INTERIM REPORT FIRST HALF 2026

YOC AG

THE TECHNOLOGY PLATFORM FOR HIGH-IMPACT ADVERTISING

BERLIN DUSSELDORF HAMBURG HELSINKI STOCKHOLM VIENNA WARSHAW ZURICH

YOC AT A GLANCE

REVENUE AND EARNINGS	H1/2026	H1/2025	ABSOLUTE CHANGE	CHANGE IN %
Total revenue (in KEUR)	17,688	17,077	611	4
There of national	9,081	9,113	-32	0
There of international	8,607	7,964	643	8
Total output (in KEUR)	18,511	17,861	650	4
Gross profit margin (in %)	43.1	42.8	0.3	1
EBITDA (in KEUR)	702	539	163	30
EBITDA margin (in %)	3.8	3.2	0.6	19
Consolidated profit for the period (in KEUR)	-601	-692	91	13
Net return on sales (in %)	-3.4	-4.0	0.6	15
Diluted earnings per share (in EUR)	-0.17	-0.20	0.03	15
NUMBER OF EMPLOYEES				
Average number of employees	133	124	8	7
Number of employees as of 30 June	130	125	5	4
Sales revenue per employee (in KEUR)	133	138	-5	-4
Total operating performance per employee (in KEUR)	139	144	-5	-4
BALANCE SHEET AND CASH FLOW				
Balance sheet total (in KEUR)	20,842	23,588[1]	-2,746	-12
Equity ratio (in %)	34.5	33.1[1]	1.4	4
Cash and cash equivalents (in KEUR)	919	4,110[1]	-3,191	-78
Operating cash flow (in KEUR)	-1,520	-1,588	68	4

1) As of 31 December 2025

STOP ADVERTISING.
START TELLING A STORY.

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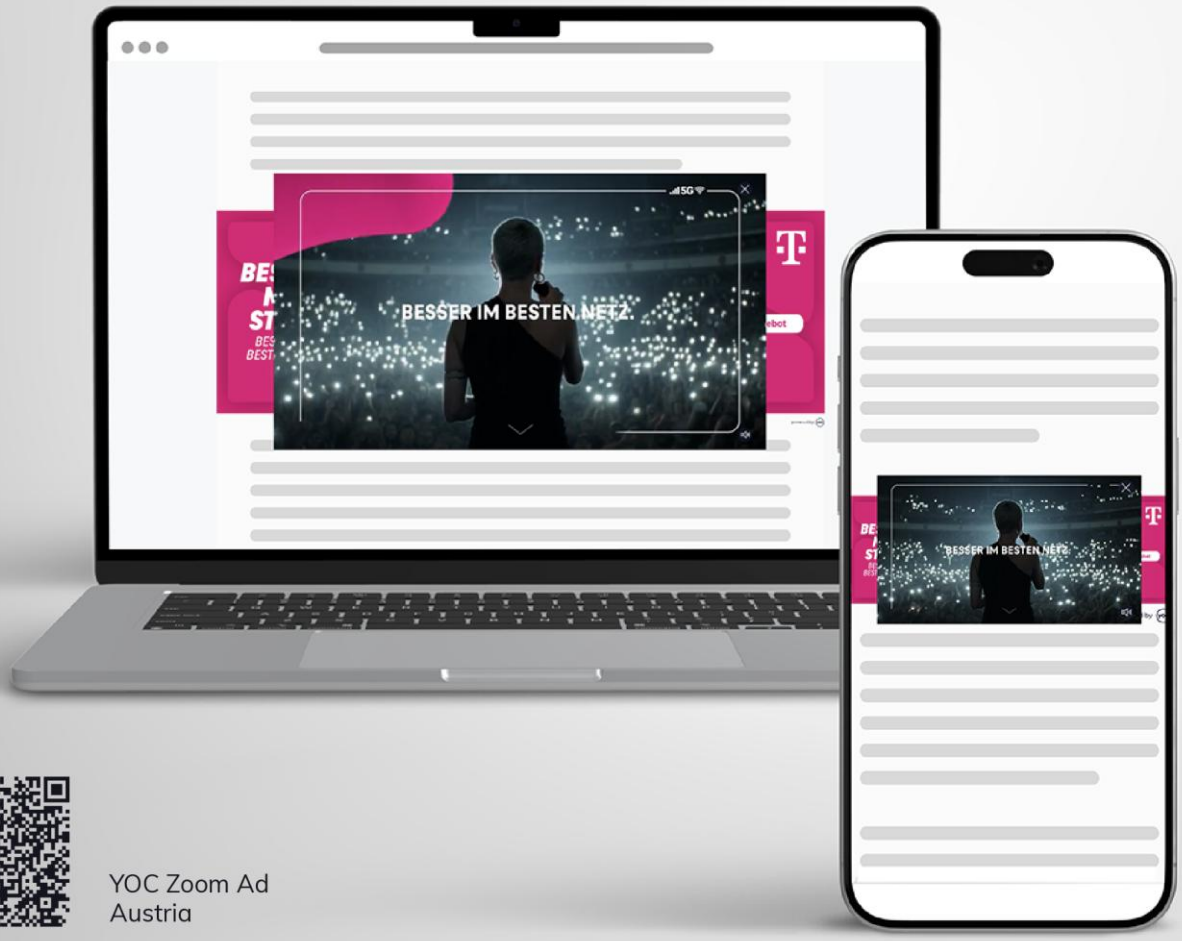


YOC Zoom Ad
Austria

LETTER TO THE SHAREHOLDERS OF YOC AG

Dear Shareholders,

market and customer conditions across the digital advertising technology industry remained challenging during the first half of 2026. Against this backdrop, YOC increased revenue to EUR 17.7 million in H1/2026, compared to EUR 17.1 million in H1/2025.

A particular highlight was the continued strength of our international business, which delivered 8% revenue growth year-over-year. In contrast, the broader economic environment in Germany resulted in flat revenue performance in our domestic market. Nevertheless, we expect revenue growth in Germany to resume during the second half of 2026, even when taking current macroeconomic conditions into account.

At the same time, our gross profit margin continues to be influenced by prevailing market dynamics. Despite these headwinds, we were able to improve the gross profit margin slightly to 43.1% in the first half of 2026. This represents an increase of approximately 1.5 percentage points compared to the preceding quarters. Looking ahead, we expect to gradually improve the gross profit margin by up to an additional 2.0 percentage points on a quarterly basis during the second half of 2026.

A key area of focus remains the optimization of our fixed cost structure, which we intend to further enhance beyond the 2026 fiscal year.

As a result, EBITDA increased by 30% year-over-year to EUR 0.7 million (H1/2025: EUR 0.5 million). Net income for the period amounted to EUR -0.6 million (H1/2025: EUR -0.7 million), remaining broadly in line with the prior-year level. Here too, we expect a meaningful improvement during the second half of 2026.

Dear Shareholders, despite the current market environment, we remain confident about our prospects for the remainder of fiscal year 2026. The continued advancement of VIS.X® remains a central pillar of our corporate strategy. Investments in automation, artificial intelligence, and data-driven optimization are laying the foundation for future growth while further enhancing the scalability of our technology platform. Expanding platform capabilities and integrating the Connected TV (CTV) advertising channel represent important milestones in this development journey.

Our objective remains unchanged: to further establish VIS.X® as Europe’s leading technology platform for premium digital brand advertising and to sustainably strengthen our position as an independent provider of innovative advertising technology solutions.

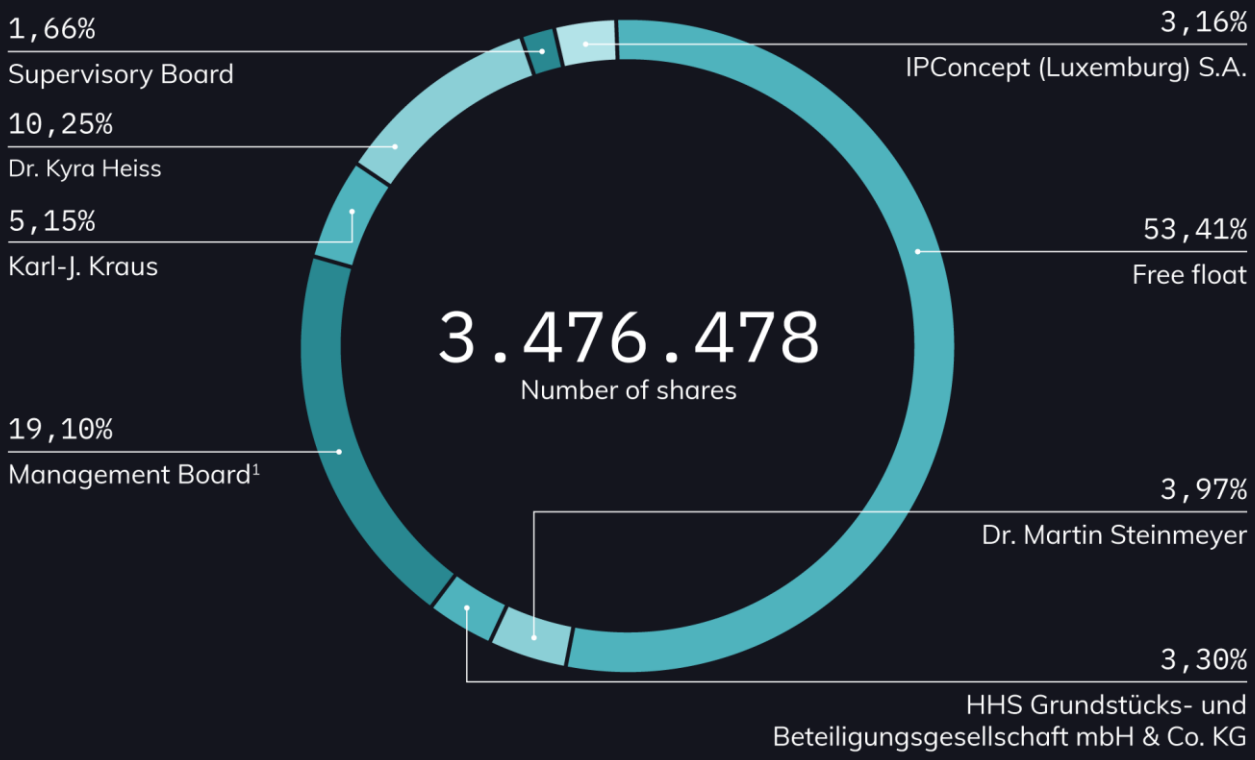
Thank you for your trust and continued support.

Warm regards,

Dirk-Hilmar Kraus
CEO, YOC AG

THE YOC SHARE

SHAREHOLDER STRUCTURE OF YOC AG



INFORMATION ON THE LISTING

DOMESTIC SHARES
STOCK TYPE

593273
SECURITIES IDENTIFICATION NUMBER

XETRA
TRADING SYSTEM

DE0005932735
ISIN

PRIME STANDARD
STOCK EXCHANGE SEGMENT

[1]The ownership interest held by dkam GmbH is attributed to Mr Dirk-Hilmar Kraus.

MANAGEMENT BOARD

As at 30 June 2026, the Management Board of YOC AG consisted of one member:

DIRK-HILMAR KRAUS

BERLIN

Dirk-Hilmar Kraus has been appointed to the Management Board of YOC AG since 10 September 2013.

He previously served on the Management Board of YOC AG from 2001 to 2012, acting as Chairman of the Board from 2005 onwards.

He founded YOC AG together with a partner in Berlin in 2001, having previously worked as a senior consultant for Roland Berger Strategy Consultants, where he focused primarily on the restructuring and strategic reorientation of companies. Dirk-Hilmar Kraus holds no other directorships.

SUPERVISORY BOARD

As at 30 June 2026, the Supervisory Board of YOC AG consisted of three members:

DR NIKOLAUS BREUEL

BERLIN

Dr Nikolaus Breuel is the Chairman of the Supervisory Board of YOC AG.

He has many years of experience as a CEO in the service sector. His core competencies lie in defining and implementing strategic corporate directions and restructuring.

Positions:

- Managing Partner, Karl-J. Kraus GmbH
- YOC AG: Chairman of the Supervisory Board (since 01/2014), Member (since 06/2013)

KONSTANTIN GRAF LAMBSDORFF

BERLIN

Konstantin Graf Lambsdorff is the Deputy Chairman of the Supervisory Board of YOC AG, as well as a solicitor and specialist in tax law.

He has been advising companies and investors on investments, financing and transactions for over 20 years. Konstantin Graf Lambsdorff is one of the founding partners of Lambsdorff Rechtsanwälte, a spin-off from a major international law firm specialising in growth companies.

