

Poznań, 5 September 2023

INVESTOR PRESENTATION

>cyber_Folks Group financial results_

for H1 2023

ended 30 June 2023



cyber_Folks™

>About us_

01

We are a group of dynamically growing technology companies providing solutions to **>350,000 clients worldwide.**

02

We support **small, medium and large companies** with their online presence, automation of business process, communications, marketing and sales while generating **annual sales of c. PLN 450m*.**

*revenues of the last 12 months

03

Our portfolio focuses on **scalable products** offered in a **subscription model.**



>Why cyber_Folks?_



WE ARE GROWING RAPIDLY

Our **revenues** have been growing at a **40%** rate per year (CAGR) for the past 20 years; revenues **rose four-fold** since the IPO in 2017 and our market cap **increased five-fold**, **topping PLN 1bn.**



WE OPERATE ON A GLOBAL SCALE

We offer solutions to **over 350k** small, medium and large **business clients** located in **over 100 countries** worldwide.



WE ARE PROFITABLE AND WE SHARE PROFITS WITH OUR SHAREHOLDERS

We generate **over PLN 120m** in **operating cash flow**, money that we invest in further growth but which we also share with our shareholders. **We have been paying a dividend, increasingly higher each year**, since the beginning of our presence on the WSE.

>cyber_Folks: Consistent growth of financial results in Q2 2023

Revenues

(PLN m)

+34%

87

117

Q2 2022

Q2 2023

Adjusted EBITDA

(PLN m)

+55%

23

35

Q2 2022

Q2 2023

Net profit

(PLN m)

+149%

8

20

Q2 2022

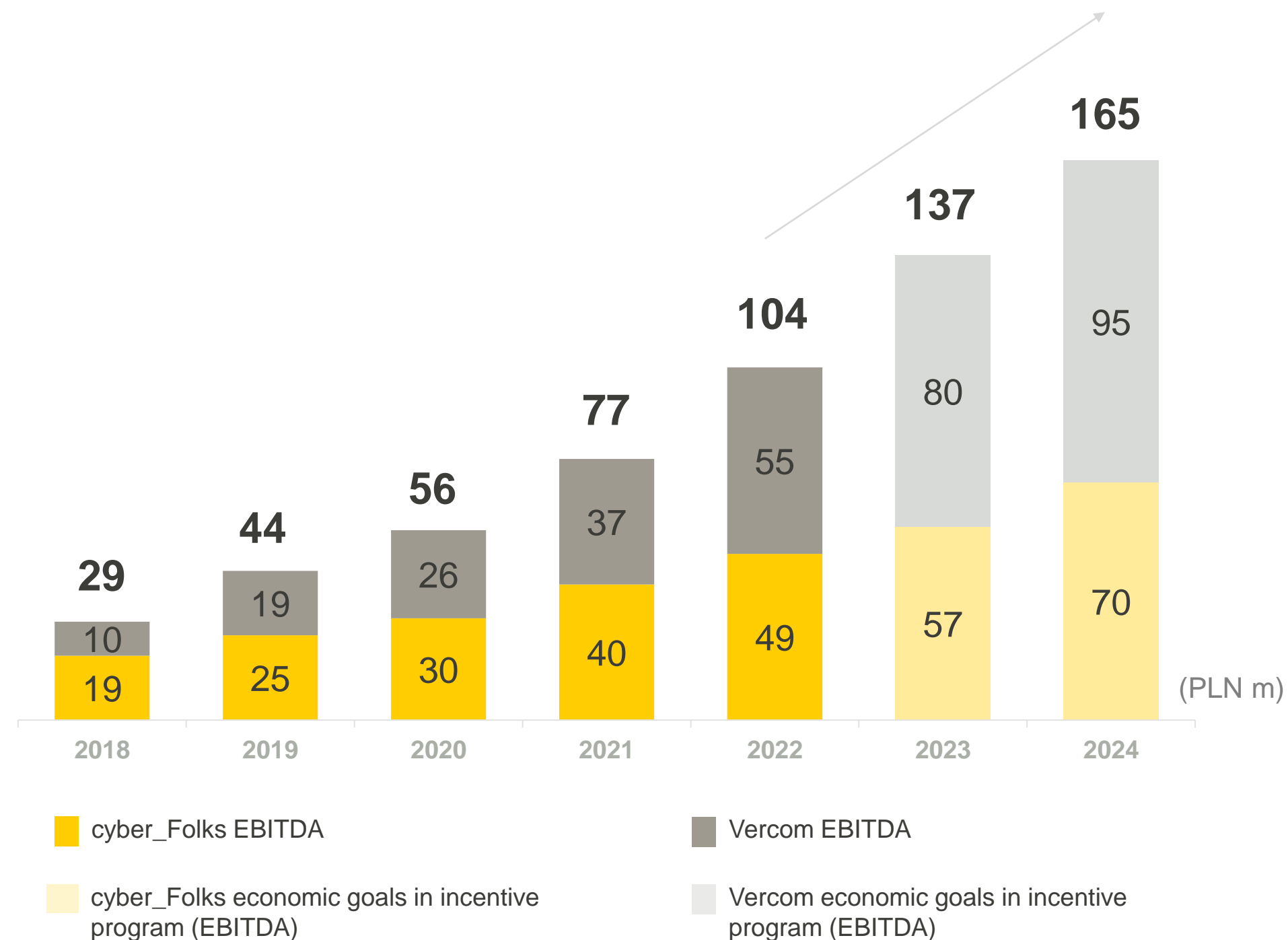
Q2 2023

cyber_Folks™

**> Plans:
Growth embedded in
in the 2024 strategy**

>Consistent execution of the growth strategy embedded in the ESOP_

In H1 2023, cyber_Folks and Vercom generated a combined total of nearly PLN 68m EBITDA, thus in the middle of the year we achieved exactly 50% of the annual target.



