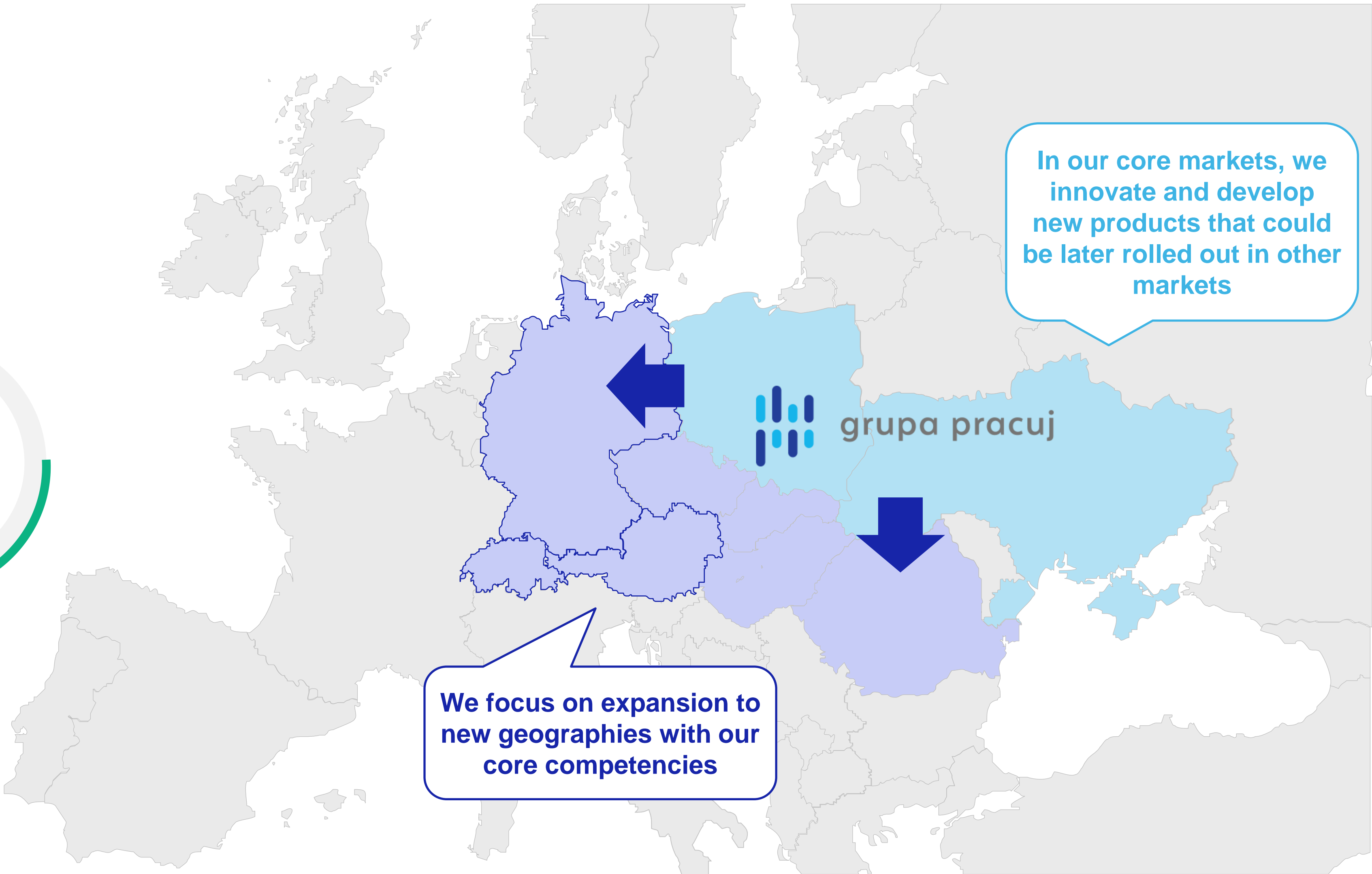




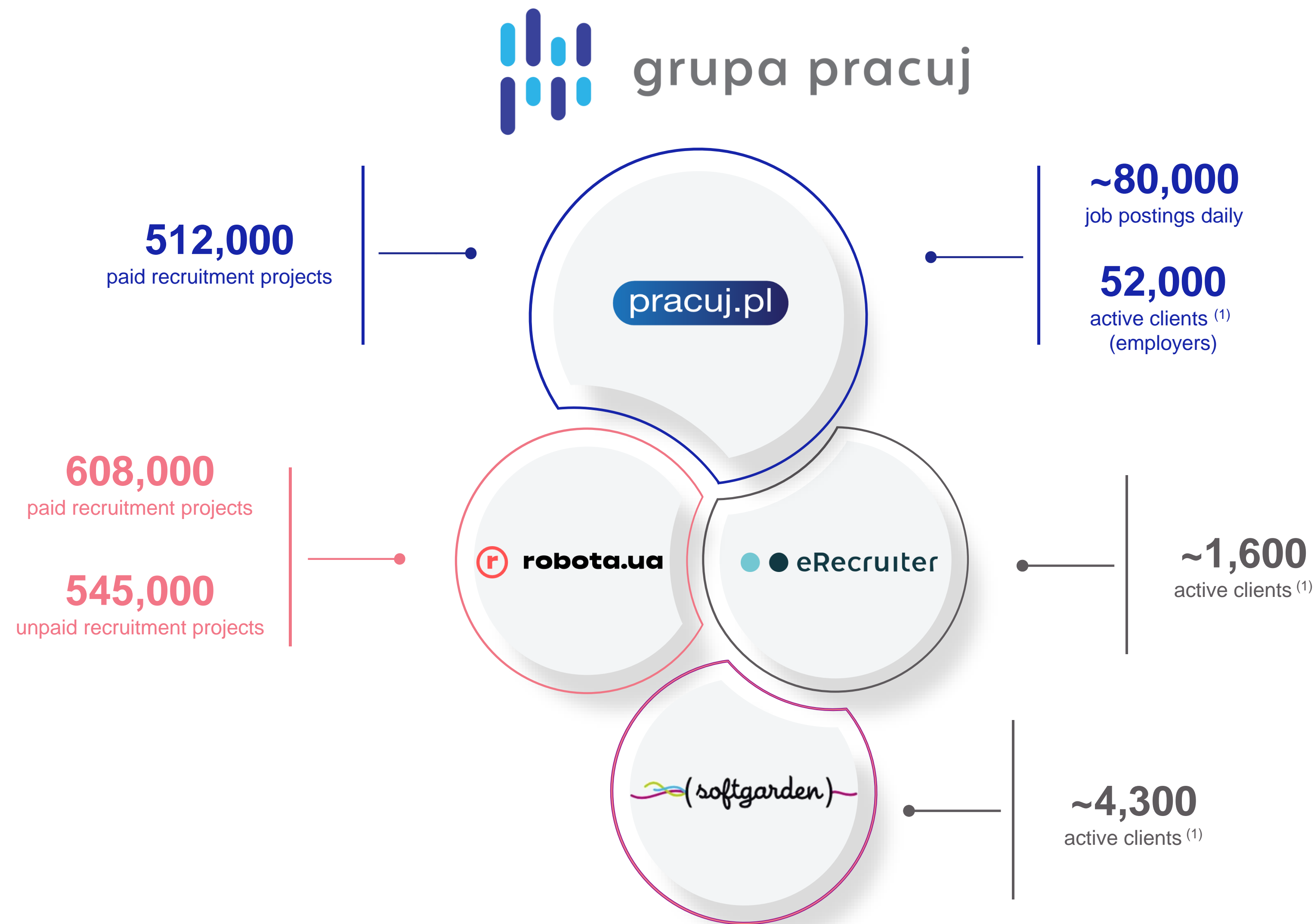
HR Technology Value Chain



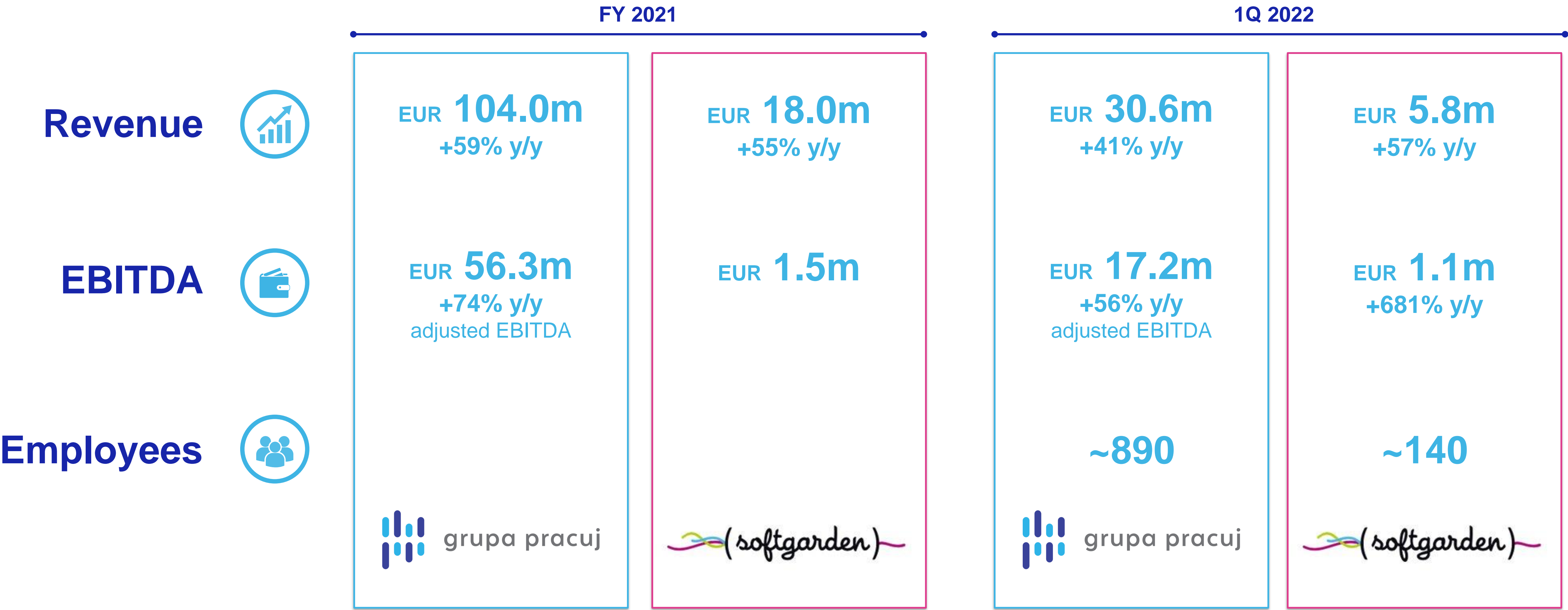
International Expansion



Grupa Pracuj & softgarden in numbers



Financial performance of Grupa Pracuj & softgarden



The German TAS market is large with clear future growth drivers

