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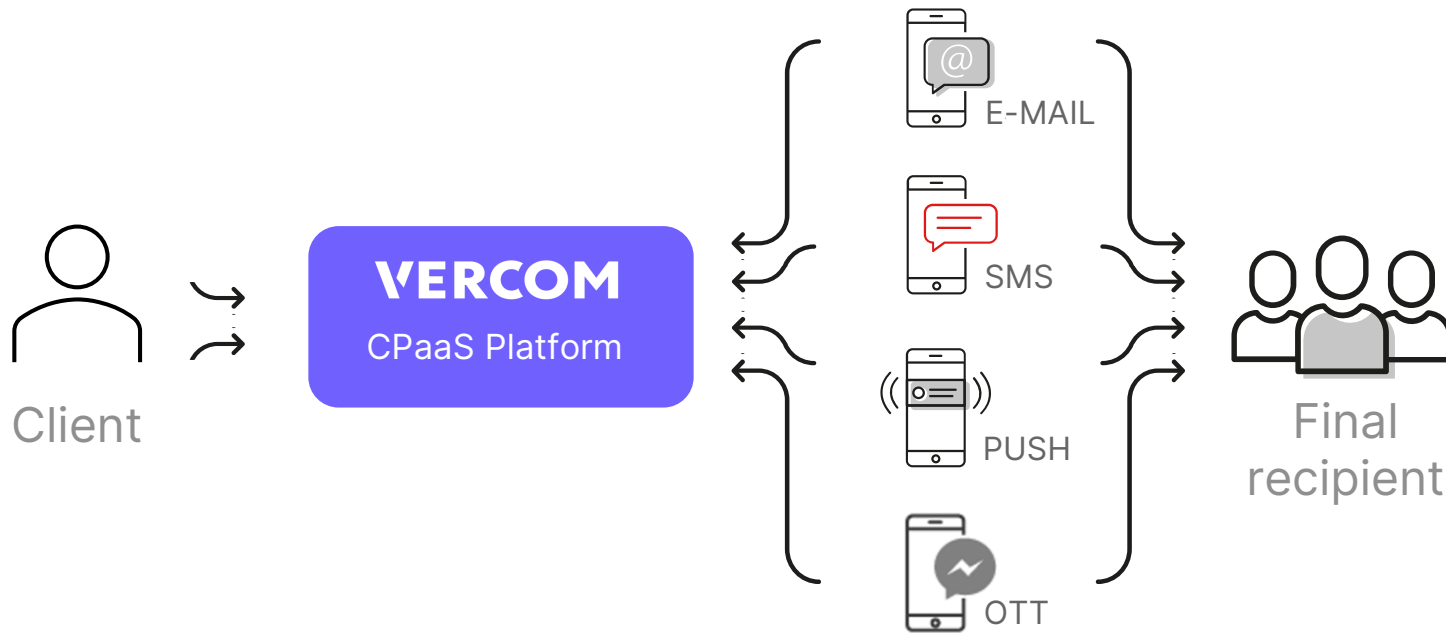
| Investor Presentation Q1 2022



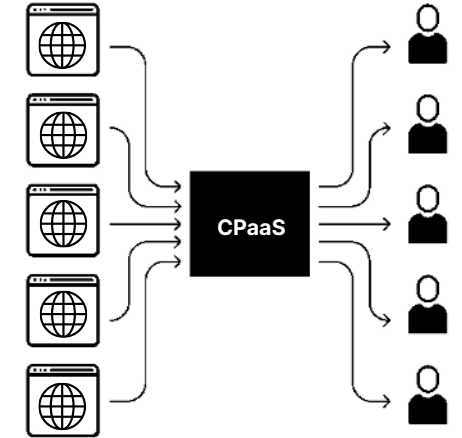
: Scale beyond

: CPaaS Platform

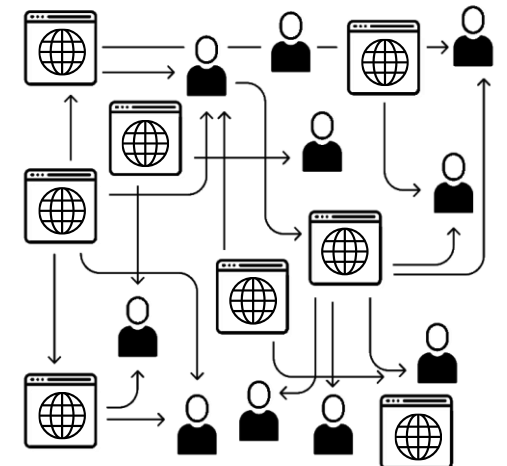
CPaaS: cloud-based communication platforms that enable companies to build and develop lasting relationships with their audiences across multiple communication channels.



With CPaaS



Without CPaaS



: Financial Results

Revenue

PLN 50 m

Dynamics y/y

+29%

Gross Profit

PLN 15 m

+48%

EBITDA*

PLN 9 m

+16%

*EBITDA normalized for the impact of non-recurring costs related to acquisitions, the organization of a public offering to sell shares and the valuation of the ESOP

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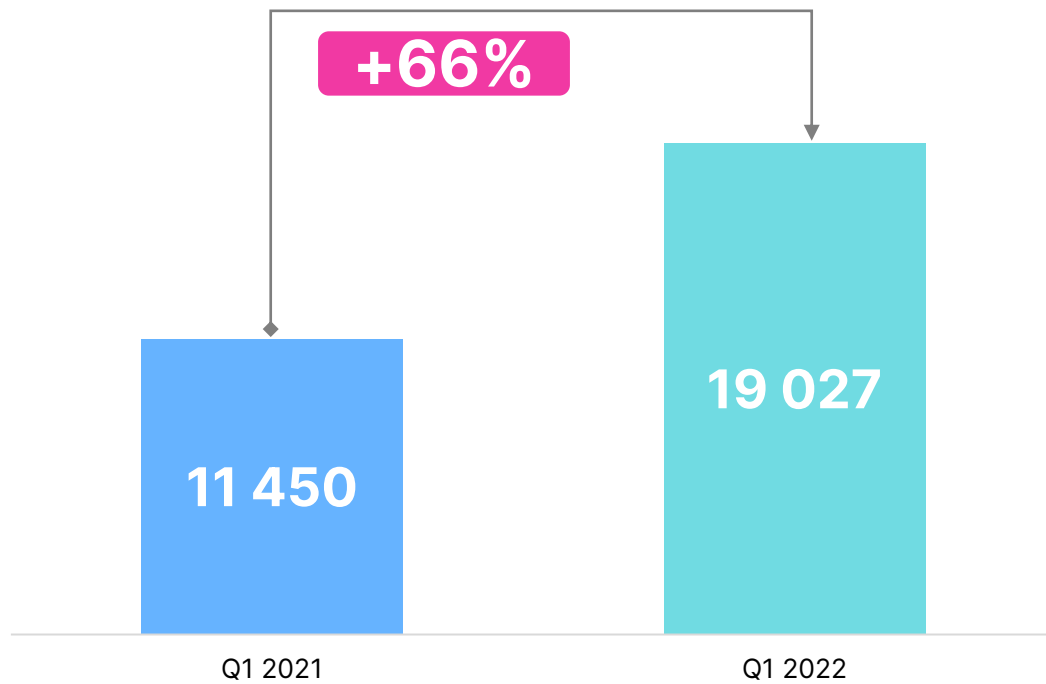
: Number of customers

