

Half Year Results Presentation Six Months Ended 31 October 2021

15 December 2021



Strategic overview



- **Highest ever six-monthly revenue in all four business units**, with performance ahead of expectations at the IPO



- **Traffic at record levels** compared to any period prior to COVID, with all top five sites increasing its audience lead over its closest competitor



- **Increased yield from C2C advertisements across all business units**, contributing to the first half results



- **Yield increases to come from recently implemented pricing and packaging changes** in Autos, Real Estate and Jobs & Services for business customers, which will contribute to revenue growth in the second half of the year



- **Following July's successful IPO**, the putting in place of further corporate governance arrangements as a public company

Financial highlights

- €25.0m** • **Organic revenue grew 24% to €25.0m** (H1 2021: €20.4m of which €0.2m from divested business) driven by Autos (+10% organic/ +7% reported), Real Estate (+20%), Generalist (+11%) and doubling in Jobs & Services (+113%). Reported revenue grew 22%
- €2.4m** • **Fall in unadjusted operating profit reflects IPO-related costs** of €8.8m, resulting in an operating profit of €2.4m (H1 2021: €7.4m)
- €19.6m** • **Adjusted EBITDA⁽¹⁾ up 23% to €19.6m** (H1 2021: €16.0m)
- 78.4%** • **Adjusted EBITDA margin⁽²⁾ maintained at 78.4%** (H1 2021: 78.3%)
- 99%** • **Cash conversion⁽³⁾ maintained at 99%** (H1 2021: 100%)
- €20.9m** • **Cash from operations up 36% to €20.9m** before IPO fees of €5.7m⁽⁴⁾. Reported cash generated from operations maintained at €15.2 m (H1 2021: €15.4 m)
- 2.1x** • **Leverage⁽⁵⁾ reduced from 2.75x at IPO to 2.1x.** Intention to propose first dividend payment at full year results in July 2022

Source: Company Information.

Note: H1 2021 refers to the 6-month period ended 31 October 2020; H1 2022 refers to the 6-month period ended 31 October 2021.

1) EBITDA is calculated by reference to the profit / (loss) for the period and adjusting this to add back income tax expense, net finance costs, depreciation and amortization. Adjusted EBITDA is calculated by reference to EBITDA for the period and adjusting this for the costs related to IPO, acquisitions and disposals in the period and one-off costs that do not reflect the underlying operations of the business (but including ongoing operating costs of being a public company).

2) Adjusted EBITDA Margin is calculated by dividing Adjusted EBITDA for the period by revenue for such period.

3) Cash conversion calculated as: (adjusted EBITDA – capex) / adjusted EBITDA.

4) €5.6 million paid fees relate to H1 2022 and €0.1 million relate to FY21.

5) Leverage is calculated as Net debt over last twelve months (LTM) of Adjusted EBITDA. Net debt is calculated as total debt (bank loans and Osta.ee prepayments) less cash.

Operational highlights



- **66.4 million visits per month to BCG sites** - on average a resident in the Baltics visits a BCG site 11 times every month



- **More business advertisers than ever before:** real estate brokers up 2%, automotive dealers up 6% and employers up 63%



- **Leadership position against nearest competitors improved for all five of largest sites** compared to H1 FY20: Autoplius at 3.8x (vs 3.2x), Auto24 at 36.6x (vs 16.5x), Aruodas at 28.1x (vs 9.6x), Skelbiu at 18.6x (vs 14.4x) and CVbankas at 8.2x (vs 3.5x)



- **Improvements to products and packages** implemented across all our business units for consumer and business customers during H1 2022



- **Increased yields across all business units.** Automotive (B2C +3%, C2C +44%), Real Estate (B2C +14%, C2C +27%), CVbankas (+41%) and Skelbiu (+8%). Increases came from higher prices of the goods and services advertised, quicker speed of sale and changes to packages and prices



- Number of BCG employees remained at **124 FTEs**, with the split of **women (50%) to men (50%)**

Source: Company Information.

Traffic data source: Google Analytics.

Leadership data source: Leadership position based on time on site except for Auto24. Auto24 has no significant vertical competitor; next relevant player is Generalist portal, therefore relative market share is calculated based on number of active automotive listings as at the end of H1, which unlike time on site can be attributed to automotive specifically.

Note: H1 2021 refers to the 6-month period ended 31 October 2020; H1 2022 refers to the 6-month period ended 31 October 2021.

COVID-19 environment



- Our half year comparable was not notably affected by the impact of COVID-19, though in lockdown for part of the period



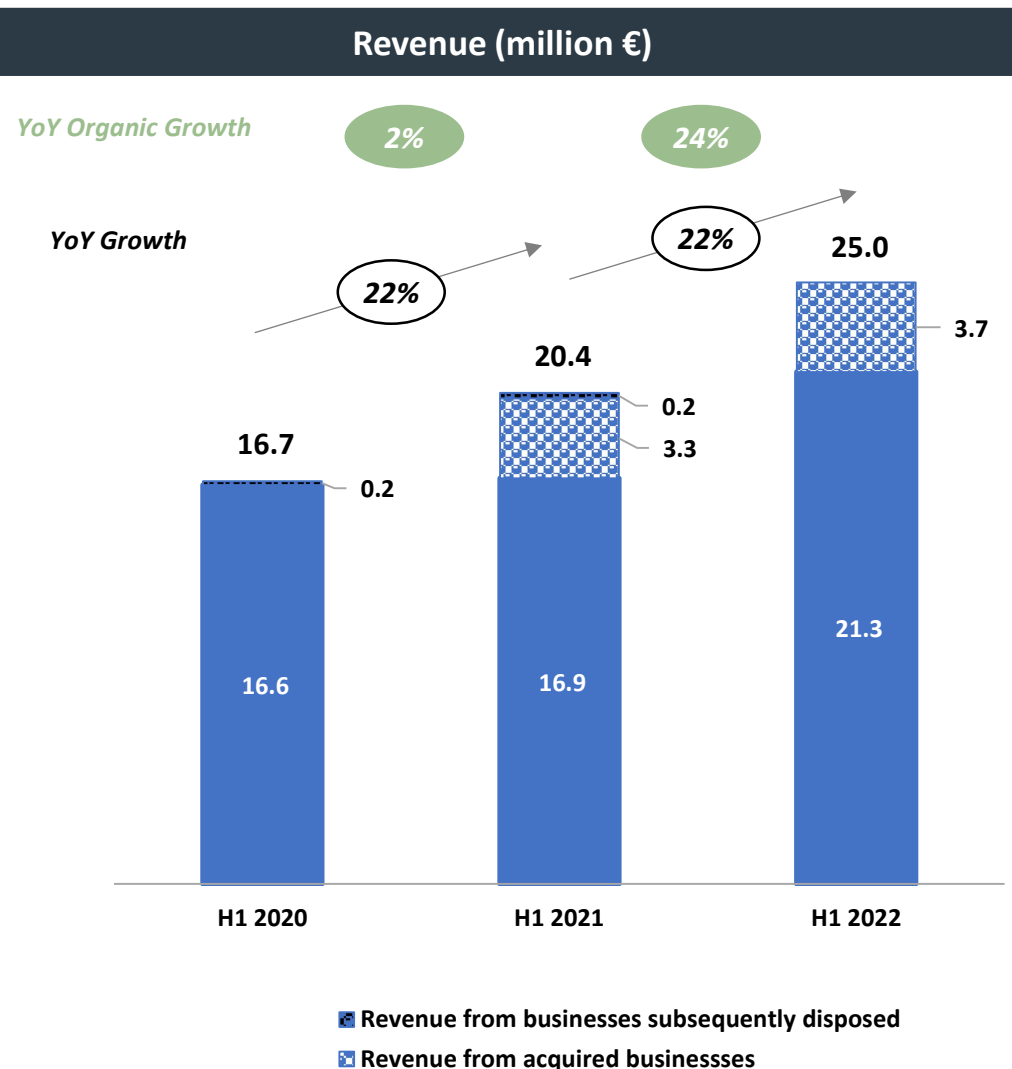
- COVID-19 has accelerated digital adoption generally, lead to a very strong bounce back in the jobs market and a strong return in property, but has disrupted automotive supply chains: the same trends as in other European countries, though possibly more so



- Since the end of the H1 (the end of October) trading has continued to be strong and in-line with trends during the period reported on, despite an increase in infection rates and government-imposed restrictions

Financials

Revenue Summary: Group



- The main drivers of revenue growth were:
 - ✓ increases in the number of advertisers across all our 4 business sectors,
 - ✓ an increase in the number of advertisements/ active C2C listings across all our business sectors except Autos,
 - ✓ an increase in the average spend per customer/advertisement across all our businesses

In the historical periods disposed and acquired:

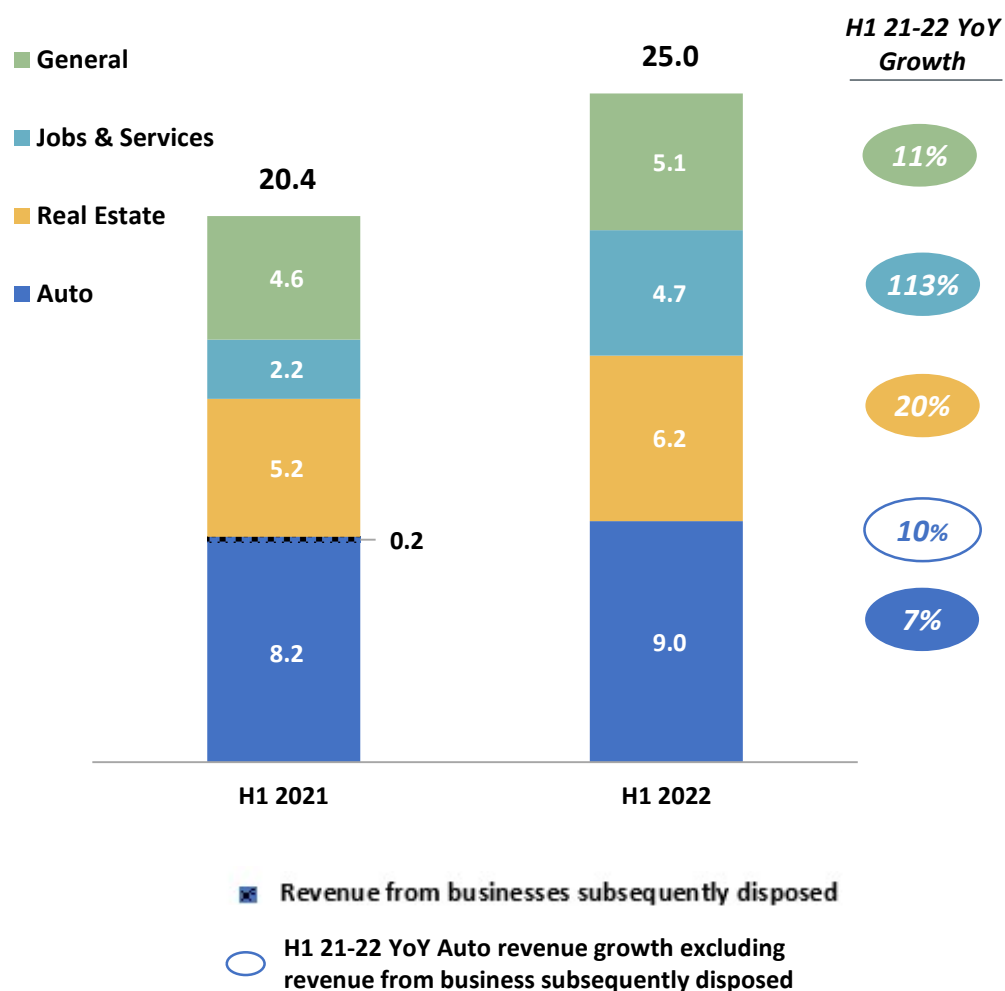
- H2 2020: Auto24 group (including Autoleht) acquired in January 2020
- H2 2020: Soov.ee was divested in January 2020 as part of Auto24 acquisition
- H2 2021: Autoleht was sold in the end of FY 2021

Source: Company Information.

Note: H1 2020 refers to the 6-month period ended 31 October 2019; H1 2021 refers to the 6-month period ended 31 October 2020; H1 2022 refers to the 6-month period ended 31 October 2021.

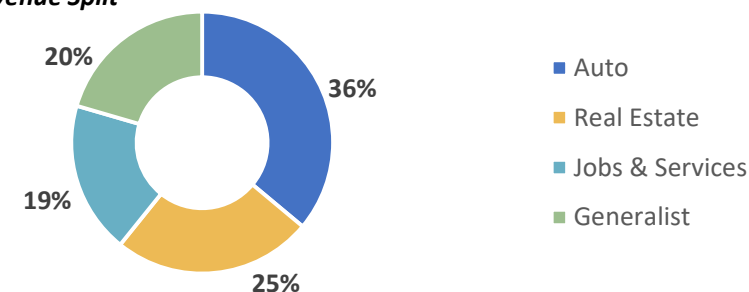
Revenue: Business Line

Revenue (million €)



Diversified Revenue Streams

H1 22 Revenue Split



Generalist revenue grew 11% despite a slowdown in the Summer due to the exceptionally good weather

Jobs portal Cvbankas. It is more than twice as big revenue-wise than it was a year ago. The underlying market for Jobs sector is favorable

The growth in Real Estate revenue comes mainly from C2C changes in Spring and less from B2C changes in Autumn 2021

In H2 2021 BCG sold Autoleht; H1 2021 includes €0.2 million revenue subsequently disposed

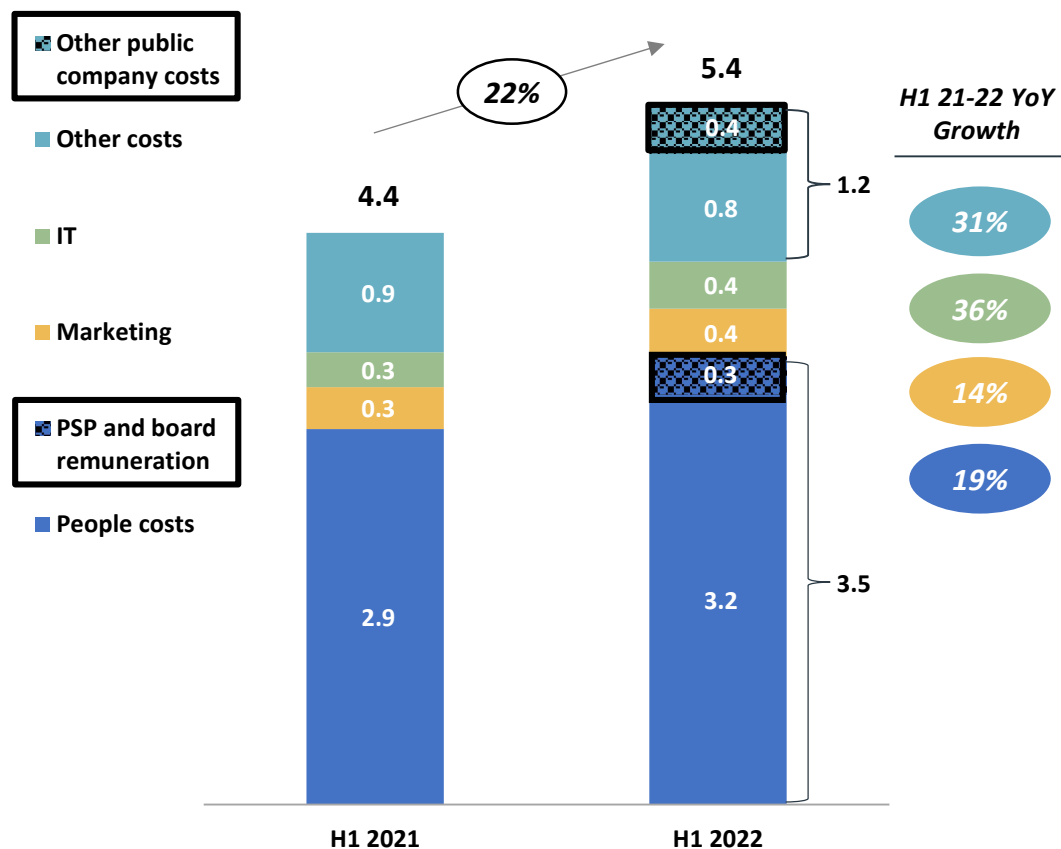
Automotive market is facing supply chain disruption: because of a global semiconductor shortage, car manufacturers are late to deliver new cars causing car buyers postponing the sales of old ones

Source: Company Information.

Note: H1 2021 refers to the 6-month period ended 31 October 2020; H1 2022 refers to the 6-month period ended 31 October 2021.

Adjusted Operating Expenses

Adjusted Operating Expenses (million €)⁽¹⁾



- Costs are set out to show the underlying costs excluding:

In H1 2022:

- €7.4 million IPO fees
- €1.4 million free share awards to employees

In H1 2021: acquisition related costs of €0.1 million

- People costs:

- we invest in talent, therefore the increase in people costs was primarily driven by annual salary reviews
- H1 2022 was our first half a year as a public company, therefore costs also include board members' fees and the cost of a performance share plan (PSP)
- despite the above, maintained at 14% of revenue

- Marketing

- costs maintained at 1.5% of revenue
- cross-marketing allows us to keep this spend low

Source: Company Information.

Note: H1 2021 refers to the 6-month period ended 31 October 2020; H1 2022 refers to the 6-month period ended 31 October 21.

1) Operating costs adjusted for exceptional and one-off items, primarily transaction-related fees.