Market size

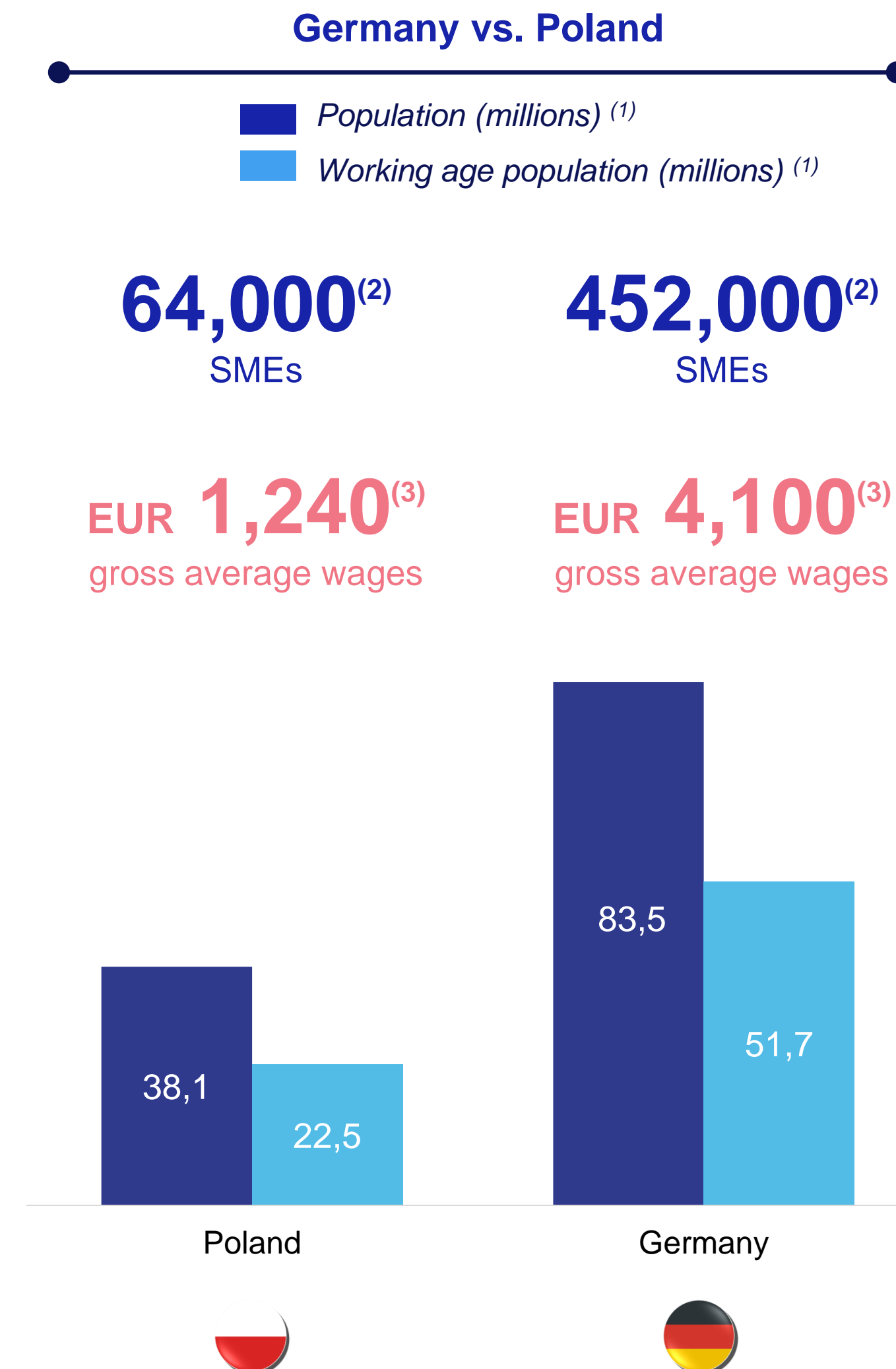
- The German TAS market is large and fast growing, supported by long-term trends in improving propositions and SME adoption, Germany's strong economy (6 times larger than Poland's in terms of GDP) and
- low unemployment rate translate into a growing demand for employees, resulting in a strong focus on the candidate acquisition process and usage of supporting tools

Competitive landscape

- The German market is highly competitive and fragmented
- The most important is to cover the market with one of the TAS leaders, which tend to offer end-to-end TAS solutions