Number of Customers

19 027

Increase y/y

+7 577



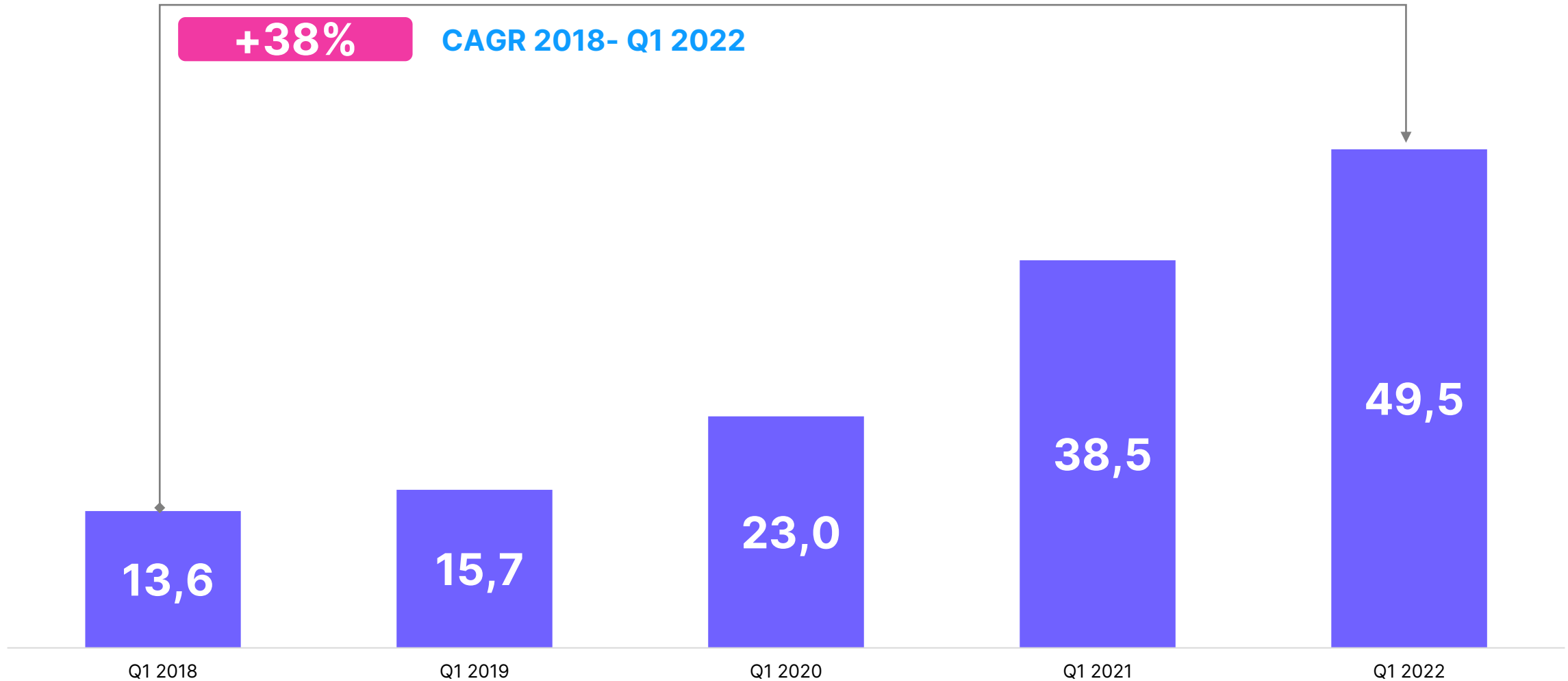
: Dynamic growth
of business scale



: Continuation of dynamic growth of business scale – revenues

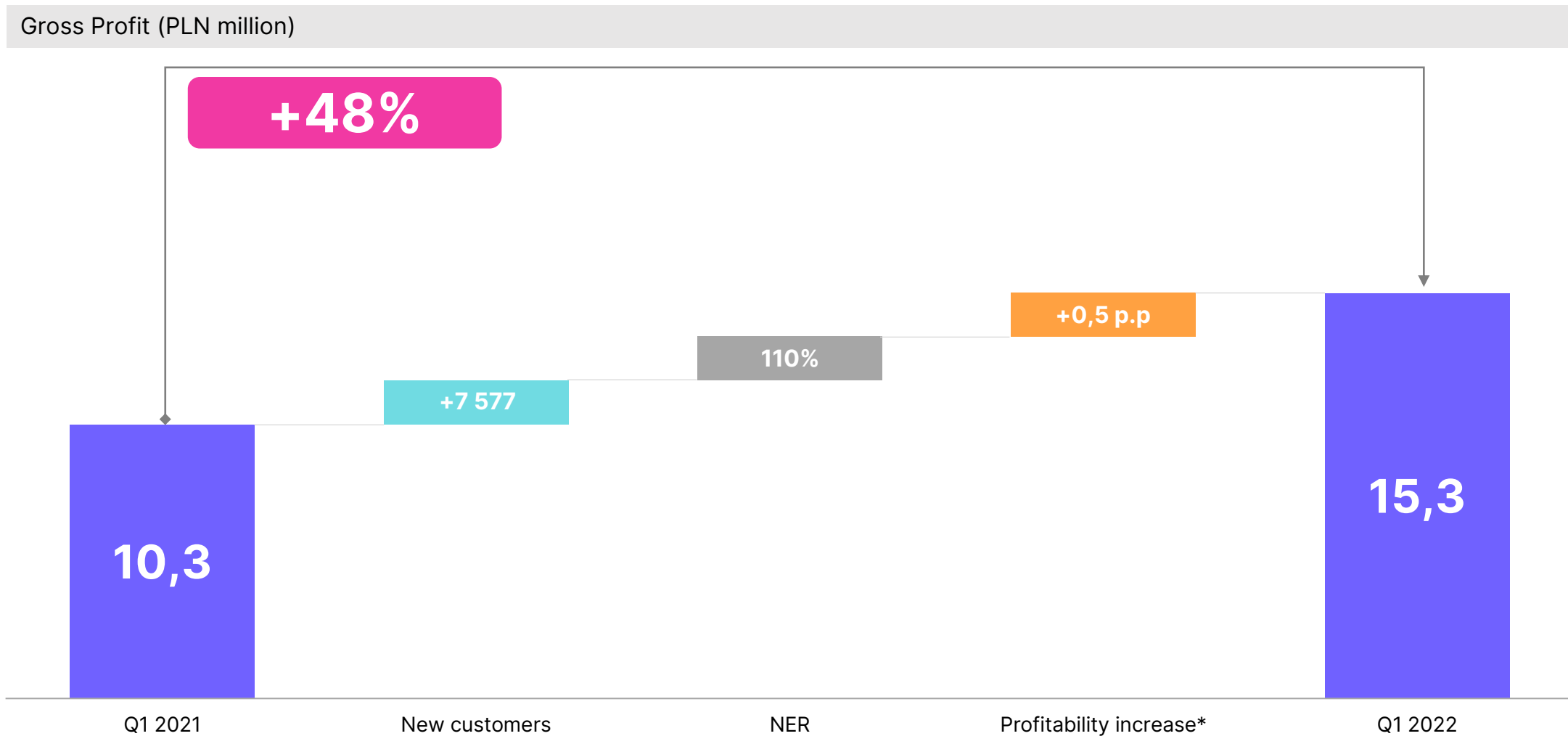
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Revenue (PLN million)



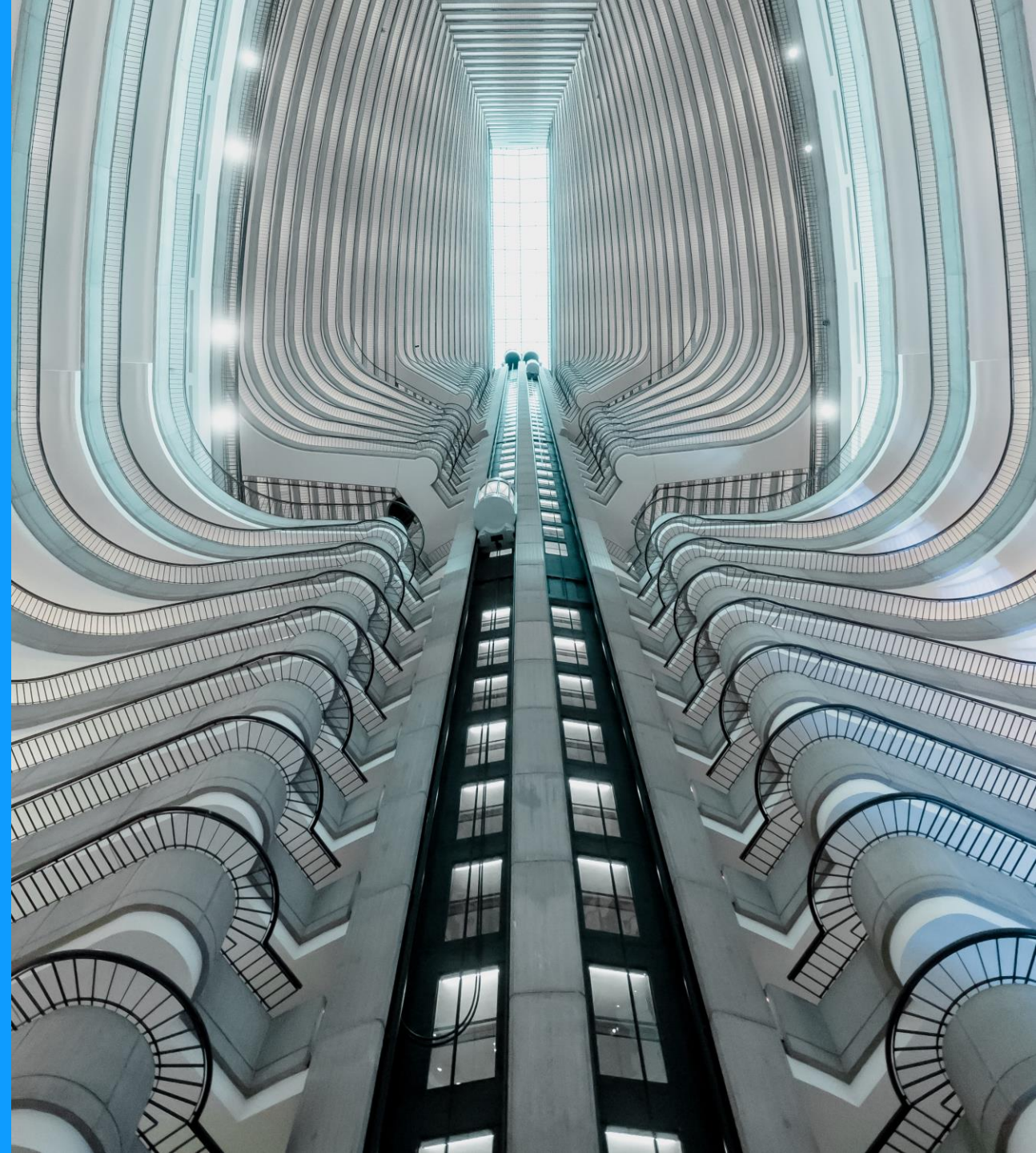
: Increase in gross margin due to growing sales to existing and new customers

