



Digital recruitment leader 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 owns: Pracuj.pl – the largest Polish job board, Robota.ua – a leading Ukrainian job board, and eRecruiter – a leading Polish SaaS recruitment platform supporting recruitment processes. In 2021 **the platforms owned by Grupa Pracuj were visited by an average of 8.3 million users per month, including 4.4 million in Poland and 3.9 million in Ukraine.** There were an average of about 182,000 job postings accessible every day on the platforms. The eRecruiter recruitment support platform was used by nearly 1,600 companies. Grupa Pracuj brands form an advanced digital ecosystem for the HR sector.

Grupa Pracuj has been operating for over 20 years in Poland and for 15 years in Ukraine. It employs over 800 people, including over 200 skilled specialists involved in development of products and technology. Last year, over 52,000 employers in Poland and about 66,000 employers in Ukraine actively used Grupa Pracuj services.

In 2021, **Grupa Pracuj generated revenue from contracts with customers of PLN 475m—59% higher** than in 2020 (PLN 299m). The group earned a net profit of PLN 256m, as compared to PLN 107m in 2020.

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 as the platform of first choice for job candidates and employers.

Grupa Pracuj in numbers



182,000

job offers available for users every day on platforms of Grupa Pracuj⁽²⁾

~1,600

companies using the eRecruiter system

52,000

active customers (employers) of Pracuj.pl⁽²⁾

66,000

active customers (employers) of Robota.ua⁽²⁾

2.7 million CVs

sent via Pracuj.pl every month⁽¹⁾

PLN 475m

revenue from contracts with customers in 2021

PLN 256m

net profit in 2021

(1) figures for 2021
(2) as of the end of December 2021

Key brands of Grupa Pracuj

Pracuj.pl is the largest Polish online job board, with a 64% market share in 2020 in terms of revenue (according to OC&C). It has a leading position on the market of job offers for specialists and managers (the *white-collar* segment), with a strong position on the market of offers for physical labourers (*blue-collar* segment). The average number of job postings available for users daily on the platform is about 80,000, while over 52,000 employers use the paid services of the platform (as of the end of December 2021), including the biggest Polish and international companies. In 2021 Pracuj.pl was visited by over 4.4 million users every month (according to Gemius/PBI).

The logo for Pracuj.pl, featuring the text "pracuj.pl" in white lowercase letters inside a dark blue rounded rectangle.

Robota.ua is a leading online job board on the Ukrainian market, with a universal profile, publishing postings for both popular and specialized professions, with a 37% market share in 2020 in terms of revenue (according to OC&C). It has been owned by Grupa Pracuj since 2006. The average number of postings accessible daily on the platform in 2021 was about 102,000 (quarterly average as of the end of December 2021), while over 66,000 companies actively used the platform, including the largest Ukrainian enterprises and major international brands. In 2021 an average of 3.9 million users visited the platform every month.

The logo for Robota.ua, featuring a red circle with a white lowercase "r" inside, followed by the text "robota.ua" in bold black lowercase letters.

eRecruiter is the leading Polish recruitment platform offered in an SaaS (software as a service) model. It is regularly used by nearly 1,600 companies from dozens of industries. 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.

The logo for eRecruiter, featuring two solid circles (one light blue, one dark blue) followed by the text "eRecruiter" in a dark blue sans-serif font.

Since 2021, the aforementioned main brands have been supported by two new 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 logo for the:protocol, featuring the text "the:protocol" in a light blue sans-serif font.The logo for worksmile, featuring the text "worksmile" in a dark blue sans-serif font with a yellow smiley face under the "e".The logo for dryg, featuring a dark blue square icon followed by the text "dryg" in a dark blue sans-serif font, with "Robi Robote" in a smaller font below it.

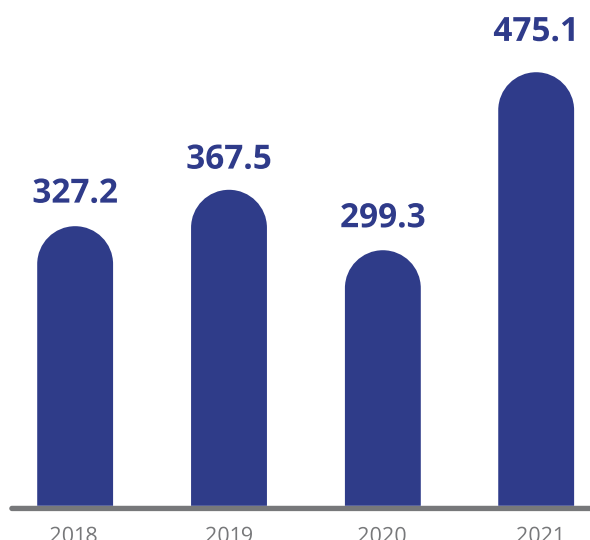
Proven and profitable business model

Most of Grupa Pracuj's revenue derives from employers and recruitment agencies placing job offers on internet platforms belonging to the group and ordering additional services related to those postings. Grupa Pracuj generates also revenue from the eRecruiter platform, offered in the SaaS subscription model.