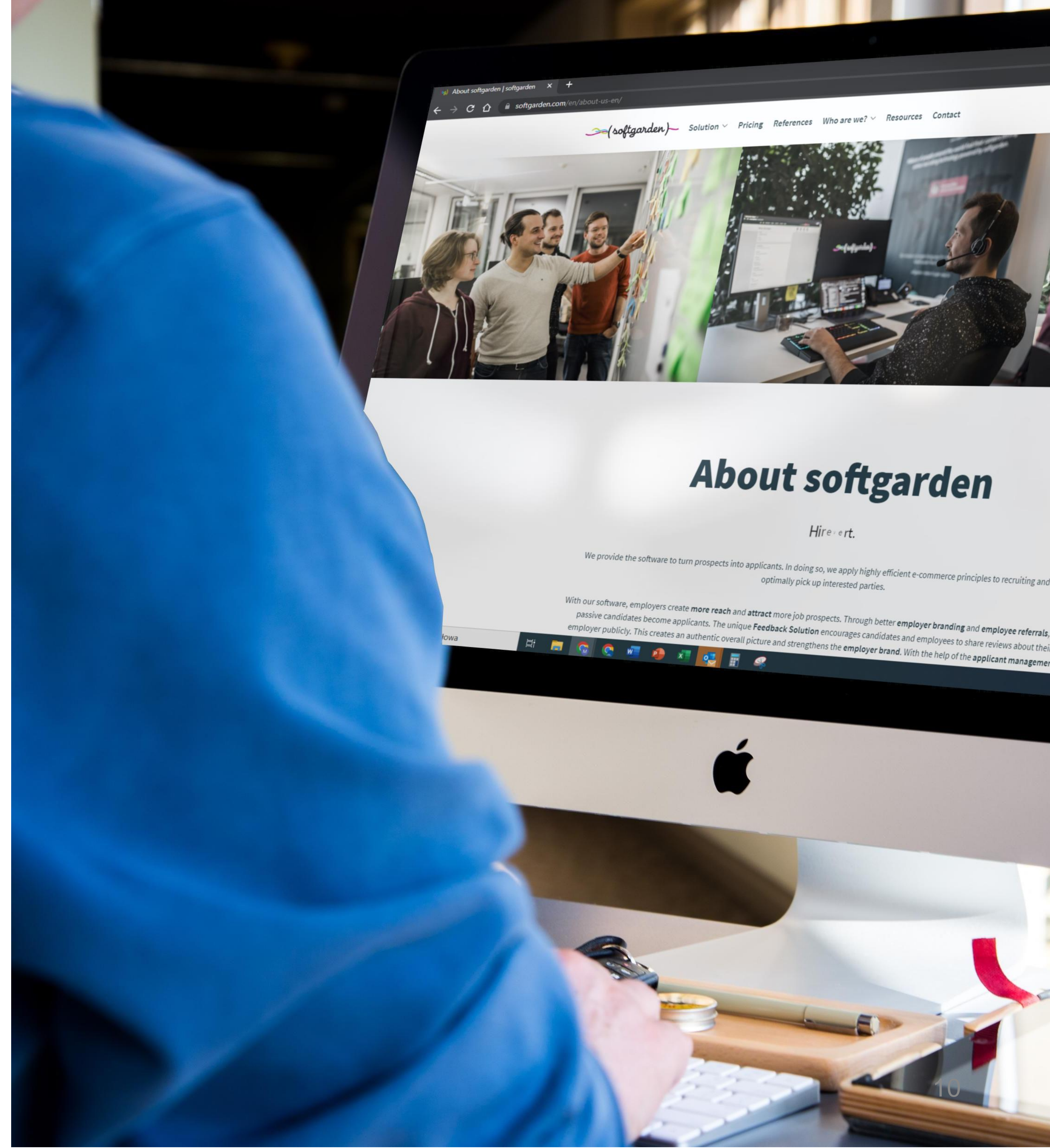
Growth possibilities

- TAS in Germany is a highly strategic direction, especially amongst SMEs, and this is where future growth is likely to come from



Grupa Pracuj ready to seize the moment and accelerate its growth

- Buying a market leader is key to expanding internationally
- By investing in softgarden, Grupa Pracuj enters top league in HR Tech in Germany
- Performance of recruitment SaaS businesses have proven cycle resilient
- Aiming at investments which in the short and medium term will grow twice as fast as our core classified businesses
- Current market environment has created a window opportunities for M&A

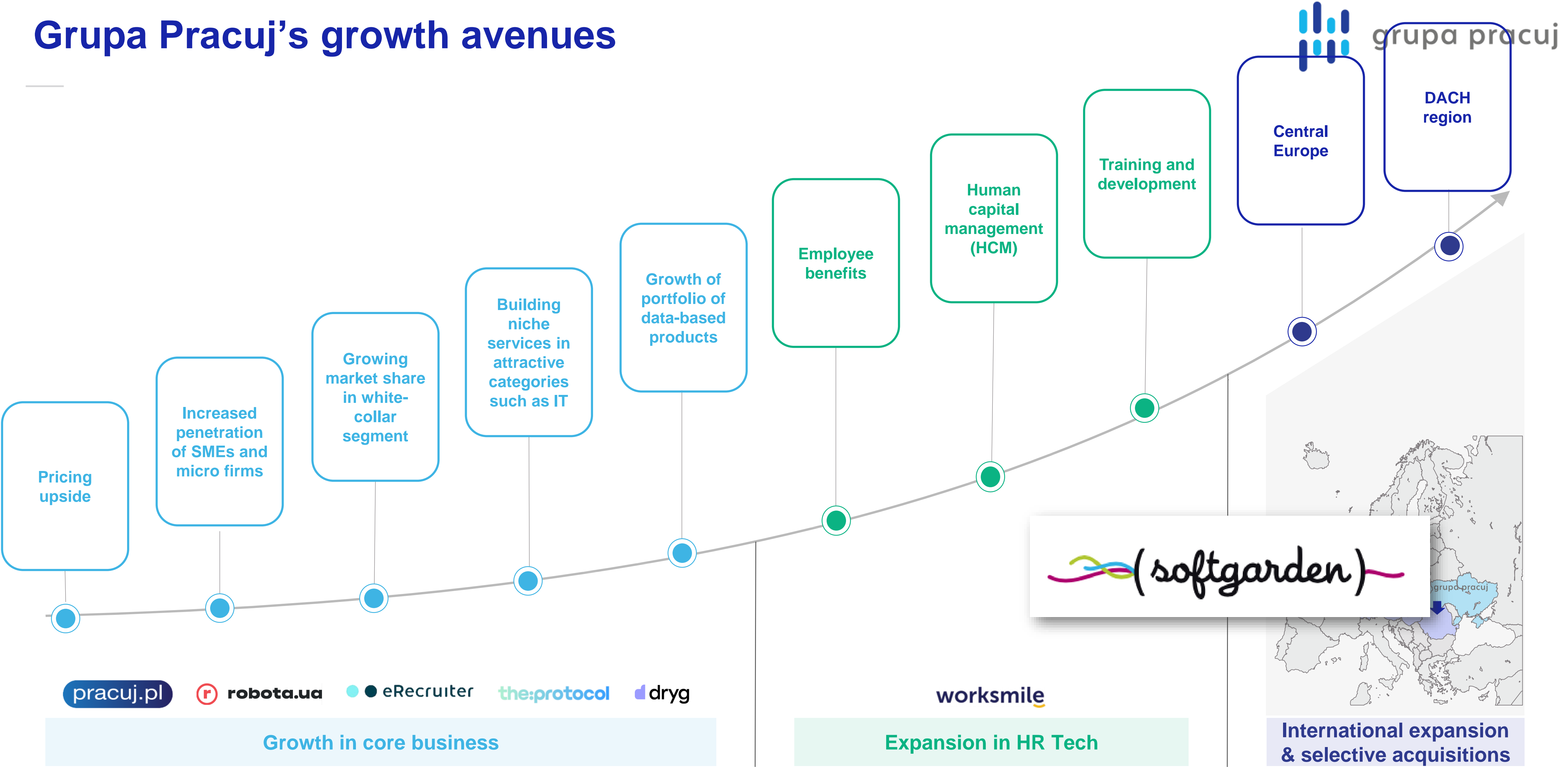


Strategic directions

- Be the first-choice destination within white collars and across selected segments in Poland
- Acquire, integrate and grow HR tech solutions with a focus on SaaS
- Become the first-choice destination for candidates and employers in Ukraine
- Strengthen leading position in the German TAS market
- Shape company culture to achieve our goals and engage people
- Increase efficiency in Grupa Pracuj