>Goal: Unicorn_

Our goal is to duplicate the growth rate delivered since the IPO and thus **turn into one of the very few Polish unicorns.**

We will reach that goal by:



GAINING 1 MILLION CLIENTS

Organic growth and acquisitions on the global market



FURTHER ARPU GROWTH

Broadening the product portfolio, particularly in the field of products for the e-commerce sector and those using AI

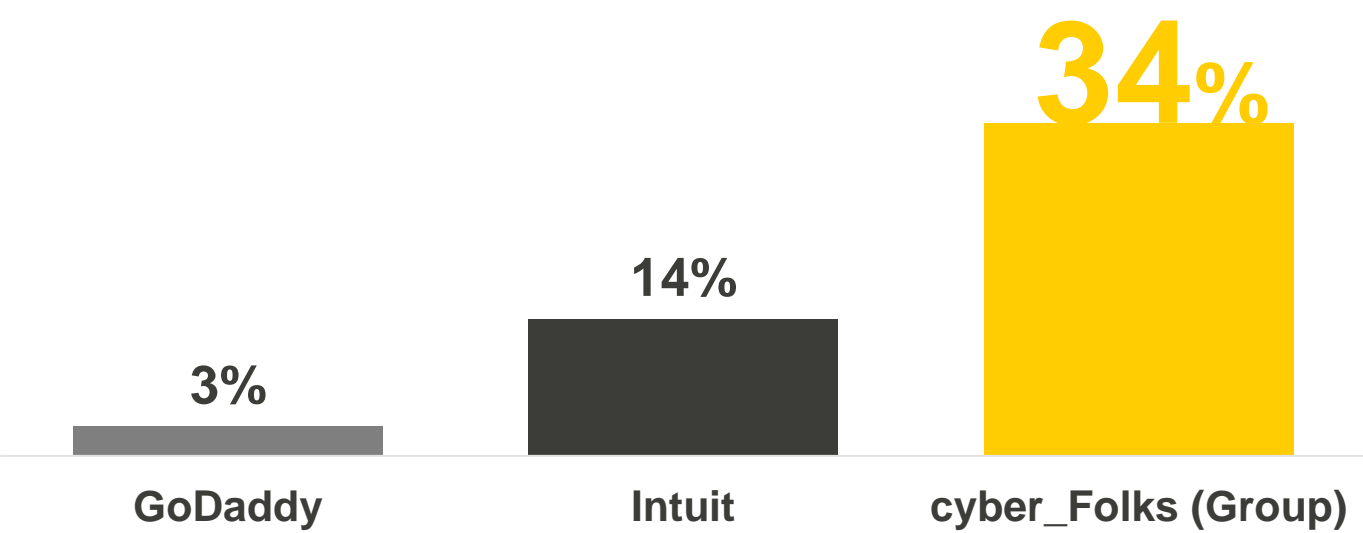


>Financial parameters
at the level of global
competition_

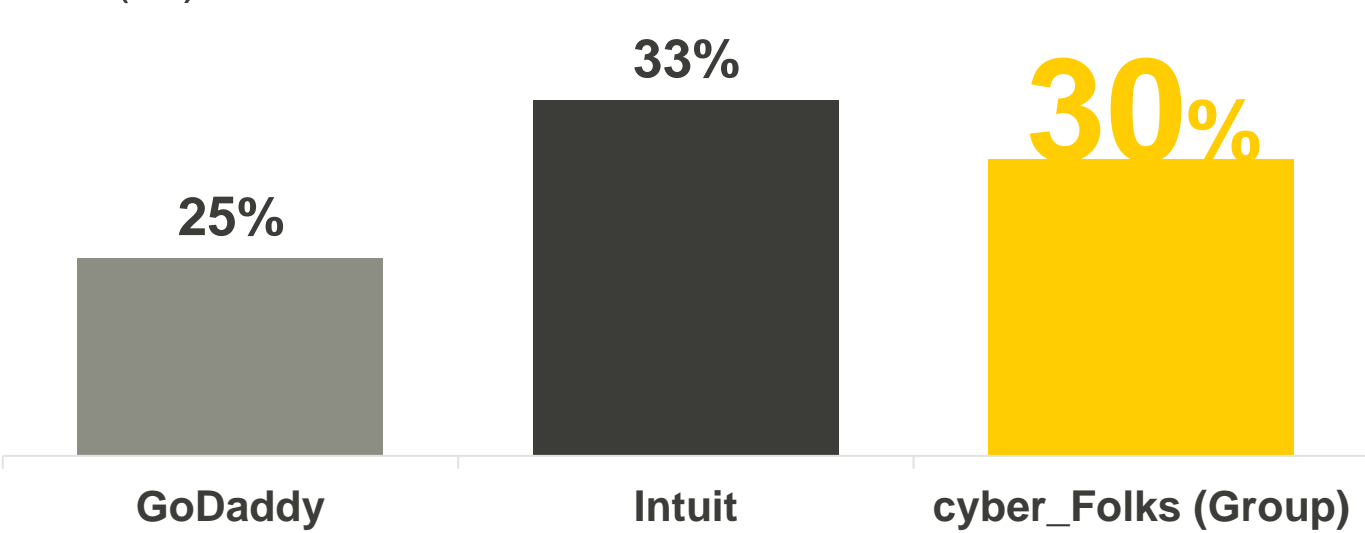
We are active on the global market whose value is estimated at USD 50bn* and our benchmarks include global companies such as:

GoDaddy	US hosting company (USD >10bn market cap)
Intuit	US provider of software distributed in SaaS model (i.e. owner of Mailchimp) (USD 130bn market cap)

Revenue Growth Q2 2022/2021
(%)



EBITDA margin Q2 2022
(%)



* Estimated value of cyber_Folks target market in 2025 based on data on individual business segments: Hosting - own estimate based on internal information and information on the value of revenues based on Statista: "data processing, hosting and related activities", SaaS: Hotel Management Software - Research and Markets: „Hotel Property Management Software Market Research Report", SaaS: E-commerce Software - Grand View Research: „E-commerce Software Market Size, Share& Trends Analysis Report", CPaaS - Statista.
**GoDaddy - margin based on Normalized EBITDA parameter, Intuit - margin based on non-GAAP income plus depreciation and amortization.
***Capitalization of GoDaddy and Intuit as of 24/08/2023

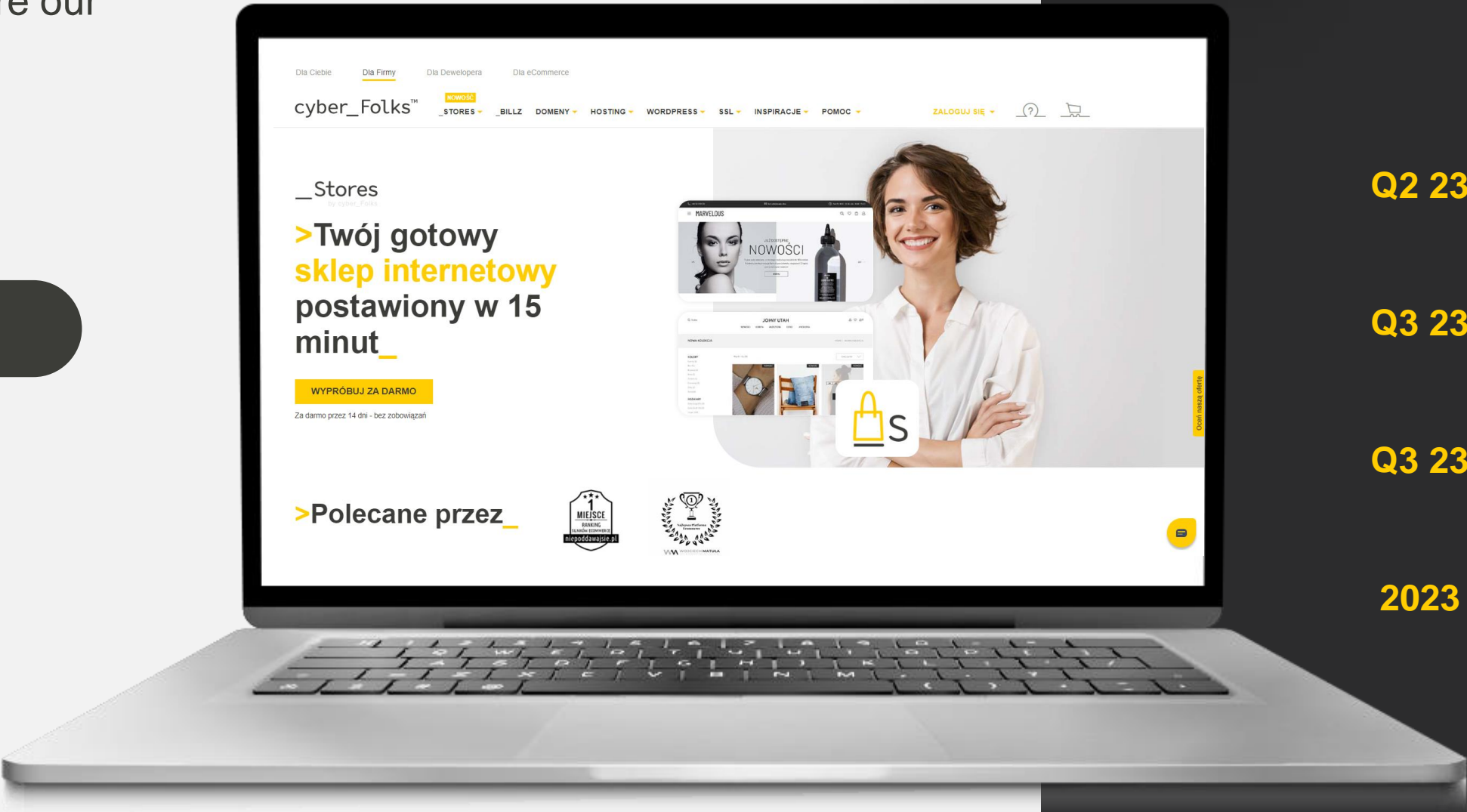
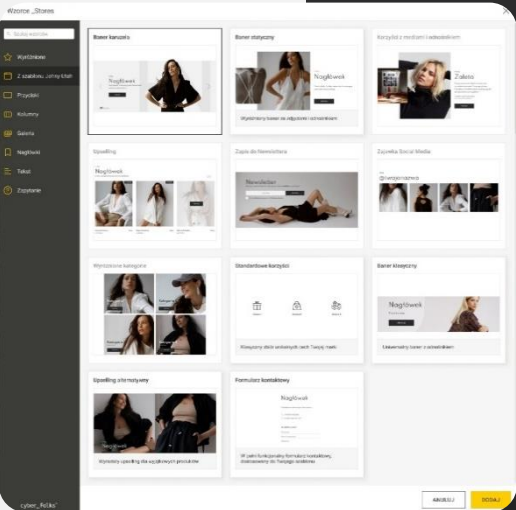
>Development of a product offer that matches client requirements!