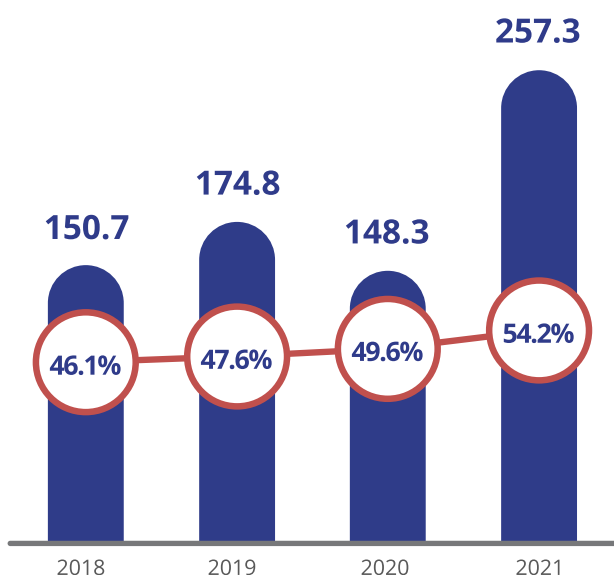
In 2021, Grupa Pracuj generated revenue from contracts with clients of PLN 475m, 59% greater than in 2020. It earned a net profit of PLN 256m in 2021, as compared to PLN 75m in 2020.

Grupa Pracuj plans to share regularly its profits with shareholders. Its intention is to distribute dividends of no less than 50% of the net profit from the given financial year.

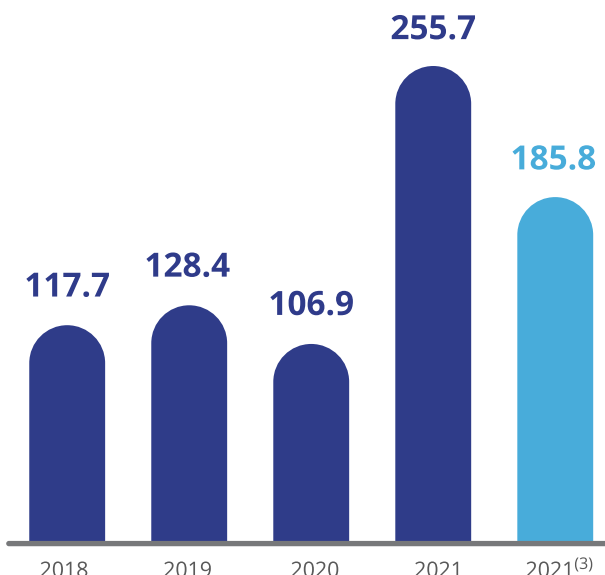
Revenue from contracts with customers (PLN million)



Adjusted EBITDA



Net profit (PLN million)



⁽¹⁾ Adjusted EBITDA means operating profit plus amortization (including amortization of goodwill), adjusted to reflect recognized, but also deferred but previously recognized, write-downs for permanent impairment in value of assets, as well as costs of payment programmes in the form of shares disclosed in the consolidated statement of comprehensive income and costs of the Offering.

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

⁽³⁾ Net profit adjusted for the increase in fair value of the shareholding in Beamery Inc. (impact on net profit: PLN 69.8 million).

Strengths of Grupa Pracuj

+ Leader in online recruitment

Pracuj.pl is the leading recruitment platform on the Polish online market in terms of revenue, the range of services it provides, brand recognition, and the number of unique users. In 2021 it was used by an average of over 4.4 million users monthly (according to research by Gemius/PBI). In 2021 the Pracuj.pl platform served about 52,000 clients. Robota.ua is the leading online recruitment service in Ukraine with a universal profile (according to an OC&C report). In 2021 the platform was actively used by about 66,000 employers.