Grupa Pracuj's growth avenues



Strong Outlook for 2022

Total revenue

- Faster revenue growth in Germany than expected in Poland
- Strong and stable growth of softgarden
- Total impact of armed conflict in Ukraine difficult to estimate
- Once consolidated, softgarden EUR revenue shall represent more than 15% of the Group's total revenue

EBITDA

- Expected positive impact of revenue growth on EBITDA

EBITDA margin

- Slightly negative impact on EBITDA margin level in short term

One-offs

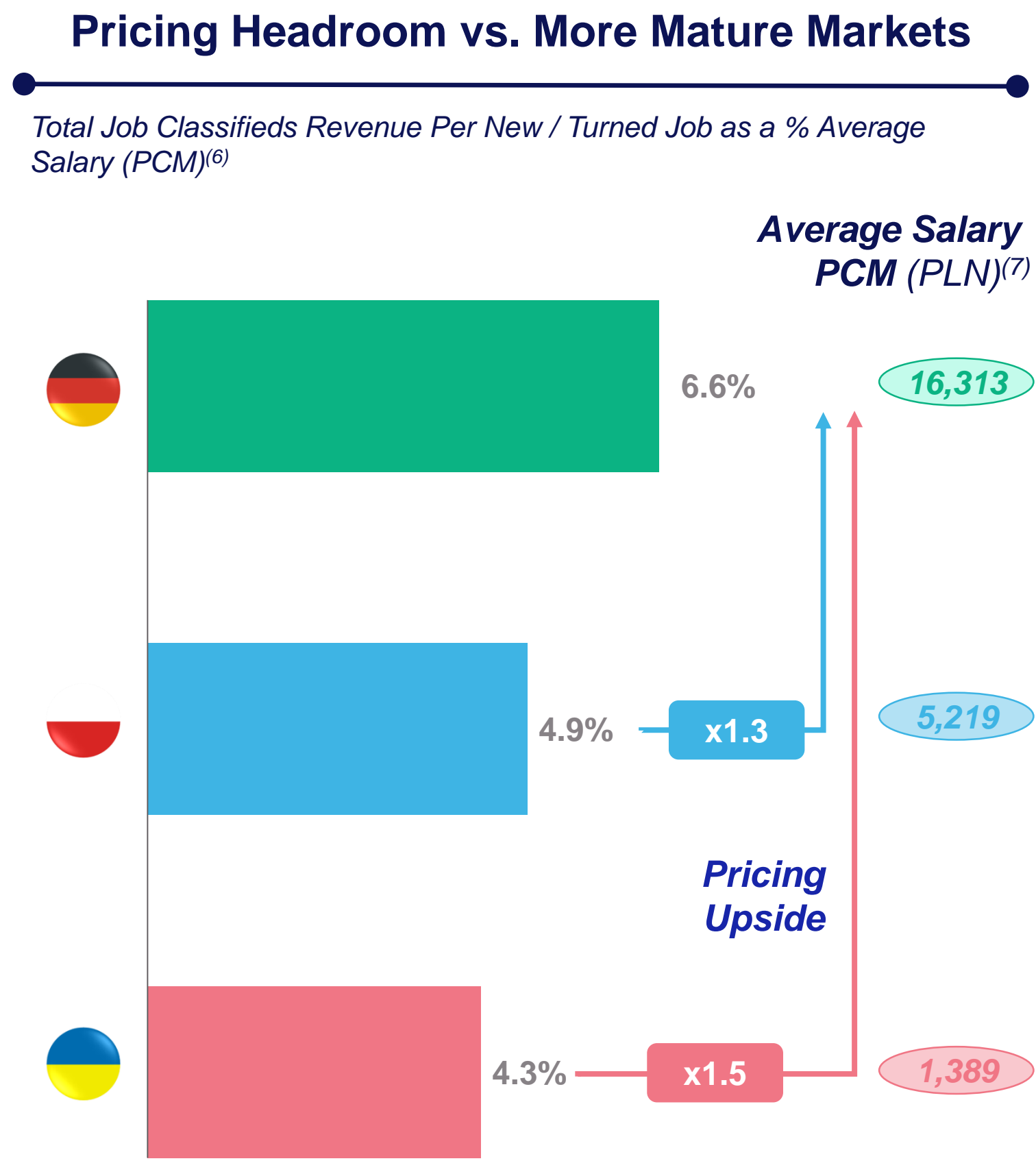
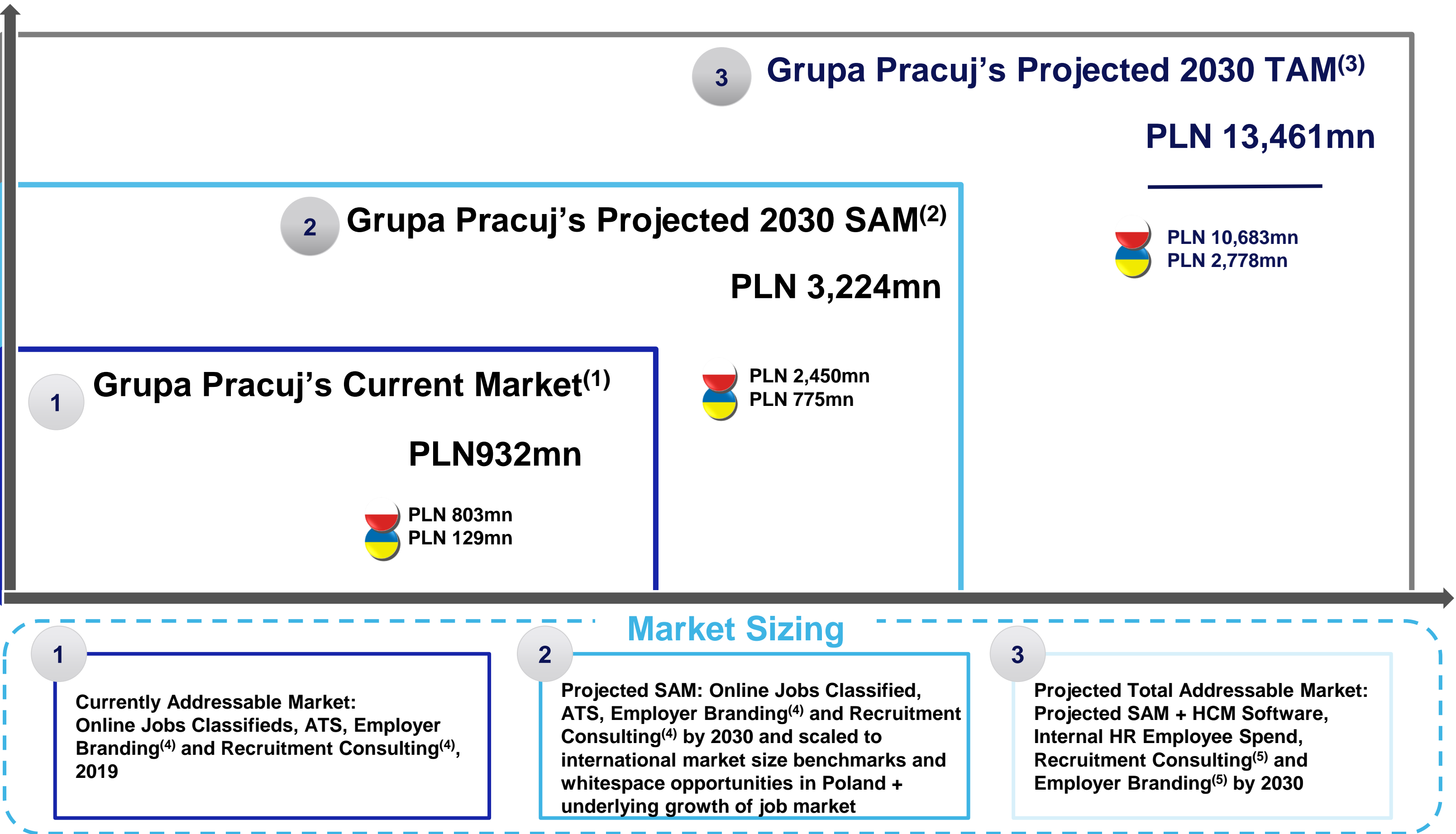
- Expected one-off transaction costs that will impact results on EBITDA level in 2Q 2022

