

» **2021 UPDATE
(PRELIMINARY)**

ad pepper media International N.V.

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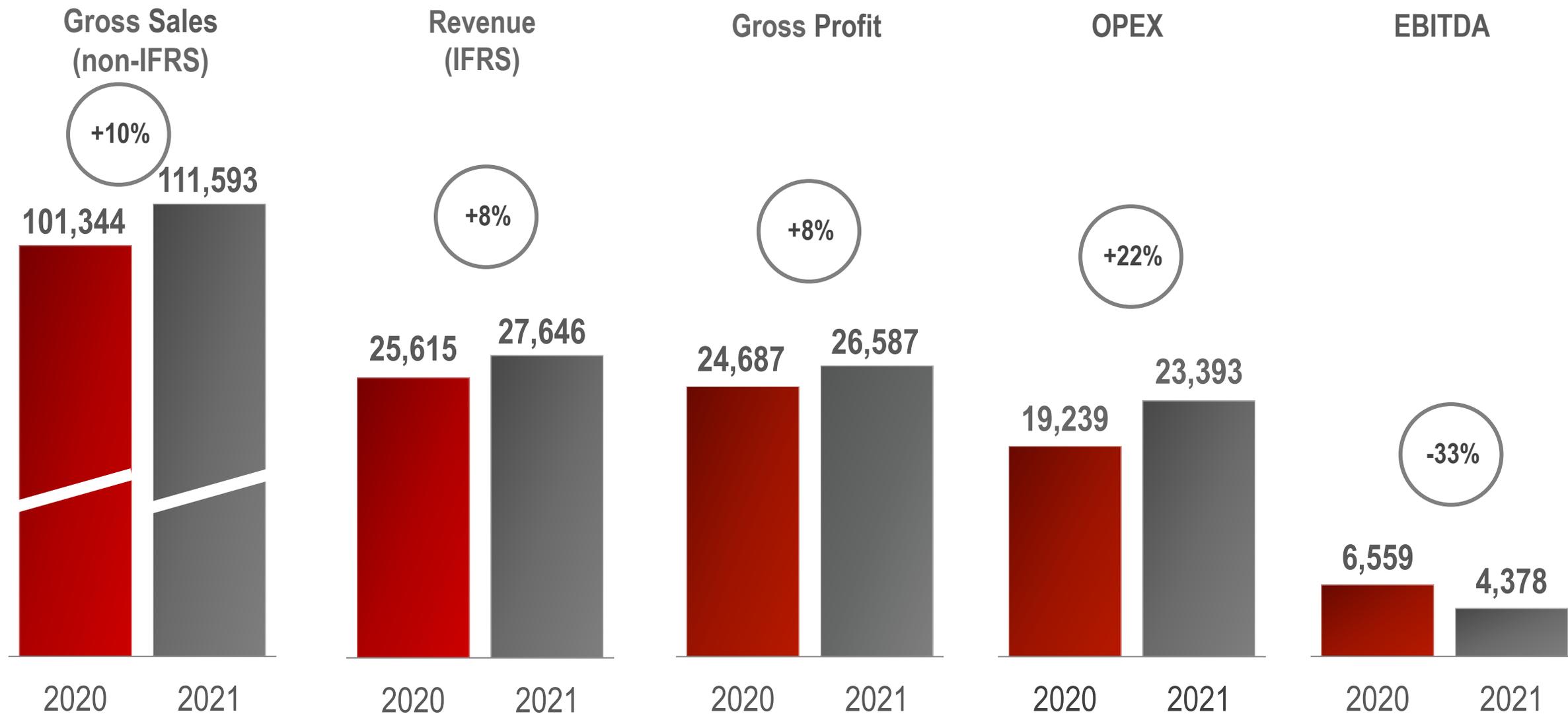
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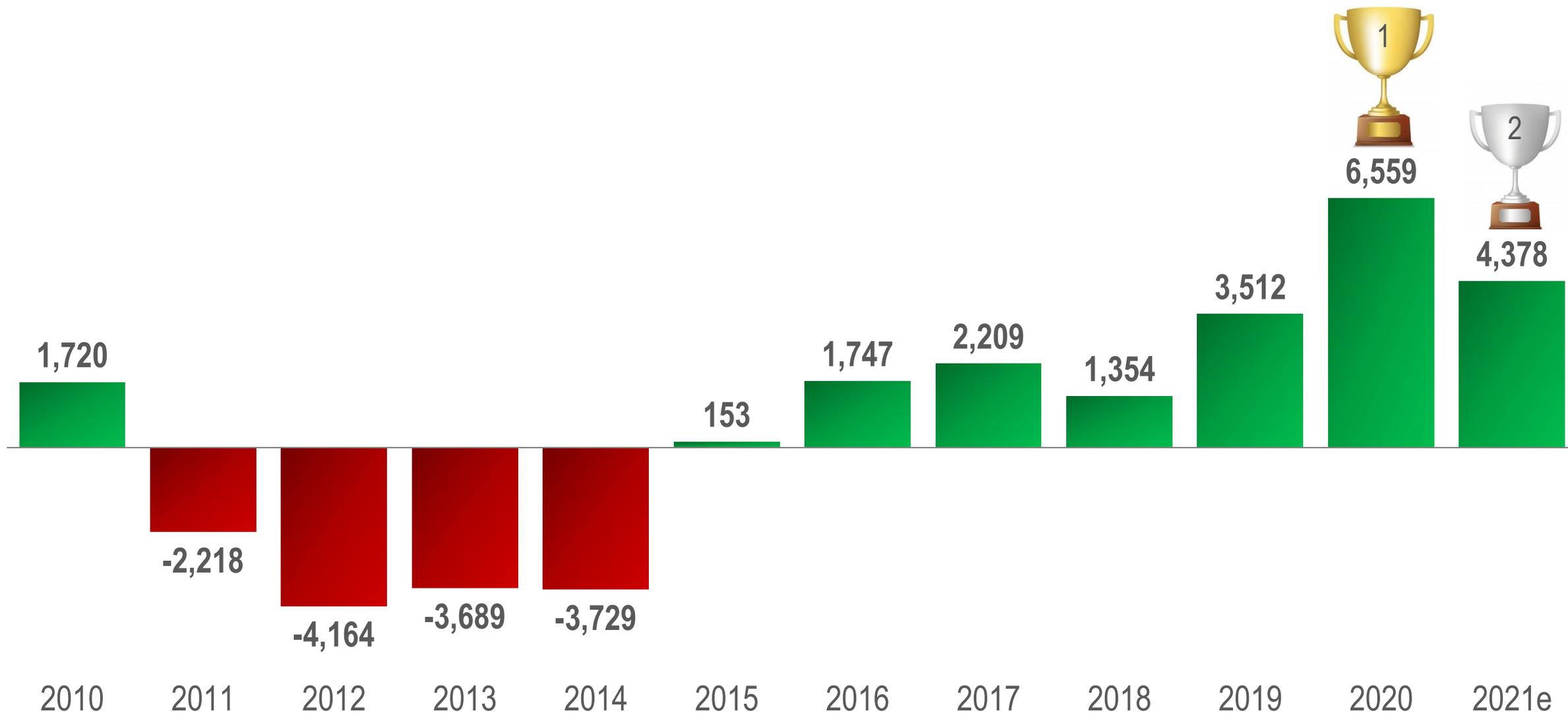
- Revenue: EUR 7.242k (guidance: around EUR 7.000k)
- EBITDA: ca. EUR 820k (guidance: EUR 600 – 800k)
- Strong balance sheet / cash position
- Underlying industry trends remain intact

- **Gross sales ca. EUR 111.539k (+10%)**
- **Revenue: ca. EUR 27.646k (+8%)**
- **Webgains main growth driver (+18%) followed by ad agents (+16%)**
- **EBITDA: ca. EUR 4.378k (-33%) (guidance: EUR 4.200k – 4.400k)**
- **Second-best EBITDA after 2020**