Positions:

- YOC AG: Deputy Chairman of the Supervisory Board (since 2014)
- VENTIS Holding AG (formerly PRIMUS Holding AG): Chairman of the Supervisory Board (since 2009)
- VENTIS Immobilien AG: Chairman of the Supervisory Board (since 2022)
- VENTIS Commercial AG: Chairman of the Supervisory Board (since 2022)

SACHA BERLIK

COLOGNE

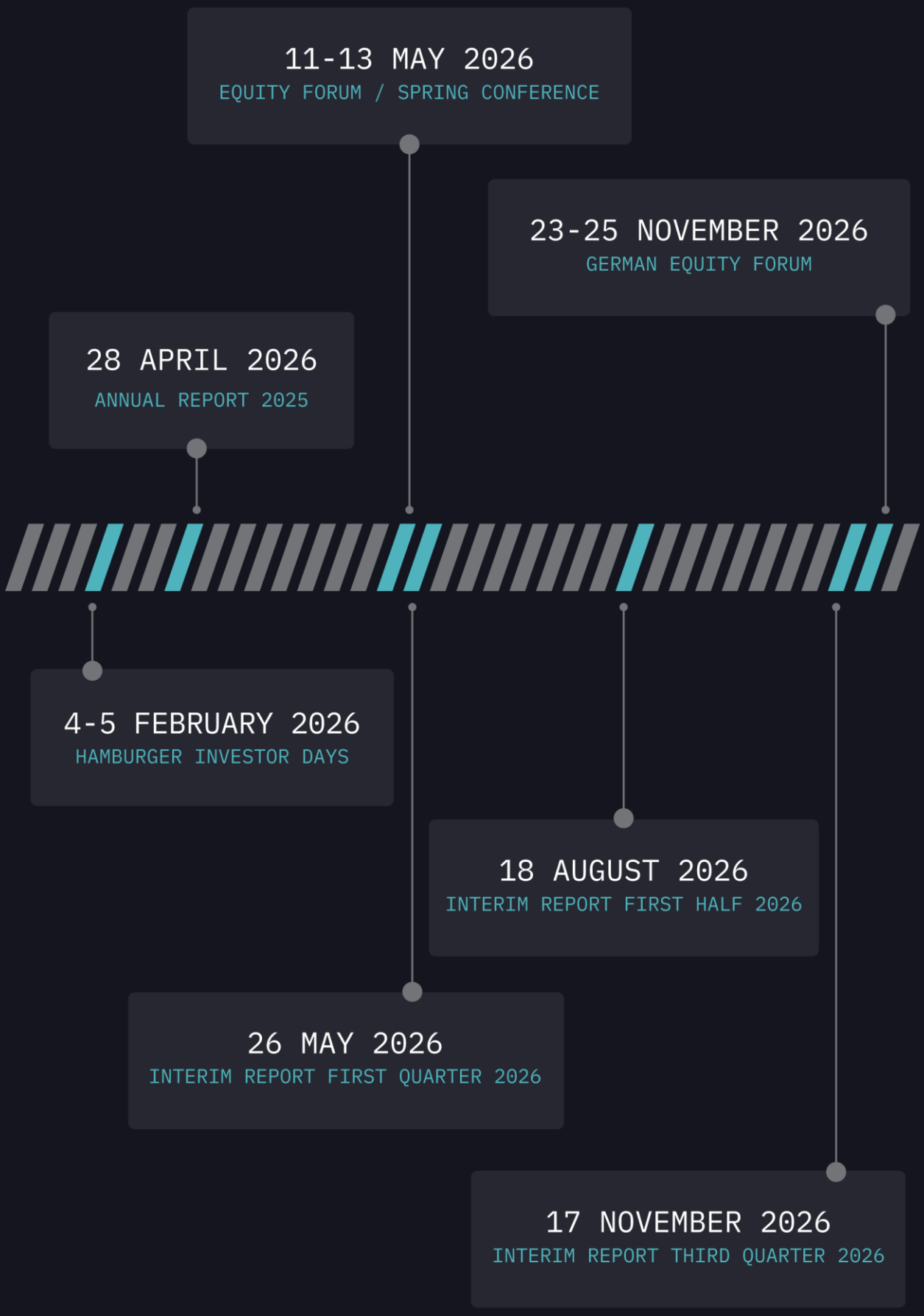
Sacha Berlik is the third member of the Supervisory Board of YOC AG. The entrepreneur and investor was Managing Director EMEA at The Trade Desk. Prior to this, he founded the first European programmatic marketing agency, mexad, which he sold to DataXu (now ROKU).

In addition to the digital agency Oridian (now Ybrant Digital), he founded one of the first European ad networks, Active Agent, and planned the online presence for the major German commercial TV broadcaster Sat.1.

Positions:

- YOC AG: Member of the Supervisory Board (since 2014)

FINANCIAL CALENDER 2026



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BUSINESS MODEL

A BETTER ADVERTISING EXPERIENCE FOR EVERYONE

In recent years, the digital advertising market has grown to become the world's most important channel for advertising. At the same time, it has undergone a major transformation: automated trading of digital advertising space is widely used, meaning that the majority of digital advertising budgets are now traded programmatically in real time. In addition, traditional media forms such as television (CTV) and out-of-home advertising (DOOH) have been increasingly connected to the digital advertising market in recent years.

With its 20 years of expertise in the digital advertising market, YOC AG launched the powerful VIS.X® platform to the market in 2018. By providing this proprietary trading platform, YOC enables an optimal advertising experience for advertisers, media providers (publishers) and users of the internet and mobile applications. The company has positioned itself as a developer of high-performance software in the advertising technology market with a focus on brand advertising. YOC supports advertisers to achieve their main goal in brand marketing: To generate attention for brands or products and to sustainably anchor their messages with the end consumer. With the VIS.X® platform, YOC optimally serves the needs of the parties involved:

- By using VIS.X® and YOC's attention-grabbing advertising formats, advertisers have the opportunity to increase awareness of their brand or products in conjunction with high-quality advertising inventory,
- Internet users receive relevant, interesting advertising messages without being disturbed in their reading flow,
- Partners on the supply side, renowned providers of premium media content (premium publishers), offer a global media reach in the form of internet portals and mobile applications and benefit from the high monetization of the VIS.X® platform.

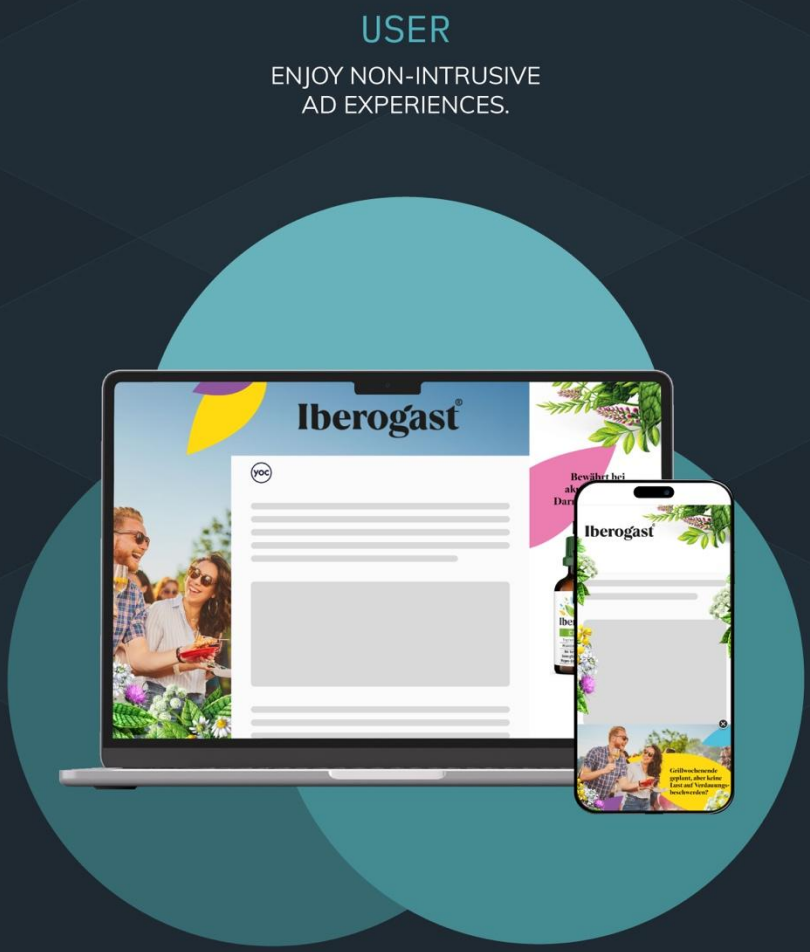
Unlike all previous platforms on the market, the VIS.X® platform has been specially designed to deliver innovative and particularly attention-grabbing high-impact advertising in a scalable manner. As a result, the company has created a sustainable competitive position in the advertising technology market, which enables YOC to benefit from the global shift from traditional to digital advertising expenditure and, by developing its own software, to continuously focus on the benefits of advertisers, publishers and Internet users - regardless of the end device.

INVESTMENTS IN INNOVATIONS

The VIS.X® platform and YOC's proprietary advertising formats are the differentiating factor of YOC's offering in the international market for digital advertising technology. As a result, the company consistently invests in the further development of its platform and products. The aim is to continuously improve the software so that our partners are offered a comprehensive, efficient and innovative way to automatically trade high-impact advertising formats in combination with the best advertising spaces. This enables the company to effectively expand its competitive position.

In financial year 2025, the focus of the continuous implementation of this strategy was primarily on the expansion of core platform functionalities and enhancing the targeting capabilities within VIS.X® Identity Intelligence. Another key milestone was the expansion of the product portfolio to include the connected TV (CTV) channel.

These innovations emphasize the flexibility and scalability of the platform and enable further technology-driven growth for the company. The YOC Group will consistently pursue its strategic mission of offering a better advertising experience for everyone with the VIS.X® platform and continuously invest in innovation and the further development of its offering.



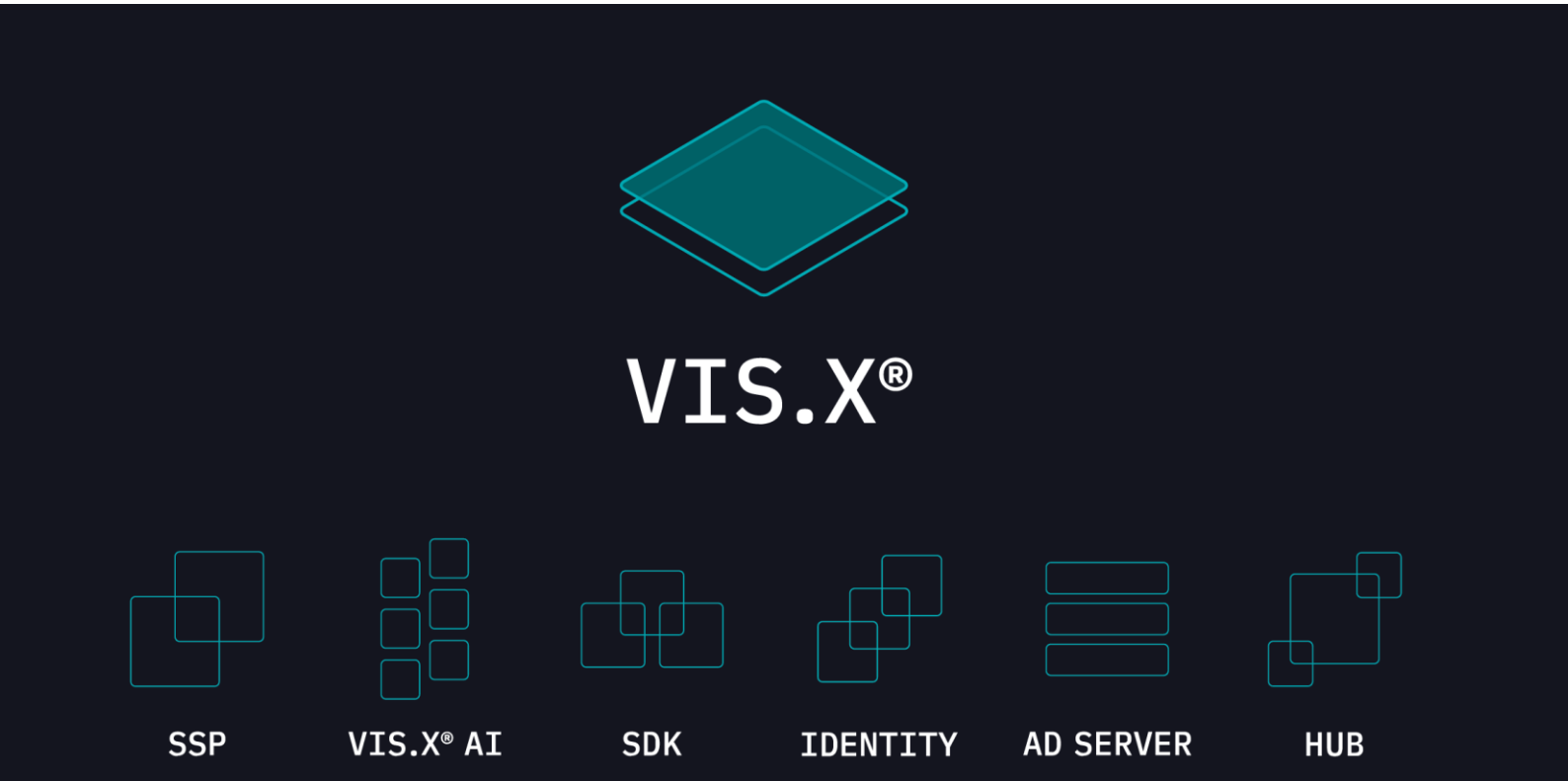
VIS.X®-PLATTFORM

With the market launch of the supply side platform (SSP) VIS.X® at the beginning of 2018 YOC established itself as a provider of high-quality advertising technology (Ad Technology) and operator of a scalable trading platform. While the range of functions reached a decisive level in 2020, the available inventory and the trading volume on the platform increased significantly in the following years. Since the financial year 2025, development efforts focused on the innovative use of new technologies in the field of digital advertising, such as artificial intelligence, and on developing new strategies for reaching target audiences. In addition, the expansion of platform functions on the buy-side was initiated, which will significantly boost trading volume in the long term.

As a full-stack platform, the VIS.X® platform covers three important variants of trading digital advertising inventory: fully automated trading in the open market, advanced trading in private marketplaces and, since 2020, guaranteed direct trading via proprietary ad server technology. In combination with any advertising formats and the auction in line with the demand of all market participants, the platform always achieves the best result for the supply, demand and user side.

The unique selling point of the VIS.X® platform is the trading of non-standardized, highly effective advertising formats. This is what enables YOC's proprietary high-impact advertising formats to be accessible and tradable in programmatic trading. In addition, the platform was provided with further technical features that clearly differentiate the platform and contribute to its success and scaling.

The following overview shows the core components of the VIS.X® platform, whose functionalities and special features are explained in more detail below.



VIS.X® SSP

The VIS.X® Supply Side platform combines all sales channels and monetization options in an overall approach and thus determines the best possible sales strategy for each advertising space in real time. The most important variants of trading digital advertising are included:

TRADING IN THE OPEN MARKETPLACE (OMP)

The Open Marketplace represents a free, global trading center where advertising inventory can be traded in large quantities among many participants in a scalable manner. The VIS.X® platform combines the supply and demand side in an auction and awards the highest bidder the contract. The VIS.X® offer is differentiated on the one hand by the very high quality of the advertising inventory and on the other hand by complete transparency. This creates a secure trading environment for buyers while enabling them to make a targeted selection of advertising space. Over the past financial year, more and more leading demand side platforms (DSP) with a large network of advertisers were integrated into the VIS.X® auction as bidders, giving new demand sources access to YOC inventory via the open market.