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* According to proforma data

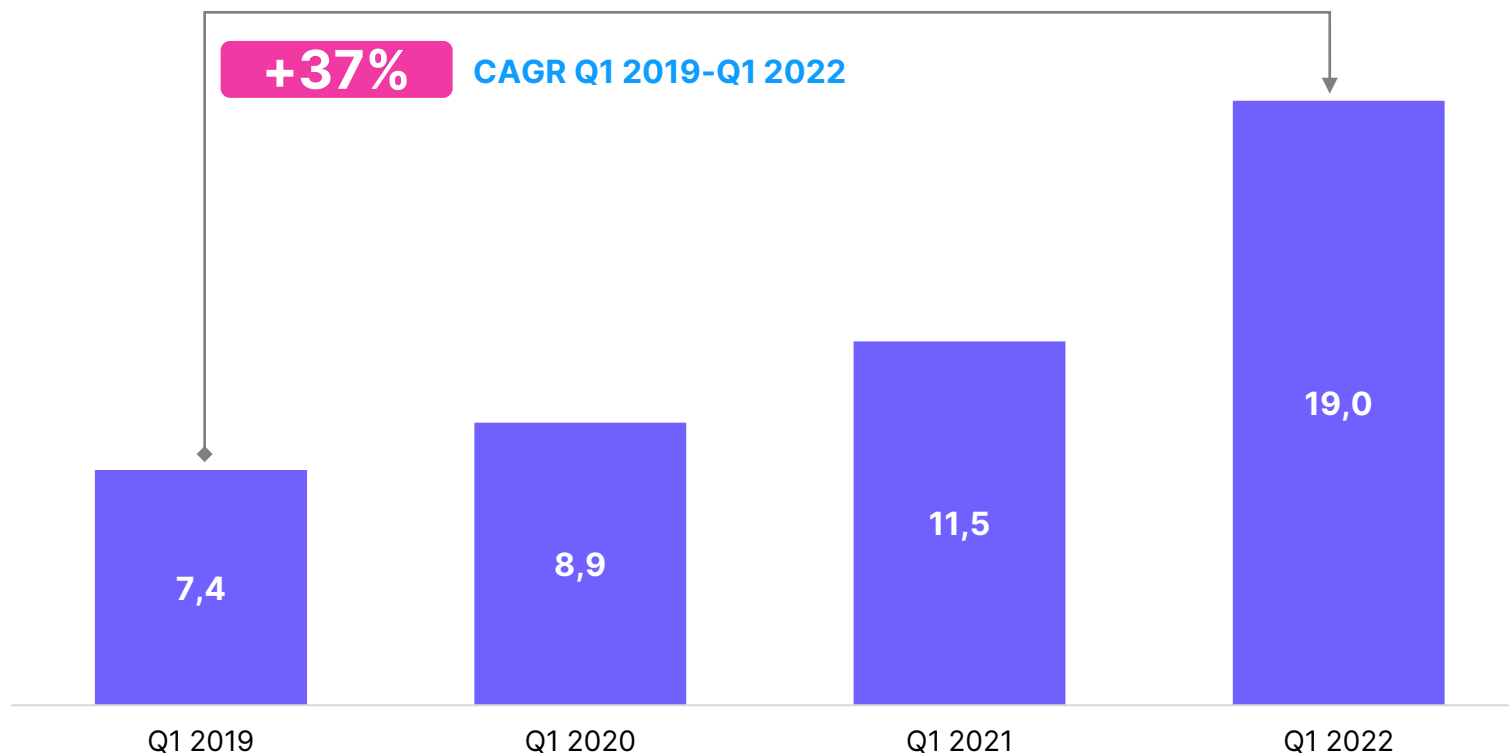
: Multi-level diversification



: Increase in the number of customers

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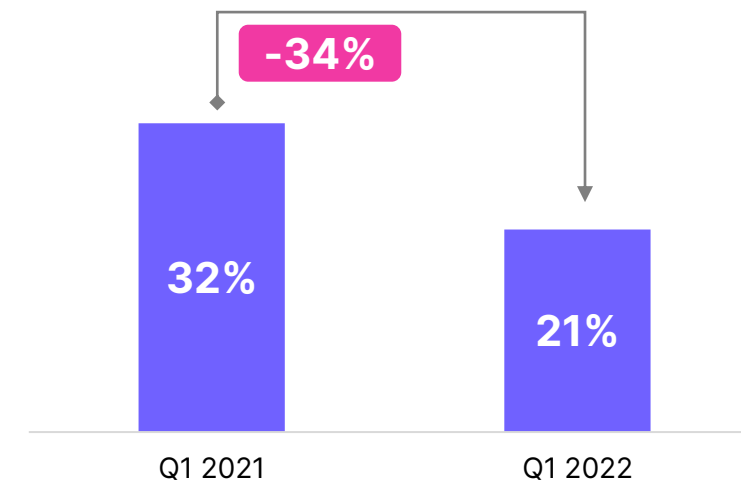
Number of customers (thousands)



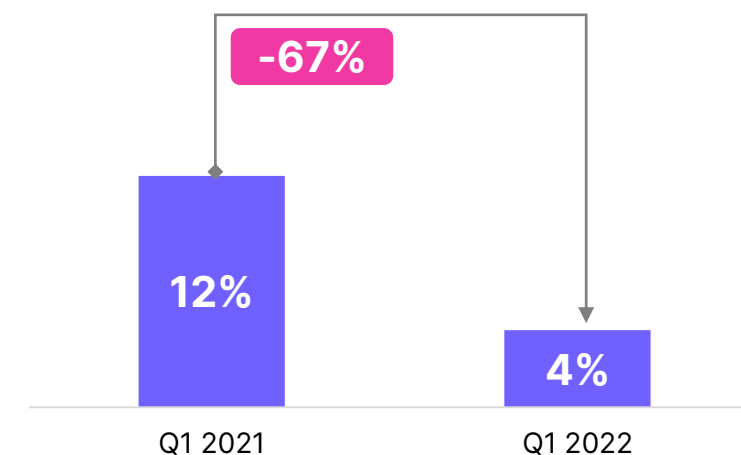
Selected new customers:



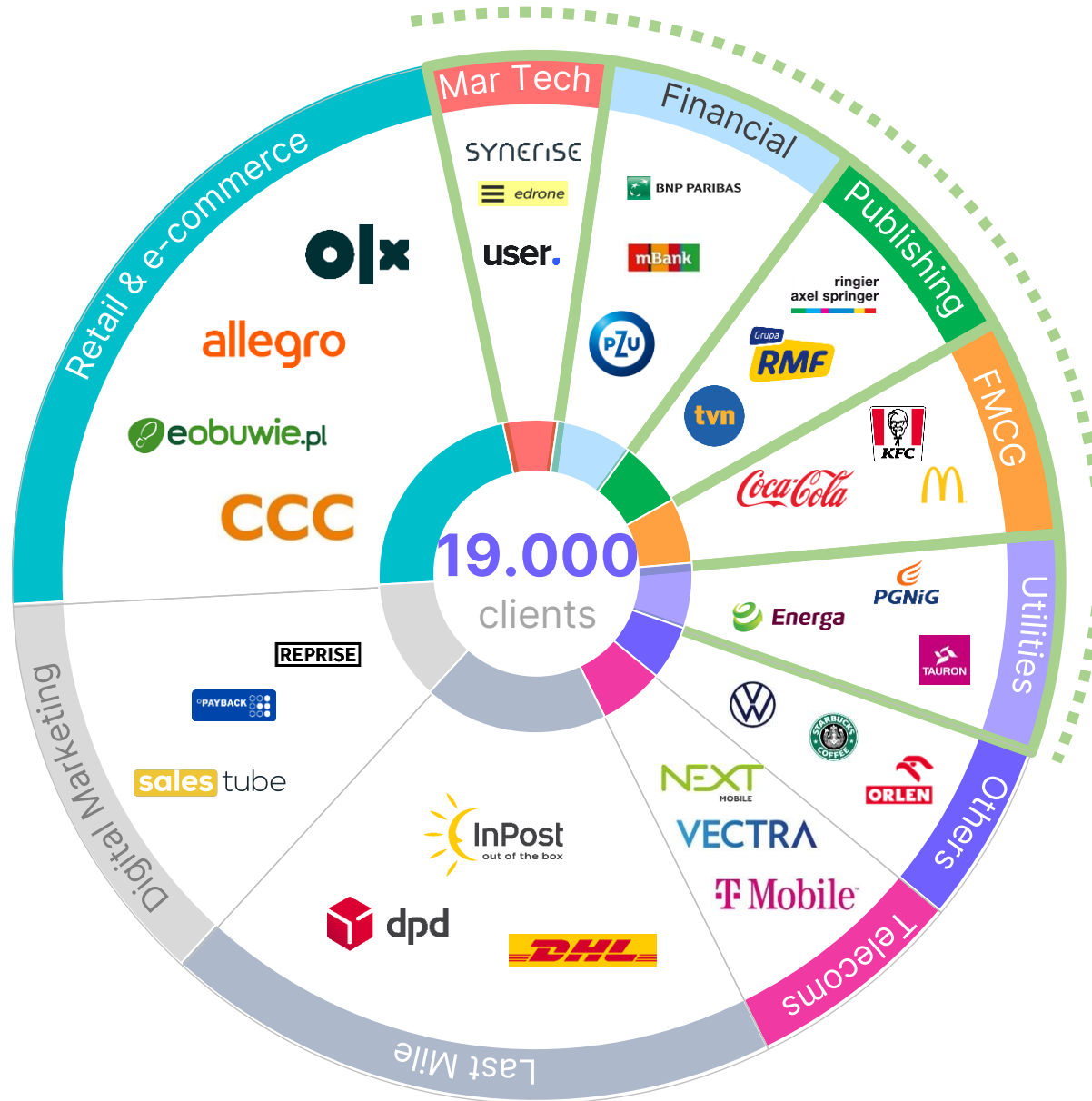
Concentration of revenue among top10 clients