Q&A

We invite your questions

Appendices

Grupa Pracuj benefits from a large and expanding TAM



Source: OC&C: Project Interstellar Market Report August 2021. Note: FX as of 31-Dec-20: €1 = PLN4.6. Total jobs classifieds market size is denoted as Underlying Job Market Structure (A) * Penetration of usage of Online Job Classifieds (B) * Propensity to spend on Online Job Classifieds (C). A = Size of the working age population * % employed or actively seeking employment * share of employed in the active labour population * estimated percentage of annual vacancies. B= Estimated # of paid listings per new/turned job. C = Increase in average employee salary * spend per paid listing as percentage of salary. (1) Current market spend on segments addressable today by Grupa Pracuj, with current pricing and current product penetration. Underlying market data as of 2019. (2) The Projected 2030 SAM is the spend on segments addressable today by Grupa Pracuj, where the market is scaled for the total underlying wage pool for vacancies to 2030 and also scaled by international benchmarks for market size as a proportion of the wage pool for vacancies (Germany for Poland and for Ukraine) and for headroom by segment based on observable rates of monetisation / penetration and white spaces. (3) The Projected 2030 TAM is the spend on segments addressable today and potentially in the future by Grupa Pracuj, scaled in the same way as the SAM to 2030; in addition to the SAM, the TAM to 2030 for a) Poland includes HCM Software Spend and Internal HR Employee Spend and for b) Ukraine includes, in addition to HCM Software Spend and Internal HR Employee Spend, Recruitment Consulting and Employer Branding. (4) Poland only. (5) In Ukraine. (6) As per OC&C analysis. (7) 2019 reference year.

Selected financial data concerning Ukraine operations

Selected financial results in 2021 (PLN '000)	Poland segment	Ukraine segment	Elimination between segments	Total
Sales to external customers	131,511	10,585	-	142,096
Other operating revenue	294	94	-	388
Sales between segments	11	52	(64)	-
Total segment revenue	131,817	10,731	(64)	142,484
Amortization	(2,315)	(774)		(3,089)
Operating costs other than amortization	(60,246)	(10,506)	64	(70,688)
Operating profit	69,255	(549)	-	68,706

Assets (PLN '000)	Robota International TOV assets as of 31 March 2022	Group assets as of 31 March 2022
Intangibles	30	6,848
Tangible fixed assets	2,777	9,851
Right-of-use assets	6,714	19,565
Deferred income tax asset	5,365	36,195
Trade receivables	3,436	67,924
Other non-financial assets	4,602	11,714
Cash and cash equivalents	16,600	241,381