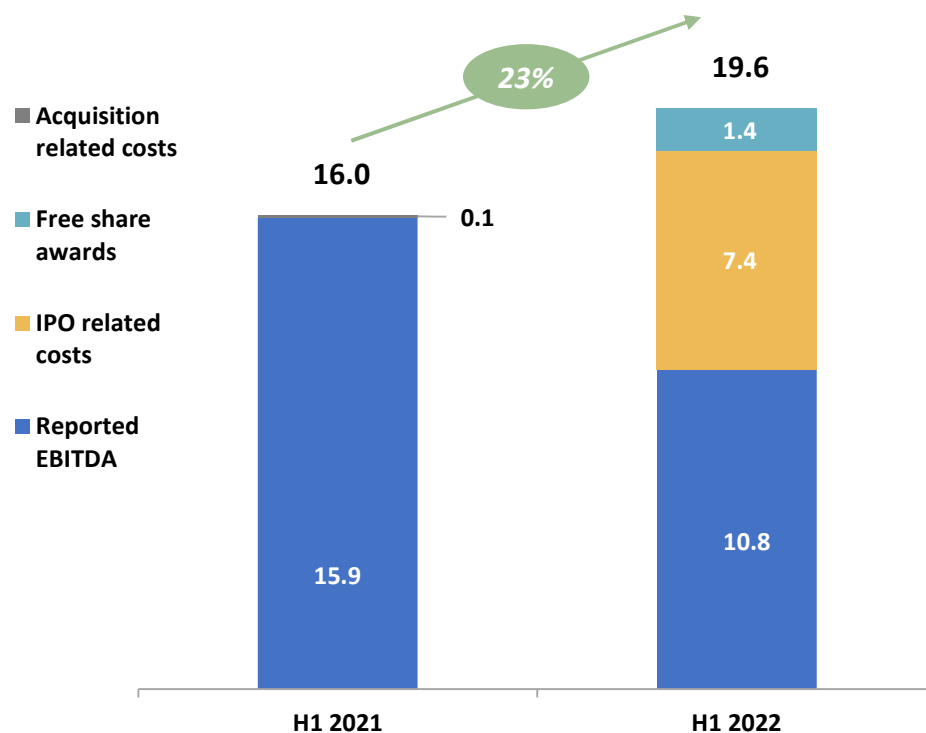
EBITDA Summary and Cash Flow

Adjusted EBITDA (million €)⁽¹⁾

Adj. EBITDA margin

78.3%

78.4%



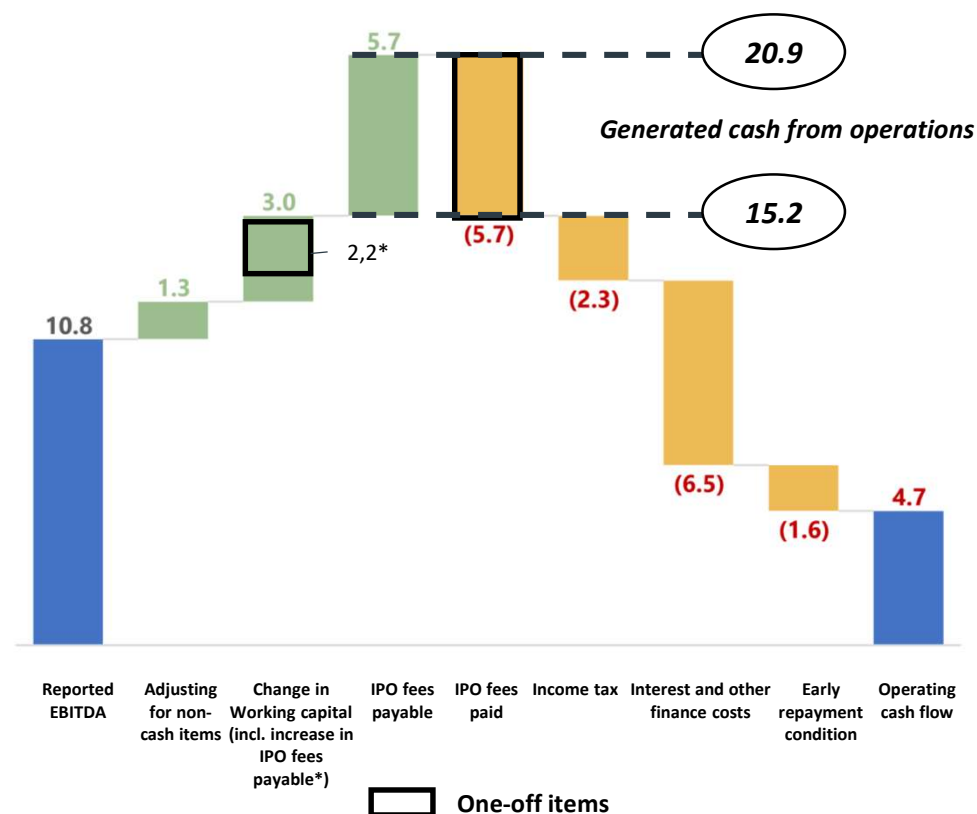
Operating cash flow (million €)

Cash conversion ⁽²⁾

99%

CAPEX % of revenue

0.8%



Source: Company Information.

Note: H1 2021 refers to the 6-month period ended 31 October 2020; H1 2022 refers to the 6-month period ended 31 October 2021.

1) Adjusted EBITDA is calculated by reference to EBITDA for the period and adjusting this for the costs related to IPO, acquisitions and disposals in the period and one-off costs that do not reflect the underlying operations of the business (but including ongoing operating costs of being a public company).

2) Cash conversion calculated as: (adjusted EBITDA – capex) / adjusted EBITDA.

Net Debt

Net debt⁽¹⁾ bridge (million €)

*Repayment of a loan facility at IPO
(fully repaid in July 2021)*

€(214) million

Gross new bank debt

€98 million

Gross new bank debt reduced

€(7) million

6.0x⁽²⁾

199.4

(4.7)

(121.3)

2.6

1.3

0.6

2.1x⁽²⁾

77.8

Net debt
April 2021

Operating cash
flow

Share
issue
proceeds

Share
issue
expense

Up-front
fee of a
new loan
facility

Other³

Net debt
October
2021

Capital allocation policy

- The Board intends to recommend a final dividend
- We may choose to fund future acquisitions in part or wholly using cash
- Share buybacks will be considered as an additional method of returning cash provided leverage is below 2.0 times

Source: Company Information.

Note: Financials based on 6-months ended 31 October 2021.

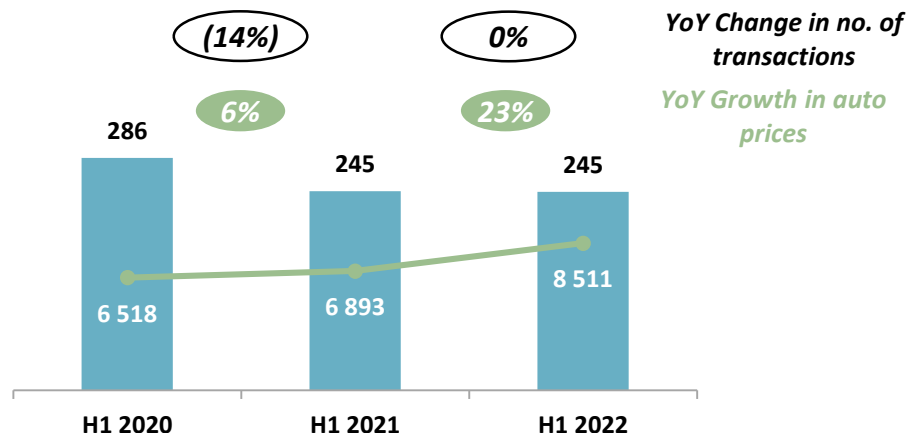
1) Total debt represents bank loans and Osta.ee prepayments. Net debt represents Total debt, less cash.

2) Leverage is Net debt over last twelve months (LTM) Adjusted EBITDA.

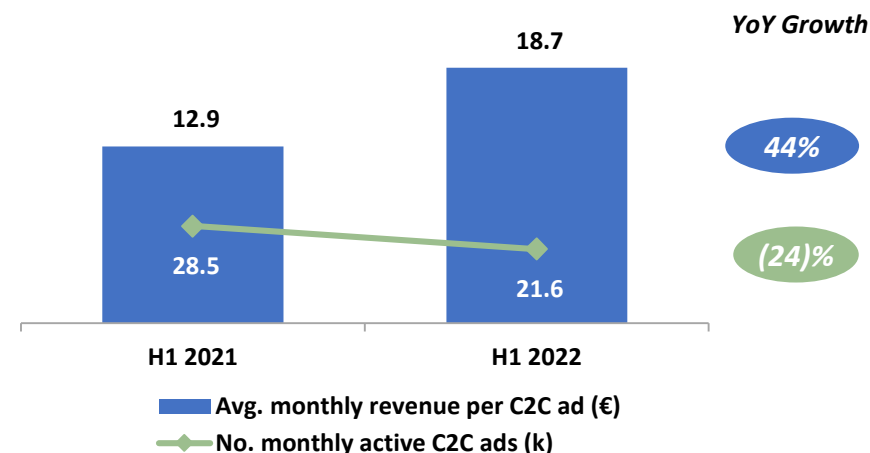
3) Other – capex, lease liability payments and increase in Osta.ee e-wallet balance.

