

» **Q1 UPDATE  
(PRELIMINARY)**

ad pepper media International N.V.

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*Certain market data and financial and other figures (including percentages) in these materials were rounded in accordance with commercial principles. Figures rounded may not in all cases add up to the stated totals or the statements made in the underlying sources. For the calculation of percentages used in the text, the actual figures, rather than the commercially rounded figures, were used. Accordingly, in some cases, the percentages provided in the text may deviate from percentages based on rounded figures. The financial information relating to the Group contained in this document has not been audited or reviewed.*

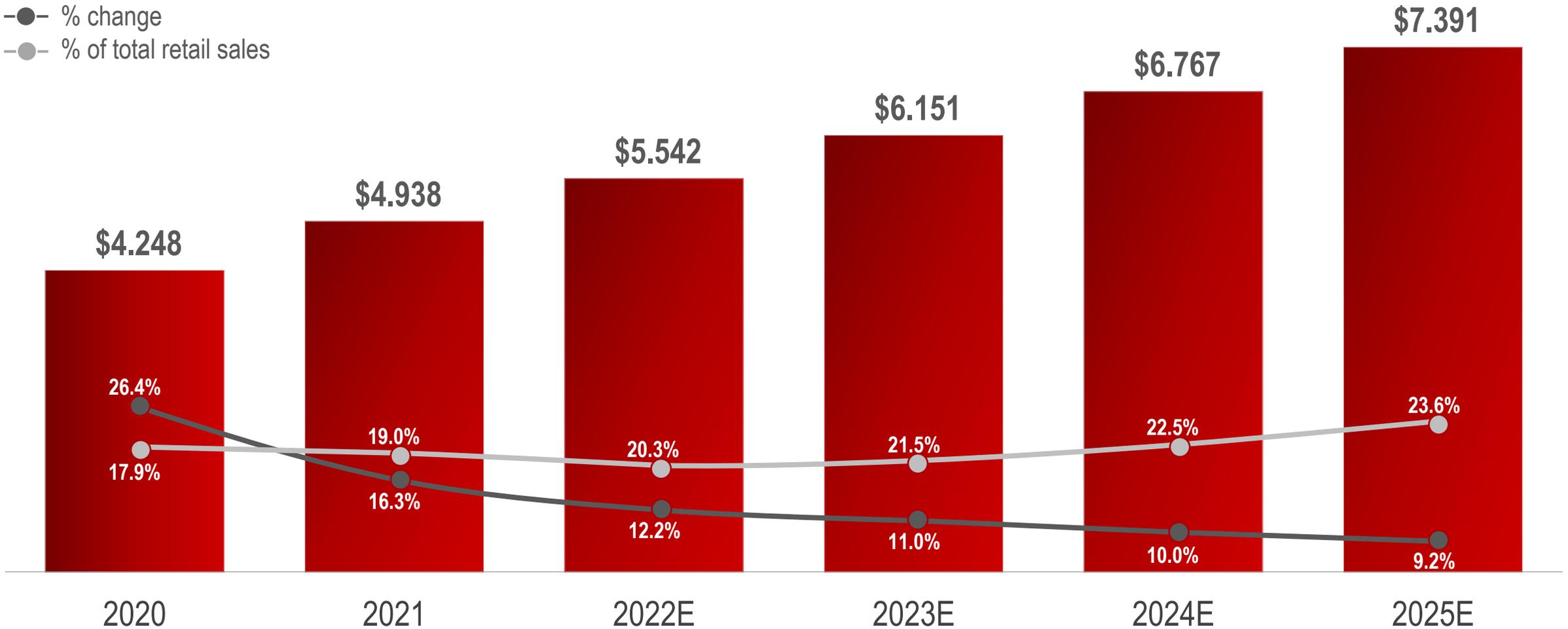
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# » GROUP PROFIT & LOSS

|              | Q1 2022 | Q1 2021 | Change (%) |
|--------------|---------|---------|------------|
| Gross Sales  | 23.215  | 28.108  | -17        |
| Revenue      | 5.871   | 6.884   | -15        |
| Gross Profit | 5.609   | 6.638   | -16        |
| OPEX         | 5.837   | 5.628   | 4          |
| EBIT         | -228    | 1.010   | -123       |
| EBITDA       | 33      | 1.306   | -97        |