Concentration of gross profit among top10 clients



: Growing use of Vercom services in more sectors



- ✓ Increased diversification of the customer portfolio structure
- ✓ A wide range of customers for all types of B2C activities
- ✓ Growing share of new segments: Publishing, FMCG and Utilities
- ✓ Working with a wide range of customers increases stability
- ✓ Ability to further scale using current trends

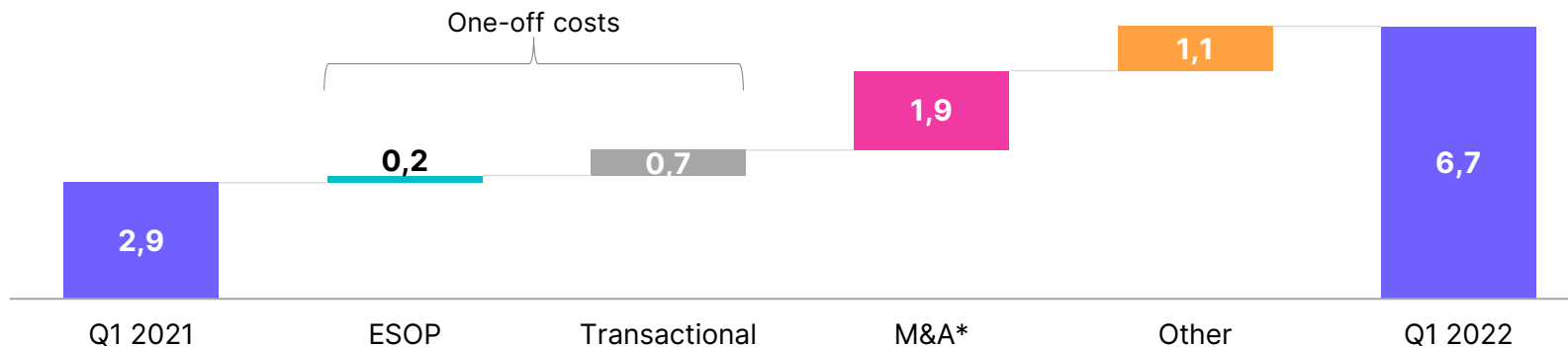
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: High business
profitability



: Room for further cost optimization

General administrative expenses (million PLN)

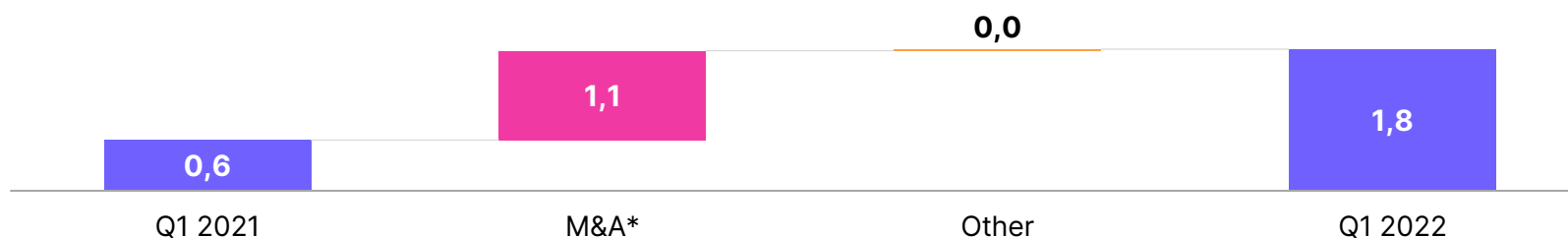


Comment

✓ Significant share of non-recurring costs, including PLN 0.4 million of non-cash expenses (ESOP and amortization of intangible assets in M&A)

✓ The increase in general and administrative expenses is primarily due to general and administrative expenses of acquired businesses

Sales and marketing expenses (million PLN)



✓ Nearly 2x IT talent growth in 1 year

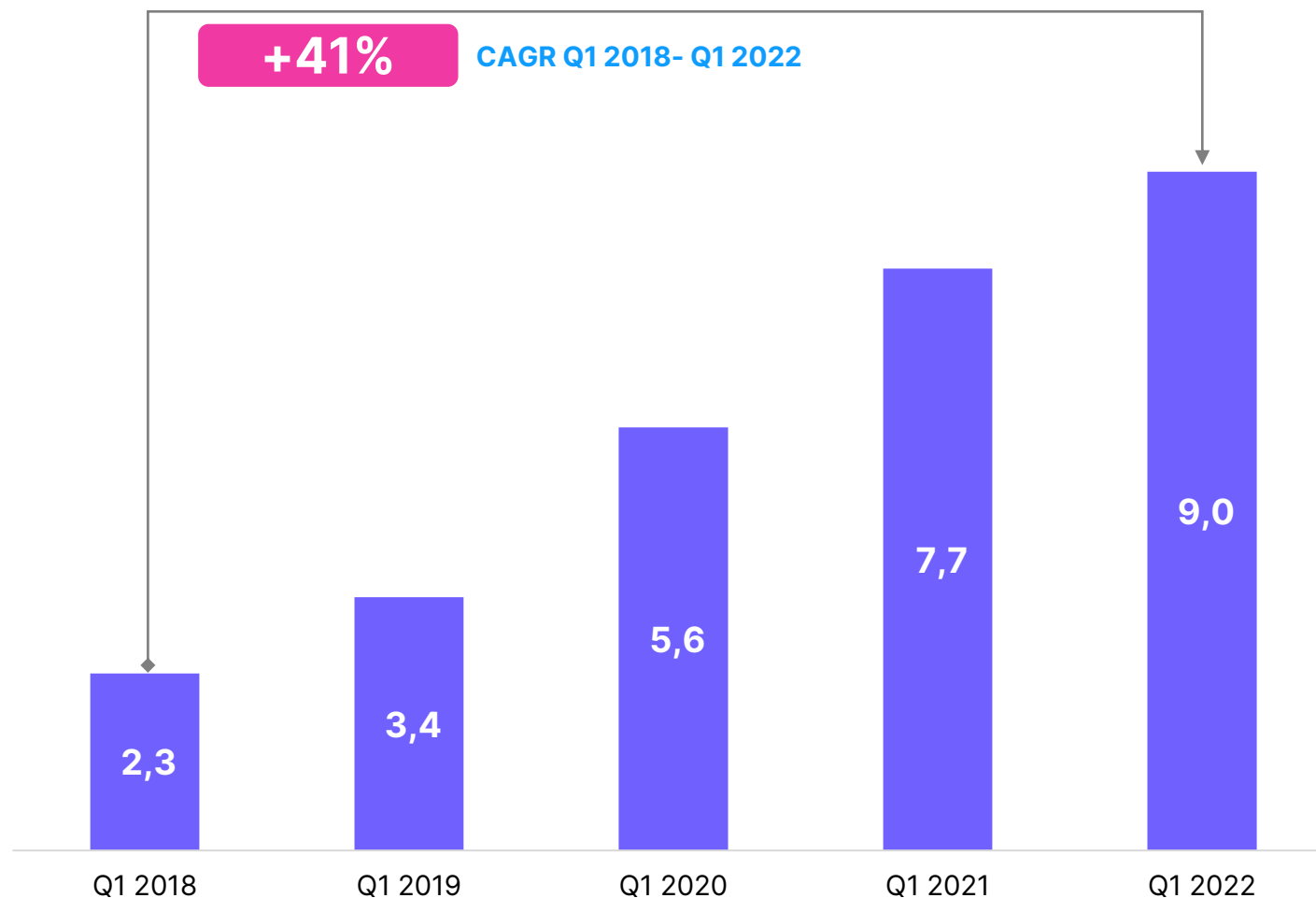
✓ Stable relation of sales and marketing costs to revenues

* M&A is the cost of sales and management of acquired companies

: Steadily growing EBITDA

EBITDA* (PLN million)

Comment



Dynamically growing EBITDA



Achievement of ESOP targets for EBITDA value



Ability to generate significant cash flow despite the group's dynamic growth strategy

: High cash generation capacity

Conversion of EBITDA to cash flow (PLN million)



¹⁾ EBITDA adjusted in plus for valuation of the incentive program in the amount of PLN 1.8 million, transaction costs of PLN 1.9 million and costs related to the organization of the public offering of shares in the amount of PLN 300 thousand.