TRADING IN THE PRIVATE MARKETPLACE (PMP)

Trading in the Private Marketplace enables buyers of advertising inventory to gain access to YOC's high-impact advertising formats via the VIS.X® platform. Various additional trading criteria can be defined and set for trading in the form of deals, so that the buying market participants can acquire the advertising inventory that matches the advertiser's objectives. In contrast to the open market, buyers in private trading receive a preferred allocation of the offered inventory as well as extended opportunities to trade YOC's high-impact products.

VIS.X® ADSERVER

The VIS.X® platform was expanded in 2020 to include the option of direct trading. In addition to providing all the functions available in private marketplaces, exclusive trading allows buyers to purchase a volume guarantee for a specific campaign. This allows various campaign objectives, especially for branding advertising, to be managed even more effectively.

VIS.X® SDK

The intelligent technology of the VIS.X® SDK enables advertisers to reach their target group in the mobile environment in app environments as well as websites. Publishing partners maximize advertising revenues for their mobile applications with a single technical integration.

VIS.X® ARTIFICAL INTELLIGENCE (AI)

VIS.X® AI is a central, innovative module of the VIS.X® technology platform, which combines extensive algorithms and machine learning models that optimize media trading in real time. Advertisers benefit from VIS.X® AI through significantly increased key performance indicators, as the artificial intelligence automatically matches the right YOC ad product with the right publisher based on cost efficiency, without using cookies, and optimizes for the respective campaign objective.

The algorithms are based on machine learning predictions, historical data and the performance of past advertising campaigns. VIS.X® AI can be used for programmatic deals as well as for individual direct trading.

The AI module within the VIS.X® platform has been a key driver of innovation in YOC's advertising technology since 2023. Following the successful establishment of AI-supported solutions for video advertising in 2023, the product portfolio was expanded to the YOC Universal Display Solution in the financial year 2024. This enables YOC's highly effective display advertising formats to be accessed for real-time optimization by VIS.X® AI. Consequently, the entire product portfolio of the YOC Group can be purchased by advertisers individually or in combination, selection by artificial intelligence. In financial year 2025, the solution was expanded to include the optimization parameter of engagement.

VIS.X® IDENTITY INTELLIGENCE

Especially for branding advertising, addressing the right target group is just as crucial as the brand message itself. In recent years, third-party cookies have been a reliable identifier of users and therefore an important data basis for targeting digital campaigns. In recent years, third-party cookies have been increasingly phased out. At the same time, the compatibility of data protection and effective ad targeting has remained a constant topic of discussion within the advertising industry. Against this backdrop, browsers such as Safari and Firefox have no longer supported the use of third-party cookies for audience identification since 2023.

Since then, YOC has invested in comprehensive alternative solutions that stand out for their flexibility and for the integration of numerous data partners within VIS.X® Identity Intelligence.

Strong partnerships with international providers such as ID5, Eyeota, and Mastercard deliver GDPR-compliant data foundations and high-quality segments that maximize reach within advertisers' desired target groups. In addition, contextual targeting offers another effective method for interest-based ad delivery.

In financial year 2025, VIS.X® Identity Intelligence was expanded to include proprietary audience segments, which are created and continuously updated based on campaign, user, and contextual data from the VIS.X® platform. This innovation is an important milestone for the effective and impactful use of available campaign data, as well as for reducing reliance on third-party providers for targeting.

YOC HUB

MANAGEMENT AND REPORTING SYSTEM

The VIS.X® platform is controlled centrally and offers all the necessary options for granular handling and control of trading. This enables a particularly effective workflow and process flow for users and administrators. The VIS.X® platform has a versatile and high-performance reporting system that enables a detailed analysis of trading activities. Historical and daily updated values can be broken down and analyzed across all channels.

A detailed evaluation at the level of inventory, advertising media, buyers, platforms and corresponding graphical representations of the activities provide clarity and decision-making aids for the market partners of the VIS.X® platform.

At the same time, trends and changes can be quickly and easily made available by displaying previous trading periods. A Reporting Application Programming Interface (API) enables YOC partners to import data from the VIS.X® platform into existing business intelligence systems and data pipelines to create their own analyses.

MANAGEMENT OF THE INVENTORY

The management interface of the YOC HUB offers the management of the complete traded inventory, the integrated publishers, their stationary and mobile websites or apps as well as individual advertising spaces. The control system in the platform offers granular options to configure the available advertising formats, define price points and determine the trading channels. These setting variants allow the optimal combination of revenue and user experience to be realized in the context of retail.

In addition, the platform offers customizable inventory settings that allow different floor prices depending on the user's location, as well as the option of either work with predefined publisher creative sizes or automatically select the most suitable formats from existing demand.

DEAL AND ORDER MANAGEMENT

The core of the VIS.X® platform is the management of all current and new deals in the context of private marketplaces and direct advertising campaigns. The user interface enables the variable configuration of various targeting options that define the targeted approach of the desired target group.

Depending on the selected price model, the platform's integrated algorithm automatically optimizes the best possible quantity and timing of the campaigns to be executed according to the advertiser's needs. Through the integration of additional partners and the availability of further targeting options, advertisers can effectively reach and address their desired target group and make their campaigns more efficient. In the financial year 2024, the targeting options were expanded to include new segments through the integration of relevant international partners.

AUTOMATED BILLING

The system is seamlessly integrated with the company's ERP system. The orders and delivery data from direct sales are automatically recorded and synchronized with the accounting system. This enables highly scalable accounting and thus supports the growth of the VIS.X® platform.

WEITERE INNOVATIVE FUNKTIONEN DER VIS.X®-PLATFORM

FRAUD PROTECTION

All advertising formats that are traded on the platform are subject to manual and automated quality and security checks. Especially in in automated trading, this blocks advertisements that are inappropriate or illegal.

In addition, the fraud protection algorithm identifies advertisements that could affect programs on users' end devices and removes them before they are displayed. This ensures the safety of users and achieves a consistently high quality of advertisements for publishers.

MULTICHANNEL APPROACH

In a first step, the VIS.X® platform was specifically optimized for the trading of advertising space on the mobile Internet. This enables the platform to serve the most important channel for Internet users and to efficiently trade advertising space either in combination with or without YOC high-impact advertising formats.

The use of YOC's own advertising formats has particular added value in this channel due to the type of use and screen size. Advertisers reach potential customers with their message and achieve extraordinary attention values without disturbing users in their actual reading flow.

Users' positive perception of the advertising formats developed by YOC ultimately leads to greater acceptance and impact of the advertising message compared to standard forms of digital advertising.

In 2020, the VIS.X® Software Development Kit (SDK) was developed and launched on the market at the end of the year. It enables developers of mobile applications to benefit from the added value of the VIS.X® platform and improve the advertising utilization and revenues of their mobile apps.

In the financial year 2021, YOC expanded the VIS.X® platform for trading desktop advertising inventory. The strategic approach of using high-impact advertising formats to demonstrably improve advertising impact can also be implemented on advertising spaces on conventional desktops or tablets. In accordance with the ongoing demand for multiscreen campaigns, all YOC advertising products were made available for both mobile and desktop devices.

In financial year 2025, intensive work went into integrating connected TV as a new advertising channel within the VIS.X® platform. With this development, YOC is responding to the ongoing trend of change in the TV advertising sector, shifting from ad placements on linear television to more flexible placements in the streaming market.

EXTENDED PRICE MODELS

The VIS.X® platform gives buyers of media services maximum flexibility in their choice of price model for the delivery of the respective advertising formats. In addition to the standard price per thousand (CPM) and purchasing via a cost-per-click (CPC) model extended price models can also be selected on the platform. The viewable CPM (vCPM) is available, in which the advertising delivery is only billed if the ad is actually seen by the user.

For video advertising, purchasing can also be optimized within the framework of a cost-per-completed-view model (CPCV) for fully viewed videos. Since the financial year 2023, the Cost per Engagement (CPE) billing model has also been available via the VIS.X® platform.

When purchasing high-impact products via this pricing model, the advertiser only pays for actual interactions with the advertising material and thus manages their advertising budget with maximum efficiency.

This pricing model and the resulting optimization are based on the advanced AI functionalities of the VIS.X® platform.

YOC AD PRODUCTS

In addition to the VIS.X® platform presented, YOC develops highly effective (high-impact) advertising formats and AI-powered solutions and currently markets these in three product lines.

The use of YOC advertising formats and solutions creates a better advertising experience for all parties involved. Users of internet content and mobile applications should receive and perceive advertising messages that are relevant and interesting to them.

At the same time, advertisers achieve a better advertising impact through the use of creative advertising formats. Publishers benefit from the added value of YOC high-impact formats. In addition to YOC high-impact advertising products and AI-powered solutions, standard advertising formats are also traded via the VIS.X® platform at the customer's request.

HIGH-IMPACT ADVERTISING FORMATS

The YOC high-impact advertising formats offer a high-quality and attention-grabbing presentation of brands and products and at the same time guarantee a non-disruptive positive user experience for internet users. Compared to standard advertising formats, they are characterized by large formats, innovative functionalities for user activation and high-quality integration into publisher environments.

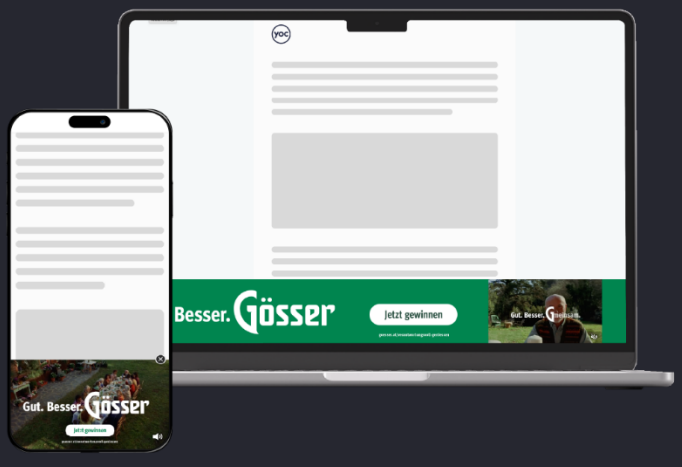
Each YOC product can be used flexibly and expanded with additional configurations (features) so that the user experience can be enriched according to the objective.

YOC's product portfolio currently consists of ten high-impact products:

- YOC Mystery Ad®
- YOC Mystery Scroller®
- YOC Skin
- YOC Zoom Ad
- YOC Understitial Ad®
- YOC Branded Takeover
- YOC Prime Scroller
- YOC Sitebar
- YOC Inline Video Ad
- YOC Spotlight

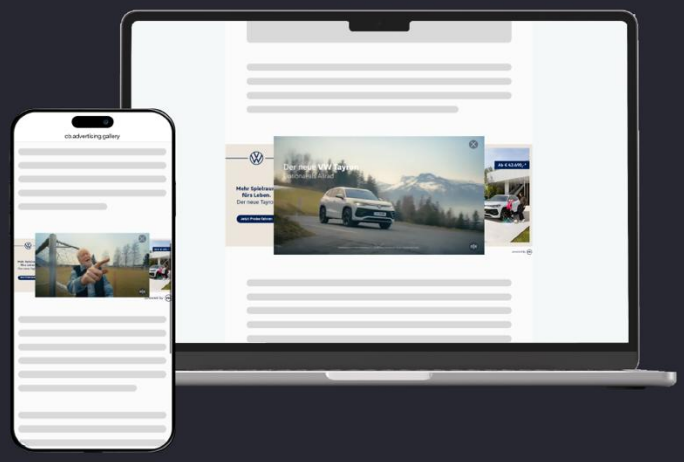
A selection of implementations of YOC High-Impact products can be viewed in our showroom at www.showroom.yoc.com.