Strategic Progress

Average auto price (€) and transactions (k)

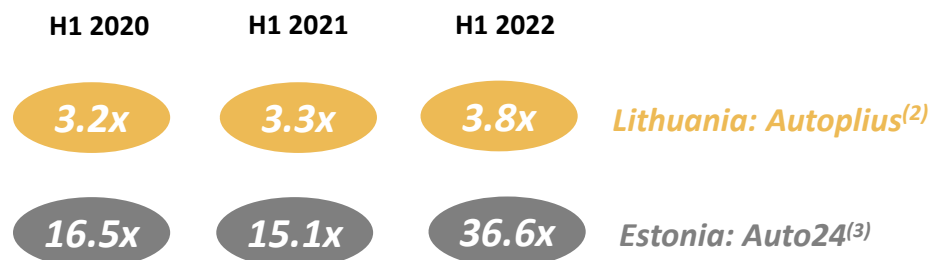


C2C KPIs

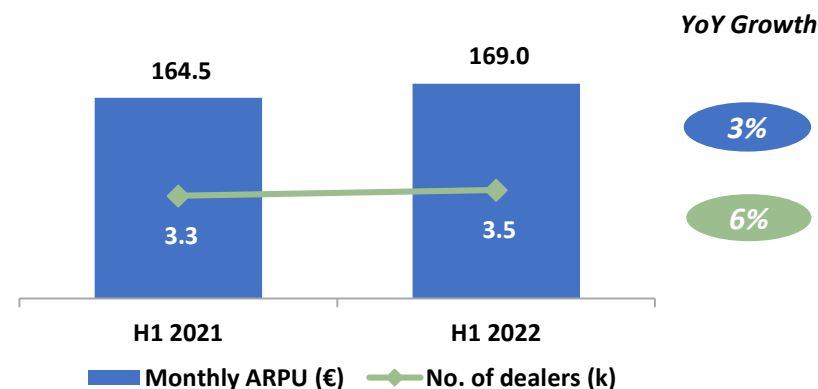


Lead vs closest competitor

Relative Market Share⁽¹⁾ vs. Nearest Competitor



B2C KPIs⁽⁴⁾



Source: Company information, Autoplus (average auto price), Regitra, Autotyrimai and Maanteeamet (number of transactions), SimilarWeb (lead vs closest competitor).

Note: H1 2020 refers to the 6-month period ended 31 October 2019; H1 2021 refers to the 6-month period ended 31 October 2020; H1 2022 refers to the 6-month period ended 31 October 2021.

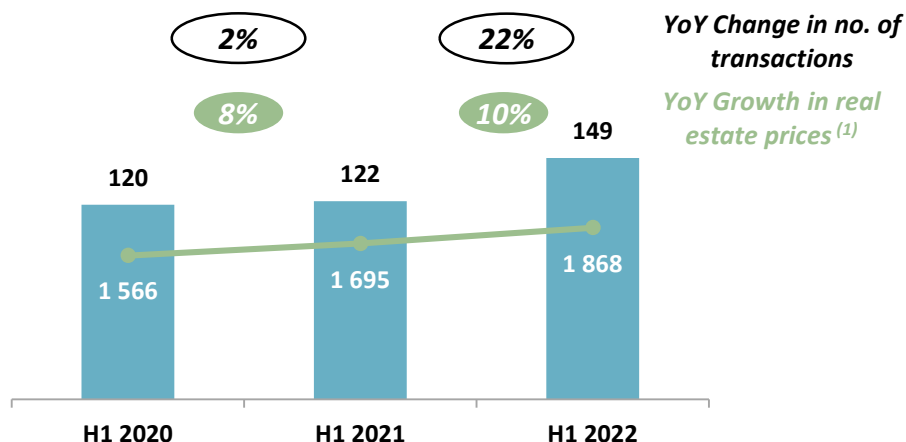
1) Relative Market Share (RMS) based on total time on site per 6-month period (number of visits x average visit duration for that period) against the next largest independent competitor in respective markets.

2) RMS of Autoplus vs. Autogidas based on total time on site per 6-month period.

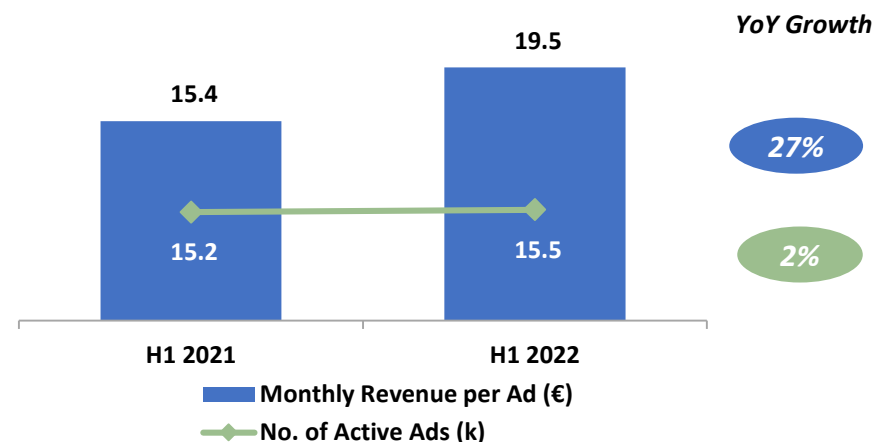
3) Auto24 has no significant vertical competitor; next relevant player is Generalist portal. RMS calculated based on number of active automotive listings at the end of the 6-month period, which unlike time on site can be attributed to automotive specifically.

4) Monthly ARPU defined as B2C autos revenue over the period divided by number of dealers (monthly average of the period) divided by the number of months.

Average real estate price (€/sq. m) and transactions (k)

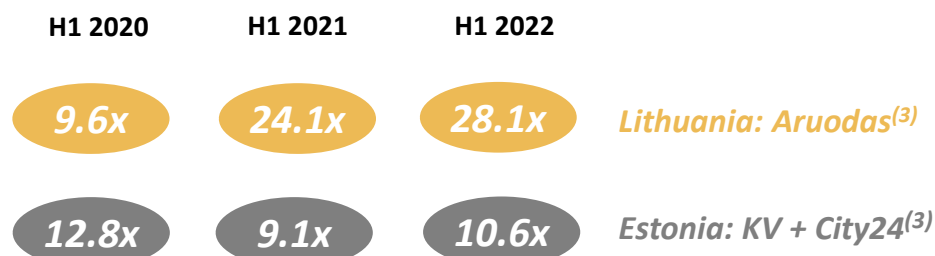


C2C KPIs

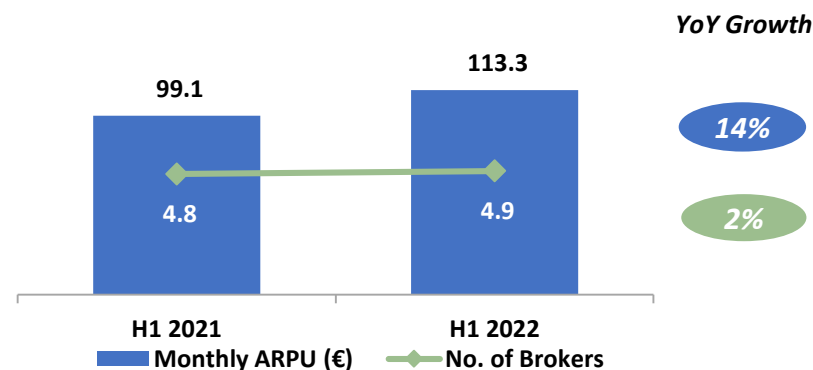


Lead vs closest competitor

Relative Market Share ⁽²⁾ vs. Nearest Competitor



B2C KPIs⁽⁴⁾



Source: Company information, State Enterprise Centre of Registers Lithuania, Land Register Latvia, Land Board Estonia (number of transactions), Swedbank (average real estate price), SimilarWeb (lead vs closest competitor).

Note: H1 2020 refers to the 6-month period ended 31 October 2019, H1 2021 refers to the 6-month period ended 31 October 2020; H1 2022 refers to the 6-month period ended 31 October 2021.

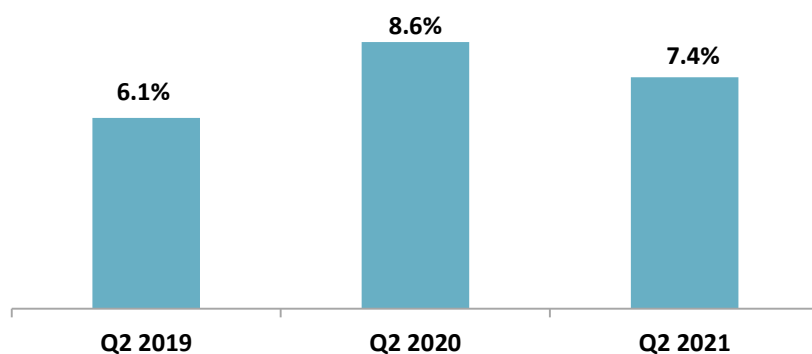
1) Average real estate prices based on apartment prices in Vilnius, Riga and Tallinn during Q2 of calendar year 2021, 2020 and 2019.