# » RETAIL E-COMMERCE SALES WORLDWIDE | 2020-2025 ad pepper group digital pioneers since 1999

- % change
- % of total retail sales



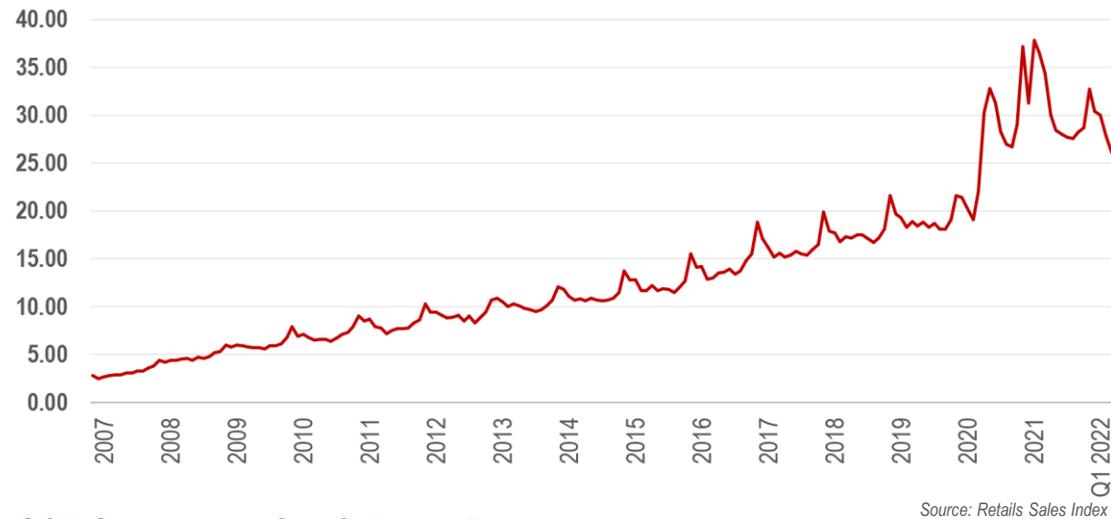
Retail e-commerce spending is expected to stabilize in 2022, after two years of unpredictable circumstances and unusual growth patterns. Even in a slower-growth environment, total new spending will be enormous.

Source: eMarketer

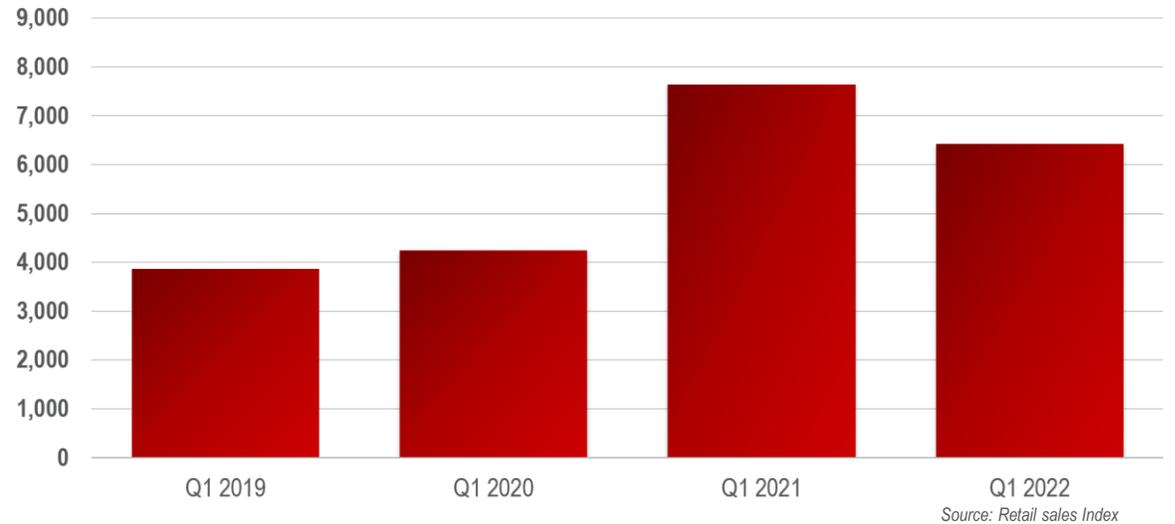
in trillion USD

# » (MACROECONOMIC) MARKET TRENDS

Internet sales as a percentage of total retail sales (%)



Average weekly value of internet retail sales in UK (in million GBP)



GfK Consumer Confidence Barometer



- further normalisation of (online) shopping behaviour
- consumer confidence is increasingly becoming a concern

# » OUR GROUP TODAY



## Facts

One of the leading international performance marketing groups

Founded in 1999

Listing: Prime Standard (Frankfurt)

Headquarter: Nuremberg with European-wide presence

We have approx. >250 experts in all aspects of digital marketing working for us

100% performance marketing

# » MANAGEMENT – AD PEPPER GROUP

ad  pepper group  
digital pioneers since 1999



**Jens Körner**  
CEO

ad  agents



**Wolfgang Schilling**  
Managing Director



**Dirk Lajosbanyai**  
Managing Director

ad  pepper



**Iñigo Abrisqueta**  
CEO Spain



**Susanne Pilz**  
Managing Director DACH





**Richard Dennys**  
CEO



**Ami Spencer**  
COO

*ad*  *pepper*

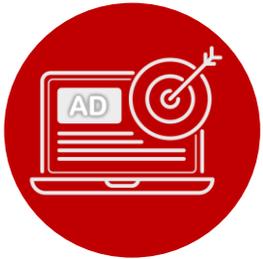
## Company profile

- ad pepper started in 1998/1999 as a classical “media network”
- Today, a leading international performance marketing company
- 2001: iLead platform was acquired (based in Copenhagen)
- 2004: start of Mailpepper
- From 2017 onwards: focus on performance display, audience targeting and consulting
- Offices: Madrid and Nuremberg (with a tech hub in Copenhagen)