: Development strategy

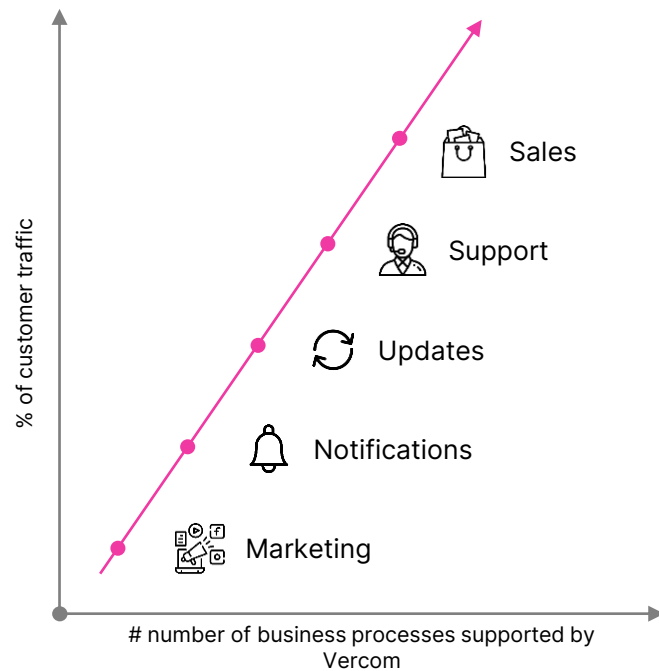


: Development strategy

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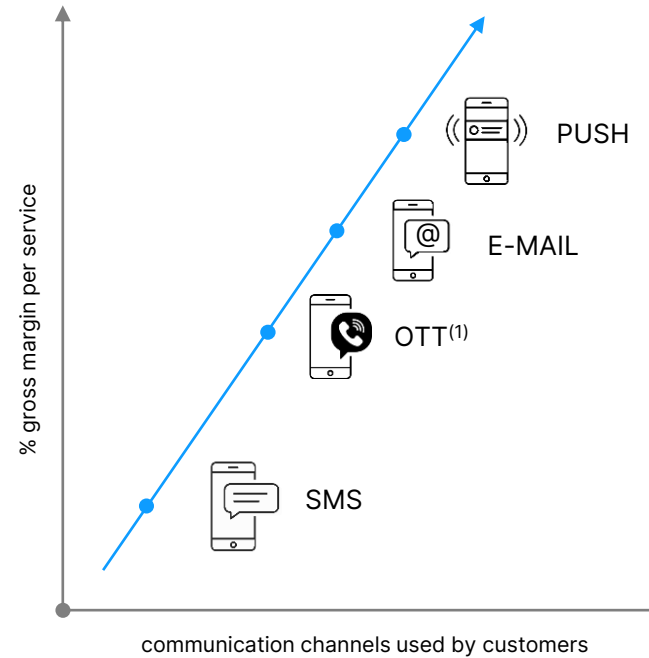
Customer Development

- ✓ Expansion of cooperation from a single service to new business areas



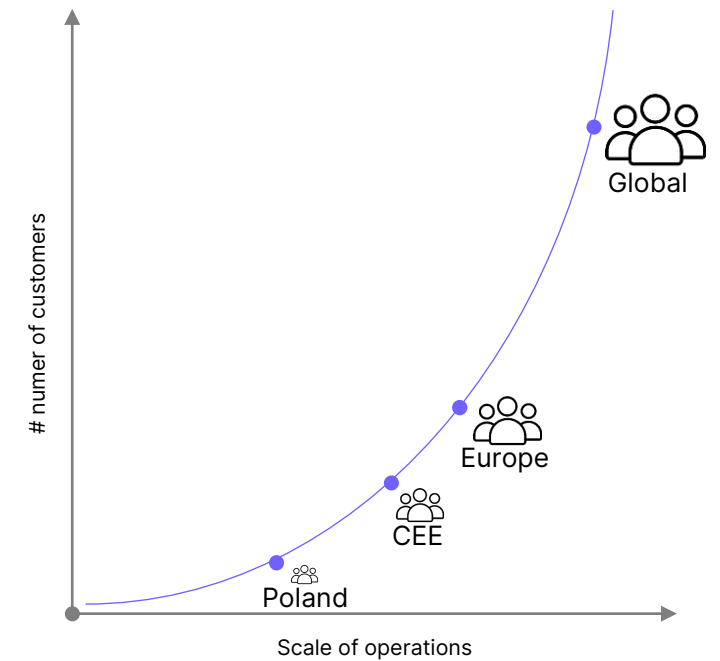
Cross-selling services

- ✓ Implementing an omnichannel strategy
- ✓ Increase in sales of high-margin services



Increase in the scale of operations

- ✓ Increase business reach through acquisitions and organic growth



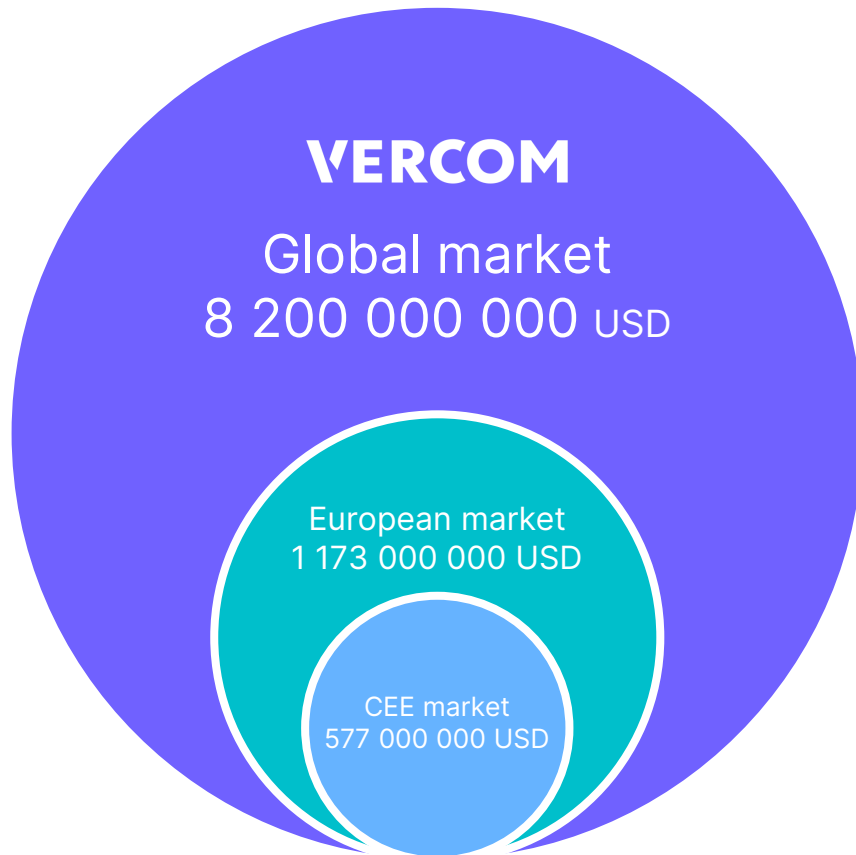
(1) Based on gross margin generated from Viber services in the Czech Republic.

: Exponential growth of target addressable market

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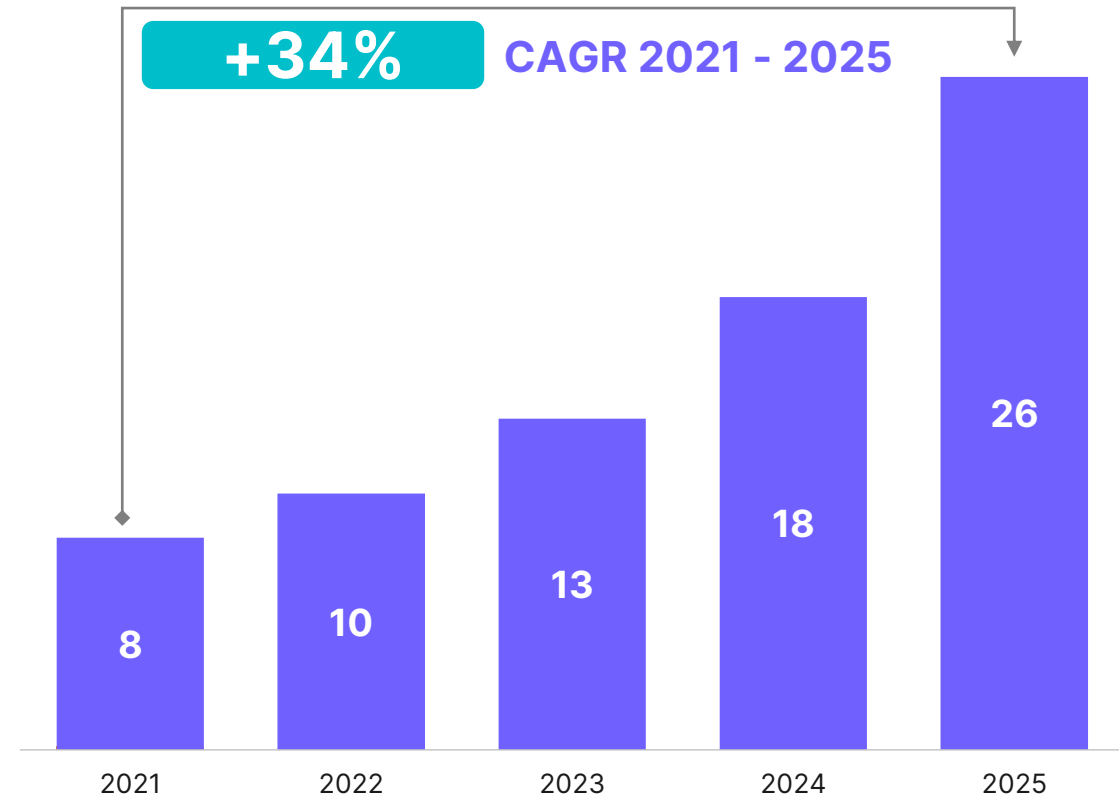
Target addressable market (TAM)