» KEY GROUP FIGURES FY 2021

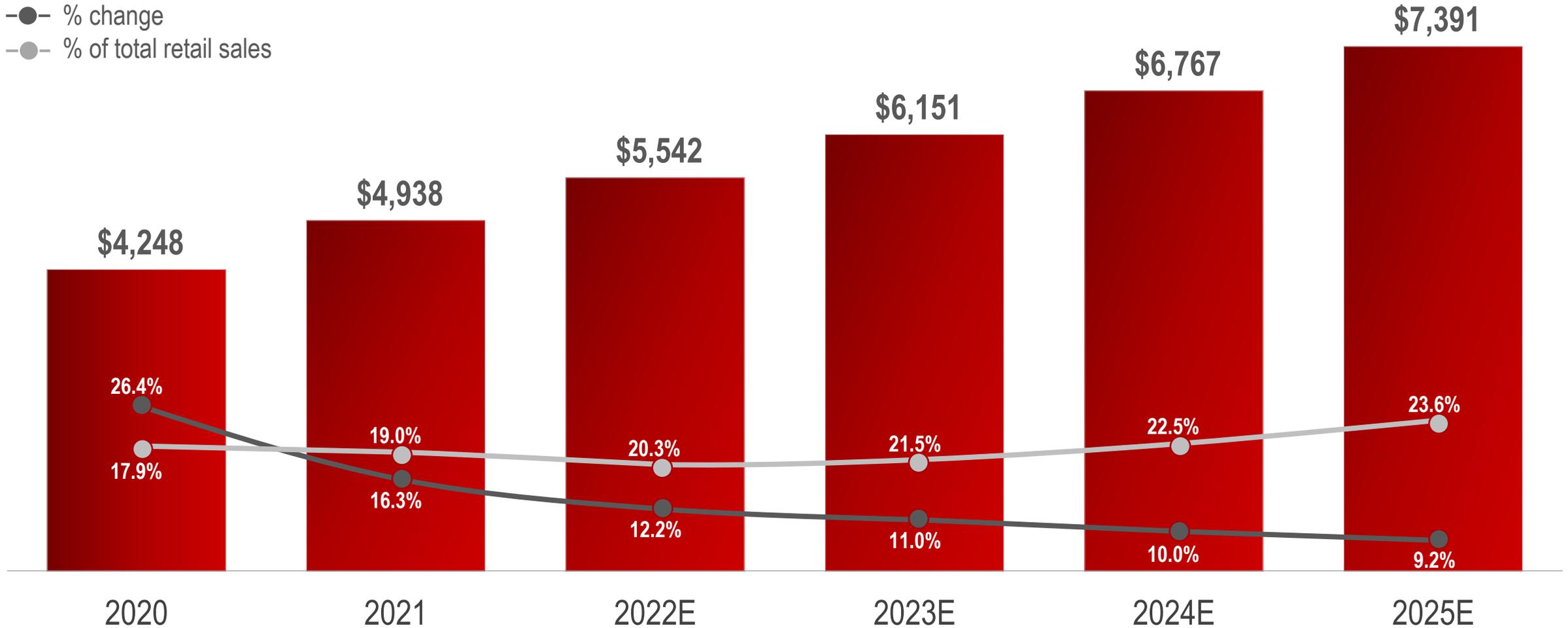


» GROUP EBITDA 2010–2021e



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

- % change
- % of total retail sales

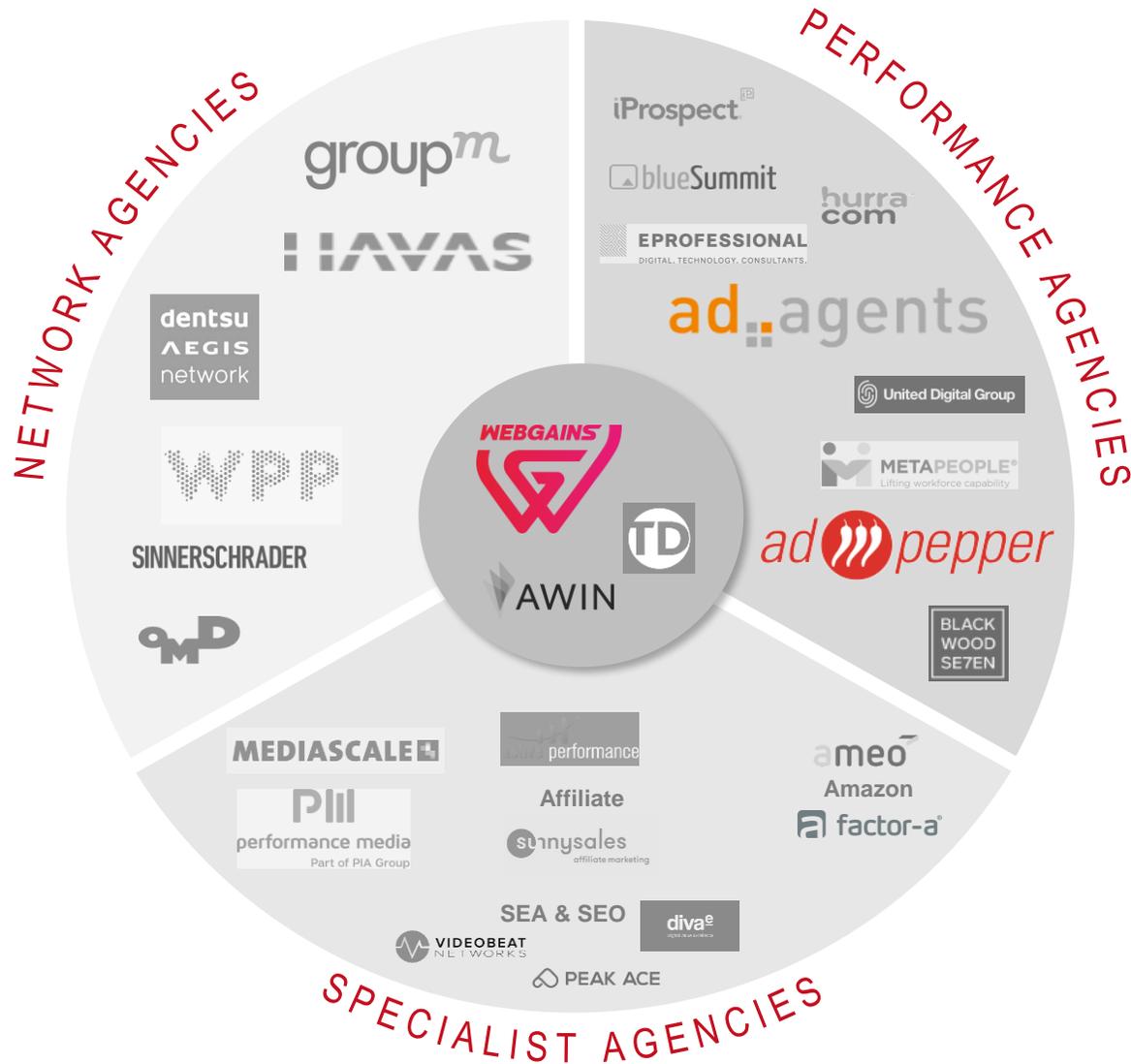


Retail e-commerce spending is expected to stabilize in 2022, after two years of unpredictable circumstances and unusual growth patterns. Even in a slower-growth environment, total new spending will be enormous.

Source: eMarketer

in trillion USD

» COMPETITIVE LANDSCAPE



ad agents: one of the last independent full-service performance agencies

ad pepper: full-service provider with 20 years of experience and proprietary technology

Webgains: fastest growing affiliate platform with unique footprint in European market

» 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. >240 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*

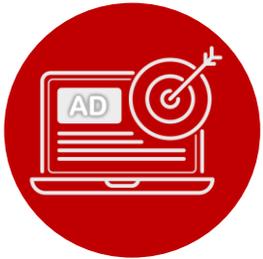
Company profile

- 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

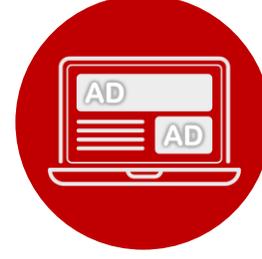
Audience
Targeting



Content
Marketing



Performance
Display Marketing



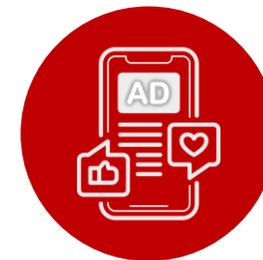
Consulting



Analytics &
Data



Lead
Generation



Social Media
Advertising

» CASE: LEAD GENERATION FOR NECKERMANN

CHALLENGE

For the most popular brand for traveling in Germany we were asked to **increase the interest of even more potential travelers** in an all-inclusive or last-minute trip **using online marketing**.