YOC MYSTERY AD®

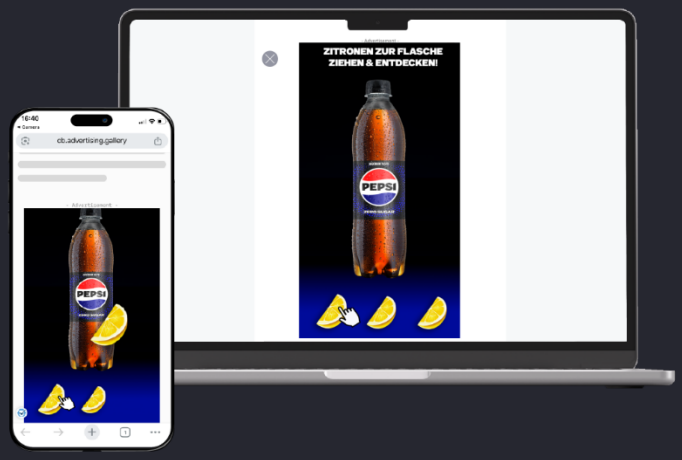


YOC MYSTERY SCROLLER®

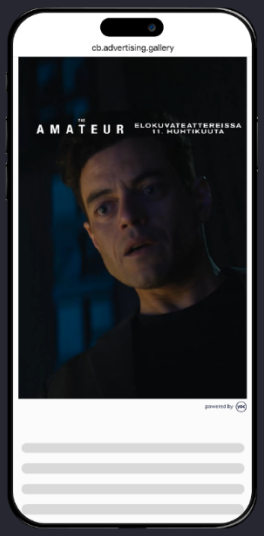
YOC SKIN



YOC ZOOM AD

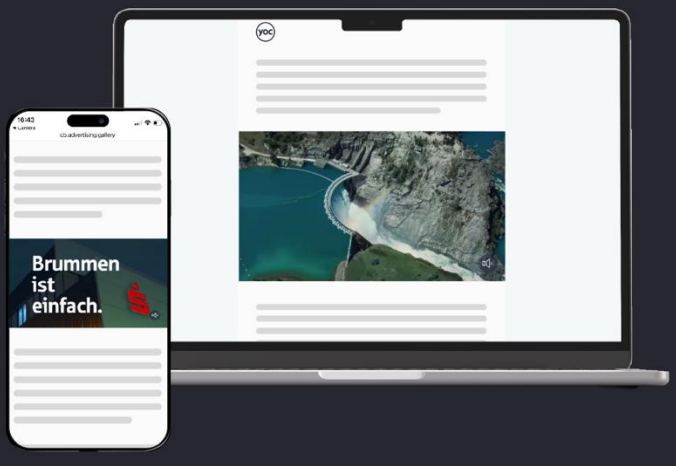


YOC UNDERSTITIAL AD®

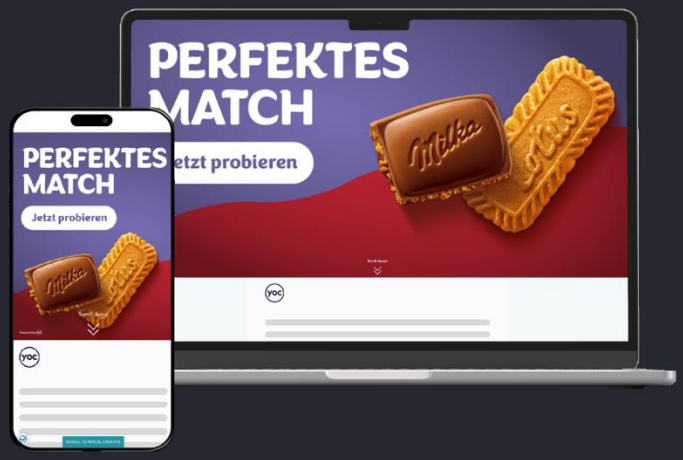


YOC BRANDED TAKEOVER

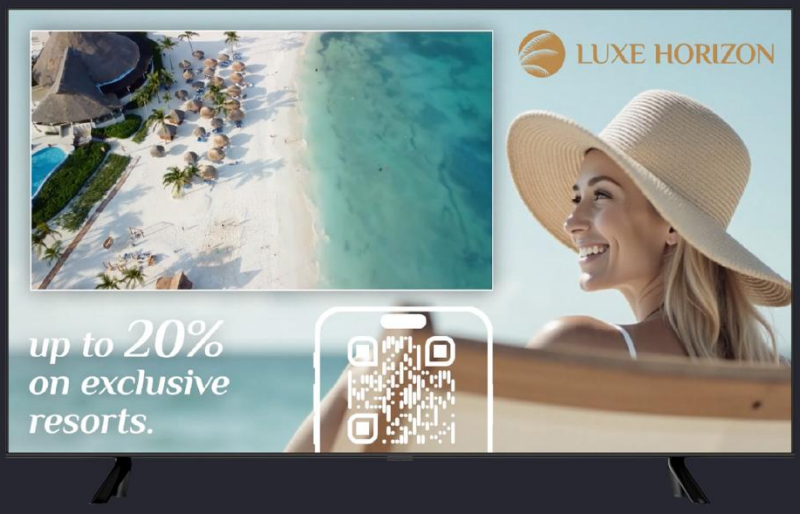
YOC SITEBAR



YOC INLINE VIDEO AD



YOC PRIME SCROLLER

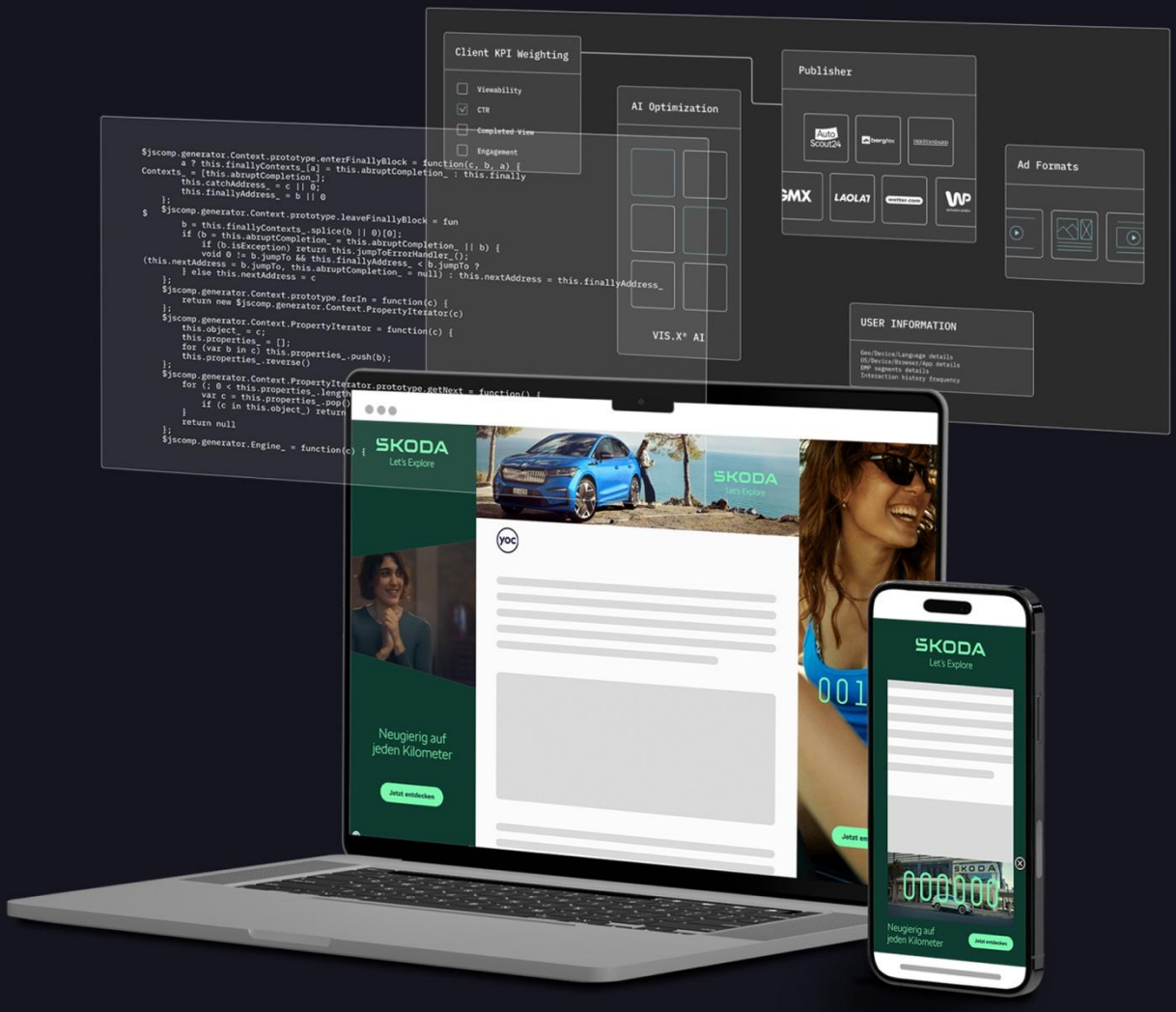


YOC SPOTLIGHT

YOC AI-POWERED SOLUTIONS

YOC's AI-powered solutions have added another dimension to the product portfolio since 2023: Various high-impact advertising formats can be flexibly combined within one booking. The selection of advertising format and placement is defined by VIS.X® AI according to the selected campaign objective and optimized in real time.

Following the introduction of the YOC Universal Video Solution in 2023, the YOC Universal Display Solution has opened up the AI-powered booking of high-impact display advertising formats via the VIS.X® platform. The solutions are continuously enhanced and aligned with market needs. In the financial year 2025, options for optimizing engagement metrics were added.



- Unique combinations of high-impact formats
- Real-time VIS.X® AI optimization
- Extensive reach
- Custom creatives & multiple features

YOC UNIVERSAL VIDEO SOLUTION

YOC UNIVERSAL DISPLAY SOLUTION

RESEARCH STUDIES ON ADVERTISING EFFECTIVENESS AND ATTENTION

Since 2020, YOC has regularly analyzed the impact and effectiveness of YOC advertising formats as part of international studies in cooperation with independent analysis and market research companies.

ADVERTISING EFFECTIVENESS

In October 2020, YOC, in collaboration with Nielsen, examined the impact of its own high-impact advertising formats compared to standard advertising formats.

The study results show that YOC high-impact ad formats are more memorable than standard ad formats and achieve a significant increase in brand and ad recall.

They are also able to differentiate themselves positively from standard advertising formats by by demonstrating major increases in important advertising characteristics such as attractiveness, conspicuousness and innovation.

Consequently, the audience is not irritated by these special advertising media, but instead remembers them.

In financial year 2025, YOC conducted numerous advertising effectiveness studies for advertisers in collaboration with the market research firm Reppublika Research & Analytics. The extensive findings were compiled into a cross-industry meta-study examining the effectiveness of YOC's high-impact advertising formats in strengthening brand recall, ad appeal, and increasing purchase intent.

This latest analysis once again demonstrates that advertisers can effectively strengthen their brand by using YOC's high-impact formats and achieve meaningful results throughout the entire customer journey.

EFFICIENCY

The second study conducted with Nielsen in November 2021 analyzed the influence of the frequency of contact with an advertising format on brand awareness.

Methodologically, standard formats were again compared with various YOC high-impact formats in a real test environment. The results of the study show that at least twice as many contacts with standard formats are needed to achieve the same advertising recall as with the YOC high-impact formats developed in-house. In addition, unaided brand recall is 273% higher with YOC high-impact formats than with standard advertising media, despite half the number of contacts.

This illustrates that brands and their advertising remain top of mind for consumers due to the strong impact of high-impact formats. Advertisers can leverage these insights and use YOC high-impact formats to reach their target audience at scale, while utilizing their campaign budget not only more effectively but also more efficiently compared to standard ad formats.

ENGAGEMENT

In 2023, the performance of high-impact advertising media in terms of user interaction and activation (engagement) was analyzed in collaboration with Nielsen. It was it was confirmed that high-impact advertising media encourage greater interaction with the with the advertising.

On average, 42% of all respondents were encouraged to interact with the YOC high-impact advertising media. The analysis of individual ad characteristics also clearly shows that interaction is an important and positive element of high-impact ad formats.

The study also reconfirmed the positive user acceptance and the non-disruptive nature of YOC's ad formats.

ATTENTION

The targeted measurement of the attention of advertising formats is currently a key focus topic in the digital advertising market. In collaboration with the advertising analyst LUMEN, the attention values (attention per mille) of YOC high-impact advertising formats were tested in an eye-tracking study in the past financial year.

The results show that the high-quality advertising formats achieved up to 5.8x higher attention ratings than comparable standard banners. Furthermore, it could be proven that the average active time in which the advertisement was up to 215% higher with YOC high-impact advertising formats than with standard advertising formats.

NEW META STUDY ON BRAND EFFECTIVENESS

Visibility is the key focus: size, placement, and visual dominance ensure rapid attention and recognition.

AWARENESS

Attention turns into positive perception and, ultimately, preference. Design, storytelling, as well as features and interaction strengthen the brand positioning.

CONSIDERATION

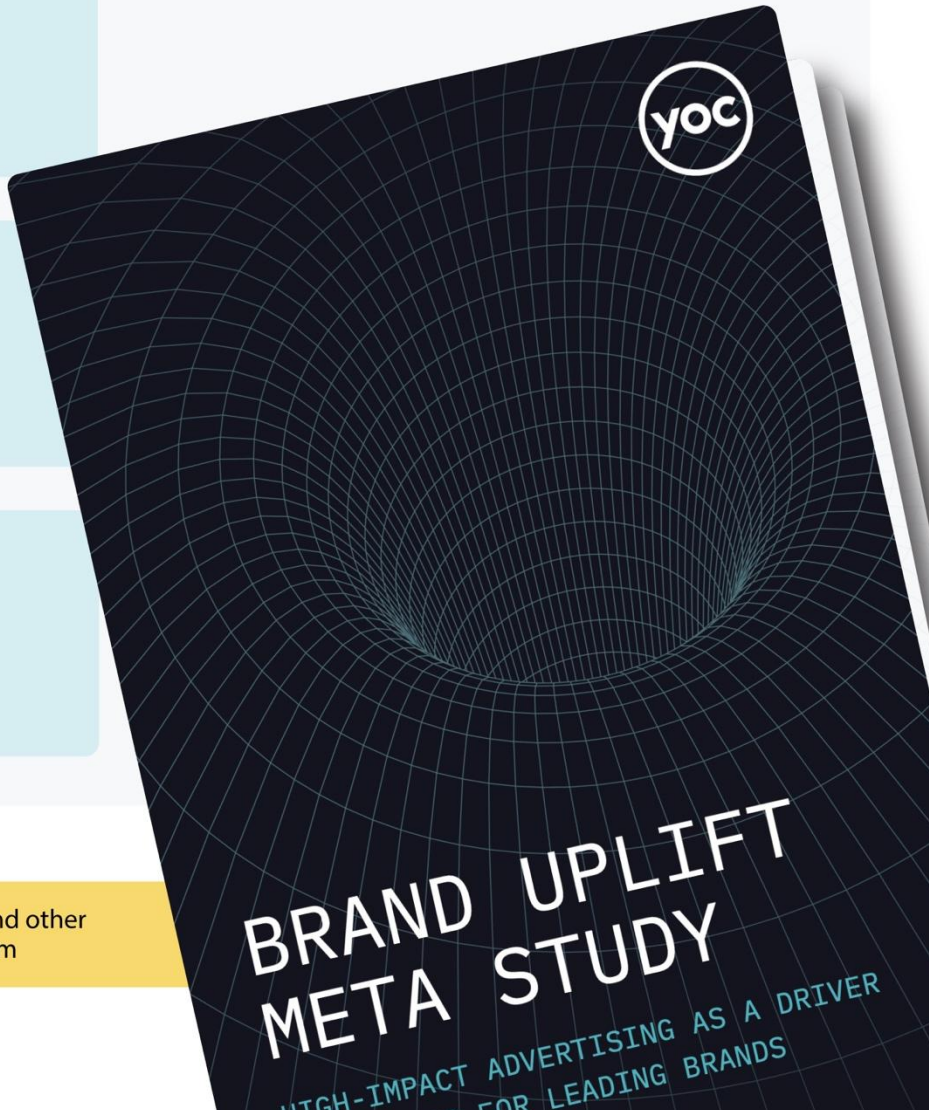
Action moves to the center. Clear calls to action, simple messaging, and visual guidance lower barriers and drive activation.