## Performance Marketing Company

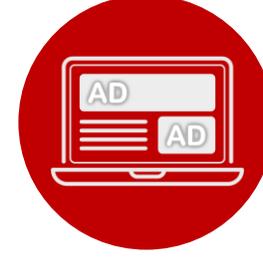
Audience  
Targeting



Content  
Marketing



Performance  
Display Marketing



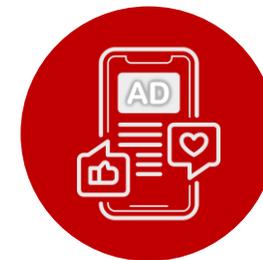
Consulting



Analytics &  
Data



Lead  
Generation

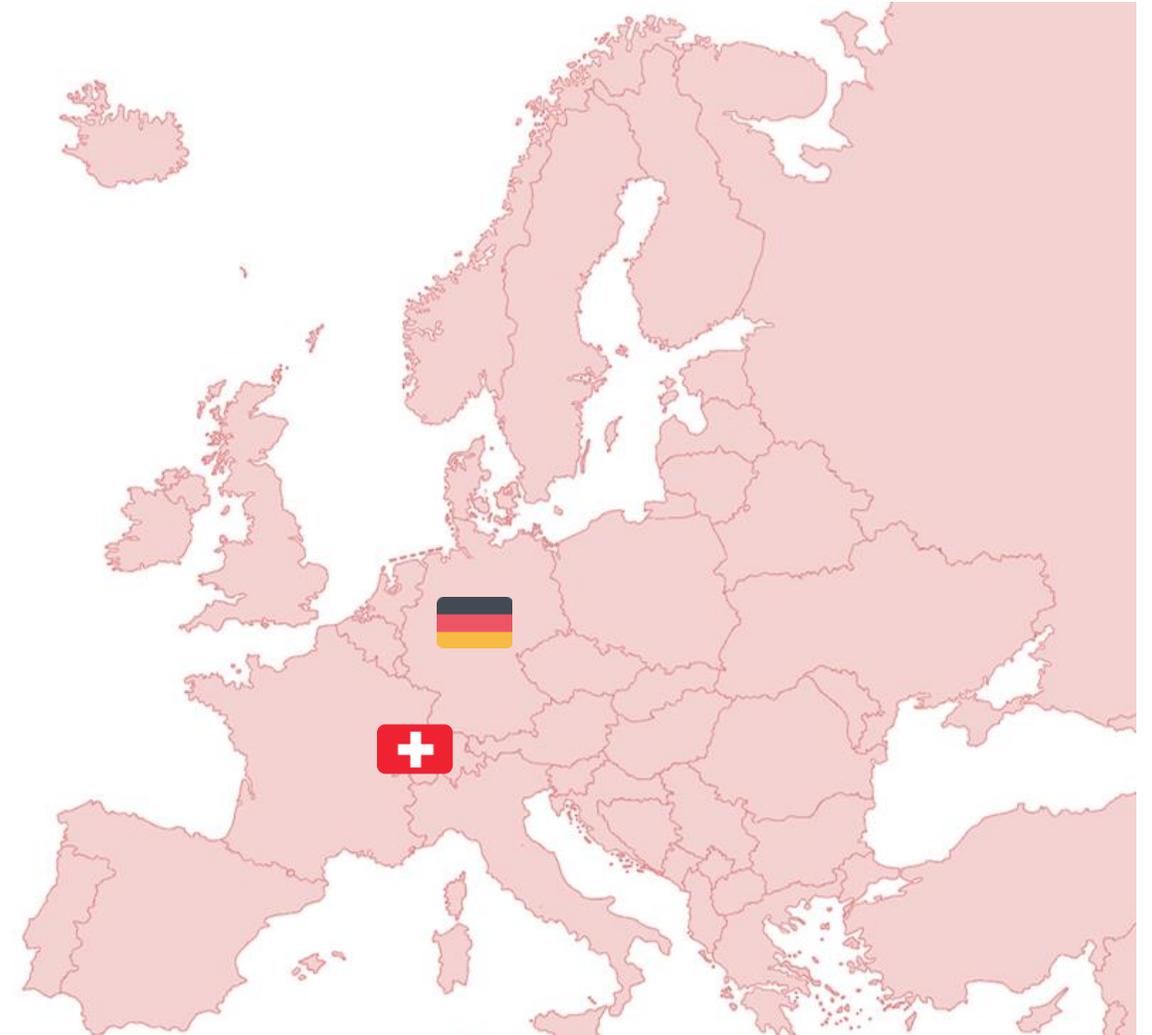


Social Media  
Advertising

ad\_ agents

## Company profile

- ad agents were founded in 2006 by W. Schilling and D. Lajosbanyai, who are still shareholders and manage the company
- ad agents is one of the leading online and performance marketing agencies in Germany
- In 2007, ad pepper media International N.V. acquired 60% from the founding shareholders
- Offices: Herrenberg and Zurich



## Digital Marketing Agency

Search Engine  
Advertising (SEA)



Search Engine  
Optimisation (SEO)



Social Media  
Advertising



Display  
Advertising



Marketplace Services  
& Retail Media



Partner-/ Affiliate-  
Management



Analytics & Data  
Technology



Product Data  
Management



Consulting



## Company profile

- One of the leading international affiliate networks
- 16 years experience in affiliate marketing
- Part of the Group since 2006
- Offices: Paris, Madrid, Bristol, Munich, Milano and Nuremberg, Amsterdam
- Headquarter: Bristol
- Present with platforms all over the world