THE GOAL

Neckermann's **newsletter** was supposed to **appeal to first-time, adventurous customers** in the all-inclusive segment **using online marketing**.

THE SOLUTION

We motivated **numerous people to subscribe to the Neckermann newsletter** for the first time **by means of a prize competition**. ad pepper supplied all elements of the campaign, ranging from creation of all advertising material and programming, to planning, filtering of the data records, and customer reporting.

THE RESULT

The company **recorded an average of 560 new confirmations** of a newsletter subscription each day. **For Neckermann** Reisen and ad pepper, the campaign was **a complete success**.



AEG

 **vodafone**


Cruz Roja


**GUSTAVO
GUSTO**


DACIA

Génesis

EMUGE
HIGH PERFORMANCE TOOLS

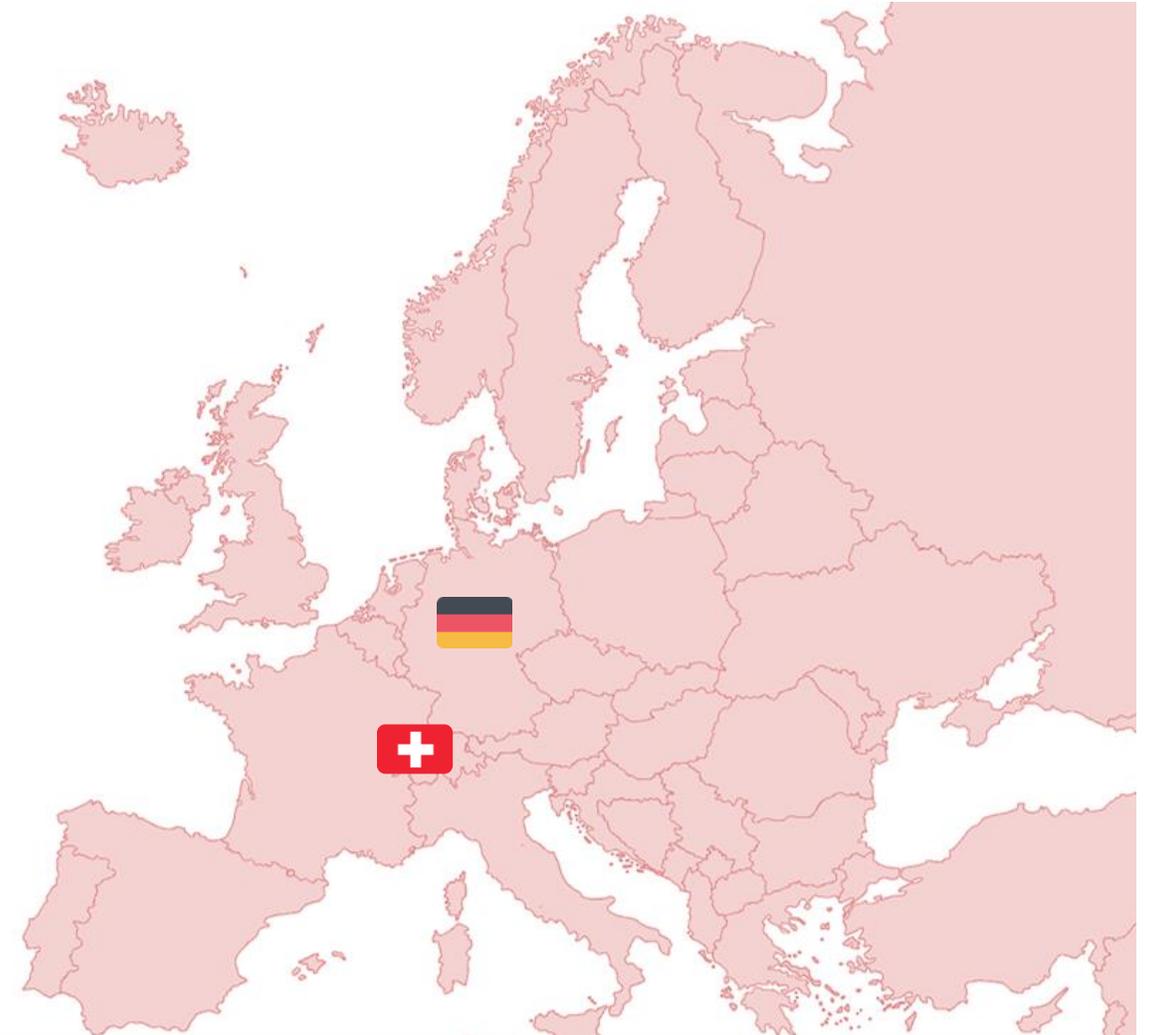
**frei
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 **caser** seguros

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

» CASE: MORE SALES WITH GOOGLE CAMPAIGNS

CHALLENGE

To increasing the online revenue and the boosting profitability, Young-Fashion specialist Metro Boutique has partnered up with our ad agents, who supported them with innovative Google campaigns.

Strategy & Implementation

ad agents restructured SEA-accounts by differentiating between rand- and non-brand-campaigns and through introducing Google Smart Bidding in the brand-area, ad agents were able to remarkably save budget that could later be used in non-brand campaigns. Using full-funnel-implementations, continuously optimising text- and shopping-ads, integrating app-campaigns and introducing smart-display-campaigns, have shown an increase of new customers and further growth.

THE RESULT

The optimised Google shopping campaigns have shown a conversion growth of 233% in comparison to the year prior. This additional profit has led to reinvesting 50% more budget while keeping the same Cost-Revenue-Ratio (CRR).



233%	50%	54%
more conversions over 6 months	lower costs for Brand Campaigns	higher budget with the same CRR