2) Relative Market Share (RMS) based on total time on site per 6-month period (number of visits x average visit duration for that period) against the next largest independent competitor in respective markets.

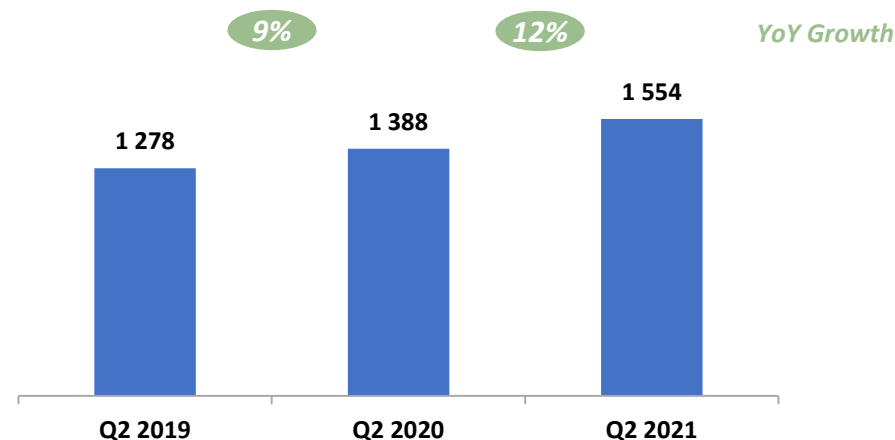
3) RMS of Aruodas vs. Domoplius based on total time on site per 6-month period, RMS of KV and City24.ee (combined) vs. Kinnisvara24 based on total time on site per 6-month period.

4) Monthly ARPU defined as B2C real estate revenue over the period divided by number of brokers (monthly average of the period) divided by the number of months.

Average unemployment rate⁽¹⁾



Average gross wage (€)⁽²⁾

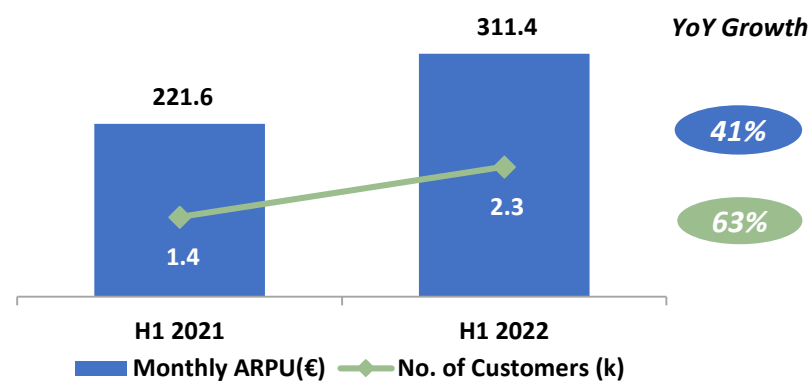


Lead vs closest competitor

Relative Market Share⁽³⁾ vs. Nearest Competitor



B2C KPIs: CVbankas⁽⁵⁾



Source: Company information, The Lithuanian Department of Statistics (average wage brutto), SimilarWeb (lead vs closest competitor).

Note: H1 2020 refers to the 6-month period ended 31 October 2019, H1 2021 refers to the 6-month period ended 31 October 2020; H1 2022 refers to the 6-month period ended 31 October 2021.

1) Average unemployment rate in Lithuania during Q2 of calendar year 2021, 2020, 2019.

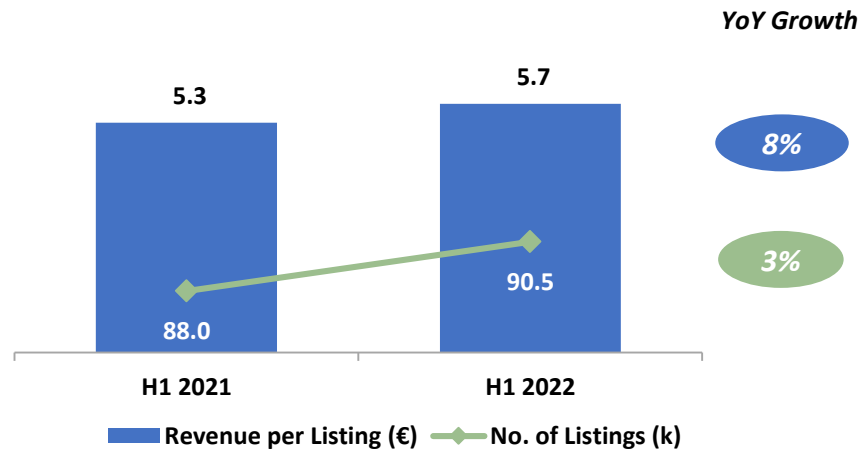
2) Average wage brutto in Lithuania during Q2 of calendar year 2021, 2020 and 2019.

3) Relative Market Share (RMS) based on total time on site per 6-month period (number of visits x average visit duration for that period) against the next largest independent competitor in respective markets.

4) RMS of CVBankas vs. CVOnline based on total time on site per 6-month period.

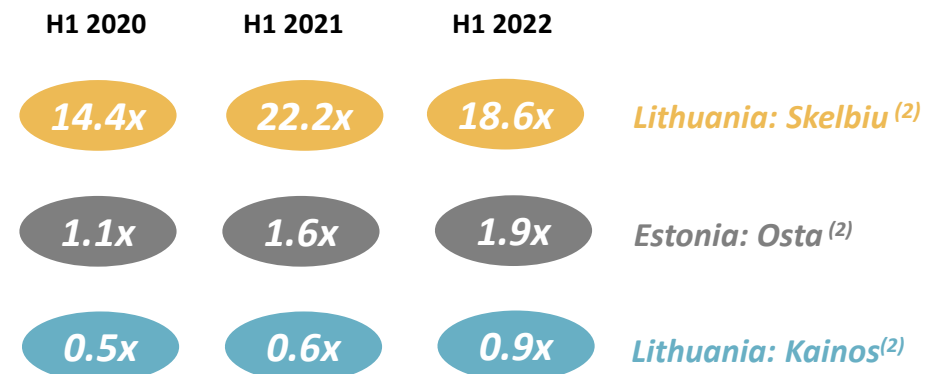
5) Monthly ARPU based on CVBankas, where B2C revenue over the period is divided by number of job listers (monthly average of the period) divided by the number of months.

C2C KPIs: Skelbiu

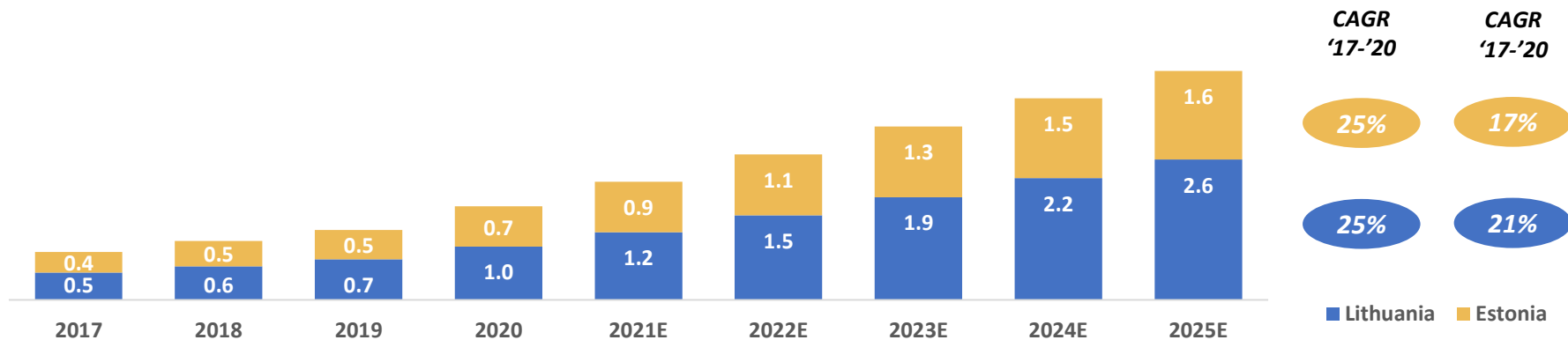


Lead vs closest competitor

Relative Market Share ⁽¹⁾ vs. Nearest Competitor



E-commerce Market Growth in Lithuania and Estonia (€bn)



Source: Company information, SimilarWeb (lead vs closest competitor), Euromonitor (E-commerce Market Growth in Lithuania and Estonia).