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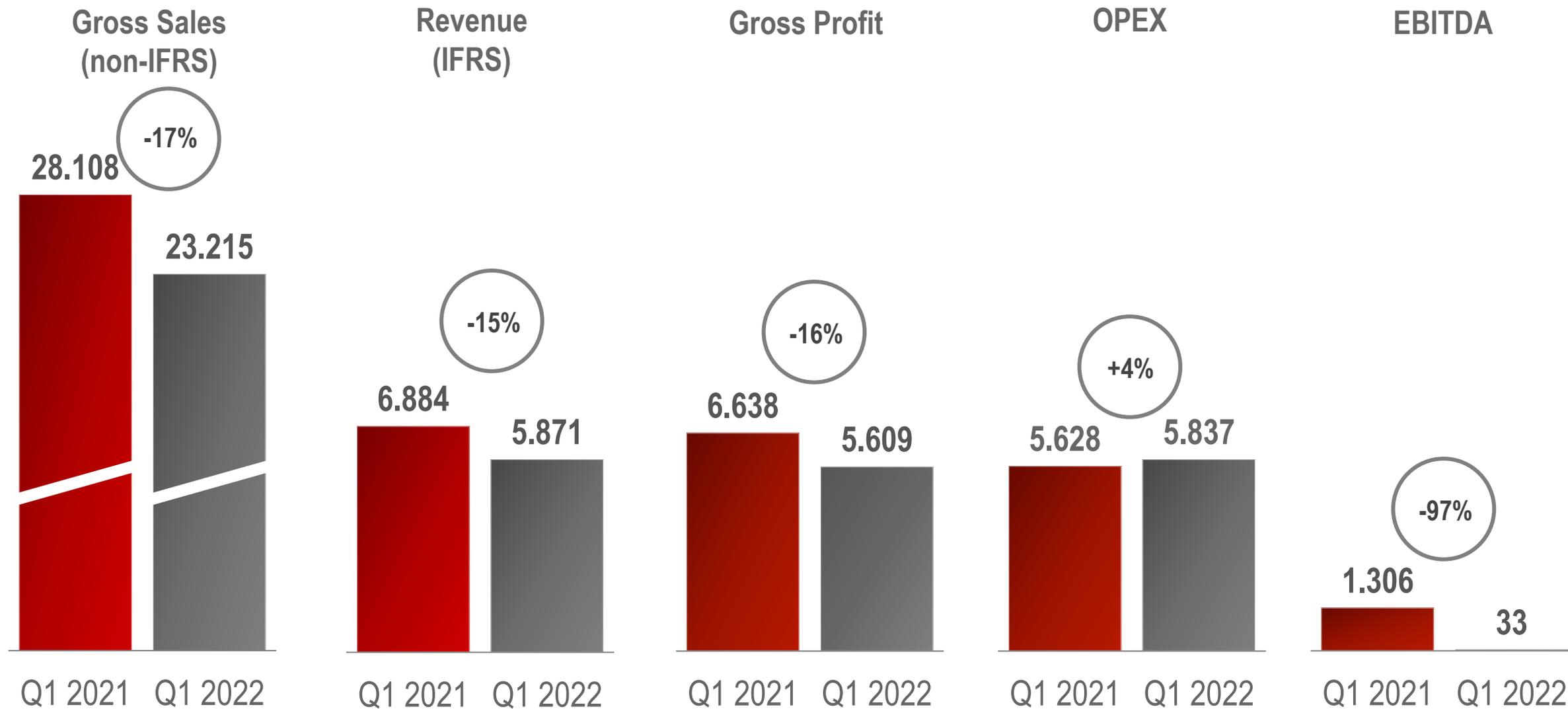
|              |                |                   |                      |
|--------------|----------------|-------------------|----------------------|
| <b>1,800</b> | <b>250,000</b> | <b>13,000,000</b> | <b>€ 977,575,616</b> |
| advertisers  | publishers     | transactions      | Gross Sales Value    |