Seeberger 



BLUME
2000.DE

BRIDGESTONE

OLYMP

eismann

mey

ERGO

MADELEINE

Freixenet

coop



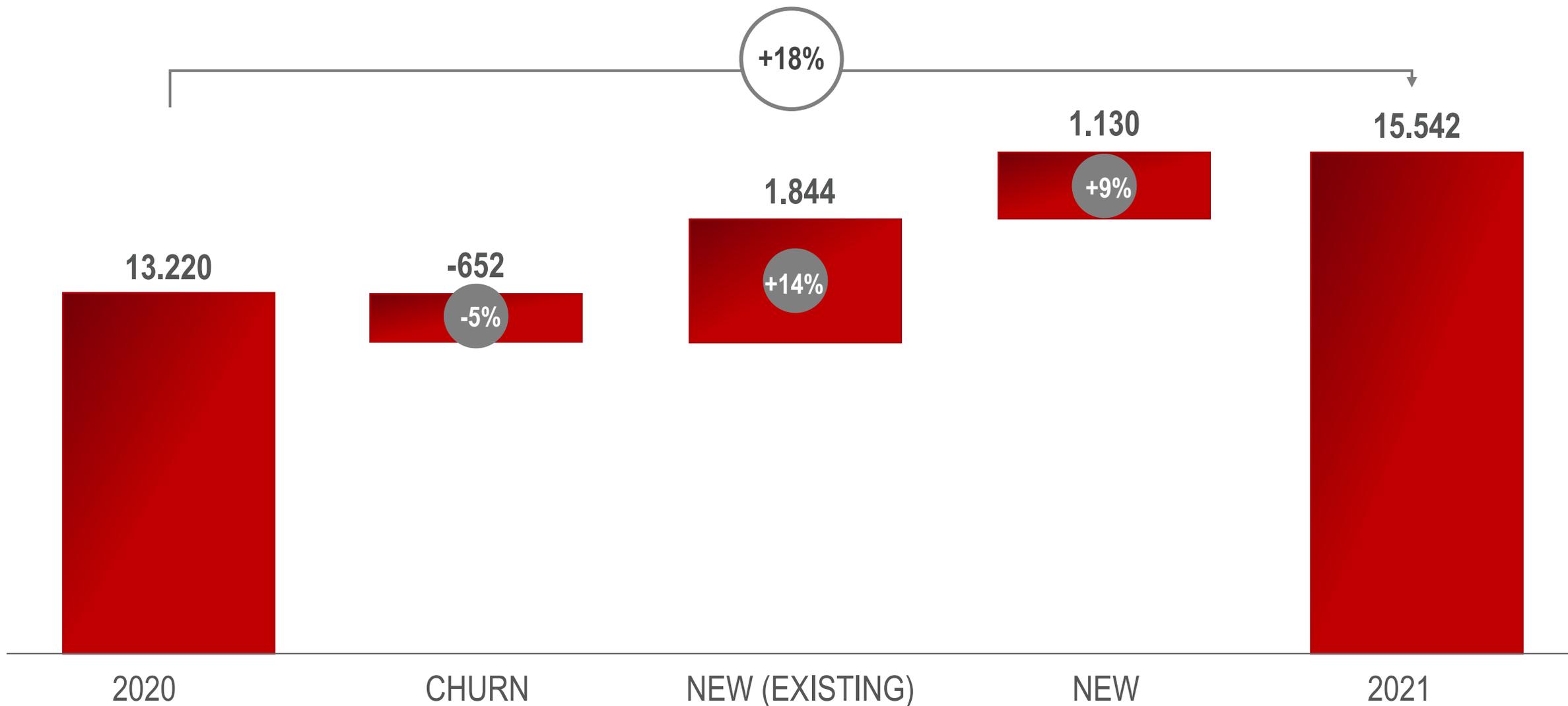
Company profile

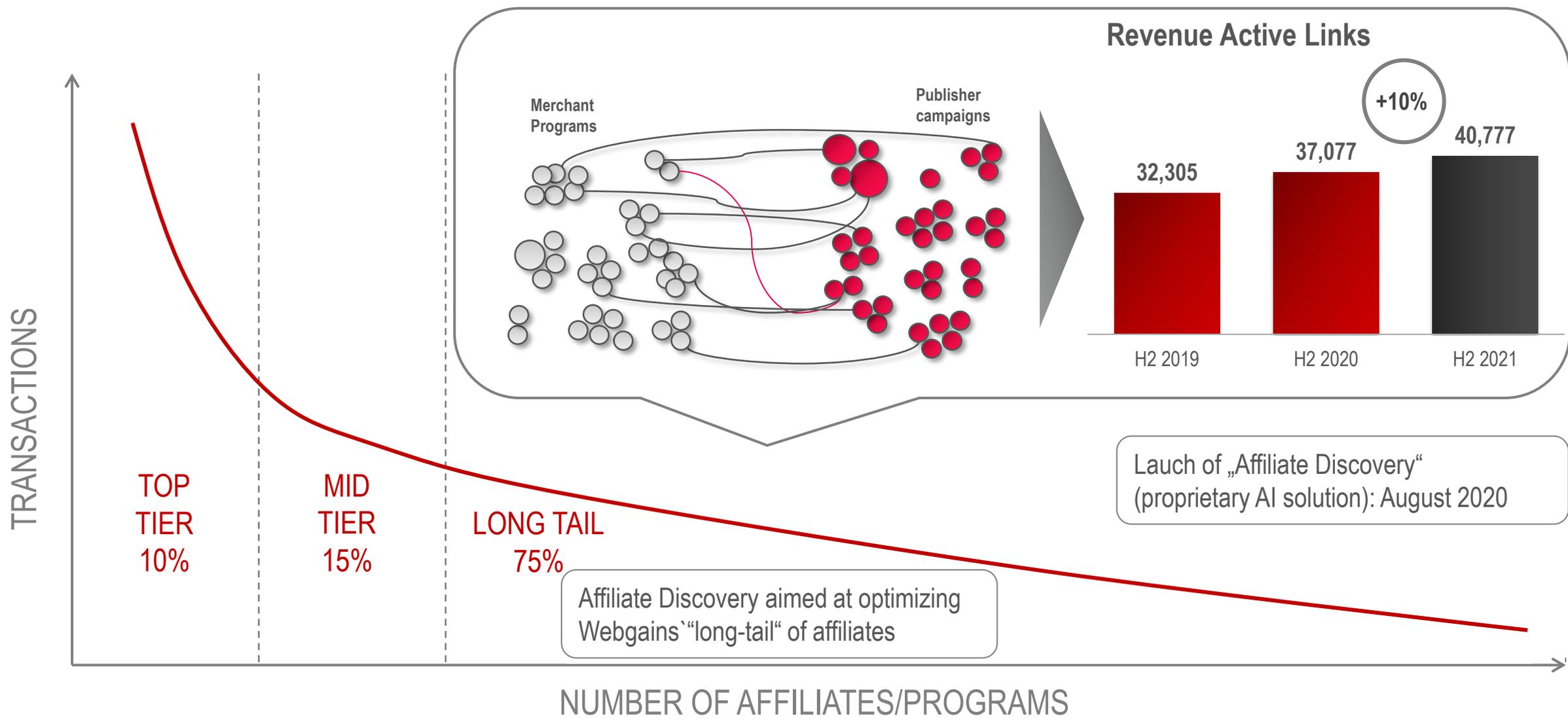
- One of the leading international affiliate networks
- 16 years experience in affiliate marketing
- Part of the Group since 2006
- Offices: Paris, Madrid, Bristol, Munich, Milano and Nuremberg, Amsterdam
- Headquarter: Bristol
- Present with platforms all over the world

1,800	250,000	13,000,000	€ 977,575,616
advertisers	publishers	transactions	Gross Sales Value



» REVENUE RETENTION 2021 | NEW CLIENTS: +9%





CALZEDONIA

intimissimi



KIWI · COM

DbTM

 **Alibaba.com**

JoJo Maman Bébé

american  **golf**



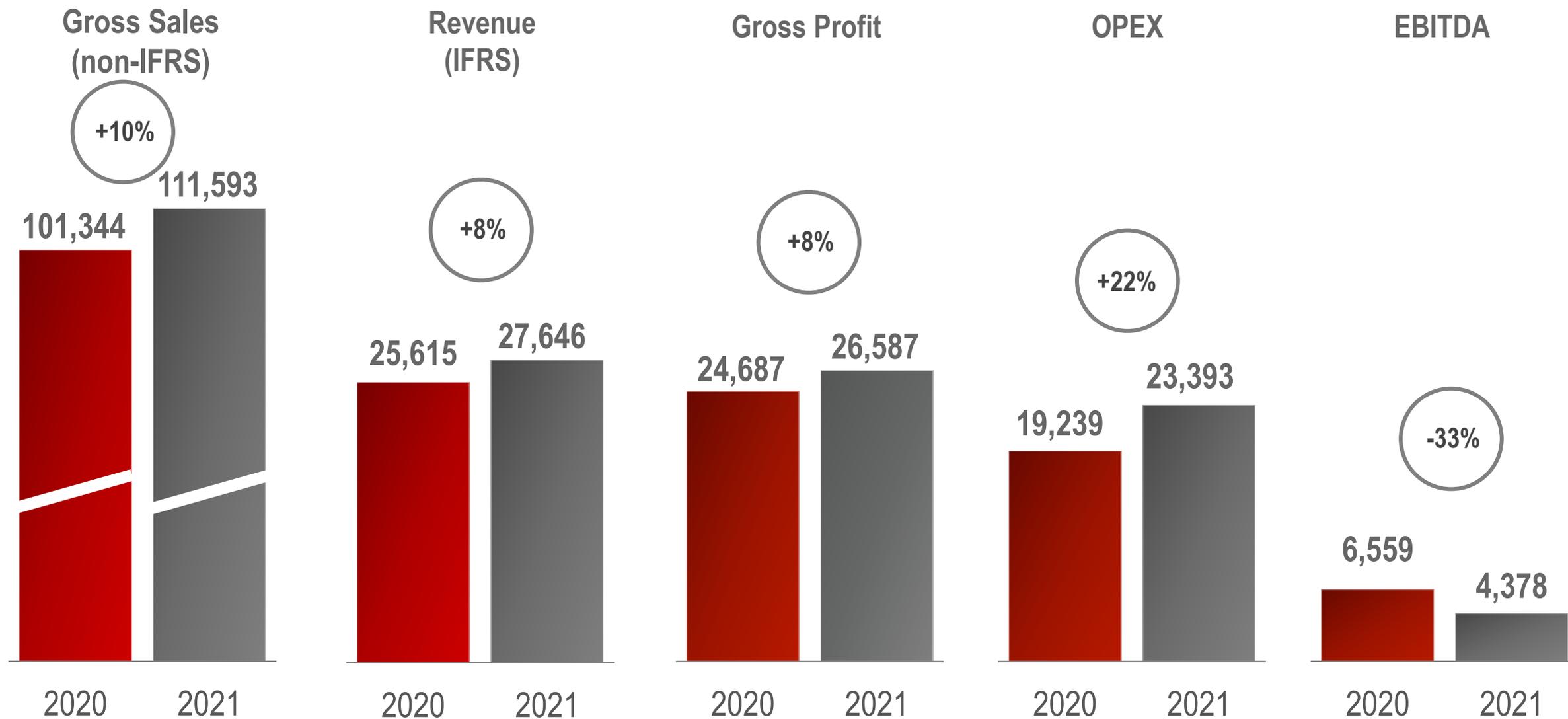
AUTODOC 

Group Financials

» GROUP PROFIT & LOSS

	2021	2020	Change (%)
Gross Sales	111.593	101.344	10
Revenue	27.646	25.615	8
Gross Profit	26.587	24.687	8
OPEX	23.393	19.239	22
EBIT	3.194	5.448	-41
EBITDA	4.378	6.559	-33