Obligations (PLN '000)	Group obligations involving operations in Ukraine	Group obligations
Leasing obligations	4,839	15,664
Short-term leasing obligations	2,743	9,446
Obligations to employees	2,380	17,367
Trade obligations	291	14,951
Other non-financial obligations	392	12,246
Contractual obligations	29,588	162,485

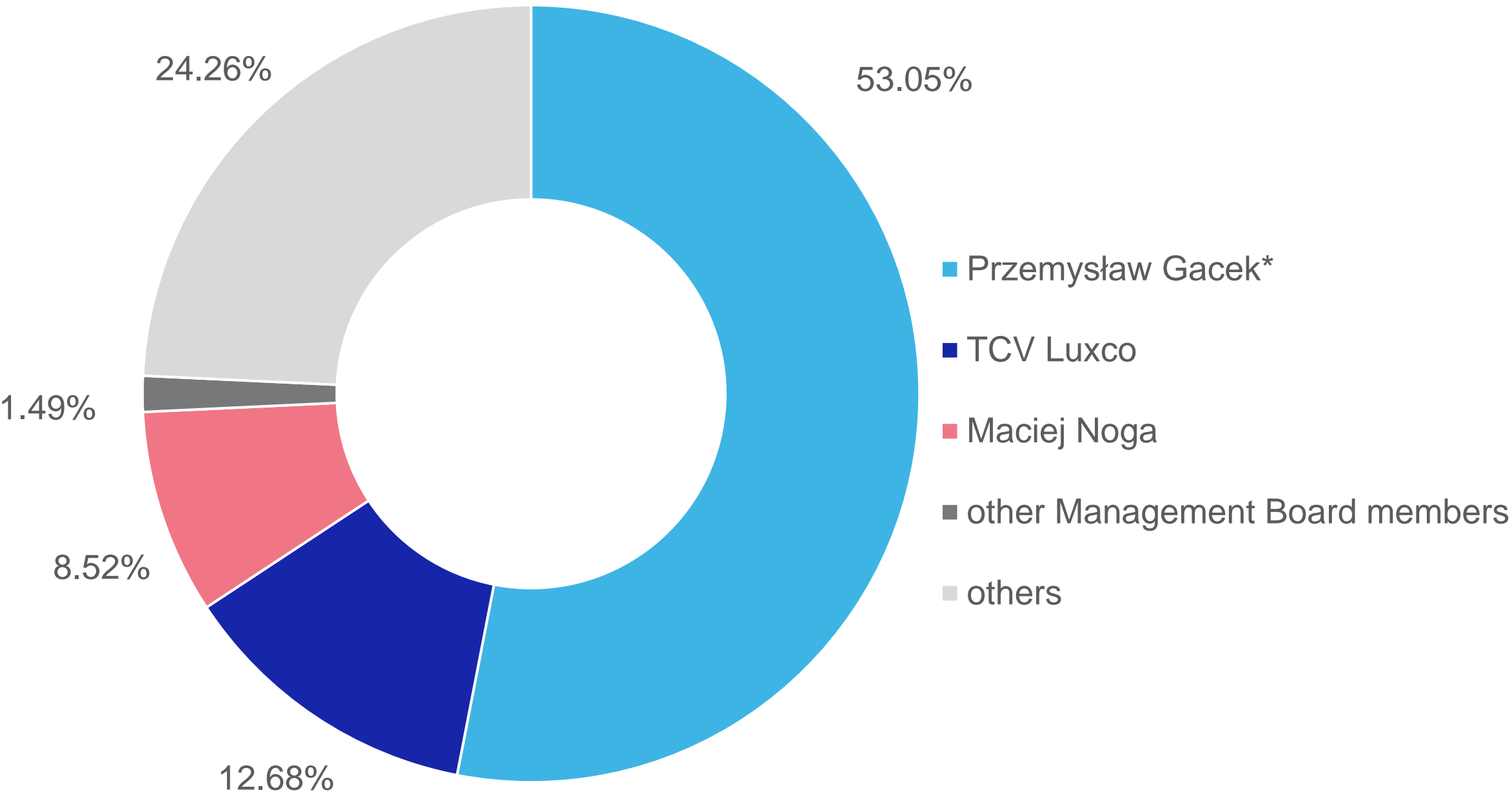
The group's assets indicate investments valued by the ownership rights method which conduct operating activity in Ukraine, and their value as of 31 March 2022 was PLN 20,662 thousand.

The Group also has a put option liability to non-controlling shareholders of Robota International TOV. This liability as of 31 March 2022 amounted to PLN 13,481 thousand.

Management board and shareholders of Grupa Pracuj



Shareholder structure
(as of 31 March 2022)



* Directly and indirectly via Frascati Investments sp. z o.o., which is controlled by Przemysław Gacek, and also reflecting shares held by persons deemed to be in an agreement 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.

Our mission and values



We support organizations in recruitment, retention and development of their staff