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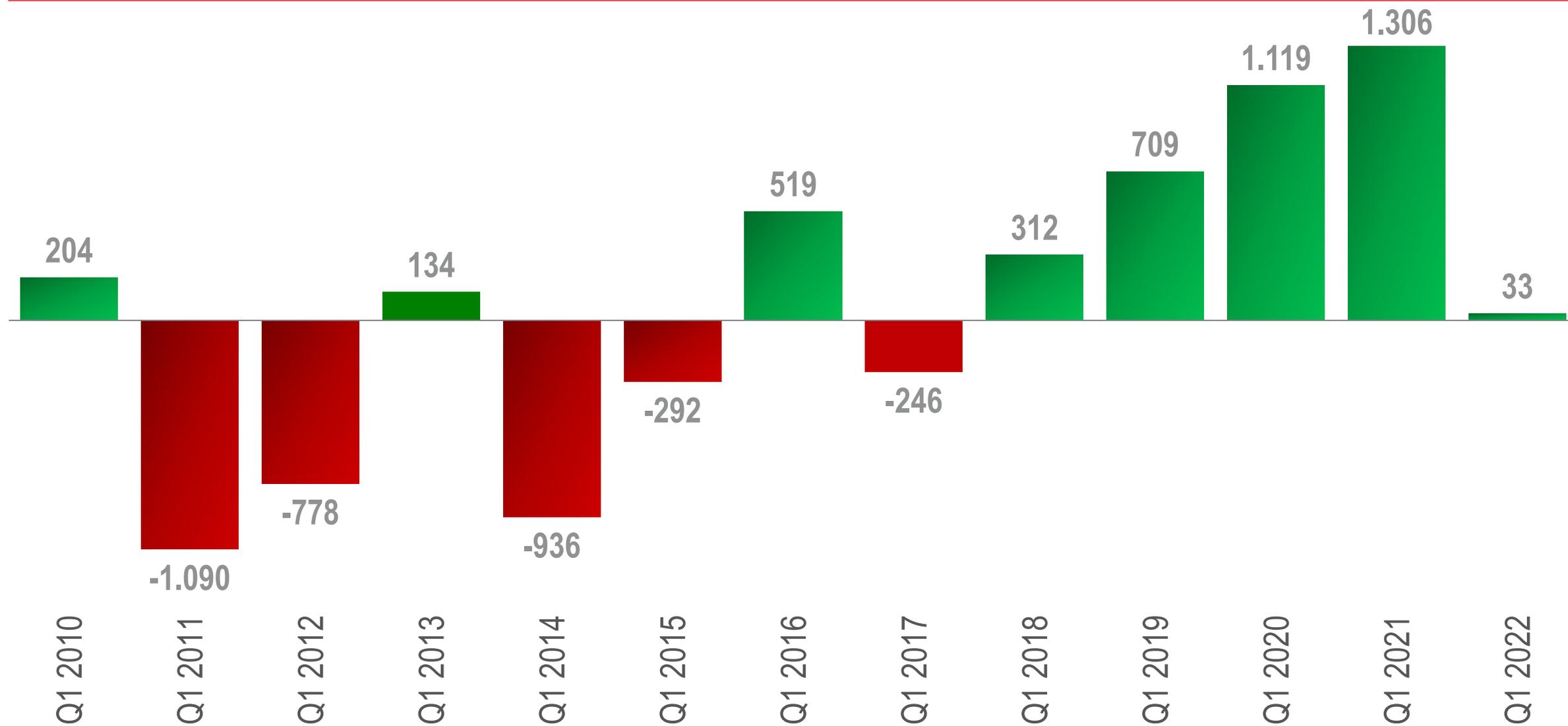


# Group Financials

# » KEY GROUP FIGURES Q1 2022