✓ 14x increase TAM



Source: Juniper Research

Global CPaaS market value (USDb)

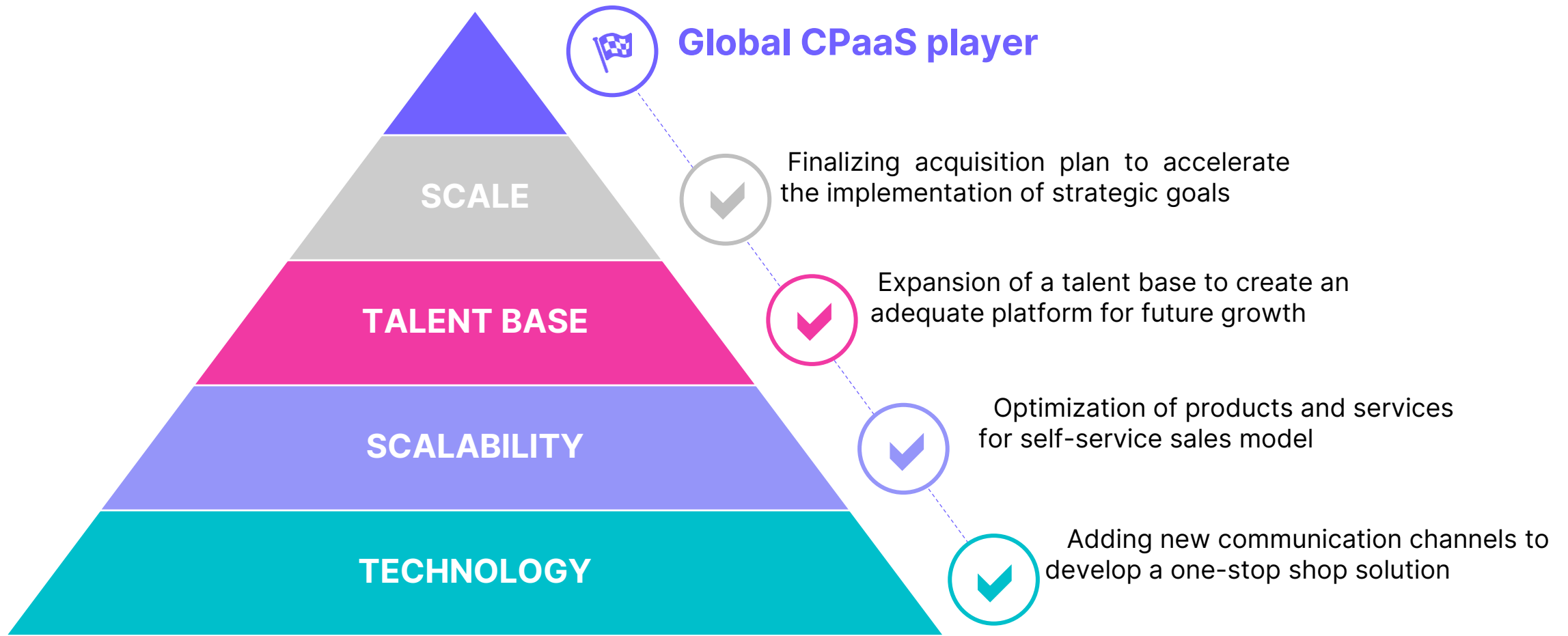


Dynamic 30%+ market growth driven by:

- Progressing digitization of business processes
- Growing volume of transactional communication
- Development of marketing automation tools

Source: Juniper Research, Statista, Facebook, GSMA, NetMarketShare

: On track to become global CPaaS player



: Scale2Global

mailer lite

+

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:mailer **lite** – significant global presence

Global reach

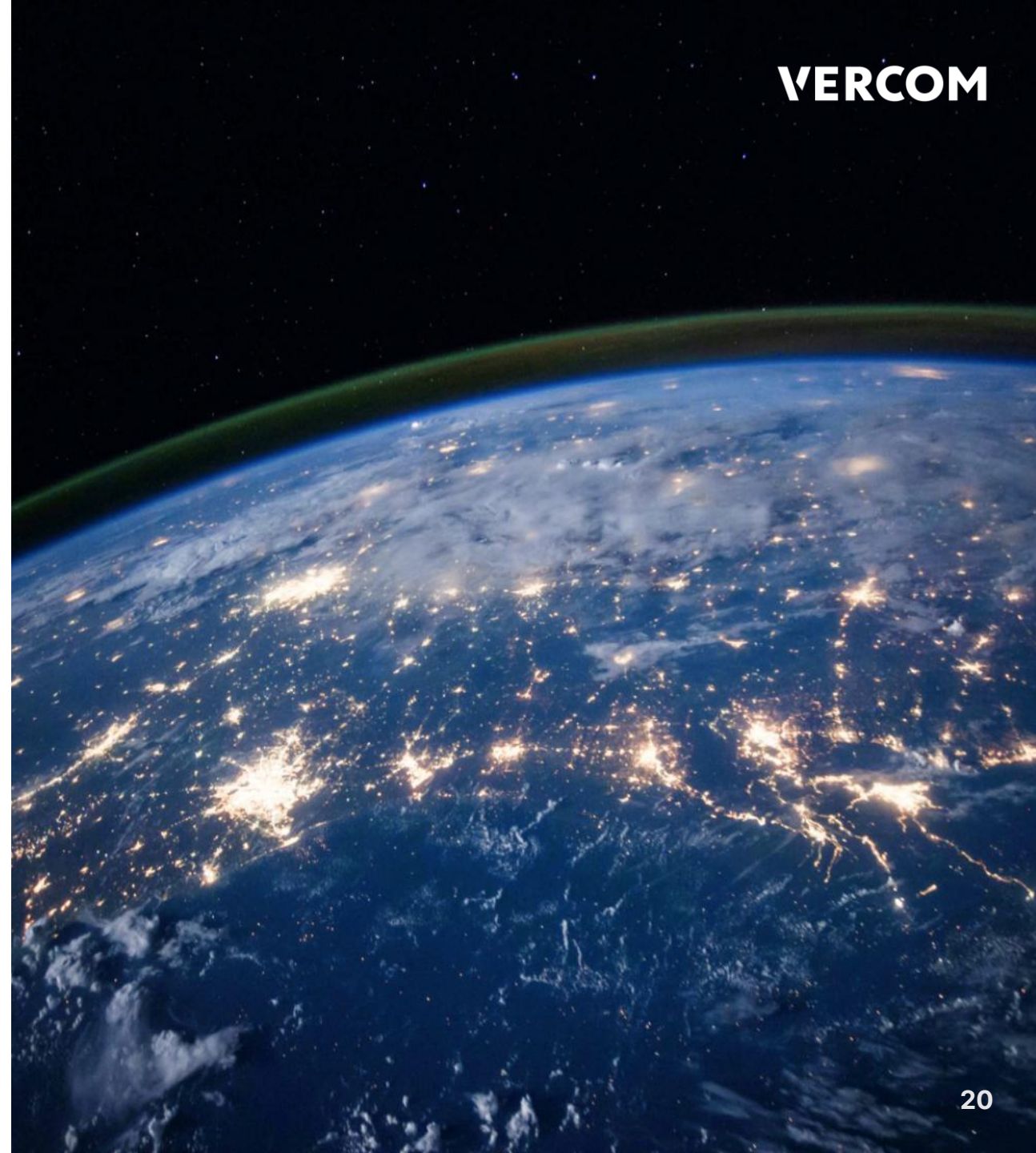
Customers worldwide **+38 000**

Attractive markets

US and Western Europe **>70%**

International team

Employees in 30 locations **+100**



Global CPaaS player

VERCOM Technology

- ✓ A one-stop shop solution providing access to the most popular communication channels
- ✓ Track-record of successful co-operation with SME & Enterprise customers from various segments