We help people find the best job for them to maximize their full potential

To achieve this, we use the most efficient and modern technologies



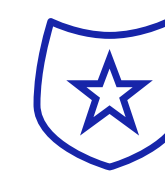
**Customer
in focus**



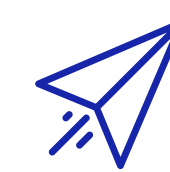
**Respect
for diversity**



**Responsibility
for my work and
company's goals**



**Courage
to act and learn from
mistakes**



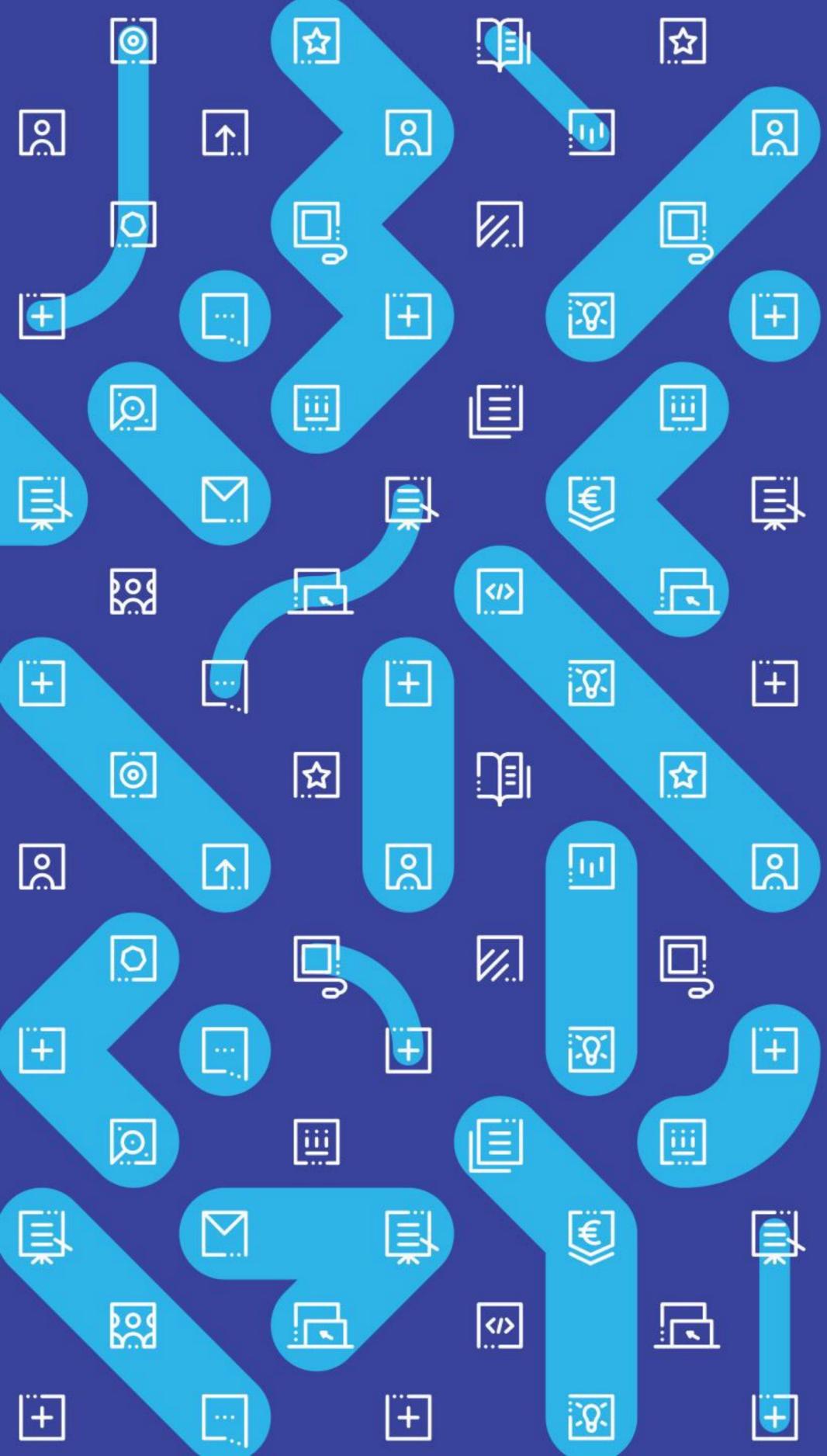
**Joy
at work 😊**

Grupa Pracuj

history of growth

Successfully buiding HR Tech ecosystem

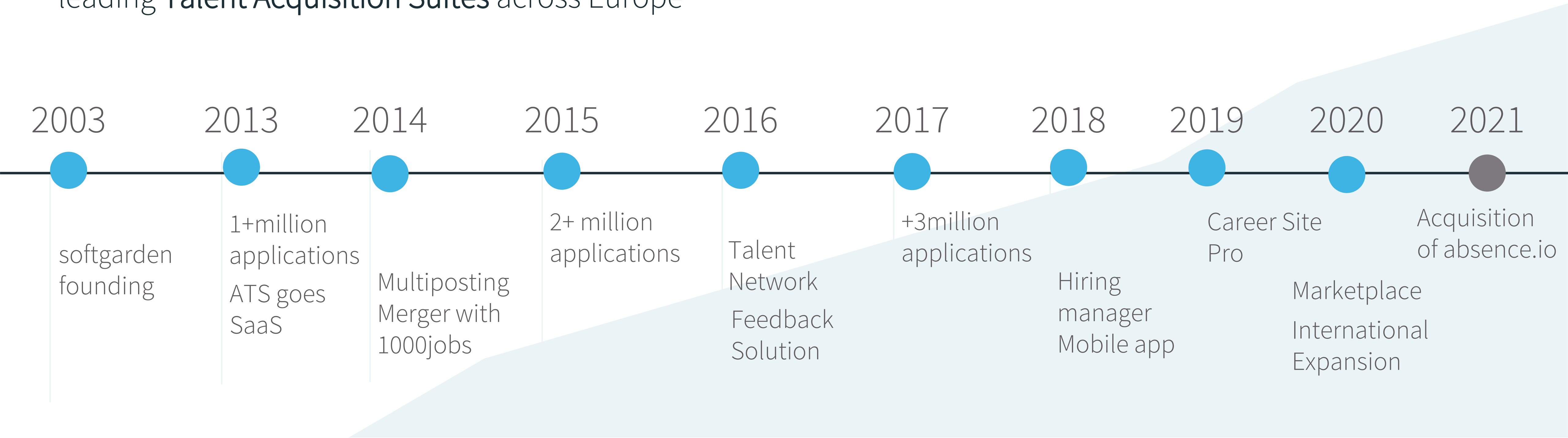




softgarden
history of growth

softgarden - focused on TAS

How softgarden has become one of the leading Talent Acquisition Suites across Europe



Thank you