ACTION

+36%
Brand Recall

69%
Positive Perception

+14%
Purchase Intent



More studies, whitepaper and other on our website www.yoc.com

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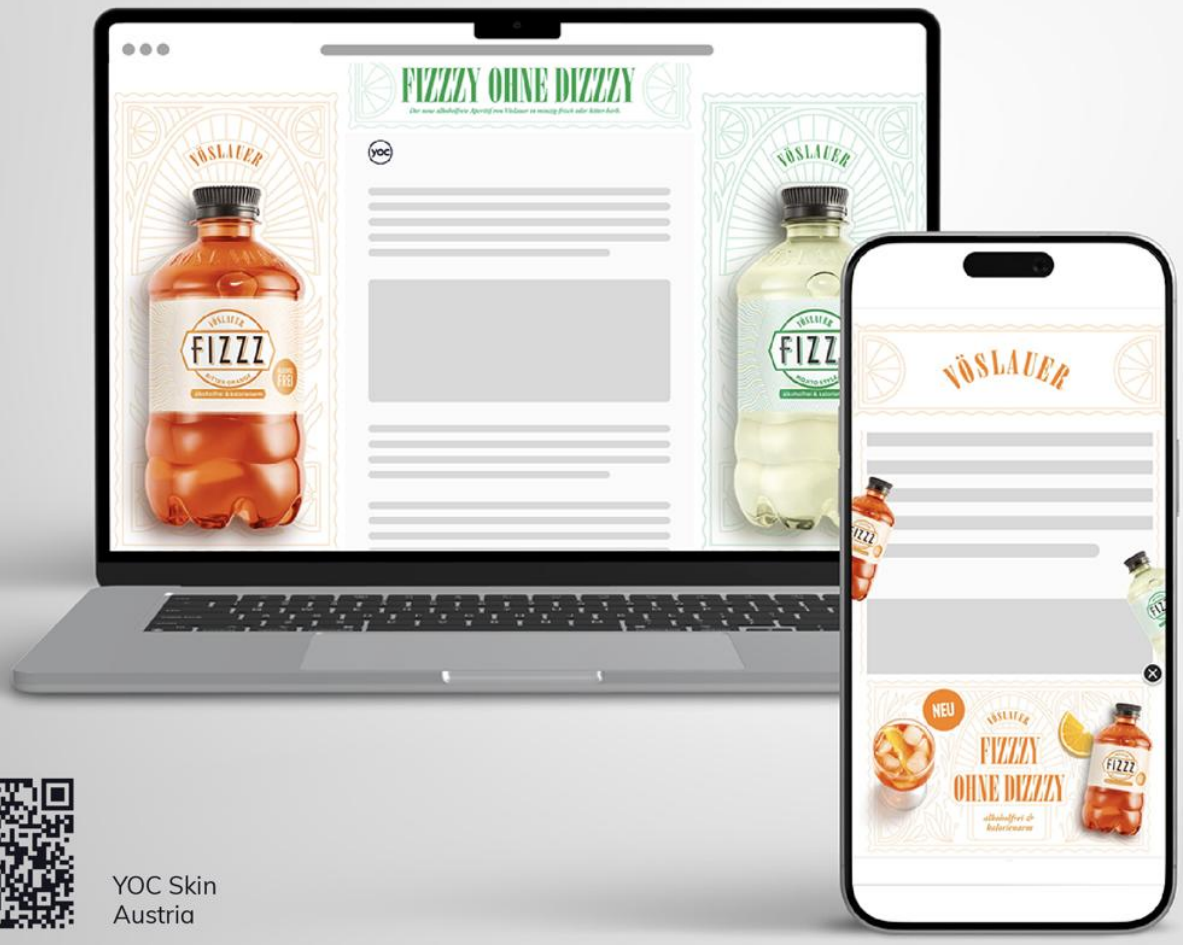

YOC Skin
Austria

BUSINESS DEVELOPMENT OF THE YOC GROUP

YOC AG develops technologies and software for the digital advertising market. With the help of our programmatic trading platform VIS.X®, we enable an optimised advertising experience for advertisers, publishers and users of the internet and mobile applications.

As one of the pioneers of digital advertising, YOC AG has been active in the market since 2001 and has been listed on the Prime Standard of the Frankfurt Stock Exchange since 2009.

The company's headquarters are located in Berlin. The YOC Group operates further branches in Dusseldorf, Hamburg, Helsinki, Stockholm, Vienna, Warsaw and Zurich.

In the first half of 2026 financial year, YOC AG increased its consolidated revenues to EUR 17.7 million (H1/2025: EUR 17.1 million). External revenues in the domestic market remained unchanged at EUR 9.1 million (H1/2025: EUR 9.1 million). Revenues from international business activities rose by 8% to EUR 8.6 million (H1/2025: EUR 8.0 million).

Gross profit remained below the targeted level compared to the prior-year period due to continued challenging market conditions and customer-related headwinds. At the same time, operational performance showed a clear improvement: in H1/2026, the gross profit margin increased to 43.1%, exceeding the levels achieved in the preceding quarters (Q4/2025: 41.6%, Q3/2025: 42.4%, Q2/2025: 41.3%). This development validates our strategic direction and establishes a solid foundation for sustainably increasing gross profit margins in future periods.

Operating earnings before interest, taxes, depreciation, and amortization (EBITDA) increased by 30% year-over-year to EUR 0.7 million (H1/2025: EUR 0.5 million).

Group net income also improved compared to the prior-year period, reaching EUR -0.6 million (H1/2025: EUR -0.7 million), exceeding the level reported in the previous year.

The VIS.X® trading platform enables the programmatic, automated trading of the YOC Group's advertising products and positions the company as a high-quality provider of advertising technology. Revenues result from the provision of digital advertising services that are demanded by advertisers via programmatic buying platforms.

Campaign delivery is carried out by the YOC Group through the acquisition of available advertising inventory from publisher partners via the VIS.X® technology platform as well as supplementary technological solutions.

As of the balance sheet date, the YOC Group's cash and cash equivalents amounted to EUR 0.9 million and decreased seasonally compared with the year-end balance of EUR 4.1 million as of 31 December 2025. In addition, YOC AG had unused credit lines totaling EUR 1.5 million.

The total assets of the YOC Group also declined on a seasonal basis and amounted to EUR 20.8 million as of 30 June 2026 (31 December 2025: EUR 23.6 million).

Shareholders' equity amounted to EUR 7.2 million, corresponding to an equity ratio of 35% (31 December 2025: 33%).

ECONOMIC CONDITIONS

Economic development in the European Union during 2025 and the early months of 2026 continued to be shaped by a challenging geopolitical environment.

The ongoing impact of the war in Ukraine, escalating tensions in the Middle East, uncertainty in global trade, and the increasing fragmentation of international supply and value chains continued to weigh on economic activity. At the same time, elevated energy prices and cautious investment spending contributed to weaker growth expectations.

According to the European Commission's Spring 2026 Economic Forecast, real GDP growth in the European Union is expected to reach 1.1% in 2026, while growth in the euro area is projected at 0.9%. Inflation has also increased compared with prior-year expectations. The European Commission forecasts average inflation of 3.0% for the euro area and 3.1% for the European Union in 2026.[1]

The German economy continues to underperform relative to the broader European market but is showing initial signs of a moderate recovery. For 2026, gross domestic product (GDP) growth of approximately 0.6% is expected. Inflation is projected at 2.9%, while the unemployment rate is estimated at approximately 4.0%.[2]

Despite the overall macroeconomic environment, the digital advertising market continues its structural growth trajectory. According to the Online Marketers Circle (OVK) within the German Association for the Digital Economy (BVDW), the German online display and video advertising market exceeded EUR 7.5 billion in 2025, representing year-over-year growth of 9.6%. For 2026, the OVK forecasts a further increase to approximately EUR 8.2 billion, corresponding to growth of 8.7%. For the first time, online video advertising is expected to become the largest revenue-generating segment of the digital advertising market. Overall, market data indicate that digital advertising formats continue to benefit from ongoing budget shifts toward digital media, technological innovation, and the increasing automation of media buying. Against this backdrop, the digital advertising market is expected to maintain a positive growth trajectory over the medium term.[3]

[1] European Commission, European Economic Forecast – Spring 2026, Institutional Paper 341, Brussels, 21 May 2026. URL: https://economy-finance.ec.europa.eu/publications/european-economic-forecast-spring-2026_en

[2] European Commission, Economic Forecast for Germany, Brussels, 21 May 2026. URL: https://economy-finance.ec.europa.eu/economic-surveillance-eu-member-states/country-pages-including-country-reports/germany/economic-forecast-germany_en

[3] German Association for the Digital Economy (BVDW), Online Marketers Circle (OVK): Forecast 1/2026 – Digital Advertising Market Grows Beyond EUR 8 Billion, Düsseldorf, 26 February 2026. URL: https://www.bvdw.org/news-und-publikationen/ovk-prognose-digitaler-werbemarkt-waechst-auf-ueber-acht-milliarden-euro/

DEVELOPMENT OF THE EARNINGS POSITION OF THE YOC GROUP

REVENUE DEVELOPMENT AND TOTAL OUTPUT

In the first six months of the 2026 financial year, the Group recorded **revenue growth** of around 4% to EUR 17.7 million (H1/2025: EUR 17.1 million).

The Group's **total output** amounted to EUR 18.5 million, exceeding the prior-year level by EUR 0.6 million (H1/2025: EUR 17.9 million).

REVENUE AND EARNINGS SITUATION OF THE REPORTABLE SEGMENTS OF THE YOC GROUP

In the first six months of the 2026 financial year, revenues in the two reportable segments increased to a total of EUR 17.7 million (H1/2025: EUR 17.1 million).

External revenues in the reportable **national market** segment amounted to EUR 9.1 million (H1/2025: EUR 9.1 million). Earnings before interest, taxes, depreciation and amortization (EBITDA) totaled EUR 2.5 million (H1/2025: EUR 2.5 million).

Revenues from **international business** activities rose to EUR 8.6 million (H1/2025: EUR 8.0 million). In the reporting period, the segment generated EBITDA of EUR 0.7 million (H1/2025: EUR 0.2 million).

COST OF MATERIALS AND GROSS PROFIT

Cost of materials amounted to EUR 10.1 million in the reporting period (H1/2025: EUR 9.8 million) and thus increased disproportionately compared with revenue growth. As a result, the gross margin for the reporting period was 43.1% (H1/2025: 42.8%).

Market and client conditions remained challenging, mainly due to contractually agreed higher procurement costs and increased rebates paid to media agencies. Despite these headwinds, the gross profit margin improved slightly to 43.1% in the first half of 2026. Consequently, the gross profit margin was above the levels recorded in the preceding quarters (Q4 2025: 41.6%, Q3 2025: 42.4%, Q2 2025: 41.3%).

For the 2026 financial year, the company expects a gradual and sustainable improvement in the gross margin as a result of efficiency measures implemented in its technical infrastructure as well as targeted pricing and cost-management initiatives.

A further increase in the gross margin represents an important building block for scaling and, consequently, for the positive development of the company.

PERSONNEL EXPENSES AND WORKFORCE DEVELOPMENT

In the first half of 2026 financial year, the YOC Group was able to retain key performers and recruit new qualified employees for key positions.

As of 30 June 2026, the Group **employed** 130 people (30 June 2025: 125 employees).

The **average number of employees** in the first half of 2026 amounted to 133 (H1/2025: 124 employees).

Part-time employees are converted into full-time equivalents. Trainees, interns, and members of the Management Board are not included in the calculation.

In the reporting period, **personnel expenses** totaled EUR 5.6 million (H1/2025: EUR 5.3 million). Further staff expansion in the areas of platform and product development, sales, and internationalization led to the increase in the number of employees and, consequently, in personnel expenses of the YOC Group.

OTHER OPERATING EXPENSES

Other operating expenses declined by EUR 0.2 million year-over-year to EUR 2.1 million in H1/2026 (H1/2025: EUR 2.3 million).

EBITDA

Earnings before interest, taxes, depreciation and amortization (EBITDA) amounted to EUR 0.7 million in the reporting period (H1/2025: EUR 0.5 million).

RESULT AFTER TAXES AND CONSOLIDATED PROFIT FOR THE PERIOD OF THE YOC GROUP

In the first six months of the 2026 financial year, the YOC Group recorded scheduled depreciation and amortization totaling EUR 1.1 million (H1/2025: EUR 1.0 million). The increase was mainly attributable to higher scheduled amortization of intangible assets.

Net financial result amounted to EUR -0.1 million (H1/2025: EUR -0.1 million).

Income taxes totaled EUR 0.14 million (H1/2025: EUR 0.15 million).

Taking all of the above effects into account, the YOC Group closed the first half of 2026 with a **consolidated profit for the period** of EUR -0.6 million (H1/2025: EUR -0.7 million).

DEVELOPMENT OF THE YOC GROUP'S FINANCIAL POSITION AND NET ASSETS

ASSETS

As of the balance sheet date, **total assets** of the YOC Group amounted to EUR 20.8 million (31 December 2025: EUR 23.6 million). Of this total, EUR 11.7 million were attributable to non-current assets and a further EUR 9.1 million to current assets.

EQUITY

As of 30 June 2026, the YOC Group's **equity** amounted to EUR 7.2 million (31 December 2025: EUR 7.8 million). The change compared with 31 December 2025 is mainly based on the **consolidated profit for the period** of the current financial year. The YOC Group's equity ratio increased to 35% as of the balance sheet date (31 December 2025: 33%).