# » GROUP EBITDA Q1

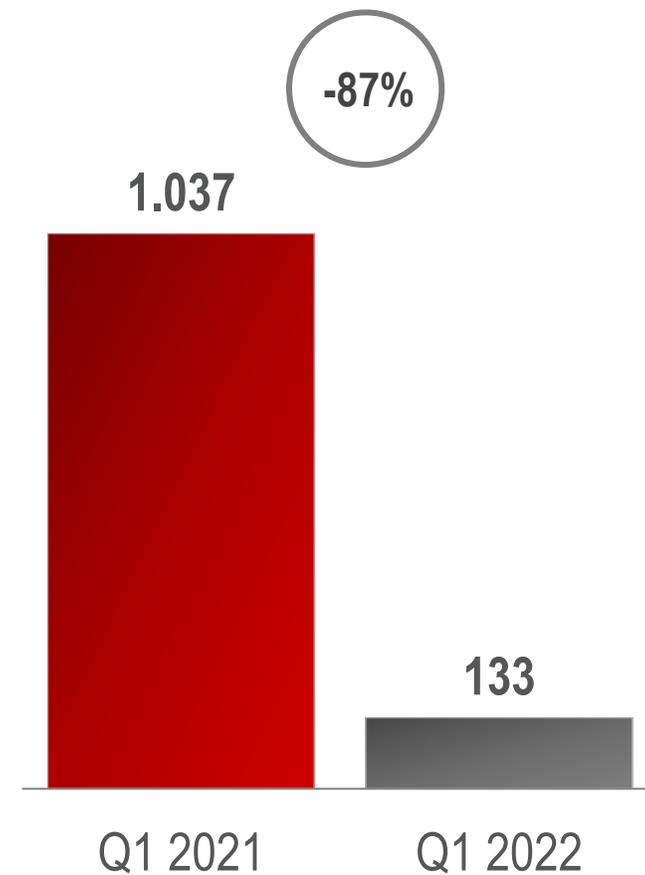
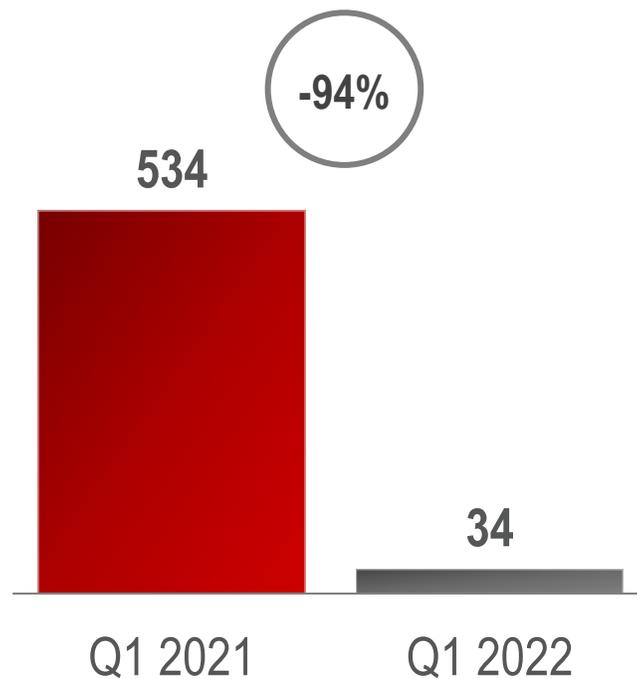
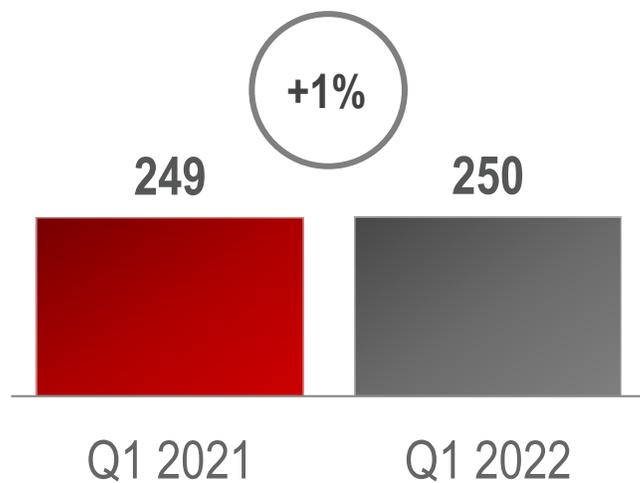