Serving over **350k business clients**, we keep adding to our offering new products that best suit their needs and which ensure our **ARPU growth**.

Dedicated Software

cyber_Folks

CPaaS



Portfolio Development:

- Q2 22** Stores – online store builder
- Q4 22** AI – AI domain builder
- Q2 23** MessageFlow – global multichannel communication product
- Q2 23** AI powered Drag & Drop Email Marketing Editor
- Q3 23** Monitoring – Google position monitoring
- Q3 23** Billz – invoice software
- 2023** Release of more products soon

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Q2 2023

>Financial results

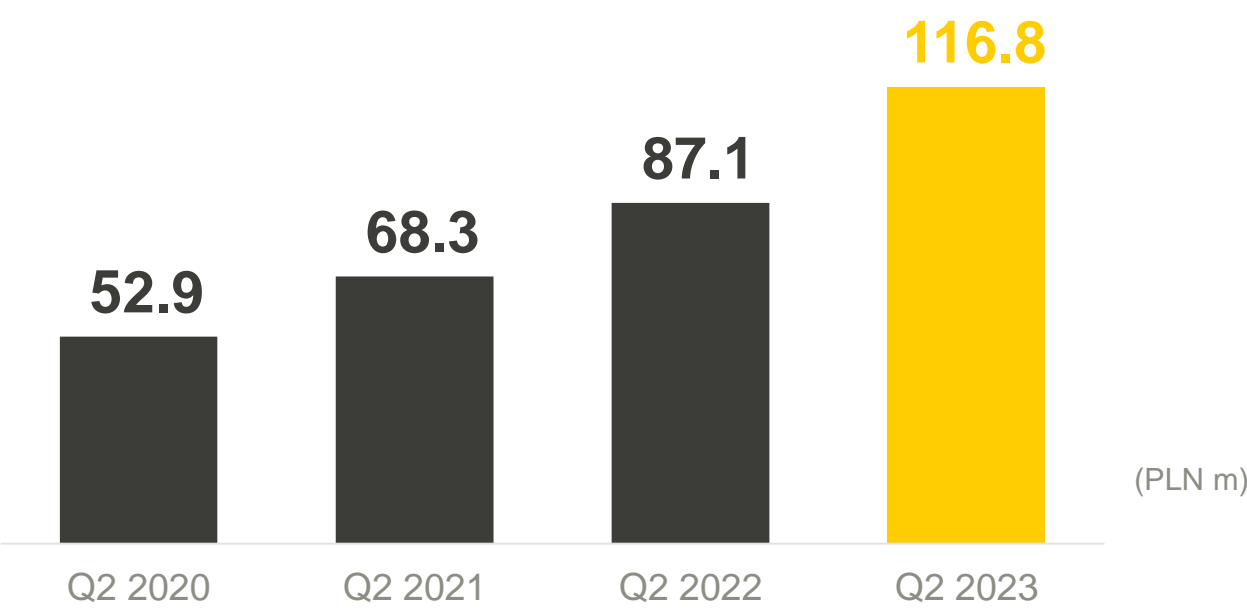


>Dynamic growth in revenues and profits_

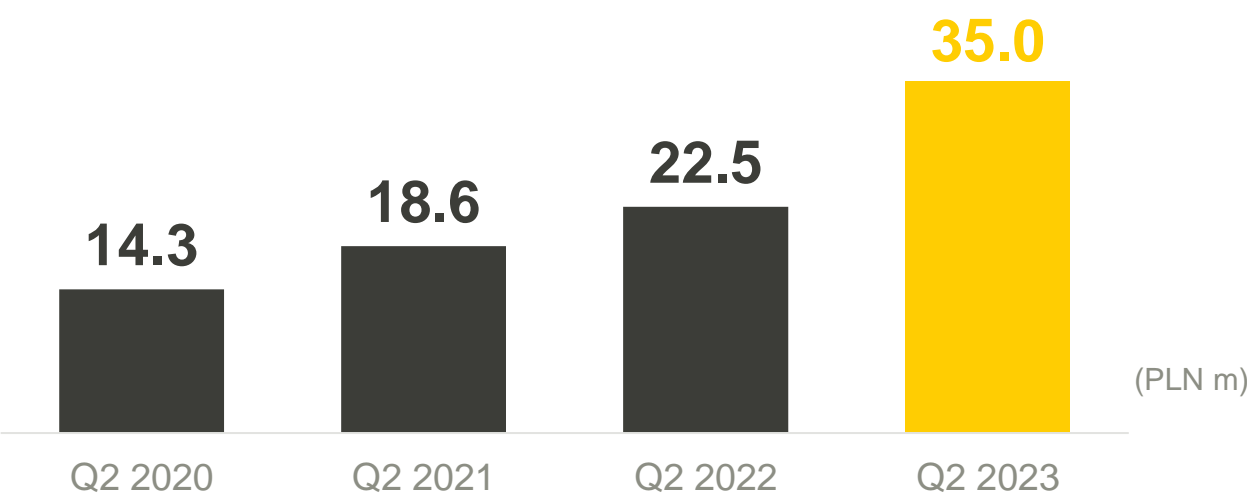
> Selected consolidated financial data:

(PLN m)	Q2 2022	Q2 2023	Change
Sales revenues	87,1	116,8	34%
One-off costs	1,2	1,8	55%
Adjusted EBITDA	22,5	35,0	55%
Amortization	- 6,3	- 7,9	27%
Net financial costs	- 5,4	- 1,2	-78%
Income tax	- 2,4	- 4,8	104%
Net Profit	7,9	19,6	149%
Net Profit attributable to shareholders of parent company	3,7	10,3	179%

Revenues:



Adjusted EBITDA:

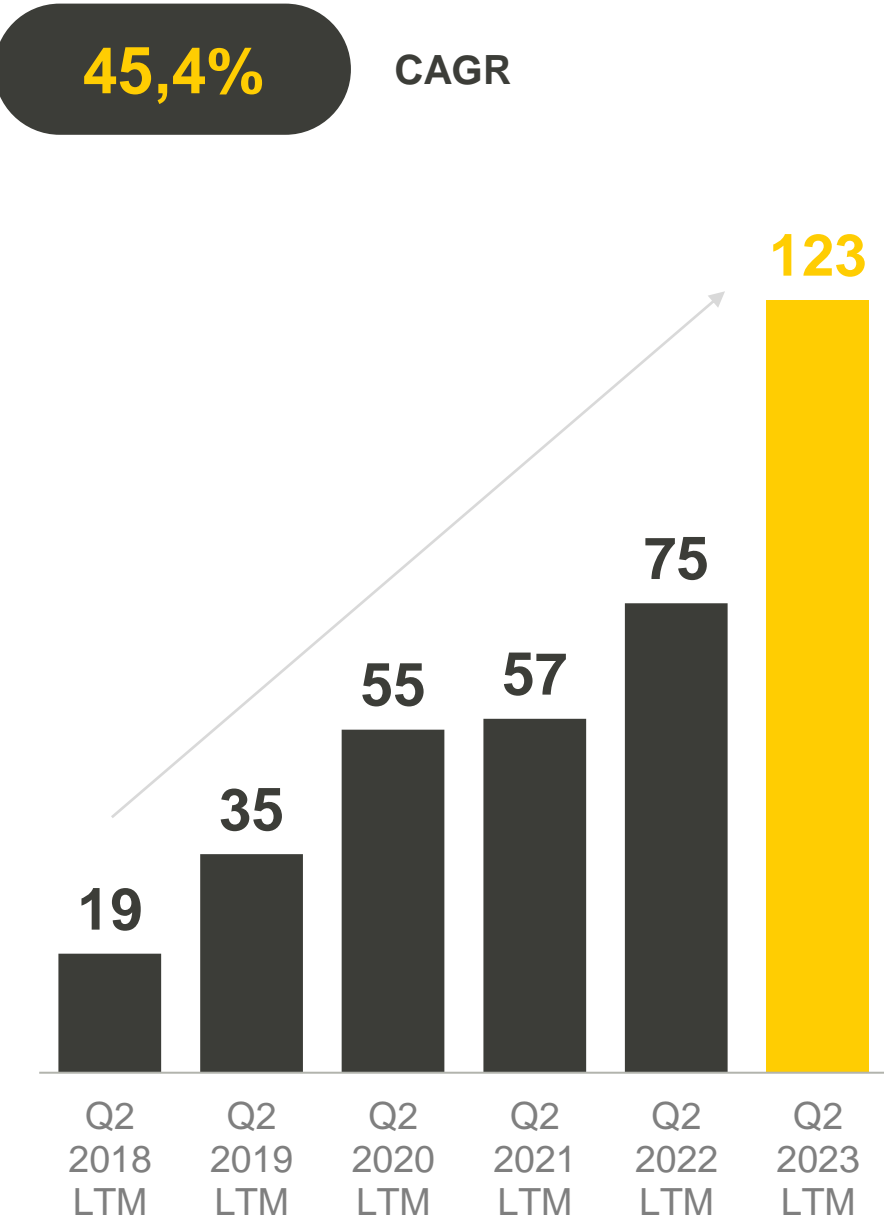


>High cash generation capacity_

> Selected consolidated financial data:

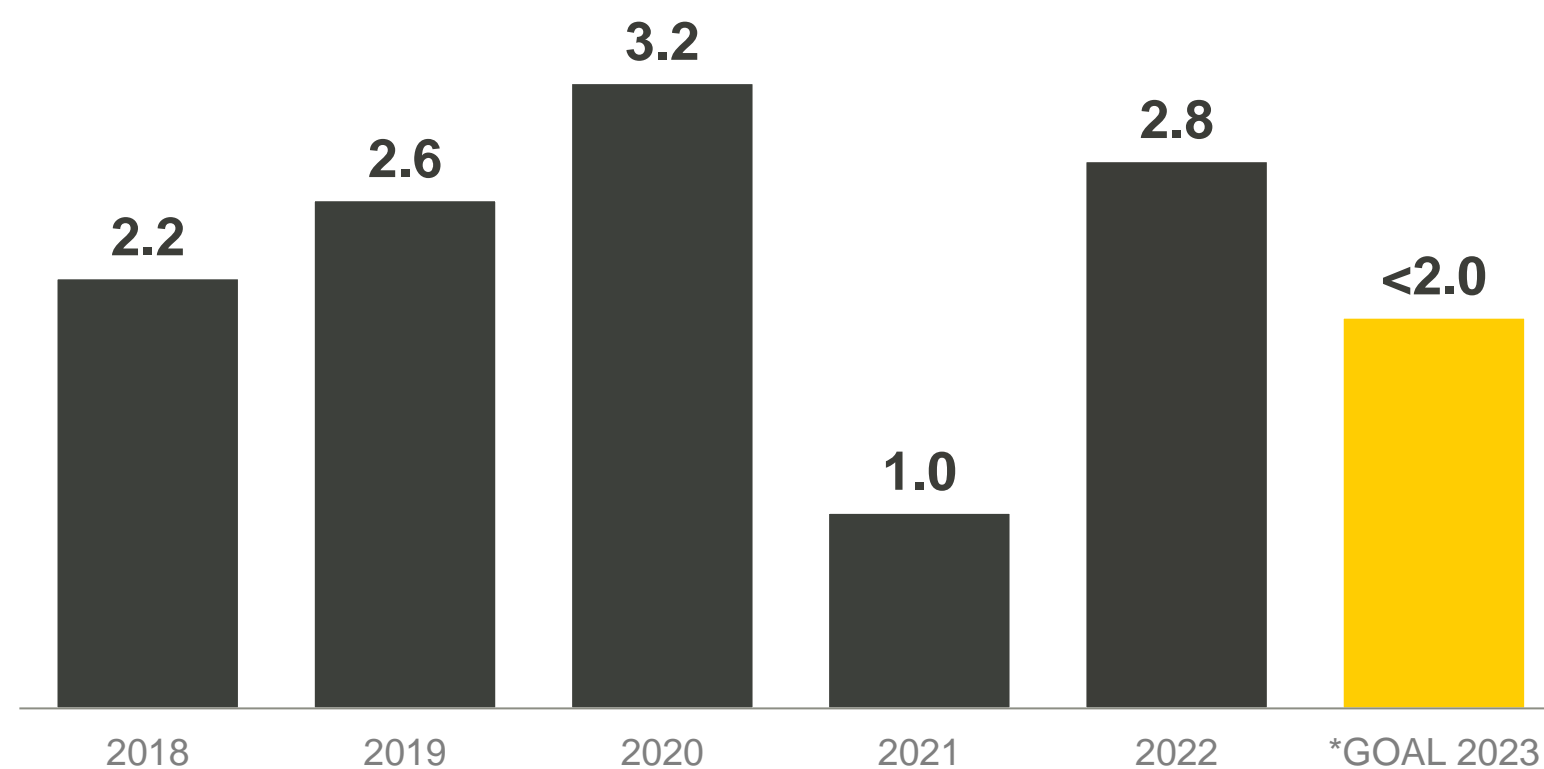
(PLN m)	H1 2022	H1 2023	Change
Net cash flow from operating activities	37,7	58,7	55%
CAPEX	- 8,3	- 7,4	-10%
Payments of lease liabilities	- 4,2	- 5,4	30%
Unlevered FCF	25,3	45,8	81%
Repayment of credits and loans	- 11,6	- 20,1	74%
Interest paid	- 6,3	- 13,3	112%
Dividends to minority shareholders	-	- 1,3	
Free Cash Flow (FCF)	7,4	11,1	49%

Cash from operating activities (PLN m) over the last 12 months (LTM)



> We already managed to lower our debt level to the target level planned for the end of 2023

Information from Presentation Q1 2023 Quarterly Report



*GOAL 2023: Target level of net debt to EBITDA in 2023.

Our goal for 2023 is to reduce to <2.0 the ratio of net debt vs. EBITDA
In Q2 2023, we **practically reached** this level 6 months earlier.

2.05

Q2 2023

> We already managed to lower our debt level to the target level planned for the end of 2023_

<2.0



Greater acquisition opportunities:

Lower debt level once again increases our acquisition opportunities, pushing us closer to our goal of 1 million clients

Greater dividend opportunities:

Higher cash flows improve our potential to distribute profits to shareholders

GOAL 2023

cyber_Folks™

Q2 2023

>Key events



> We are all _Folks,
cyber_Folks!

R22 turns into cyber_Folks
(GPW: CBF)

>> CUSTOMERS

>> INVESTORS

>> EMPLOYEES

>> PARTNERS



>Why the rebranding into cyber_Folks?

01.

Simplifying the structure and communications

02.

Creation of one **global brand**

03.

Underscoring the basic business - **delivering the best products and services** (NPS at x2 over market average)*

04.

Execution of a single, joint strategy for companies that are part of the Group

* Source: Retently - B2B Software & SaaS Industry average NPS: 40, Hosting & Cloud Industry average NPS: 25, NPS of selected brands of cyber_Folks.