The company's **subscribed share capital** amounts to EUR 3.5 million. The **total number of voting rights** of YOC AG remained unchanged from the previous year at a total of 3,476,478 shares or voting rights.

Currency translation differences amounting to EUR -0.1 million (H1/2025: EUR -0.04 million) result from the translation of the financial statements of the subsidiaries in Poland, Switzerland and Sweden.

LIABILITIES

As of the balance sheet date, the company's **liabilities** amounted to a total of EUR 13.6 million (31 December 2025: EUR 15.8 million). Of this amount, EUR 1.8 million were attributable to non-current liabilities and a further EUR 11.8 million to current liabilities.

CONTINGENT LIABILITIES, WARRANTIES OR SIMILAR COMMITMENTS

The exercise of 20,000 virtual share options is linked to a takeover bid for the shares of YOC AG pursuant to Sections 29 and 35 of the German Securities Acquisition and Takeover Act (WpÜG) with an indefinite term.

The strike price on the grant date of 01 October 2014 was EUR 1.92. These virtual share options would lapse in the event of the premature termination or expiry of the Management Board service contract. As at the balance sheet date, as in the previous year, no resulting liabilities were recognised in the balance sheet.

In addition, the service contract of Management Board member Dirk-Hilmar Kraus, running until 31 March 2029, includes a one-off, performance-related payment subject to a change of control following a takeover bid. The performance-related remuneration, which is scaled according to the share price at the time of the transaction, amounts to a maximum of 1.5% of the transaction volume. There is no significant likelihood of this occurring in the near future, which is why no resulting liabilities have been recognised. The likelihood of this occurring is assessed as low as at the balance sheet date.

Furthermore, there are no other contingent liabilities, warranties, contingent liabilities or similar commitments.

CASH FLOW

As of the balance sheet date, the YOC Group's **cash and cash equivalents** amounted to EUR 0.9 million and declined on a seasonal basis compared with the year-end balance for 2025 (31 December 2025: EUR 4.1 million). In addition, YOC AG has unused credit lines totaling EUR 1.5 million. The YOC Group therefore continues to have the financial capacity to fund organic growth and targeted acquisitions.

OPERATING CASH FLOW

Operating cash flow is determined using the indirect method. The starting point for its calculation is the consolidated profit for the period of the 2026 financial year of EUR -0.6 million (H1/2025: EUR -0.7 million).

In the reporting period, the YOC Group's operating cash flow amounted to EUR -1.5 million (H1/2025: EUR -1.6 million).

In addition to the consolidated profit of the period, this was driven by business-related changes in working capital, taxes paid, as well as non-cash expenses and income.

Alongside the consolidated profit of the period, operating cash flow was significantly influenced by changes in working capital.

INVESTING ACTIVITIES

Cash outflows from investing activities totaling EUR 1.3 million (H1/2025: EUR 1.3 million) primarily comprised development costs related to the further development of the VIS.X® technology platform as well as the expansion of the company's product portfolio of innovative high-impact advertising formats (special formats).

CASH FLOW FROM FINANCING ACTIVITIES

Cash flow from financing activities amounted to EUR -0.4 million (H1/2025: EUR -0.4 million) and mainly resulted from the repayment of loan and lease liabilities.

The cash outflow was mainly driven by the repayment of loan and lease liabilities. Payments for lease liabilities primarily relate to the leasing of office premises at our European locations and are recognized as lease payments in accordance with applicable IFRS accounting standards.

SUMMARY OF THE YOC GROUP'S EARNINGS, FINANCIAL AND ASSET POSITION

The focus of our activities on the VIS.X® trading platform, the expansion of our service offering, and the development of VIS.X® AI-based modules for campaign and deal optimization led to an increase in the YOC Group's business volume.

In the completed first half of 2026, the Group recorded **revenue growth** of around 4% to EUR 17.7 million (H1/2025: EUR 17.1 million).

Earnings before interest, taxes, depreciation and amortization (EBITDA) at Group level amounted to EUR 0.7 million (H1/2025: EUR 0.5 million).

In the reporting period, the **number of employees** increased, and in parallel with revenue growth, the volume of the average **order backlog** also rose.

Market and client conditions remained challenging, mainly due to contractually agreed higher procurement costs and increased rebates paid to media agencies. Despite these headwinds, the **gross profit margin** improved slightly to 43.1% in the first half of 2026. Consequently, the gross profit margin was above the levels recorded in the preceding quarters (Q4 2025: 41.6%, Q3 2025: 42.4%, Q2 2025: 41.3%). This development validates our strategic direction and establishes a solid foundation for sustainably increasing gross profit margins in future periods.

As a result, the **consolidated profit for the period** amounted to EUR -0.6 million (H1/2025: EUR -0.7 million). As a consequence of this business development, **consolidated equity** amounted to EUR 7.2 million as of 30 June 2026 (31 December 2025: EUR 7.8 million).

As of the balance sheet date, the YOC Group's cash and **cash equivalents** totaled EUR 0.9 million and declined on a seasonal basis compared with the year-end balance for 2025 (31 December 2025: EUR 4.1 million). In addition, YOC AG has unused credit lines totaling EUR 1.5 million. The company therefore continues to have the financial capacity to finance organic growth and targeted acquisitions.

Total assets decreased due to seasonal factors to EUR 20.8 million (31 December 2025: EUR 23.6 million).

From the perspective of the Management Board of YOC AG, the 2026 financial year to date has been characterized by challenging conditions. It is positive to note that the strategic advancement of the company's proprietary technologies was consistently pursued.

In the Management Board's assessment, continued market volatility and higher cost burdens led to key financial targets, including **revenue, EBITDA, EBITDA margin, net income, and earnings per share**, not being fully met in the first half of 2026.

However, the Management Board sees the technological progress achieved as an important foundation for the company's future business development.

FORECAST REPORT OF THE YOC GROUP

Internet use is now fully established in people's everyday lives. The wide range of possibilities and the sheer volume of content available online are driving the continuous rise in consumers' daily internet usage. To remain relevant to this target group, both media providers (publishers) and advertisers must offer attractive information and entertainment content.

For publishers, this means not overwhelming their users with advertising and, ideally, even offering them added value through creative formats.

For advertisers, on the other hand, this means knowing their target audience inside out and addressing them creatively. Against this backdrop, the demand for creative and highly effective formats are becoming increasingly relevant.

Rich media formats – i.e. those that allow the integration of diverse media such as video, audio or HTML5 – generate higher interaction rates than standard banners and therefore lead to a stronger and more positive brand perception.[4]

For several years now, the YOC Group has been positioning itself in this business sector with its services and advertising formats, as well as their diverse features, and expects to participate in market growth by providing interactive and highly effective advertising formats in the programmatic environment.

In the YOC Group's assessment, the European market currently offers few, if any, supply-side platforms capable of meeting the demand for digital programmatic advertising in conjunction with highly effective advertising products. Reservations have arisen due to the concern among many advertisers that their adverts might appear in environments with negative connotations.

This highlights all the more the importance of media providers' secure premium environments and, above all, their transparency. Since the launch of the VIS.X® technology platform in 2018, YOC has not only been offering so-called high-impact advertising formats, but is also able to offer, trade and deliver these as a comprehensive service via platform-based programmatic distribution channels.

By connecting numerous publishers and their online advertising spaces on demand – enabling YOC to acquire ad serving rights in real time – the YOC Group also meets the demand for brand safety, i.e. safe advertising environments, and will thus participate in the further expansion of programmatic trading of advertising services in Europe in the future.

The Management Board's focus is on the continuous growth of the programmatic platform business and thus on the implementation of the defined corporate strategy.

With the VIS.X® technology platform, the company gains a sustainable competitive advantage and independence from third-party providers through the programmatic trading of its proprietary advertising services and formats.

[4] According to the Nielsen/YOC study: The effectiveness of high-impact ad formats, [online] https://insights.yoc.com/nielsen-brandawareness (*Information not included in the management report, unaudited*)

Following revenue growth of close to or over 15% in each of the financial years from 2021 to 2024, and revenue growth of 6% in the 2025 financial year, a significant acceleration in growth momentum is expected again for the 2026 financial year. Compared with the previous year, both revenue and earnings before interest, taxes, depreciation and amortisation (EBITDA) are expected to increase significantly.

For 2026, the European Union is currently projecting moderate real growth in gross domestic product (GDP) of around 1.1%.[5]

For Germany, leading German research institutes and the federal government anticipate only modest economic growth against the backdrop of ongoing geopolitical and economic uncertainties, forecasting growth of around 0.5% for 2026.[6]

Since the YOC Group generates slightly more than half of its revenue in Germany, the macroeconomic environment thus remains challenging in some respects. Nevertheless, a continuing shift toward digital advertising spending is still expected.

In this context, demand for high-impact advertising formats has increased in recent years – a trend that the YOC Group's Management Board expects to continue in the current fiscal year 2026.

The business model is expected to demonstrate resilience in the face of general macroeconomic developments.

Overall, the YOC Group anticipates rising **revenue** to between EUR 39.0 million and EUR 41.0 million, with expenses rising at a slower rate.

In parallel, the **average order backlog** – defined as the volume of customer orders already contractually committed but not yet realised, averaged over the financial year – is also expected to increase in the 2026 financial year. This is calculated on the basis of the company-wide CRM system, which serves as a central management tool and in which all confirmed customer orders and their planned delivery dates are continuously recorded and updated.

The YOC Group anticipates a slight increase in the **number of employees** over the course of 2026 as a result of further revenue and corporate growth.

The YOC Group's **gross profit margin** is expected to rise to a level of between 43% and 46% due to further investment in self-created software and platforms.

The further increase in the gross profit margin represents a key component for scaling up and thus for the company's positive development.

Based on this revenue and gross profit forecast, the Management Board expects **earnings before interest, taxes, depreciation and amortisation (EBITDA)** for the 2026 financial year to rise to between EUR 3.0 million and EUR 4.5 million.

[5] Internationaler Währungsfonds (IWF): Regional Economic Outlook for Europe, Published 2026.

[6] Bundesregierung: Frühjahrsprojektion 2026, Published 2026.

Consequently, the **consolidated profit for the period** for the 2026 financial year is expected to reach a level of between EUR 0.0 million and EUR 1.5 million.

Based on current planning, the Management Board expects the **equity ratio** to remain largely at the level of the previous year.

The YOC Group has available credit facilities totalling EUR 1.5 million. The YOC Group therefore continues to have the financial resources to fund organic growth and targeted acquisitions.

Forecasts are, by their very nature, subject to risks and uncertainties. Should one or more of the underlying assumptions prove to be incorrect, actual developments may differ from the forecast results.

The YOC Group's business activities – despite its primary focus on the European market – continue to be influenced by global economic and geopolitical conditions. Persistent geopolitical tensions, including armed conflicts, economic rivalries between leading economies and political uncertainties in various regions, lead to increased volatility and make it difficult to make reliable assessments of future market and growth trends.

Against the backdrop of the recent escalation of the geopolitical situation in the Middle East, the Group has analysed the potential impact on its own business operations.

Based on current information, it is assumed that the direct effects will remain limited due to the Group's geographical focus on the European market. However, indirect effects – for example on the overall economic environment or on market participants along the value chain – cannot be ruled out.

The YOC Group is monitoring further developments on an ongoing basis and continuously assessing potential risks and necessary measures.

OPPORTUNITIES AND RISKS REPORT

PRINCIPLES OF OPPORTUNITY AND RISK MANAGEMENT

To achieve its objectives, the YOC Group employs a holistic and systematic approach to opportunity and risk management, which applies equally to all reportable segments.

This ensures that opportunities can be identified and consistently exploited without disregarding the associated risks.

The further development of opportunity and risk management, considering a rapidly changing market and business environment, forms the basis for sustainable growth.

To this end, necessary risks are deliberately taken, whilst weighing up the risk-return ratio, in order to capitalise on the market opportunities presented and realise the potential for success they offer.

The YOC Group uses various financial indicators for corporate management. Key criteria for assessing the performance of the operating business include, among other things, the increase in revenue, the gross profit margin and earnings before interest, taxes, depreciation and amortisation (EBITDA).

In addition to these key financial indicators, the Management Board also measures key non-financial factors to manage the YOC Group. These include, among other things, the development of order intake and the order backlog, as well as changes in the number of employees. This is intended to enable risks and opportunities to be identified and assessed at an early stage.

The Management Board monitors the implementation of risk control measures and the realisation of opportunities within the operating units.

The adequacy of the risk management methods and processes for identifying, assessing, managing, monitoring and communicating risks is reviewed at regular intervals and adapted to internal and external developments.

The assessment of opportunities and risks generally covers a short to medium-term period of up to 18 months.

OPPORTUNITY MANAGEMENT

Thanks to our robust product portfolio, our technological expertise and our ongoing capacity for innovation, the YOC Group is well-placed to capitalise on the opportunities arising from its operational activities and to manage the risks outlined below appropriately.

The Management Board anticipates that the existing strategic and technological initiatives will enable a sustainable strengthening of the competitive position.

The YOC Group has a wide range of opportunities arising from current market and industry developments.

Substantial growth potential remains in the established core markets, supported both by a sustained positive trend in demand and by the development of additional customer segments.

Furthermore, further expansion opportunities are emerging in selected international markets, favoured by increasing market penetration and positive economic momentum.

Additional opportunities arise from collaboration with external technology partners. Strategic partnerships can accelerate the further development of our products and solutions, thereby helping to strengthen the Group's technological capabilities.

Internal opportunities arise in particular from the ongoing optimisation of organisational and process structures. Efficiency gains through digitalisation, automation and agile working methods can improve the cost base in the long term. At the same time, the targeted development and retention of qualified employees contribute significantly to the Group's innovative strength and its ability to respond flexibly to market changes.

Further significant opportunities arise from the continuous development of the YOC Group's proprietary technologies. This enables both an improvement in the gross profit margin and the opening up of additional sales channels. Both factors can contribute to a further increase in profitability across all reportable segments in the long term.

RISK ASSESSMENT AND MANAGEMENT

All further information on the company-specific, industry-specific and financial risks of the YOC Group, as well as their management, is presented in detail in the Risk Report of the consolidated management report for the 2025 financial year, which forms part of the audit by the statutory and group auditors.