# » Q1 EBITDA

ad  agents

ad  pepper

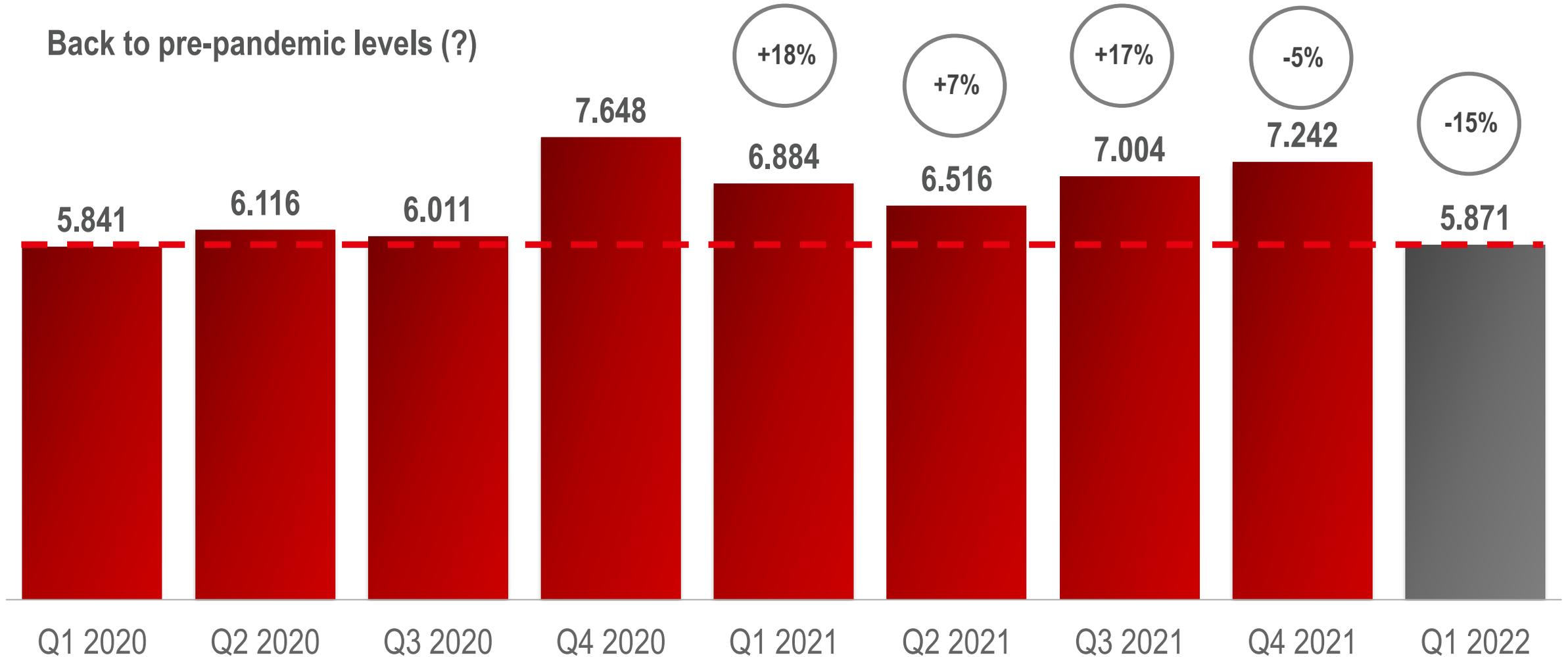
WEBGAINS 



# » REVENUE | QUARTER-TO-QUARTER DEVELOPMENT | GROUP

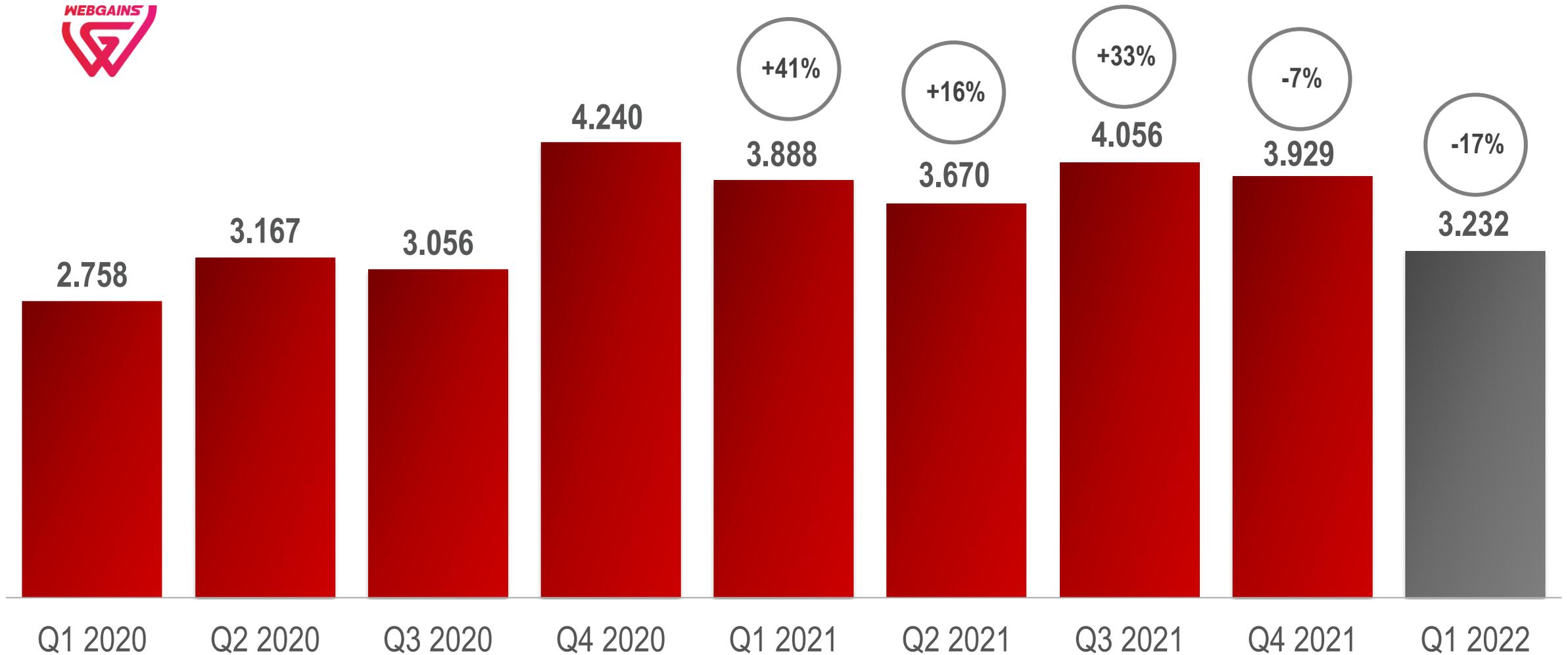
bubbles indicate qoq growth

Back to pre-pandemic levels (?)