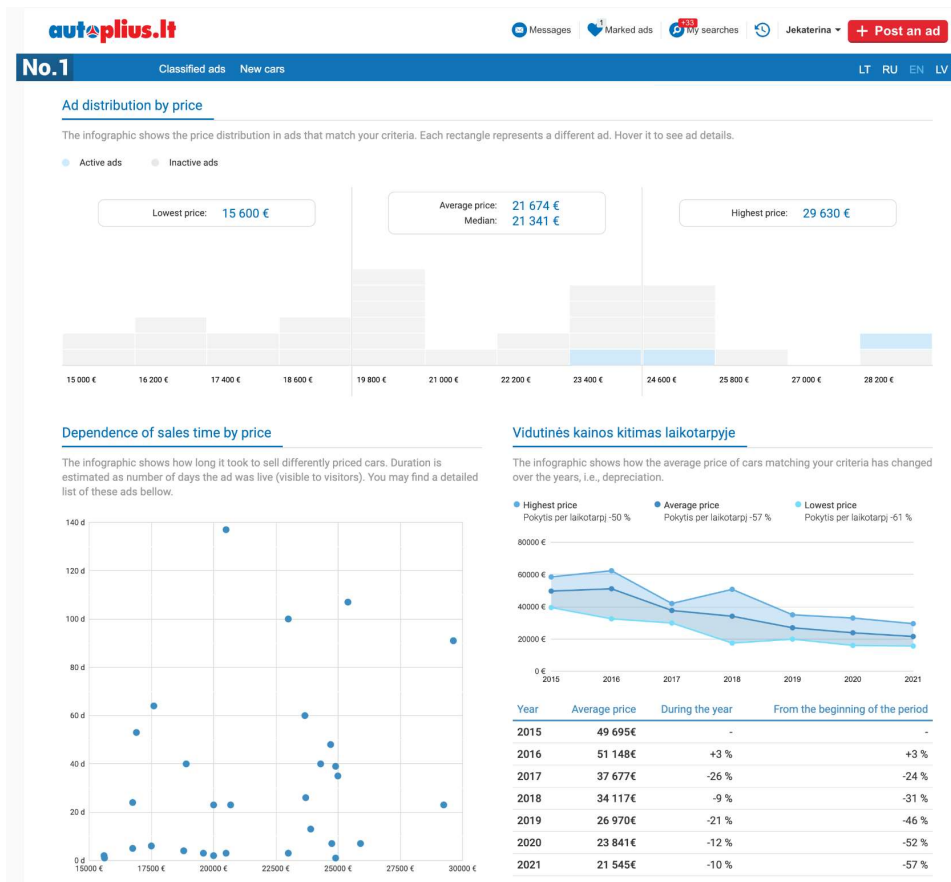
Note: H1 2020 refers to the 6-month period ended 31 October 2019, H1 2021 refers to the 6-month period ended 31 October 2020; H1 2022 refers to the 6-month period ended 31 October 2021.

1) Relative Market Share (RMS) based on total time on site per 6-month period (number of visits x average visit duration for that period) against the next largest independent competitor in respective markets.

2) RMS of Skelbiu vs. Alio based on total time on site per 6-month period, RMS of Osta vs. Okidoki based on total time on site per 6-month period, RMS of Kainos vs. Kaina24 based on total time on site per 6-month period.

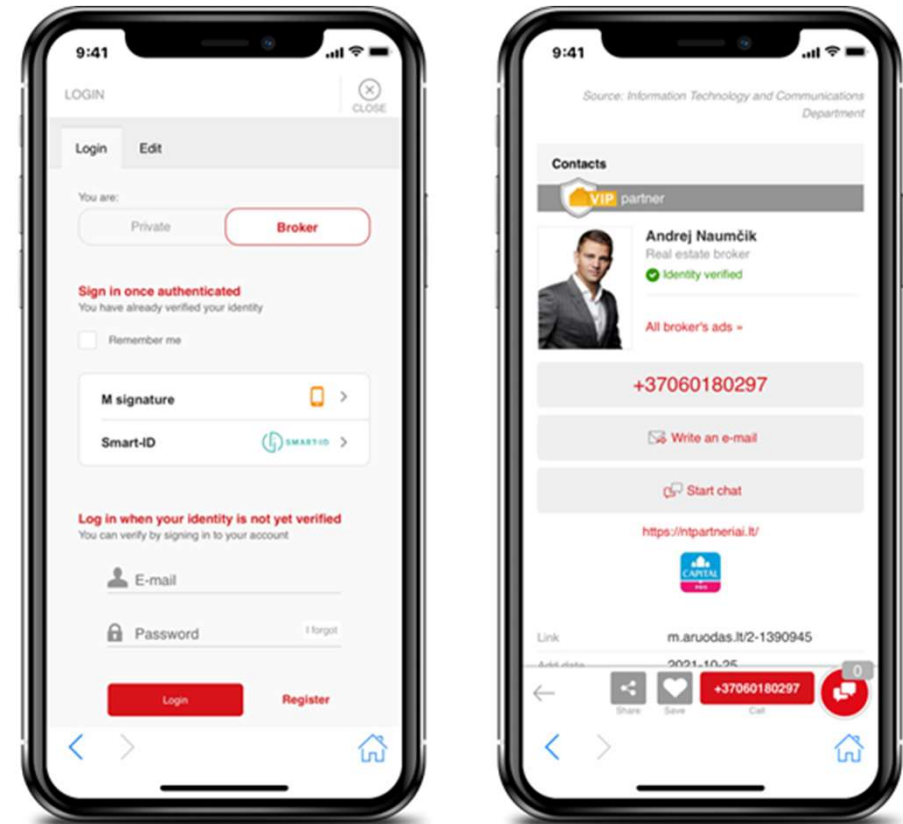
Innovations

Autoplus.It car pricing tool



- Helps B2C customers to make a better decision on buying stock
- Shows historical prices and time it takes to sell a specific car within selected period of time

Aruodas.It and KV.ee B2C customers authentication



- Aruodas.It and KV.ee launched strong customer authentication for B2C customers to increase credibility and transparency and prevent usage of a single account by multiple brokers

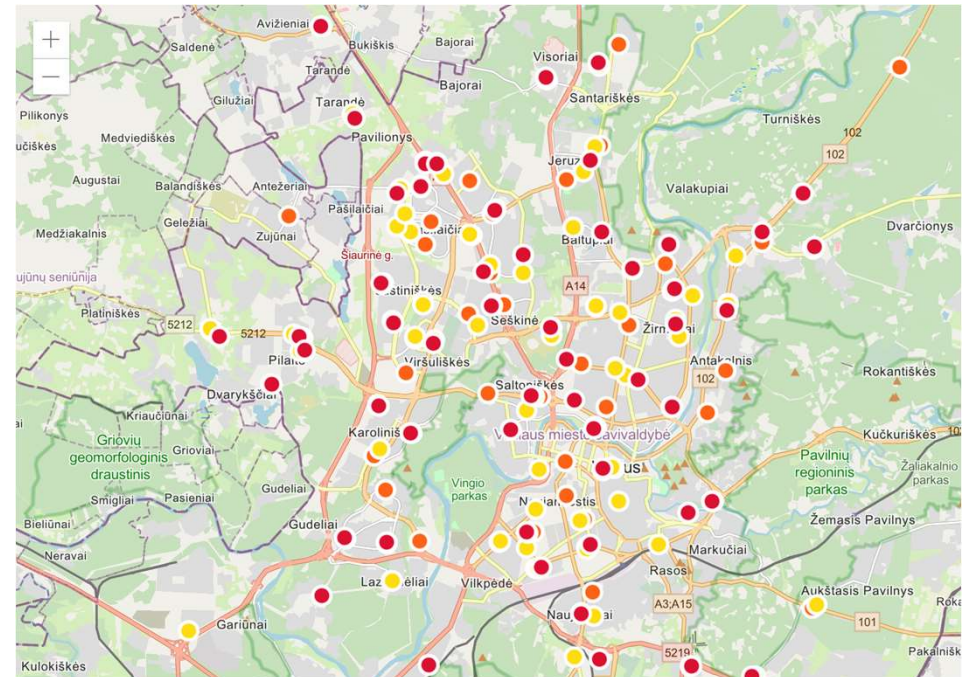
Innovations

CVbankas.It targeted job offer

The screenshot shows the CVbankas.It website for employers. At the top, it says "No.1 LITHUANIA'S MOST VISITED JOB SITE". Below this is a navigation bar with "Back to my job ads". The main section is titled "Advertising audience" and contains a form with various filters: Keyword (ex. IT engineer), City (Vilnius), Work area (Information technolo...), Work experience (1-5 years), Education area, Education degree, Salary up to, Language, Speaking level, Understanding level, Writing level, Gender (Man/Woman), Age (From/Till), Driver licence, and CV update period (Doesn't matter). At the bottom, it states "With selected audience parameters advertise will be received by: 1,563 jobseekers." and includes buttons for "Pay 99€ + VAT" and "Get primary invoice". A footer note says "Have any questions? Contact us info@cvbankas.lt".