VERCOM Scalability

- ✓ 200+ direct and 3000+ Zapier integrations ensuring full compatibility with the most popular global IT systems
- ✓ Ability to offer tailor-made solutions for Enterprise customers

mailer lite Global presence

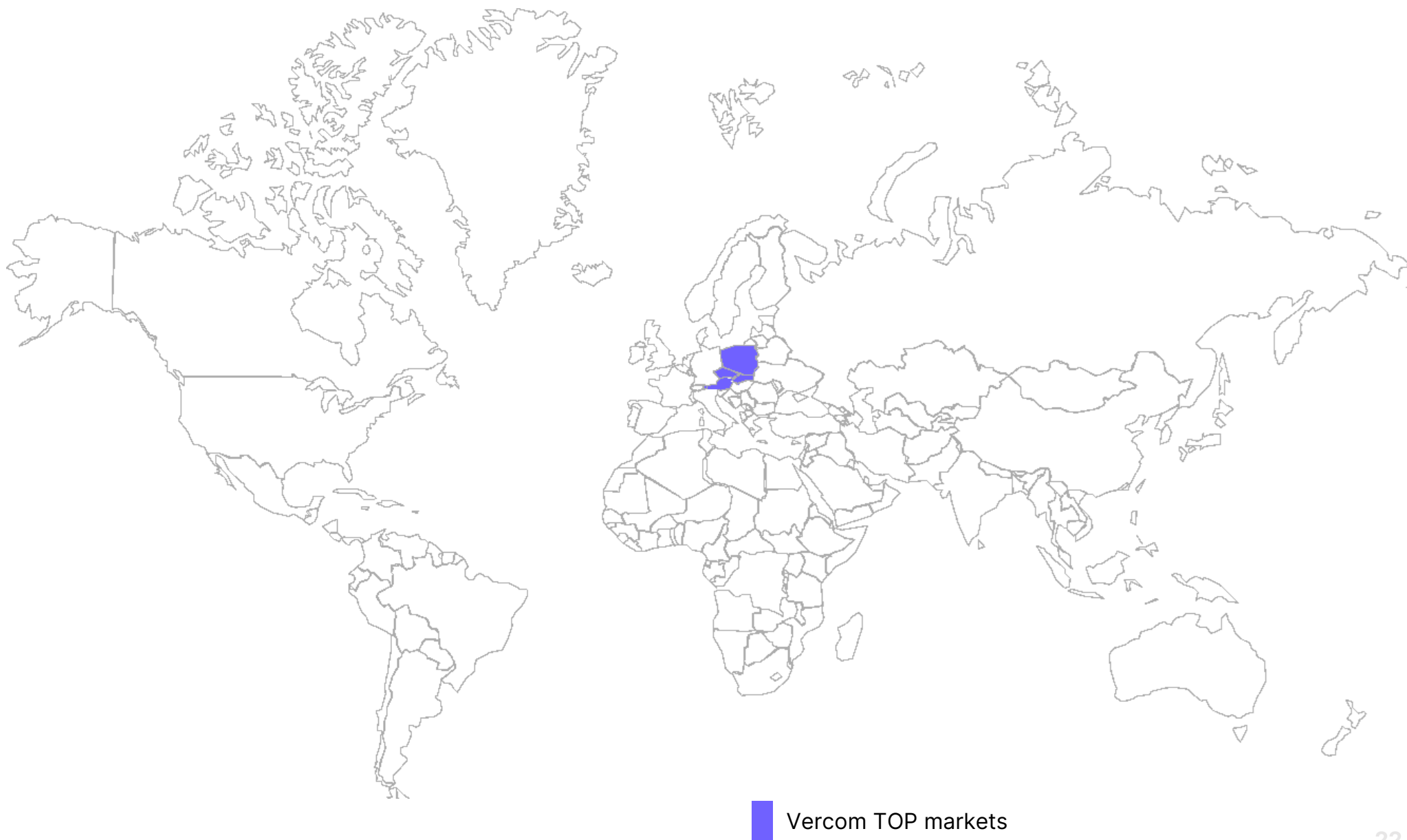
- ✓ Strong international presence underpinned by a team of 100+ experts in 30 international locations
- ✓ Global client portfolio offering unique upsell potential

mailer lite Brand recognition

- ✓ Strong brand recognition among international customers
- ✓ One of the most popular and highest-rated e-mail marketing solutions globally

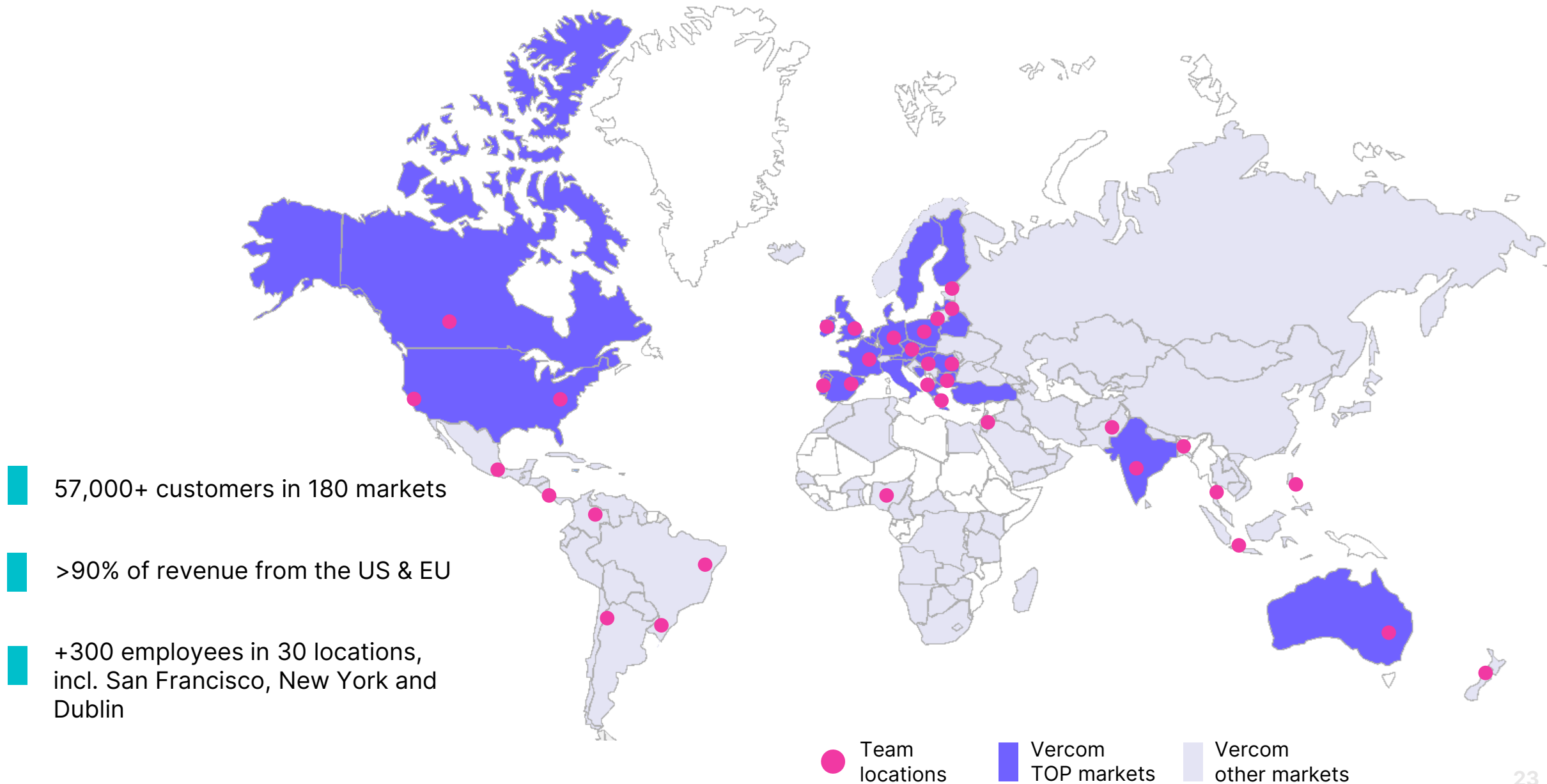
: International expansion - Vercom before the acquisition

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: International expansion - Vercom after acquisition