» KEY GROUP FIGURES FY 2021

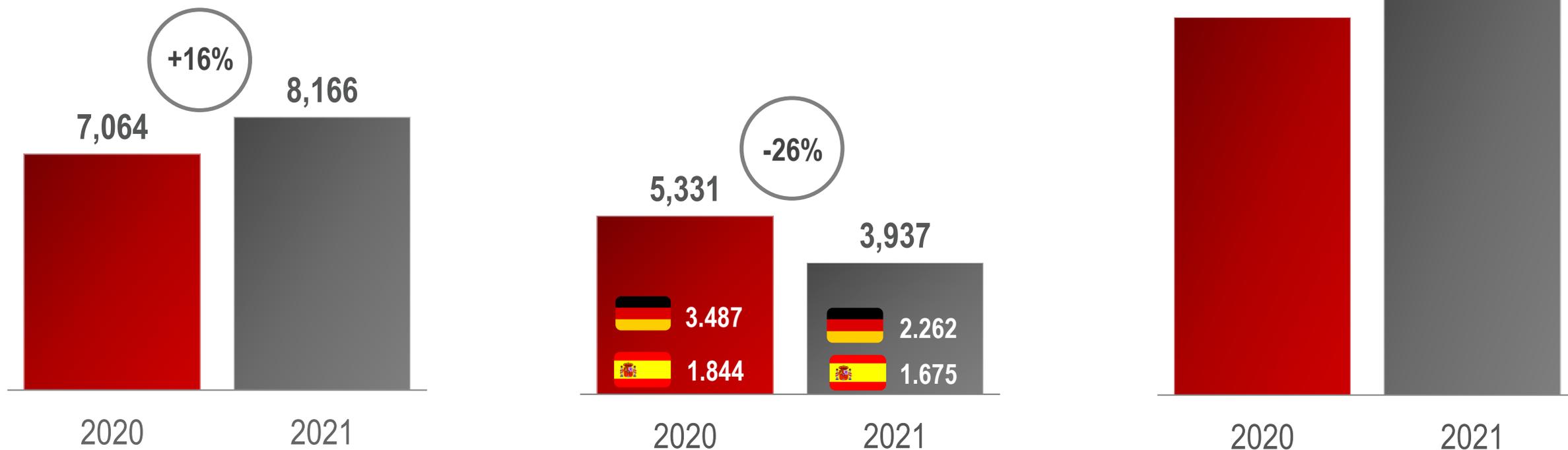


» 2021 REVENUE

ad  agents

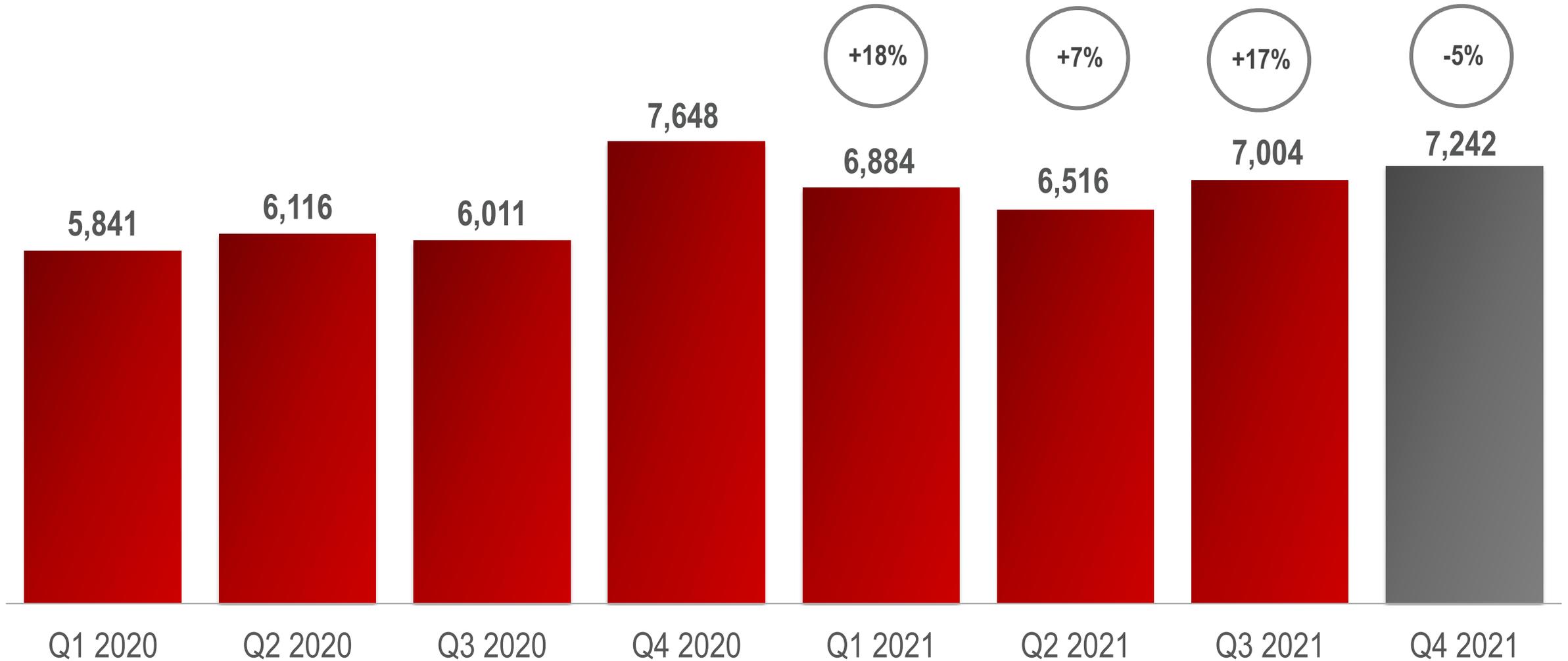
ad  pepper

WEBGAINS 



» REVENUE | QUARTER-TO-QUARTER DEVELOPMENT

bubbles indicate qoq growth

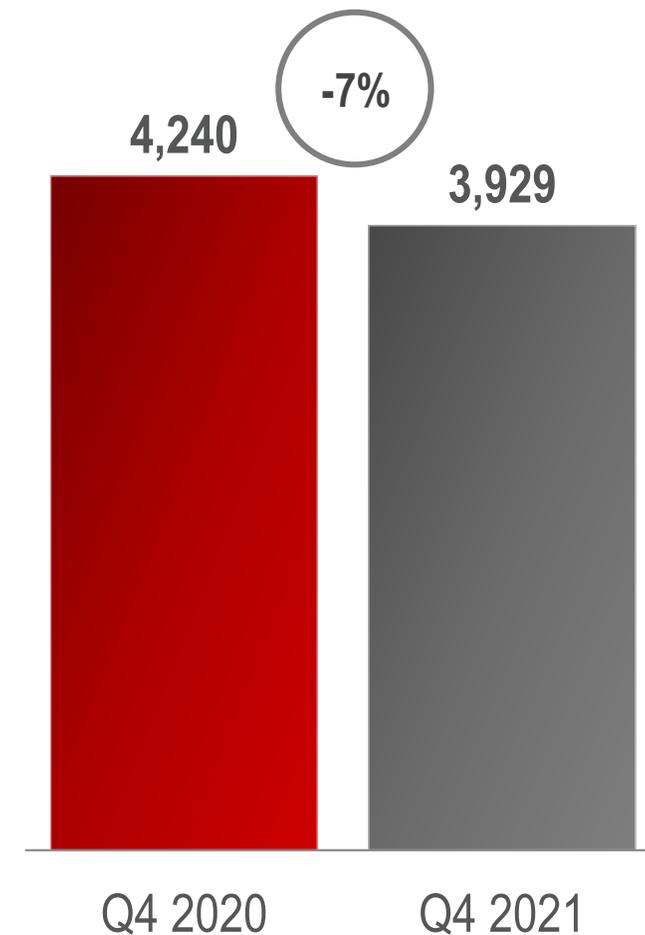
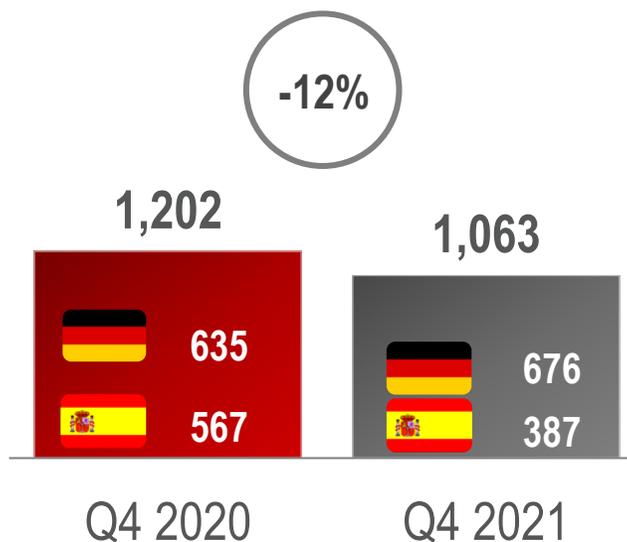
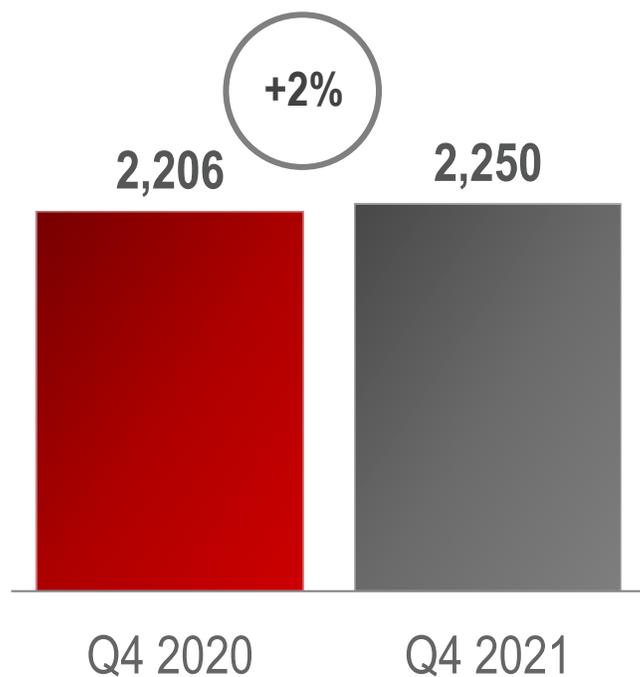


» Q4 REVENUE

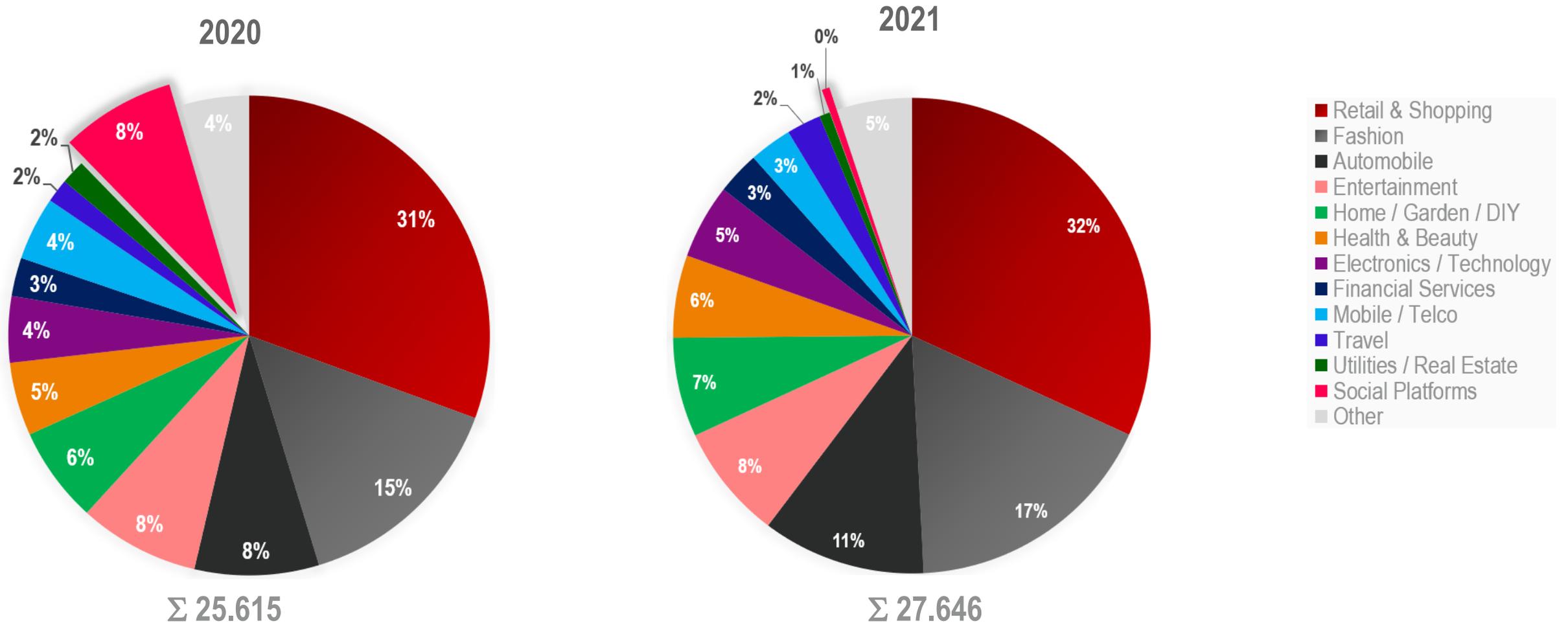
ad  agents

ad  pepper

WEBGAINS 



» GROUP REVENUE | SECTOR SPLIT



„Social Platforms“ dropped from 8% (ad pepper Germany)