- Employers face difficulties to find candidates so Cvbanks.It introduced an automated tool to reach passive job seekers
- Employer can advertise job offer for selected target audience via new VAS

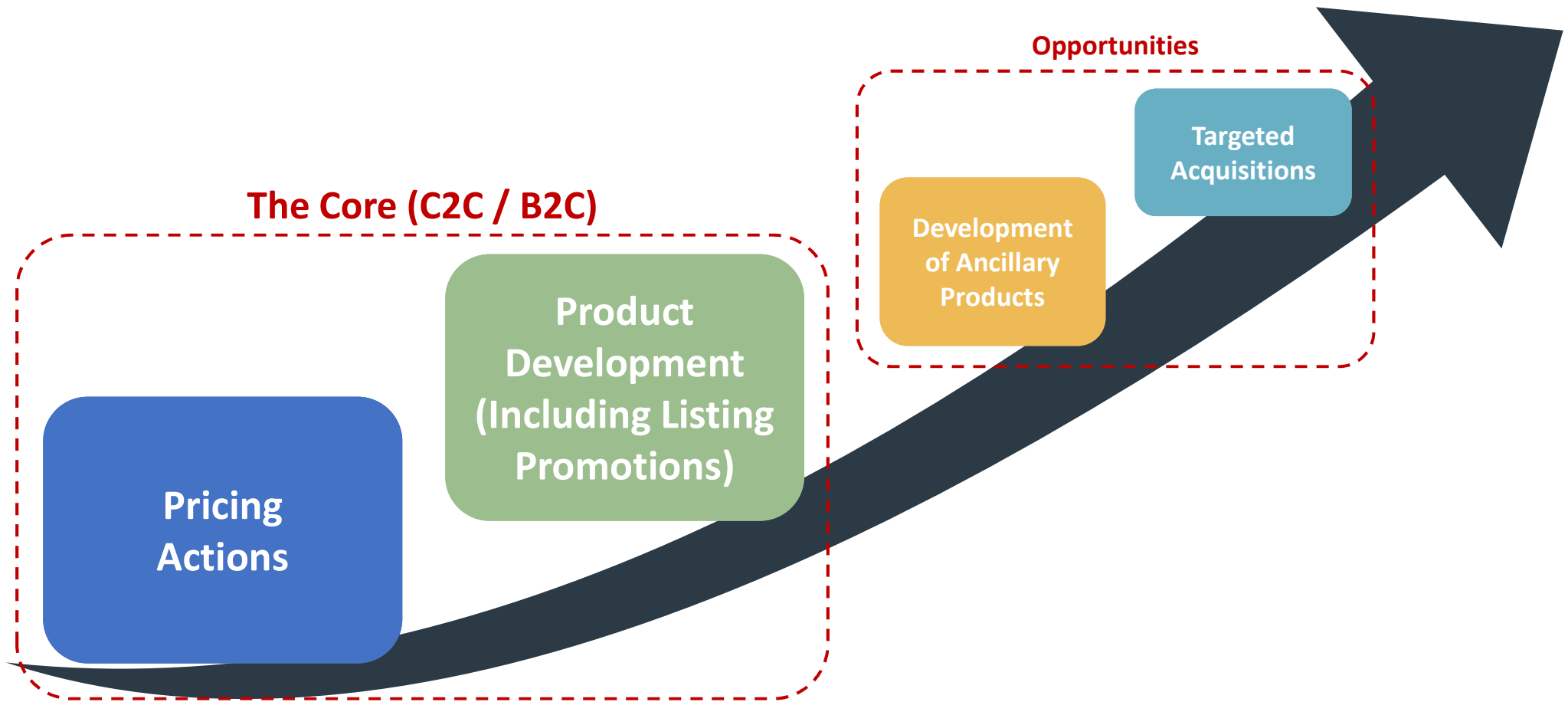
Skelbiu.It delivery upgrade





Outlook

Our Growth Runway Is Significant



Underpinned by Baltic Economic Strength Driving Growth in Transaction Volumes and Values

Outlook



- **Revenue growth in line with previous guidance**, across Autos, Real Estate and General Marketplace in aggregate, even in the event that COVID-related restrictions are imposed on a similar basis to those seen over the last 20 months



- **Jobs & Services likely to continue to be strong**, significantly ahead of previous guidance, albeit against a tougher comparable in the second half



- **Expect to maintain adjusted EBITDA margin for the full year**, despite the additional public company costs



- **Additional revenue earned this year should carry forward to future years** given the quasi-subscription nature of most revenue. Growth rates in following years most likely to follow previous guidance off this higher base

Appendixes

Income Statement

	6 months ended 31 October 2021 (€ thousands)	6 months ended 31 October 2020 (€ thousands)	Year ended 30 April 2021 (€ thousands)
Revenue	25,004	20,417	42,268
Other income	4	1	7
Expenses	(22,658)	(13,006)	(26,565)
Operating profit	2,350	7,412	15,710
Finance income	119	1	2
Finance expenses	(10,113)	(7,027)	(13,935)
Net finance costs	(9,994)	(7,026)	(13,933)
Profit before tax	(7,644)	386	1,777
Income tax expense	6	(810)	(1,870)
Profit for the period	(7,638)	(424)	(93)
Other comprehensive income/(loss)	-	-	-
Total comprehensive income/(loss) for the year	(7,638)	(424)	(93)
Attributable to:			
Owners of the Company	(7,638)	(424)	(93)
Earnings per share (EUR cents)			
Basic	(1.60)	(0.10)	(0.02)
Operating profit	2,350	7,412	15,710
<i>Depreciation and Amortization</i>	<i>8,440</i>	<i>8,505</i>	<i>16,966</i>
EBITDA	10,790	15,917	32,676
<i>Acquisition related costs</i>	<i>-</i>	<i>75</i>	<i>75</i>
<i>IPO related costs</i>	<i>7,412</i>	<i>-</i>	<i>256</i>
<i>Free share awards</i>	<i>1,394</i>	<i>-</i>	<i>-</i>
Adjusted EBITDA	19,596	15,992	33,007
Adjusted EBITDA margin %	78.4%	78.3%	78.1%

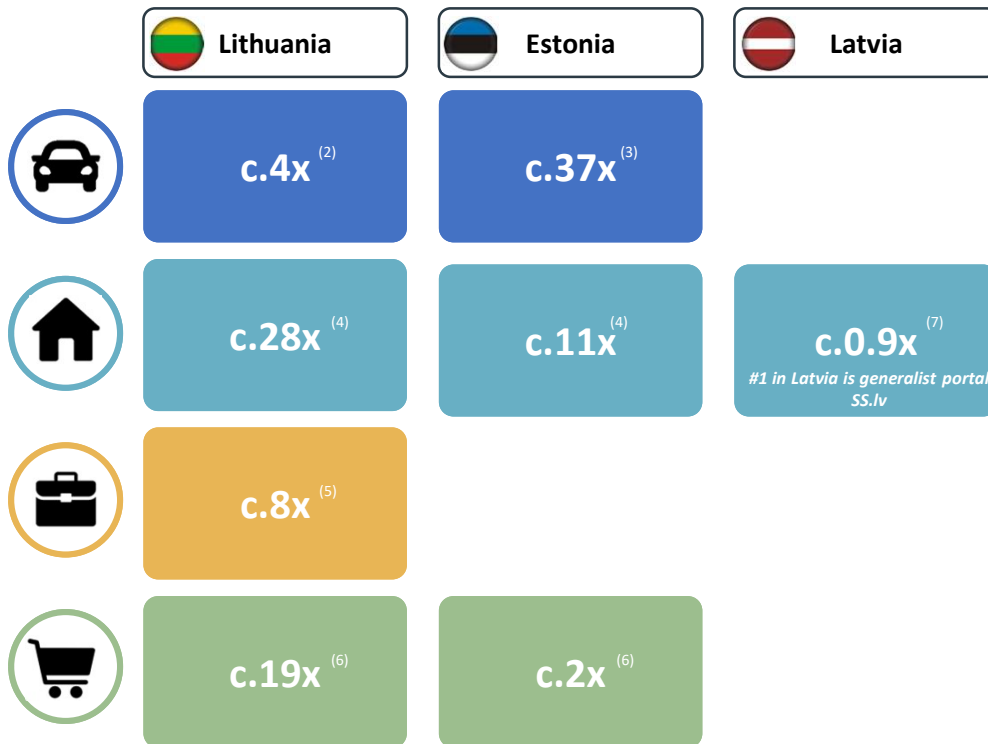
Balance Sheet

	31 October 2021 (€ thousands)	31 October 2020 (€ thousands)	30 April 2021 (€ thousands)
Assets			
Property, plant and equipment	314	268	211
Intangible assets and goodwill	408,715	425,274	416,909
Right-of-use assets	567	926	761
Other non-current receivables	-	7	-
Non current assets	409,596	426,475	417,881
Trade and other receivables	3,197	2,729	2,571
Prepayments	274	51	46
Cash and cash equivalents	15,627	17,351	17,115
Current assets	19,098	20,131	19,732
Total Assets	428,694	446,606	437,613
Equity			
Share capital	5,822	506,452	506,509
Share premium	-	-	-
Capital reorganisation reserve	(286,904)	(287,033)	(287,033)
Reserves	-	27	27
Retained earnings	601,430	(11,560)	(11,229)
Total equity	320,348	207,886	208,275
Loans and borrowings (non-current)	89,750	195,018	210,413
Deferred tax liabilities	6,700	9,631	8,901
Non-current liabilities	96,450	204,649	219,314
Current tax liabilities	1,200	872	1,293
Loans and borrowings (current)	439	2,827	2,713
Payroll related liabilities	796	604	769
Trade and other payables (current)	6,865	28,007	3,601
Contract liabilities	2,596	1,761	1,648
Current liabilities	11,896	34,071	10,024
Total liabilities	108,346	238,720	229,338
Total equity and liabilities	428,694	446,606	437,613