The YOC Group's risk assessment has not changed materially since the Annual Report for the 2025 financial year.

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YOC Universal Display Solution
Austria

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

All figures in EUR.

CONSOLIDATED INCOME STATEMENT	Q2/2026	Q2/2025
Revenue	9,682,024	9,777,956
Own work capitalized	298,042	278,874
Other operating income	32,689	142,322
Total output	**10,012,755**	**10,199,152**
Cost of materials	5,520,971	5,742,026
Staff expenses	2,866,053	2,718,452
Other operating expenses of which 2,800 from impairment of receivables (Q2/2025: 2,500)	1,097,529	1,320,041
Operating profit before interest, tax and depreciation (EBITDA)	**528,202**	**418,633**
Depreciation	558,742	548,145
Operating profit	**-30,540**	**-129,512**
Financial income	30	40
Financial expenses	38,662	38,260
Net financial income	**-38,632**	**-38,220**
Profit before tax	**-69,172**	**-167,732**
Income tax	89,216	87,772
Deferred tax expense/income	4,976	4,976
Profit after tax	**-153,412**	**-249,528**
CONSOLIDATED PROFIT FOR THE PERIOD	**-153,412**	**-249,528**

EARNINGS PER SHARE	Q2/2026	Q2/2025
Basic earnings per share	**-0.04**	**-0.07**
Diluted earnings per share	**-0.04**	**-0.07**

CONSOLIDATED INCOME STATEMENT	Q2/2026	Q2/2025
Profit after tax	**-153,412**	**-249,528**
Items that may be reclassified to the income statement in the future:		
Actuarial gains/losses on pensions	-3,977	0
Unrealised gains/losses from currency translation	24,069	3,717
Other comprehensive income	**20,092**	**3,717**
CONSOLIDATED COMPREHENSIVE INCOME	**-133,320**	**-245,811**

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

All figures in EUR.

CONSOLIDATED INCOME STATEMENT	H1/2026	H1/2025
Revenue	17,687,501	17,077,334
Own work capitalized	600,038	541,639
Other operating income	223,602	242,340
Total output	**18,511,141**	**17,861,313**
Cost of materials	10,065,940	9,767,122
Staff expenses	5,613,443	5,295,161
Other operating expenses of which 2,800 from impairment of receivables (H1/2025: 2,660)	2,129,388	2,260,522
Operating profit before interest, tax and depreciation (EBITDA)	**702,370**	**538,508**
Depreciation	1,102,078	1,006,729
Operating profit	**-399,708**	**-468,221**
Financial income	69	2
Financial expenses	71,511	85,850
Net financial income	**-71,442**	**-85,848**
Profit before tax	**-471,150**	**-554,069**
Income tax	140,257	147,992
Deferred tax expense/income	9,952	9,952
Profit after tax	**-601,455**	**-692,109**
CONSOLIDATED PROFIT FOR THE PERIOD	**-601,455**	**-692,109**

EARNINGS PER SHARE	H1/2026	H1/2025
Basic earnings per share	**-0.17**	**-0.20**
Diluted earnings per share	**-0.17**	**-0.20**

CONSOLIDATED INCOME STATEMENT	H1/2026	H1/2025
Profit after tax	**-601,455**	**-692,109**
Items that may be reclassified to the income statement in the future:		
Actuarial gains/losses on pensions	-7,953	0
Unrealised gains/losses from currency translation	-12,205	-10,037
Other comprehensive income	**-20,158**	**-10,037**
CONSOLIDATED COMPREHENSIVE INCOME	**-621,613**	**-702,146**

CONSOLIDATED BALANCE SHEET

All figures in EUR.

ASSETS	30/06/2026	31/12/2025
Non-current assets	**11,716,898**	**11,361,126**
Property, plant and equipment	350,060	377,826
Goodwill	1,623,898	1,623,898
Intangible assets	6,213,773	5,680,708
Rights of use arising from lease	1,804,600	1,961,125
Deferred tax assets	1,724,567	1,717,569
Current assets	**9,125,357**	**12,226,755**
Trade receivables	7,772,608	7,719,229
Other financial assets	433,543	397,051
Tax receivables	919,206	4,110,475
TOTAL ASSETS	**20,842,255**	**23,587,881**

LIABILITIES	30/06/2026	31/12/2025
Equity	**7,197,431**	**7,819,044**
Subscribed share capital	3,476,478	3,476,478
Capital reserve	22,053,357	22,053,357
Accumulated losses	-18,255,369	-17,645,961
Difference arising from currency translations	-77,035	-64,830
Non-current liabilities	**1,762,645**	**1,930,934**
Provisions	92,081	92,298
Liabilities to banks	15,631	34,875
Other financial liabilities	94,949	94,949
Liabilities from leases	1,522,462	1,679,242
Pension provisions	37,522	29,570
Current liabilities	**11,882,179**	**13,837,903**
Contractual liabilities	28,336	231,107
Trade payables and services	4,131,968	4,695,146
Liabilities to banks	37,316	37,316
Other liabilities	1,114,572	1,351,178
Other financial liabilities	3,269,104	6,752,591
Liabilities from leases	443,936	433,575
Contractual liabilities	496,822	336,990
Provisions	2,360,125	0
TOTAL EQUITY AND LIABILITIES	**20,842,255**	**23,587,881**

CONSOLIDATED CASH FLOW STATEMENT

All figures in EUR.

CONSOLIDATED CASH FLOW STATEMENT	H1/2026	H1/2025
Consolidated profit for the period	**-601,455**	**-692,109**
Depreciation	1,102,078	1,006,729
Taxes recognised in profit or loss	140,257	147,991
Deferred tax expense/deferred tax income	-9,952	-9,952
Interest recognised in profit or loss	71,442	85,848
Other non-cash[7]	-16,848	-364,333
Changes in receivables and other assets[8]	-89,872	988,884
Changes in liabilities and other liabilities[9]	-4,306,320	-4,720,790
Changes in provisions[10]	2,367,860	2,056,508
Interest received	69	2
Interest paid	-19,653	-25,368
Interest paid on leases	-51,858	-60,483
Taxes paid	-105,567	-437
Operating cash flow	**-1,519,819**	**-1,587,510**
Investments in property, plant and equipment	-41,145	-96,726
Investments in intangible assets	-136,002	-67,737
Payments for development costs	-1,168,560	-1,103,393
Disposals of property, plant and equipment	487	647
Cash flow from investing activities	**-1,345,220**	**-1,267,209**
Repayment of lease liabilities	-306,987	-172,864
Loan repayments	-19,244	-118,983
Drawdown on working capital facility	1,400,764	1,226,570
Repayment of working capital facility	-1,400,764	-1,343,750
Cash flow from financing activities	**-326,231**	**-409,027**
Net increase/decrease	-3,187,650	-3,273,516
Exchange rate effects on cash and cash equivalents	-3,620	9,770
Total change in cash and cash equivalents	**-3,191,270**	**-3,263,746**
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE REPORTING PERIOD	**4,110,475**	**3,973,839**
CASH AND CASH EQUIVALENTS AT THE END OF THE REPORTING PERIOD	**919,206**	**710,094**

[7] Expenses, (+) Income (-)

[8] Increase (-), decrease (+)

[9] Increase (+), decrease (-)

[10] Increase (+), decrease (-)

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

All figures in EUR.

DEVELOPMENT OF GROUP EQUITY	SUBSCRIBED SHARE CAPITAL	CAPITAL RESERVE	ACCUMULATED LOSSES	DIFFERENCE ARISING CURRENCY TRANSLATIONS	TOTAL
As at 01 January 2025	**3,476,478**	**22,053,357**	**-17,205,866**	**-26,620**	**8,297,350**
Profit after tax	0	0	-692,109	0	-692,109
Difference arising from currency conversions	0	0	0	-10,037	-10,037
Total result	**0**	**0**	**-692,109**	**-10,037**	**-702,146**
AS AT 30 JUNE 2025	**3,476,478**	**22,053,357**	**-17,897,975**	**-36,657**	**7,595,204**

DEVELOPMENT OF GROUP EQUITY	SUBSCRIBED SHARE CAPITAL	CAPITAL RESERVE	ACCUMULATED LOSSES	DIFFERENCE ARISING CURRENCY TRANSLATIONS	TOTAL
As at 01 January 2026	**3,476,478**	**22,053,357**	**-17,645,961**	**-64,830**	**7,819,044**
Profit after tax	0	0	-601,455	0	-601,455
Insurance actuarial gains/losses from pensions	0	0	-7,953	0	-7,953
Difference arising from currency conversions	0	0	0	-12,205	-12,205
Total result	**0**	**0**	**-609,408**	**-12,205**	**-621,613**
AS AT 30 JUNE 2026	**3,476,478**	**22,053,357**	**-18,255,369**	**-77,035**	**7,197,431**

There are no non-controlling interests.

SELECTED EXPLANATORY NOTES TO THE CONSOLIDATED ITERIM FINANCIAL STATEMENTS

1. GENERAL INFORMATION ABOUT THE COMPANY AND THE BASIS FOR THE PREPARATION OF THE FINANCIAL STATEMENTS

1.1 INFORMATION ABOUT THE COMPANY

YOC AG is a company based in Berlin, Greifswalder Str. 212, Germany, which operates internationally as a provider of technologies and software for the digital advertising market.

The VIS.X® programmatic trading platform enables an optimised advertising experience for advertisers, publishers and users of the internet and mobile applications.

The company's headquarters are in Berlin. It operates further branches in Dusseldorf, Hamburg, Helsinki, Stockholm, Vienna, Warsaw and Zurich.

YOC AG is listed on the Prime Standard of the Frankfurt Stock Exchange under the WKN: 593273 / ISIN: DE 0005932735. The company is registered in the Commercial Register at the Charlottenburg Local Court (HRB 77285).

The consolidated interim financial statements present a true and fair view of the Group's assets, financial position and results of operations.

The statements made in the 2025 Annual Report regarding the business activities and strategy of the YOC Group remain largely valid at the time this interim report was prepared.

1.2 BASIS OF PREPARATION

The financial report of YOC AG as of 30 June 2026 complies with the requirements of the German Securities Trading Act (Wertpapierhandelsgesetz).

The consolidated interim financial statements were prepared in condensed form in accordance with IAS 34 and pursuant to Section 315a of the German Commercial Code (HGB), applying the International Financial Reporting Standards (IFRS) issued by the International Accounting Standards Board (IASB) and endorsed by the European Union (EU) as applicable at the reporting date, as well as the interpretations approved by the IFRS Interpretations Committee (IFRIC).

The condensed and unaudited consolidated interim financial statements of YOC AG do not contain all disclosures and information required for a complete set of consolidated financial statements for a full financial year. It is therefore recommended that this interim report be read in conjunction with the consolidated financial statements for the 2025 financial year.

The YOC Group has applied all accounting standards that were mandatory as of the reporting date. With regard to the application of new or amended standards and interpretations, reference is made to the section "New Accounting Standards."

The financial statements of the companies included in the consolidated financial statements are prepared using uniform accounting and measurement policies in accordance with IFRS as adopted by the EU.

The consolidated financial statements are prepared on the basis of the historical cost principle, with the exception of the measurement at fair value through profit or loss or through other comprehensive income of financial assets and financial liabilities (including derivative financial instruments).

In the statement of financial position, assets and liabilities are classified as current or non-current. The consolidated income statement is prepared using the total cost method.

The accounting and measurement policies applied in the current 2026 financial year are generally consistent with those applied in the previous year.

The consolidated financial statements are prepared in euros, which is the reporting currency. Unless otherwise stated, amounts are generally presented in thousands of euros (TEUR).

The tables and disclosures presented may contain rounding differences.

1.3 NEW ACCOUNTING STANDARDS

Standards, interpretations and amendments that were mandatory for the first time in the current financial year

In addition to the existing standards, all accounting standards adopted by the EU and mandatory for the YOC Group from 01 January 2026 have been implemented.

These had no material impact on the consolidated financial statements of YOC AG.

STANDARD	AMENDMENTS / INTERPRETATIONS[11]	EFFECTIVE DATE	EXPECTED IMPACT
IFRS 7 **IFRS 9**	Amendments to IFRS 9 and IFRS 7, Classification and measurement of financial instruments	01 January 2026	immaterial
IFRS 9 **IFRS 7**	Amendments to IFRS 9 and IFRS 7, Contracts relating to nature-dependent electricity supply	01 January 2026	none
IFRS 1 **IFRS 7** **IFRS 9** **IFRS 10** **IAS 7**	Annual Improvements to IFRS (Volume 11)	01 January 2026	immaterial

[11] EFRAG EU Endorsement Status Report (as of 19 June 2026)

Standards, Interpretations and Amendments to be applied mandatorily in future reporting periods (published standards not yet mandatory)

The IASB has published the amendments to standards and interpretations listed below, which will only come into force in later reporting periods.

The Management Board of YOC AG assumes that the listed standards and interpretations will be applied in the consolidated financial statements for the financial year in which they become mandatory, provided that relevant application cases arise.

STANDARD	AMENDMENTS / INTERPRETATIONS[12]	EFFECTIVE DATE	EXPECTED IMPACT
IFRS 18	Presentation and Disclosure in Financial Statements	01 January 2027	under review

IFRS 18 replaces the previous standard IAS 1 Presentation of Financial Statements. The YOC Group is currently still determining the exact impact that the changes will have on the primary components of the financial statements and the notes.

Consequently, it is not yet possible to make any quantitative statement regarding the potential effects on the YOC Group's consolidated financial statements.

With regard to the other new or amended standards, no material impact on the presentation of the financial position, financial performance and cash flows is expected as a result of applying these standards.

New accounting standards pending endorsement by the EU (endorsement process)

In the 2026 financial year and in previous years, the IASB and the IFRIC adopted further standards, amendments to standards and interpretations which are not yet mandatory for the 2026 financial year.

The application of these IFRS is subject to pending endorsement by the EU.