» 2021 YTD | GROSS PROFIT ANALYSIS

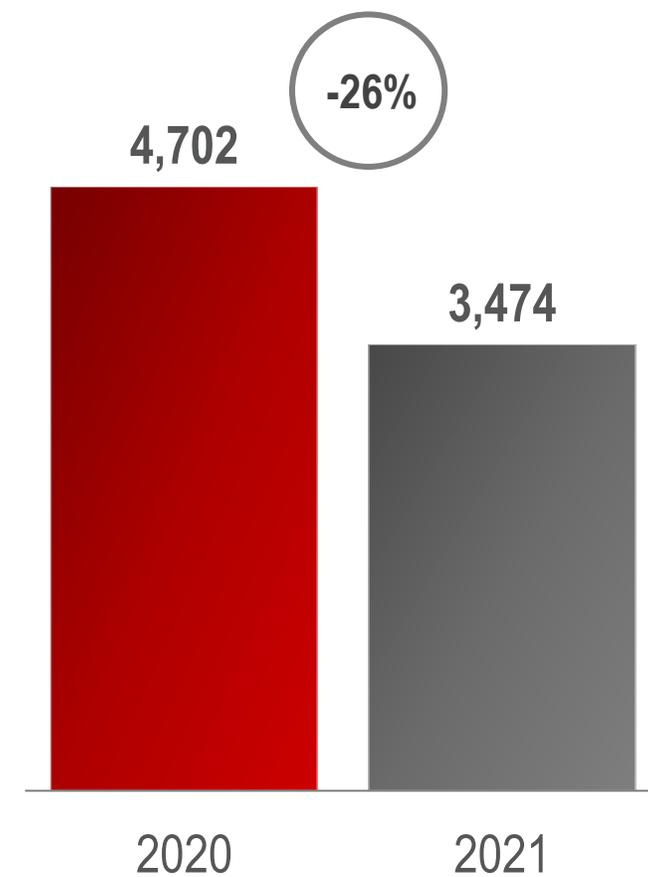
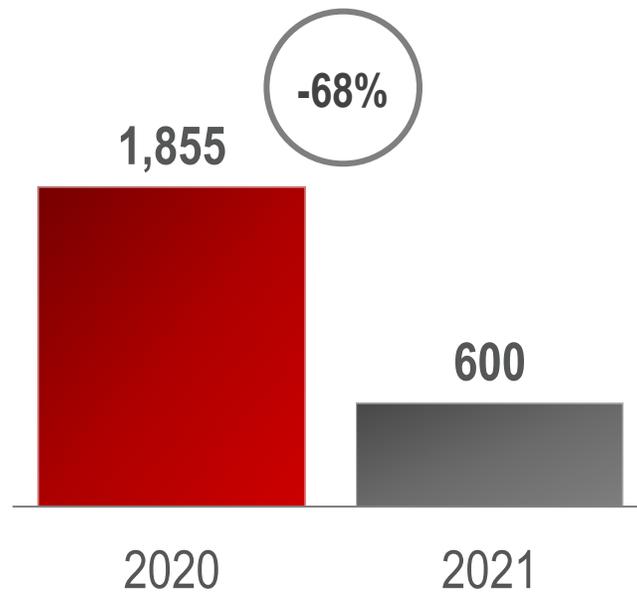
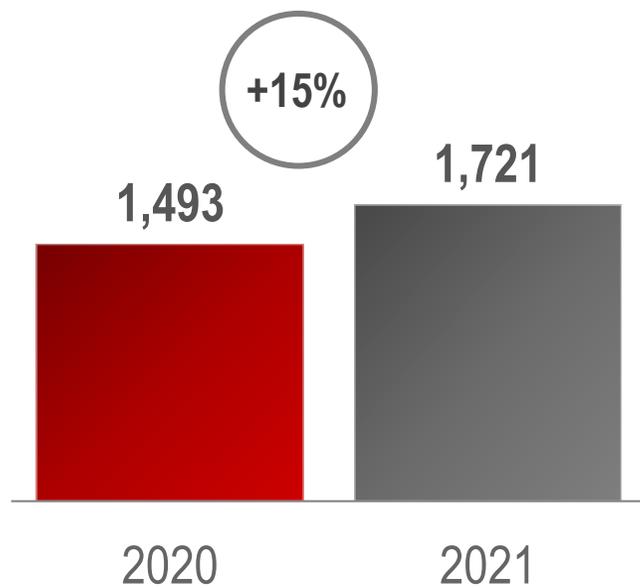