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>Development of dedicated products segment

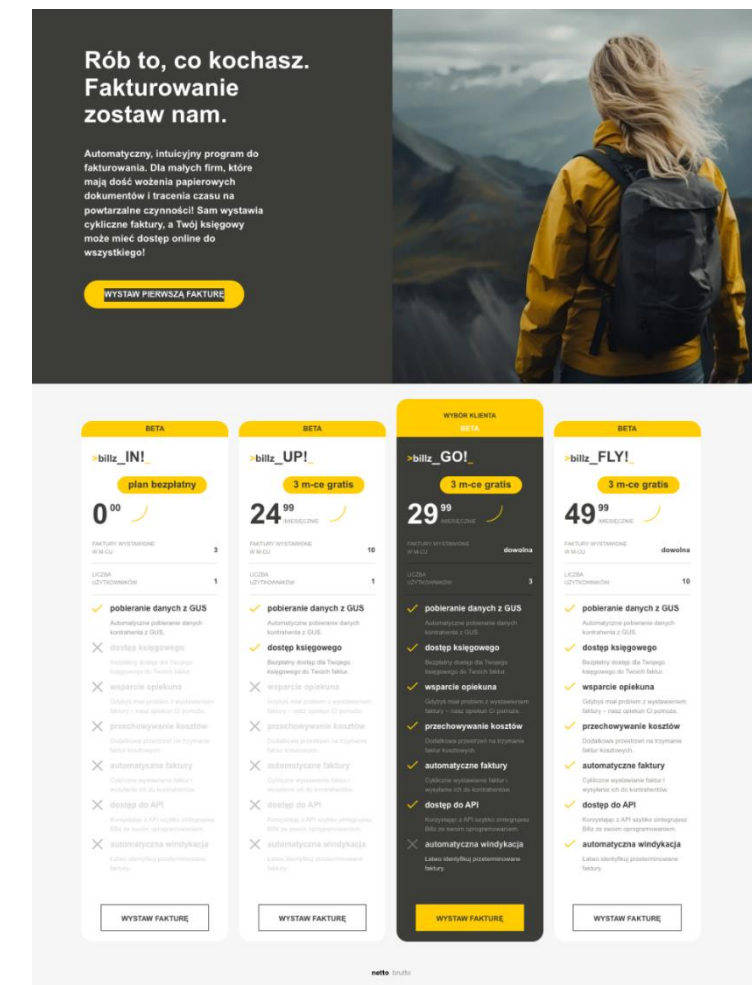
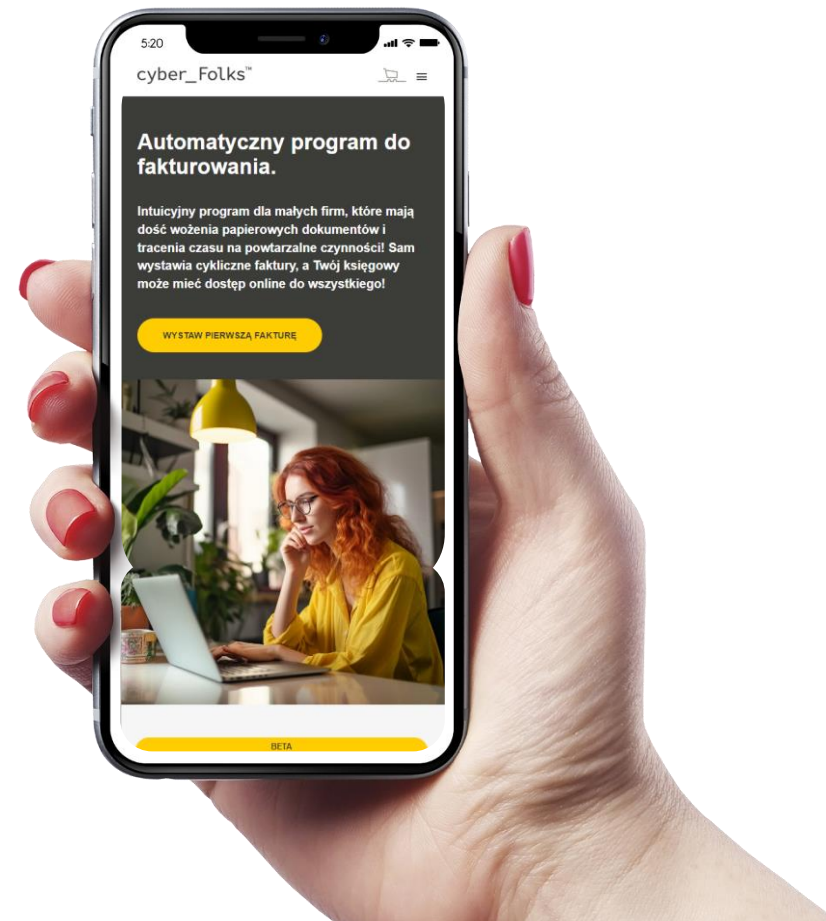
— Entrepreneurs

— Hotels



>Billz: Invoicing software_

Billz is an **automatic and intuitive invoicing program** for **small businesses** that have no time to waste on repeat tasks. It issues invoices by itself and your accountant will have online access to everything.



Positive options of initial users_

” The end of Google Drive

I've been testing the invoicing program for about a month. Because the product is at an early stage of development, my suggestions are being promptly addressed. The cost module is perfect for my needs. The migration was quick thanks to document import from the previous program.

- B2B programmer

” Intuitive interface

I had a chance to be one of the first users. New features that I use are being added all the time. The support department is quickly solving issues that arise. From the very start I had no problem with orienting myself, unlike other similar programs.