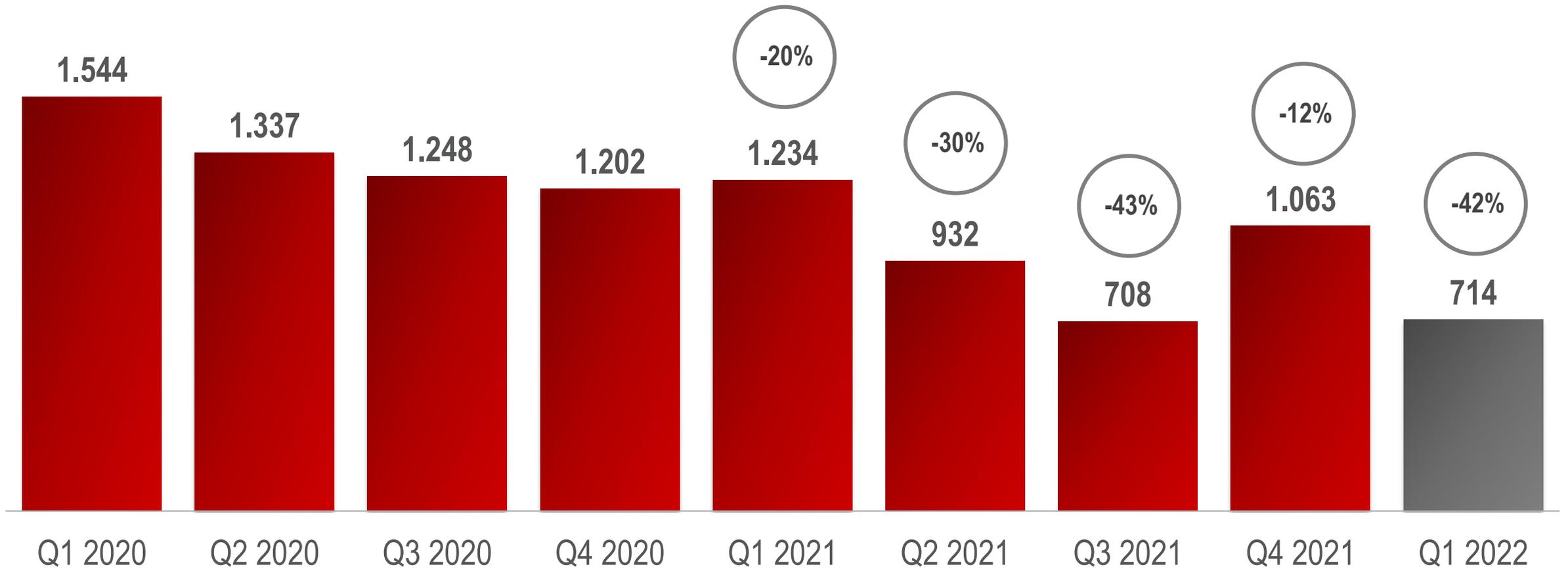
# » REVENUE | QUARTER-TO-QUARTER DEVELOPMENT | WEBGAINS

bubbles indicate qoq growth



# » REVENUE | QUARTER-TO-QUARTER DEVELOPMENT | AD PEPPER

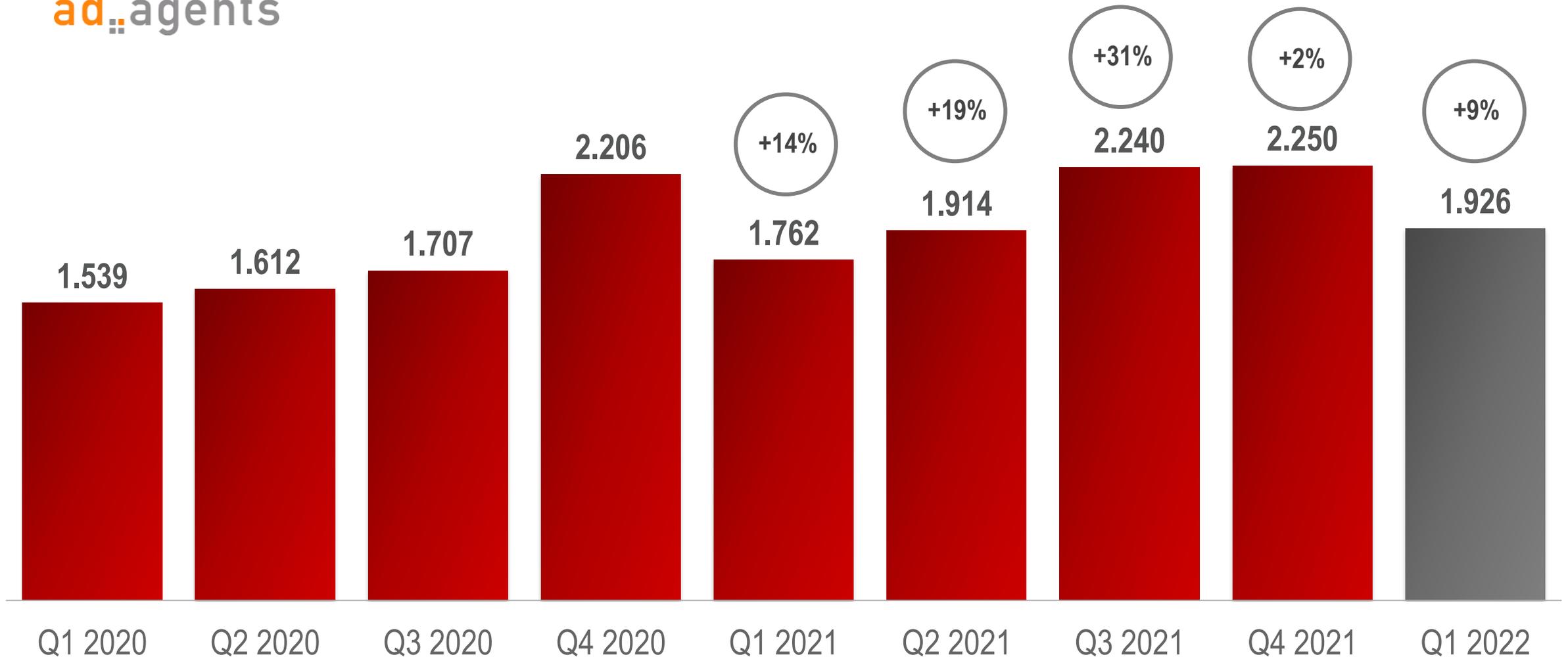
bubbles indicate qoq growth



# » REVENUE | QUARTER-TO-QUARTER DEVELOPMENT | AD AGENTS

bubbles indicate qoq growth

ad<sub>..</sub>agents



# » KEY CHALLENGES & OPPORTUNITIES 2022

-

Consumption shifts from goods to services

Lower share of online purchases (% total retail)

Supply chain issues

Inflation squeezes discretionary spending

+

Resilience of household consumption through the cycle

Changed consumer habits as an opportunity

E-commerce as a growth catalyzer

Re-calibration of ad budgets (towards CPX)

*„In the quarter ahead, we expect the booking and online consumer behaviour trend to normalise again. From today’s point of view, we therefore expect Group revenue to range between EUR 6,300k and EUR 6,500k (Q2 2021: EUR 6,516k)“*

**May 17  
2022**

Annual General  
Meeting 2022

**May 25  
2022**

1st quarter  
report

**August 25  
2022**

2nd quarter  
report

**November 24  
2022**

3rd quarter  
report



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