» 2021 EBITDA

ad  agents

ad  pepper

WEBGAINS 



» HEADCOUNT OVERVIEW | SEGMENT

ad::agents

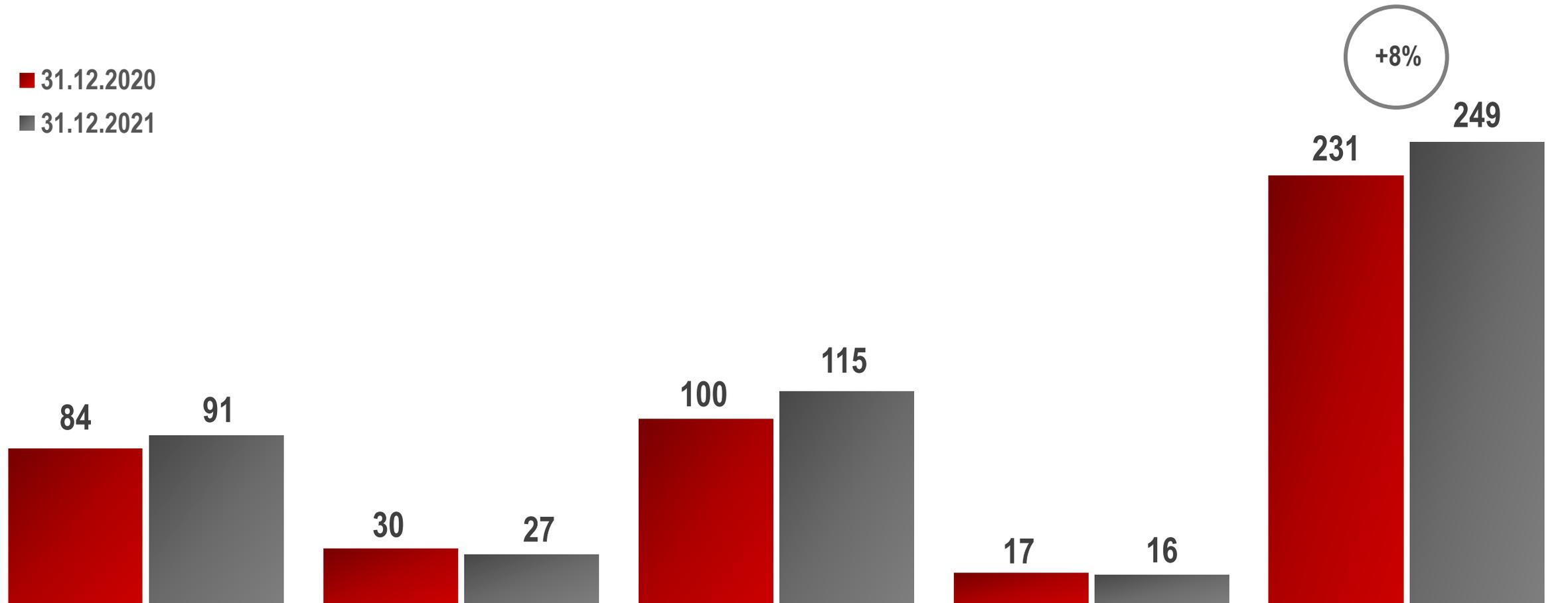
ad  pepper



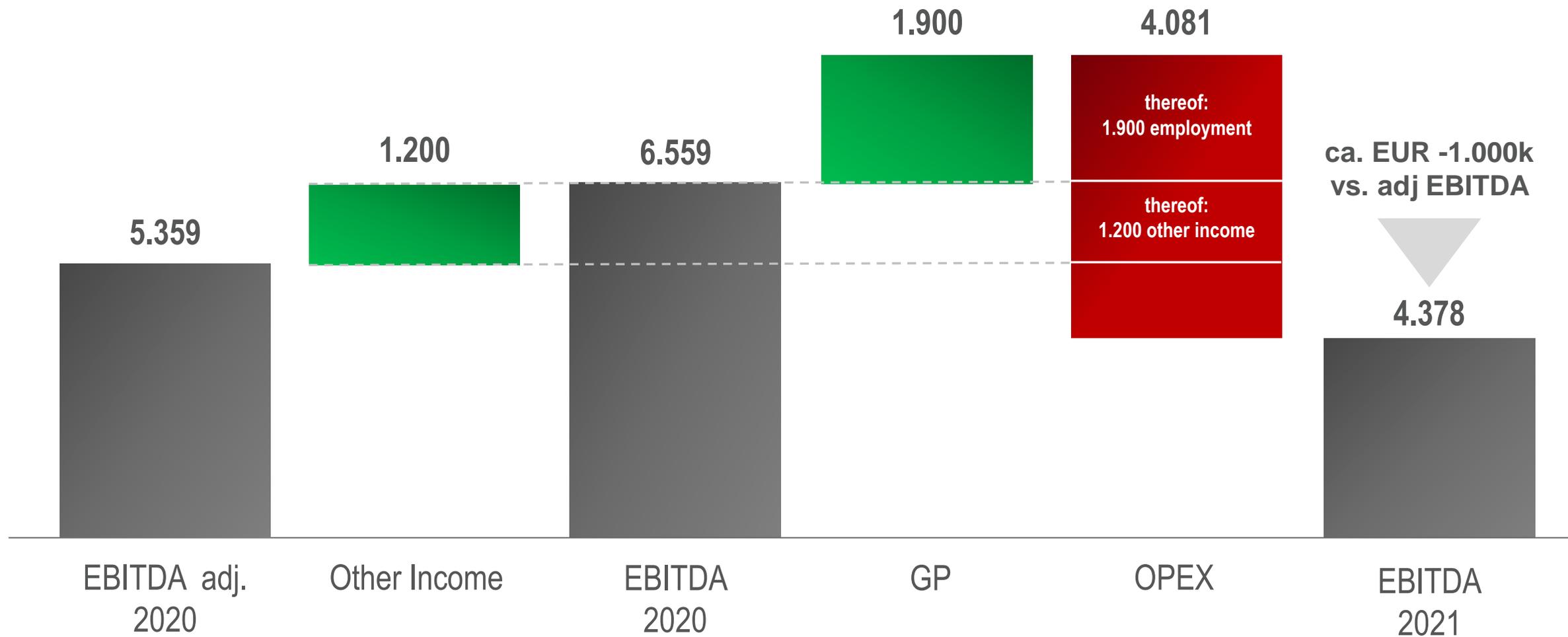
admin

ad  pepper group
digital pioneers since 1999

■ 31.12.2020
■ 31.12.2021

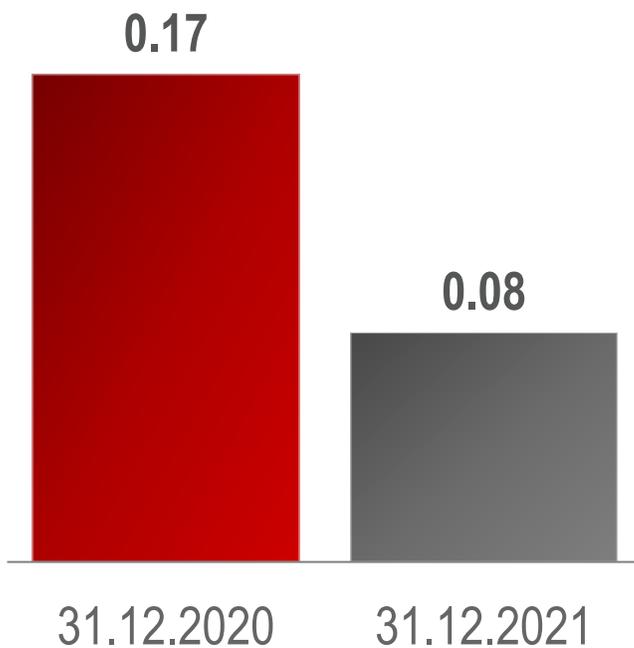


>> 2021 EBITDA COMPARISON

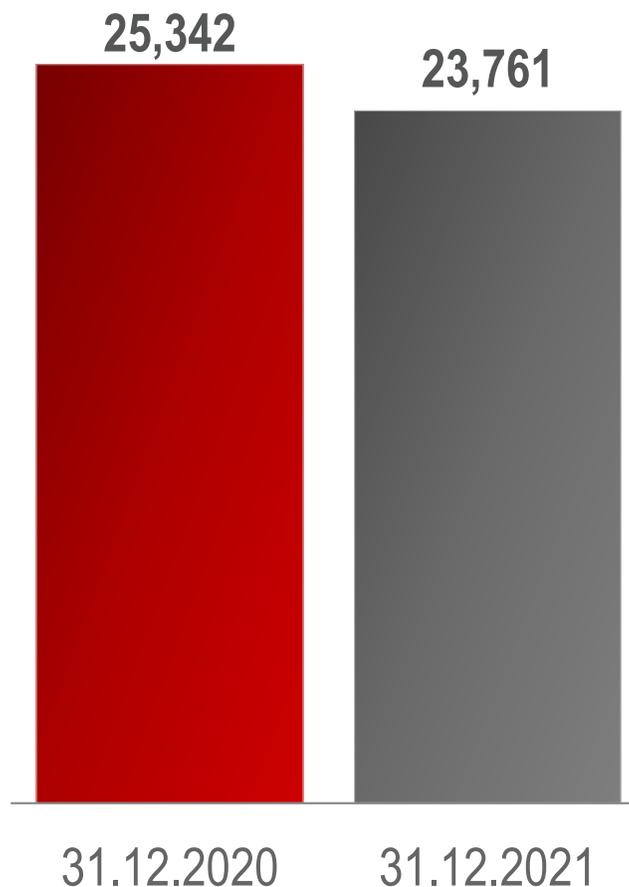


» OTHER KEY FINANCIALS

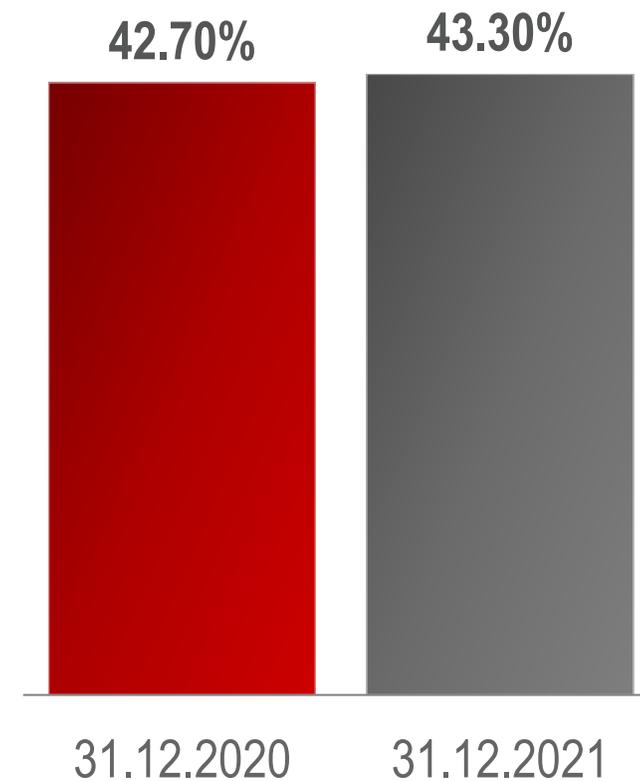
EPS
(parent)



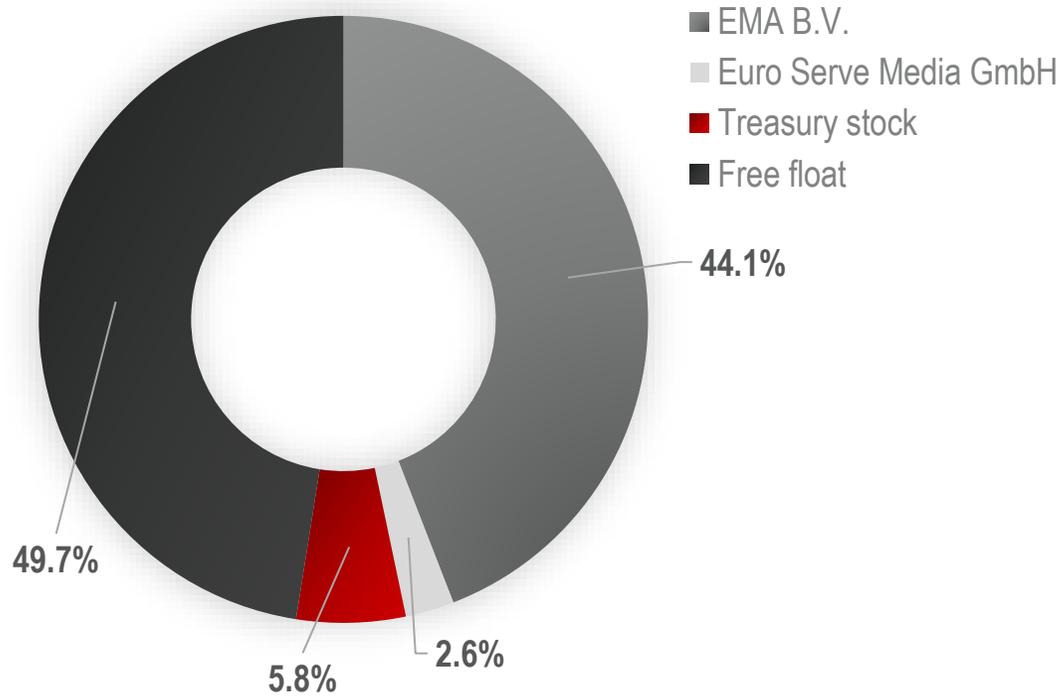
Cash



Equity Ratio



Shareholder Structure as of 21.02.2022



Share repurchase program:

started October 2020, concluded April 2021,
ended February 2022

Liquid funds:

EUR 23.760k (31.12.2021), debt-free

Shareprice-Performance 2017 – 2022 (EUR)



» KEY CHALLENGES & OPPORTUNITIES 2022

Inflation headwinds &
retention of key staff

Winning new clients
Client retention

Further normalization of
shopping behaviour

Inflation tailwinds

New flagship client(s)
(e.g. for apm DE)

Further digitalization
(macro trend)

**March 29
2022**

Annual Report
2021

**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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