We Are The Clear Leader

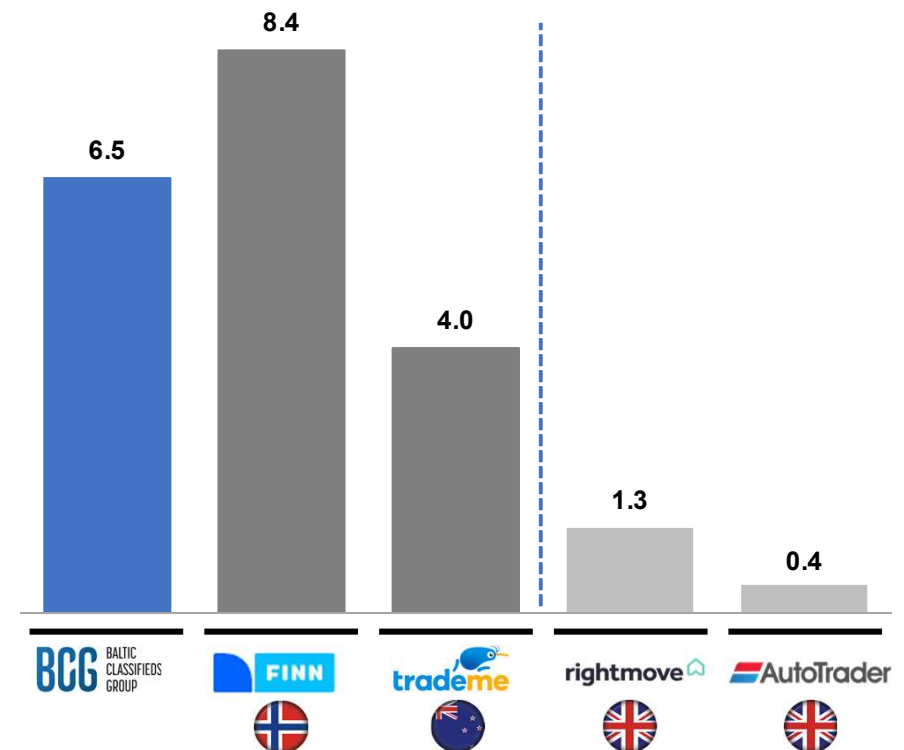
Lead over Closest Competitor

Relative Market Share⁽¹⁾ vs. Nearest Competitor (H1 2022)



Go-to Destination for The Public

Monthly Visits per Capita⁽⁸⁾



Source: Company Information, SimilarWeb (www.similarweb.com), Euromonitor.

1) Relative Market Share (RMS) based on total time on site per 6-month period (number of visits x average visit duration for that period) against the next largest independent competitor in respective markets.

2) RMS of Autoplus vs. Autogidas based on total time on site per 6-month period.

3) Auto24 has no significant vertical competitor; next relevant player is Generalist portal. RMS calculated based on number of active automotive listings at the end of the 6-month period, which unlike time on site can be attributed to automotive specifically.

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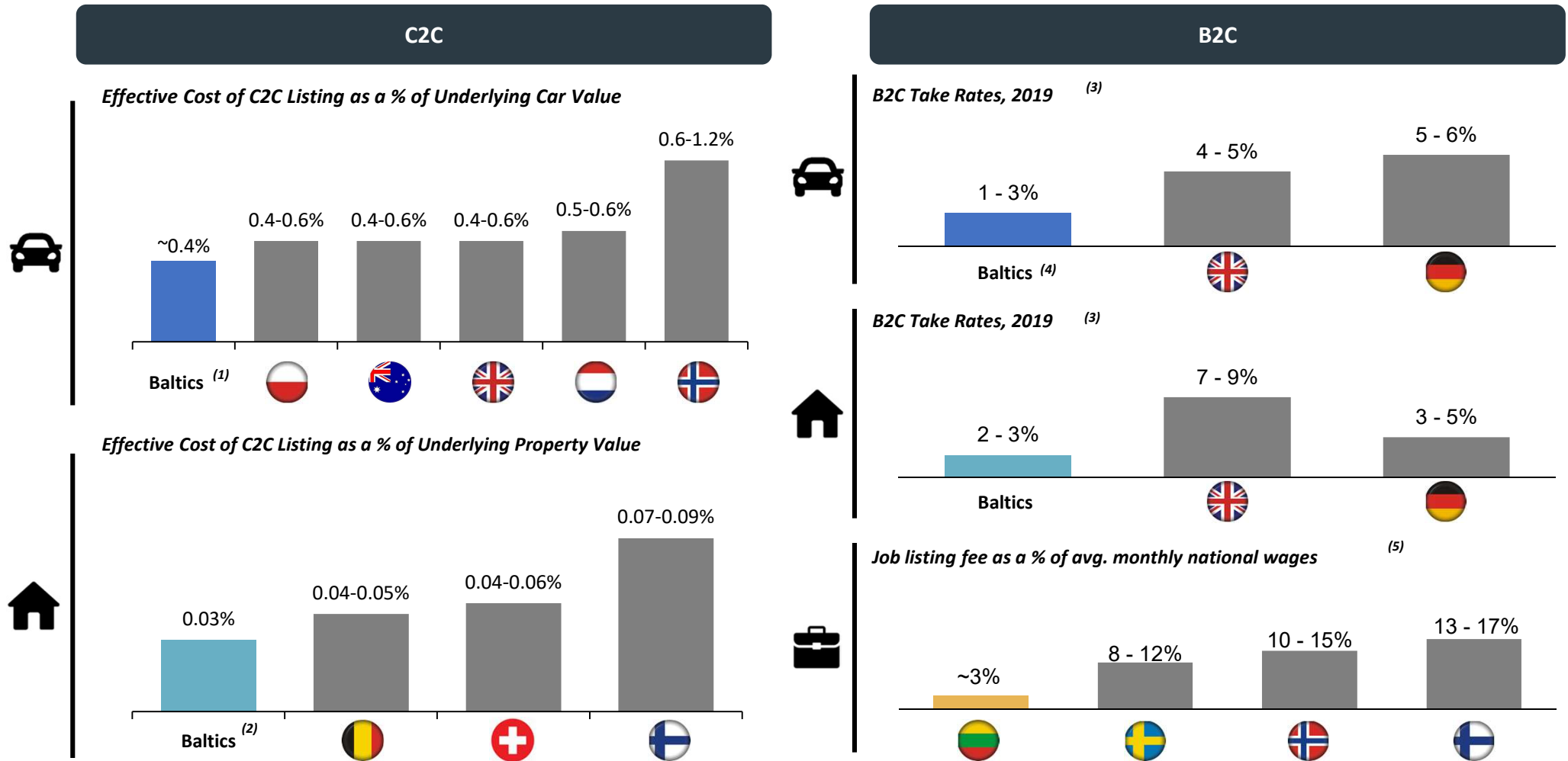
5) RMS of CVBankas vs. CVOnline based on total time on site per 6-month period.

6) RMS of Skelbiu vs. Aljo based on total time on site per 6-month period, RMS of Osta vs. Okidoki based on total time on site per 6-month period.

7) RMS of City24.lv vs. SS.lv based on number of listings as at 22 November 2021.

8) Based on average monthly visits (average 2020) divided by population as of 31 December 2020.

Still Early in Our Monetisation Journey



Source: Company Information.

(1) Represents an average of Lithuania and Estonia.

(2) Represents an average of Lithuania, Latvia and Estonia.

(3) For Auto, calculated as estimated B2C revenues for leading online auto classifieds portals in the country divided by the estimated dealers' gross profit pool in 2019. For Real Estate, calculated as estimated B2C revenues for leading online real estate classifieds portals in the country divided by the estimated broker commission pool in respective country in 2019.

(4) Baltics, comprised of Lithuania, Latvia and Estonia, in this case is only based on an average of Lithuania and Estonia.

(5) Benchmarks of Sweden, Norway and Finland based on an average post duration of 6 - 8 weeks vs. Lithuania of 4 weeks.