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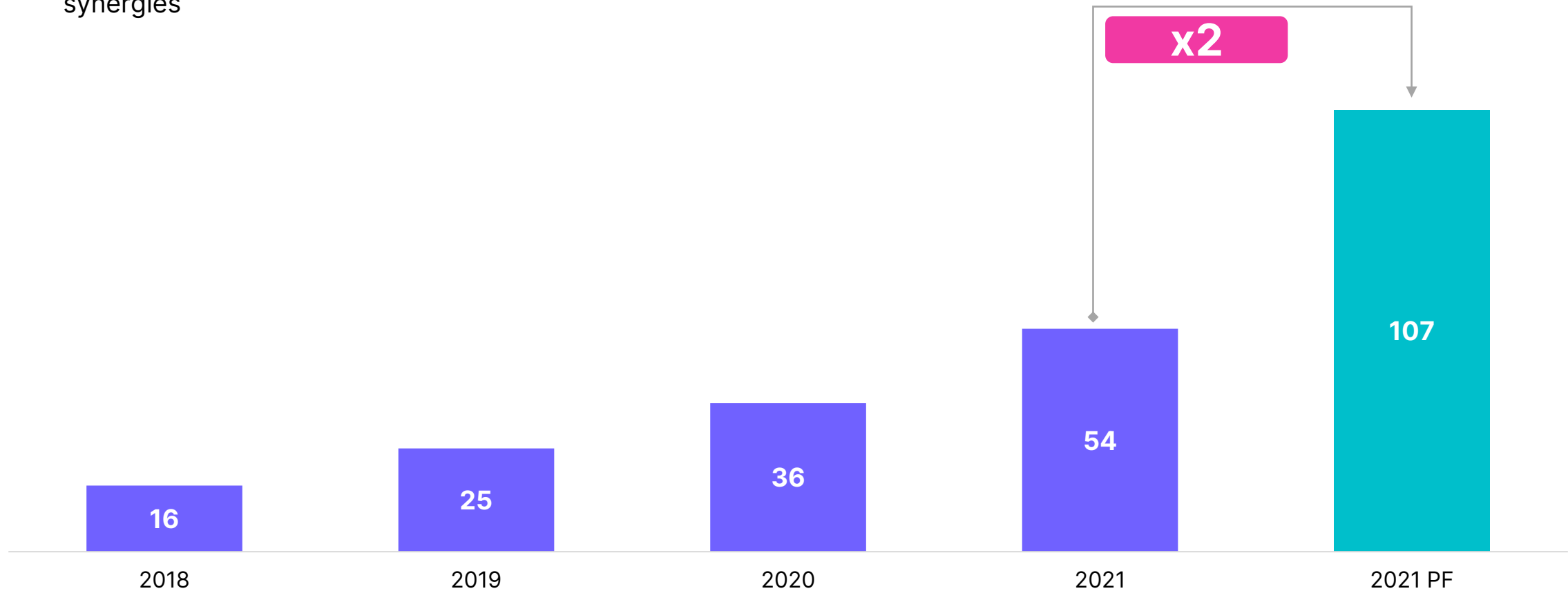


: Doubling the scale of operations

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Gross profit (PLNm)

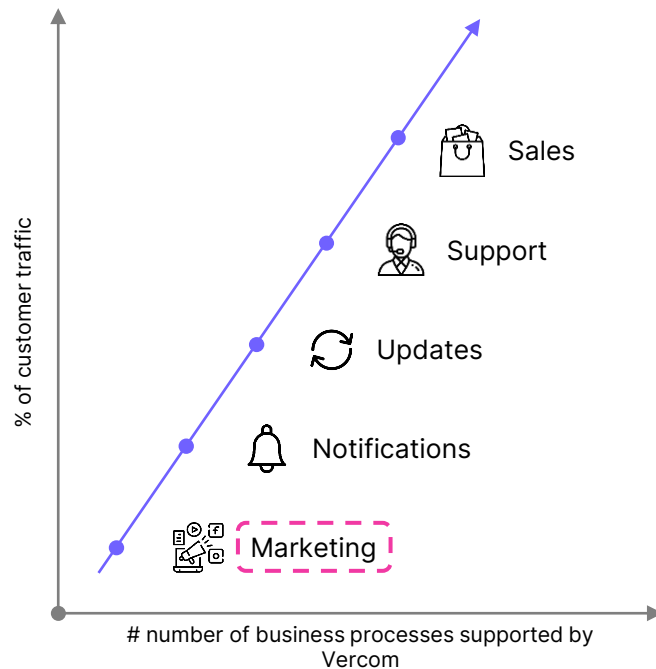
- ✓ The acquisition will instantly double the gross profit while offering significant cross-sell synergies



: Significant potential to extract synergies

Customer Development

✓ 100% of MailerLite revenue derived from marketing services

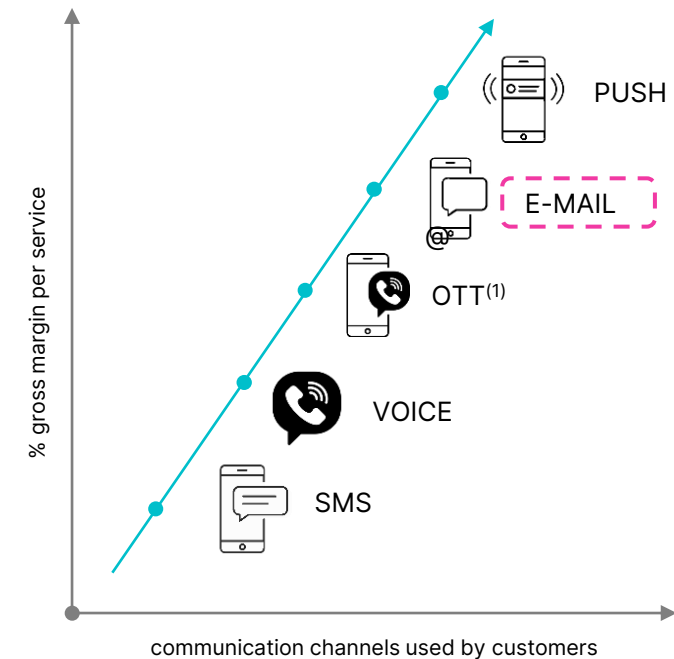


Opportunity:

✓ **extending co-operation with ML clients to include new areas**

Cross-selling services

✓ 100% of MailerLite revenue derived from e-mail channel



✓ **up-selling of services and offering omnichannel solutions to ML clients**

(1) Based on gross margin generated from Viber services in the Czech Republic

: One year
after IPO



: From the CEE leader to the global player

Communications channels

3 → 6 **x2**

Team

100 → 300 **x3**

Customers

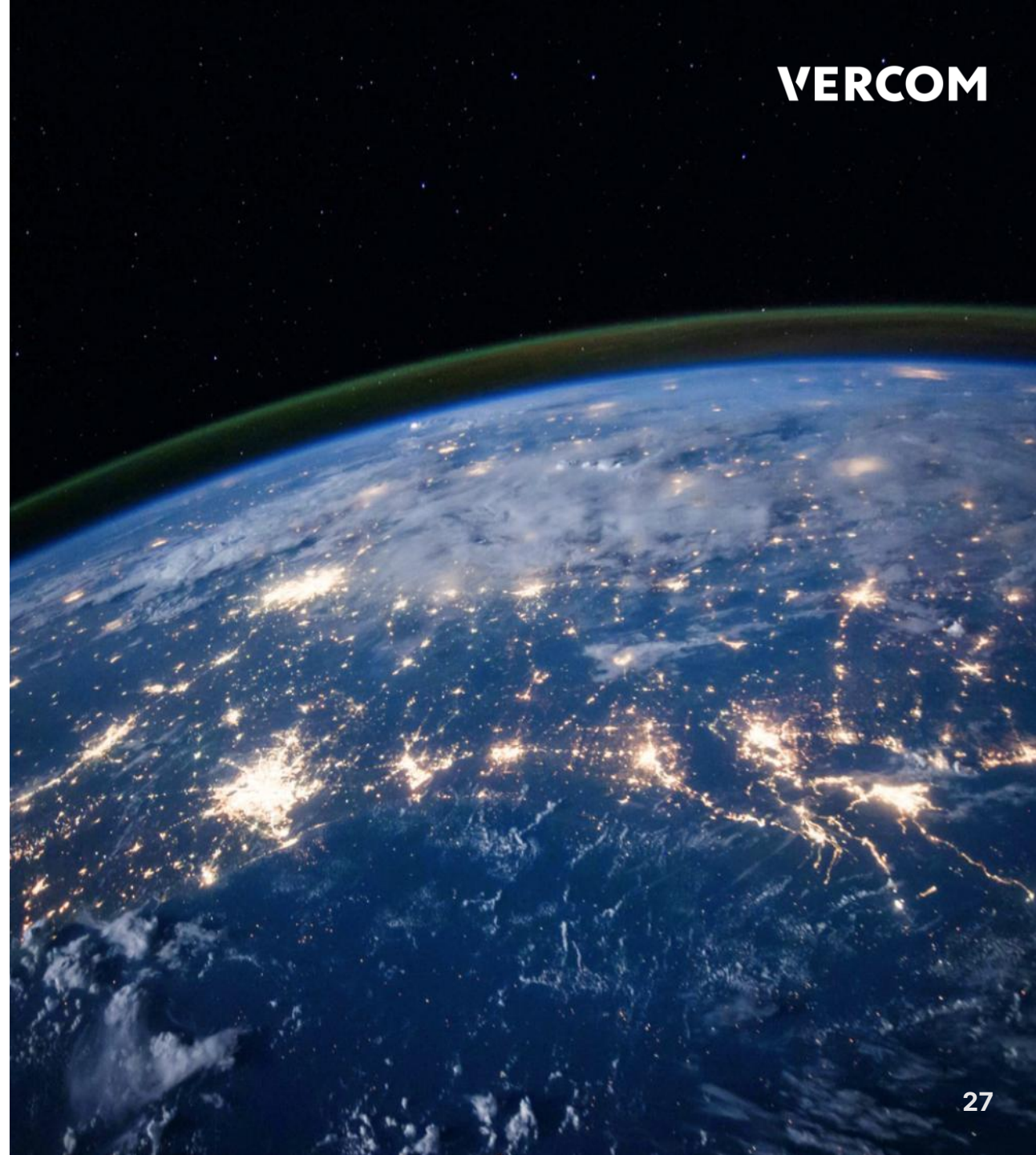
11 400 → 56 800 **x5**

Addressable market

CEE → Global **x14**

Before IPO → After M&A

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: Thank you
for your attention