- B2B employee

>Dynamic growth in the hotel solution segment_

Revenues

(PLN m)

+22%

11.9

14.5

Q2 2022

Q2 2023

GMV

(PLN m)

+27%

369.8

469.7

Q2 2022

Q2 2023

EBITDA

(PLN m)

+257%

0.7

2.5

Q2 2022

Q2 2023

In 2019 we invested in **Profitroom**, a developer of SaaS solutions for the hotel industry, acquiring a 33.3% stake for approximately PLN 30m. In the past quarter this segment reported a 27% increase in the booking figures, a 22% increase in revenue and a material improvement in EBITDA, which rose by over 250% to reach PLN 2.5m.

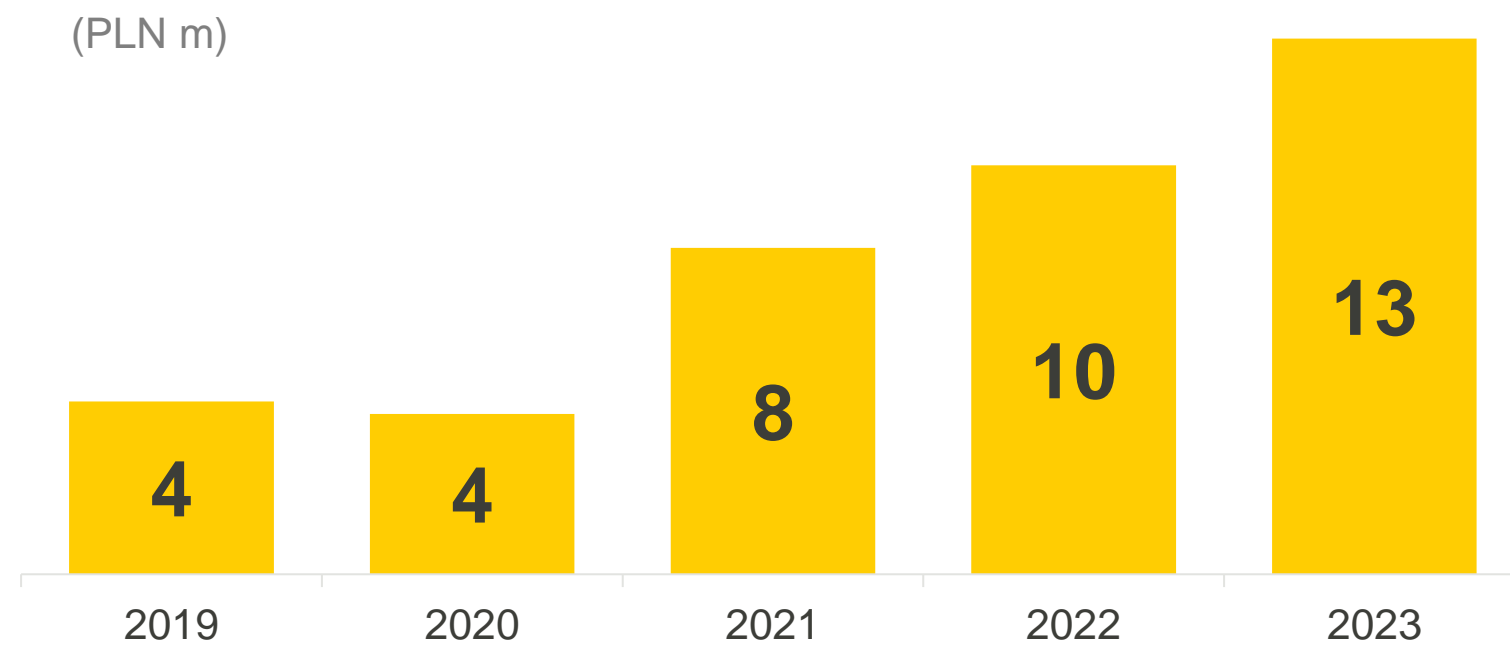
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> cyber_Folks for
Shareholders



>Dividend

Since the beginning of our presence on the WSE we have been sharing our profits with the Shareholders, paying an increasingly higher dividend each year.



>Shares_

At the end of H1 2023, cyber_Folks stock price was 55.9% higher than at the beginning of 2023. **Between the start of the year 2023 and September 1, 2023, the share price rose by 52.9%.**

Notowania akcji cyber_Folks



>cyber_Folks is planning to launch a Shareholder benefit program_



”

One of our strategic goals is to popularize the cyber_Folks brand addressed to both our clients and to investors. By launching a loyalty program, we want to bind current shareholders and clients closer to our company. We are also hoping that additional benefits will help boost its client and shareholder base. At present, we are working on detailed principles of the Program. We are creating a unique value that will pay off, **as increasing the number of cyber_Folks stakeholders should lead to higher level of interest in the stock and an increase in the number of clients**

– Jakub Dwernicki, CEO of cyber_Folks.

MORE STAKEHOLDERS

=

GREATER INTEREST IN SHARES

=

INCREASE IN THE NUMBER OF CUSTOMERS

>TOP-PICK in the tech sector for investor portfolio_



WE ARE
GROWING
RAPIDLY



WE HAVE THE
SCALE AND WE
OPERATE
GLOBALLY



WE ARE **PROFITABLE**
AND WE **SHARE OUR**
PROFITS WITH
SHAREHOLDERS

Towards
mWIG40!



sWIG80 Position

The years 2019-2022 are the position of cyber_Folks according to the December portfolio revision by the Warsaw Stock Exchange. Current position, according to data published on the website <https://gpwbenchmark.pl/>, as at the end of the session on September 1, 2023.

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