+ Most recognized brand on the regional online recruitment markets

In the view of Grupa Pracuj, Pracuj.pl is the recruitment service of first choice for employers from the *white-collar* segment. According to the company's data, the Pracuj.pl platform achieved 91% assisted brand awareness in December 2021. On the Ukrainian market, for the Robota.ua platform, this figure was 86% in June 2021.

+ Stable and long-lasting relations with clients

Exploiting its strong presence in the largest cities of Poland, Grupa Pracuj delivers services to clients including the largest companies in Poland according to Rzeczpospolita's "List of 500." Long-term relations with a broad group of employers ensures Grupa Pracuj steady demand for its services and generates increasing revenue.

+ HR innovator exploiting effects of scale

With every new employer joining the Grupa Pracuj platform, the group's business grows through mutually reinforcing factors. The number of job postings grows, attracting a greater number of candidates, thus increasing the number of applications in Grupa Pracuj's systems, which in turn attracts more employers.

+ Advanced technologies

Grupa Pracuj employs over 200 skilled specialists who develop existing and implement new technologies and solutions in order to improve online recruitment services offered by Grupa Pracuj, as well as to enhance the efficiency of Grupa Pracuj operations.

Growth strategy of Grupa Pracuj

↑ **Further strengthening the position of the leading online recruitment platform** in Central and Eastern Europe.

↑ **Maintaining the strong position of Grupa Pracuj brands, especially Pracuj.pl as the first-choice platform** for recruiting specialists and managers.

↑ Growth of the client base and **full exploitation of product synergies between eRecruiter and Grupa Pracuj** with the aim of maintaining eRecruiter's position as applicant tracking system of first choice in Poland.

↑ **Expanding the base of candidates** to include those in specialized sectors and *blue-collar* workers.

↑ **Increasing penetration of the SME and micro enterprise market** based on experience working with large entities.

↑ **Strengthening the HR ecosystem** through continued expansion of existing solutions, technological improvements and new innovative products, both in the online recruitment and other areas (i.e. benefits, HR management, training and development).

↑ **Full exploitation of artificial intelligence** with the aim of optimizing recruitment processes, both for candidates and employers.

↑ **Expanding the Group's range of services and products** through continued organic growth and potential acquisitions of value-added entities.

Management Board of Grupa Pracuj



Przemysław Gacek
CEO of Grupa Pracuj

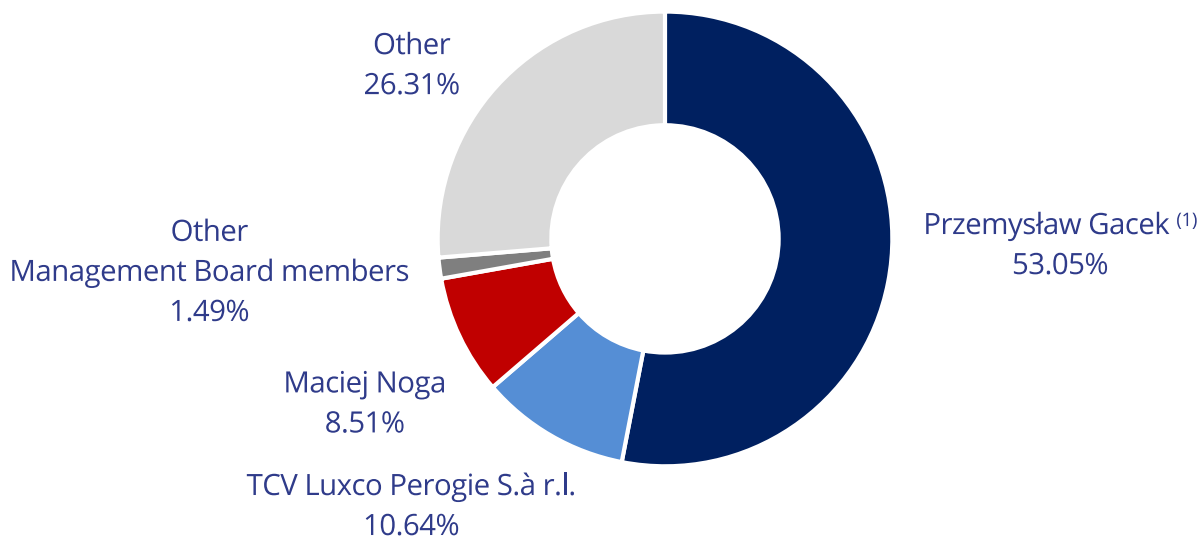


Rafał Nachyna
Management Board
member, COO



Gracjan Fiedorowicz
Management Board
member, CFO

Shareholding structure of Grupa Pracuj (as of 31 December 2021)



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