STANDARD	AMENDMENTS / INTERPRETATIONS[24]	EFFECTIVE DATE	EXPECTED IMPACT
IFRS 19	Subsidiaries not subject to public accountability	01 January 2027	under review
IFRS 19	Amendments to IFRS 19, Subsidiaries without public accountability: Disclosures	01 January 2027	under review
IAS 21	Amendments to IAS 21, The Effects of Changes in Foreign Exchange Rates: Transition to a single currency for presentation in hyperinflationary economies	01 January 2027	under review
IFRS 20	Regulatory assets and regulatory liabilities	01 January 2029	under review

[12] EFRAG EU Endorsement Status Report (as of 19 June 2026)

1.4 PRINCIPLES OF CONSOLIDATION

YOC AG acts as the parent company, holding a 100% direct stake in all subsidiaries of the YOC Group.

Subsidiaries are fully consolidated from the date of transfer of control using the purchase method and deconsolidated from the date of loss of control.

Capital consolidation is carried out by offsetting the carrying amounts of the investments against the proportionate equity of the subsidiaries.

Initial consolidation is carried out in accordance with IFRS 3 using the acquisition method by offsetting the cost of the investment against the fair values of the identifiable assets acquired and the liabilities and contingent liabilities assumed at the date of acquisition.

Where the cost of the investment exceeds the proportionate share of the revalued equity acquired, goodwill arises.

Intra-group transactions are eliminated. Receivables and payables between the consolidated companies are offset against each other. Intra-group income is offset against the corresponding expenses.

1.5 SCOPE OF CONSOLIDATION

The scope of consolidation of the YOC Group comprises a total of eight companies, unchanged from the previous year:

FULLY CONSOLIDATED COMPANIES	SHARE IN %	HELD VIA NUMBER
1. YOC AG Berlin, Germany	-	-
2. YOC Germany GmbH Berlin, Germany	100%	1
3. YOC Central Eastern Europe GmbH Vienna, Austria	100%	1
4. YOC Poland Sp. z o.o. Warsaw, Poland	100%	1
5. YOC Switzerland AG Zurich, Switzerland	100%	1
6. YOC Finland Oy Helsinki, Finland	100%	1
7. Vau Family Oy Helsinki, Finland	100%	6
8. YOC Sweden AB Stockholm, Sweden	100%	1

2. SELECTED EXPLANATORY NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

2.1 EBITDA

Operating profit before interest, taxes, depreciation and amortization (EBITDA) amounted to KEUR 702 in the reporting period (H1/2025: KEUR 539).

2.2 RESULT AFTER TAXES

The YOC Group recorded scheduled depreciation and amortization in a total amount of KEUR 1,102 (H1/2025: KEUR 1,007). The increase is primarily attributable to the rise in scheduled amortization of intangible assets.

Net financial result amounted to KEUR -71 (H1/2025: KEUR -86). Income taxes totaled KEUR 130 (H1/2025: KEUR 138).

As a result, **loss after taxes** amounted to KEUR -601 (H1/2025: KEUR -443).

2.3 CONSOLIDATED PROFIT FOR THE PERIOD OF THE YOC GROUP

The YOC Group ended the first half of 2026, taking all of the effects presented into account, with a **consolidated profit for the period** of KEUR -622 (H1/2025: KEUR -692).

2.4 EARNINGS PER SHARE

The **share capital** of the YOC Group and the total number of **voting rights** of YOC AG remained unchanged at 3,476,478 shares and voting rights respectively as at the balance sheet date.

Earnings per share are calculated by dividing the profit attributable to holders of ordinary shares in YOC AG by the weighted average number of shares issued during the 2026 financial year.

The undiluted average number of shares in issue was 3,476,478 (diluted: 3,476,478).

2.5 SEGMENT REPORTING

Segment reporting is based on the management structure at individual company level or country level and on the corresponding internal management reporting.

The Management Board assesses the profitability of the individual business segments on the basis of the key figure for operating profit before interest, taxes, depreciation and amortisation (EBITDA).

In line with management reporting, the YOC Group is organised, in addition to the **corporate functions**, into the individual regional operating segments, which are grouped into the following reportable business segments:

- **National**
- **International**

In accordance with IFRS 8.11 in conjunction with IFRS 8.13(a), the operating segment comprising Austria and Poland constitutes a fundamentally independent, reportable segment. In accordance with IFRS 8.12, the Austria segment is combined with other operating segments to form the reportable segment 'International'.

To form the above reportable business segments, the regions (operating segments) Austria, Poland, Switzerland, Finland and Sweden are aggregated into the reportable segment 'International' in accordance with IFRS 8.12, as they are comparable in terms of the nature of their products or services, the nature of their customers, the nature of their value creation or the provision of their services ('production processes'), their structures and their distribution methods, as well as in terms of the provision of their services.

There are no specific regulatory frameworks in any of the aggregated operating segments.

The regions have also been combined into a reportable segment as their economic characteristics are comparable; that is, they exhibit similar long-term earnings trends, achieve similar long-term average gross margins and have similar long-term expected growth rates.

Revenue is determined on the basis of the revenue generated by the national subsidiaries in the respective countries.

The VIS.X® trading platform enables the programmatic (automated) trading of the YOC Group's advertising products and positions the company as a high-quality provider of advertising technology in both operating segments alike.

Revenue in the National and International segments arises from the provision of digital advertising services, which are purchased by advertisers (customers) via programmatic buying platforms and delivered or provided through the acquisition of available advertising space (serving rights) from publisher partners via the VIS.X® technology platform and other technology platforms. Internal revenue between the segments consists predominantly of cost allocations.

Internal revenue within the respective segments is eliminated accordingly.

Transfer prices between business segments are determined on the basis of arm's-length terms applicable to third parties.

The Corporate Functions segment comprises income and expenses incurred by the parent company that cannot be directly allocated to any business segment.

The YOC Group increased its consolidated revenues to KEUR 17,688 in the current 2026 financial year (H1/2025: KEUR 17,077). In particular, the international segment of the YOC Group continued to develop positively, recording a significant increase in revenue compared with the prior-year period.

Operating profit before interest, taxes, depreciation and amortization (EBITDA) amounted to KEUR 702 in the reporting period (H1/2025: KEUR 539).

Despite ongoing challenging market and customer conditions, gross profit developed positively and was slightly above the level of the prior-year period.

The term “customer” in segment reporting follows internal management reporting, as the programmatic buying platforms (“DSPs”), where included, pay the YOC Group for the services it provides. However, customers within the meaning of IFRS 15 are the advertisers or advertising agencies that use the relevant programmatic buying platforms as payment aggregators.

These customers of the YOC Group are allocated to the National segment and the International segment. In the current fiscal year 2026, the YOC Group has not generated revenue from any single customer that would account for more than 10% of the Group’s total revenue (H1/2025: two customers).

In the **national segment**, external **revenue** totaled KEUR 9,080 in the completed first half of 2026 (H1/2025: KEUR 9,113). As a result, **operating profit before interest, taxes, depreciation and amortization (EBITDA)** amounted to KEUR 2,498 (H1/2025: KEUR 2,494).

External revenues from **international operations** increased by 8% to KEUR 8,607 in 2026 (H1/2025: KEUR 7,964). In the reporting period, the segment generated **operating profit before interest, taxes, depreciation and amortization (EBITDA)** of KEUR 742 (H1/2025: KEUR 225).

To clarify the revenue streams, the YOC Group’s revenue is broken down in the segment reporting into revenue from direct customers and programmatic revenue.

Programmatic revenue results from programmatic trading to monetise the international advertising inventory of publisher partners via the supply-side platform module of the VIS.X® technology platform, as well as, to a minor extent, other technology platforms.

The YOC Group’s internally generated intangible assets are allocated to the **Corporate Functions** segment.

The following table shows the results of the individual segments. In accordance with the internal reporting structure, earnings before interest, taxes, depreciation and amortisation (EBITDA) is used as the key performance indicator:

SEGMENT REPORTING 01/01/2025 TO 30/06/2025 (IN KEUR)	NATIONAL	INTER-NATIONAL	CORPORATE FUNCTIONS	CONSOLI-DATION	TOTAL
Revenue from direct Customers	4,631	6,256	0	0	**10,887**
Programmatic revenue	4,482	1,708	0	0	**6,190**
Domestic revenue	357	37	0	-394	**0**
Total turnover	**9,470**	**8,001**	**0**	**-394**	**17,077**
Own work capitalized	0	0	542	0	**542**
Other operating income	21	24	197	0	**242**
Total output	**9,491**	**8,025**	**739**	**-394**	**17,861**
Cost of materials	5,701	4,457	0	-391	**9,767**
Staff expenses	1,073	2,329	1,893	0	**5,295**
Other operating Expenses	193	887	1,181	0	2,261
EBITDA	**2,524**	**352**	**-2,335**	**3**	**538**
Investing activities[13]	6	1	1,260	0	**1,267**
Research and development costs	0	0	748	0	**748**

SEGMENT REPORTING 01/01/2026 TO 30/06/2026 (IN KEUR)	NATIONAL	INTER-NATIONAL	CORPORATE FUNCTIONS	CONSOLI-DATION	TOTAL
Revenue from direct customers	5,857	6,999	0	0	**12,856**
Programmatic revenue	3,223	1,608	0	0	**4,831**
Domestic revenue	508	28	0	-536	**0**
Total turnover	**9,588**	**8,635**	**0**	**-536**	**17,687**
Own work capitalized	0	0	600	0	**600**
Other operating income	54	68	102	0	**224**
Total output	**9,642**	**8,703**	**702**	**-536**	**18,511**
Cost of materials	5,811	4,801	0	-546	**10,066**
Staff expenses	1,195	2,477	1,941	0	**5,613**
Other operating expenses	138	683	1,309	0	**2,130**
EBITDA	**2,498**	**742**	**-2,548**	**10**	**702**
Investing activities[13]	0	35	1,310	0	**1,345**
Research and development costs	0	0	1,248	0	**1,248**

[13] The disclosure covers investment activities in intangible assets and property, plant and equipment.

As of 30 June 2026, trade receivables in the **national segment** amounted to KEUR 2,416 (31 December 2025: KEUR 2,712), KEUR 3,347 (31 December 2025: KEUR 2,686) in the **international segment** and KEUR 2,010 (31 December 2025: KEUR 2,321) in the **Corporate Functions**, which are attributable to programmatic revenues.

In addition, trade payables as of 30 June 2026 amounted to KEUR 2,575 in the **national segment** (31 December 2025: KEUR 2,365), KEUR 1,412 in the **international segment** (31 December 2025: KEUR 1,785), and KEUR 145 in the **Corporate Functions** (31 December 2025: KEUR 545).

The **operating profit before interest, tax and depreciation (EBITDA)** can be reconciled to the Group profit for the period before tax as follows:

RECONCILIATION (IN KEUR)	H1/2026	H1/2025
Operating profit before interest, tax and depreciation (EBITDA)	**702**	**539**
Depreciation, amortisation and impairment losses	-1,102	-1,007
Financial result	-71	-86
PROFIT BEFORE TAX	**-471**	**-554**

3. EXPLANATORY NOTES ON SIGNIFICANT DEVELOPMENTS IN THE CONSOLIDATED STATEMENT OF FINANCIAL POSITION

3.1 EQUITY

As of 30 June 2026, the YOC Group's **equity** stood at KEUR 7,197 (31 December 2025: KEUR 7,819).

The decrease in equity compared with the previous year is primarily attributable to the **consolidated profit for the period** of KEUR -601 (H1/2025: KEUR -692).

The **currency translation differences** affecting equity, amounting to KEUR -10 (31 December 2025: KEUR -14), resulted from the translation of the financial statements of the subsidiaries in Poland, Sweden and Switzerland.

As part of the accounting for **pension provisions** in accordance with IAS 19, actuarial gains and losses of KEUR -8 (H1/2025: KEUR 0) arose, which were recognized directly in equity in a manner neutral to profit or loss.

As a result, the Group's **total comprehensive income** for the reporting period amounted to KEUR -622 (H1/2025: KEUR -702).

As of 30 June 2026, the **capital reserve** remained unchanged at KEUR 22,053 (31 December 2025: KEUR 22,053).

As at the balance sheet date, the **share capital** of the YOC Group and the **total number of voting rights** of YOC AG remained unchanged at 3,476,478 no-par value shares and voting rights respectively.

In accordance with the statutory notifications of voting rights submitted by the shareholders of YOC AG, **shareholdings** as of 30 June 2026 are held as follows:

SHAREHOLDERS	SHARE
Management Board[14]	19.10%
Supervisory Board	1.66%
Dr Kyra Heiss	10.25%
Karl-J. Kraus	5.15%
Dr Martin Steinmeyer	3.97%
HHS Grundstücks- und Beteiligungsgesellschaft mbH & Co. KG	3.30%
IPConcept (Luxemburg) S.A.	3,16%
Free float	53.41%
TOTAL HOLDINGS	**100.00%**

Accumulated losses from previous financial years amounted to KEUR -18,255 as of 30 June 2026 (H1/2025: KEUR -17,898).

3.2 OTHER DISCLOSURES REGARDING FINANCIAL INSTRUMENTS

Due to the short maturities of these instruments, the carrying amounts of cash and cash equivalents, trade receivables, current other assets and other current financial liabilities are virtually equal to their fair values.

For reasons of materiality, the fair value of these current balance sheet items is treated as equal to the carrying amount.

The following table shows the reconciliation between the balance sheet items and the categories under IFRS 9, broken down by category and fair values per class as of 30 June 2026.

BALANCE SHEET ITEMS AND CATEGORIES UNDER IFRS 9 (IN KEUR)	VALUATION CATEGORY UNDER IFRS 9	CARRYING AMOUNT AS AT 30 JUNE 2026	AMORTISED COST	RECOGNISED IN OTHER COMPREHENSIVE INCOME AT FAIR VALUE	RECOGNISED IN PROFIT OR LOSS AT FAIR VALUE	FAIR VALUE AS AT 30 JUNE 2026	LEVEL WITHIN THE FAIR VALUE HIERARCHY
Assets							
Receivables trade receivables and services	FAAC	7,773	7,773	0	0	n/a	-
Cash and cash equivalents and cash cash equivalents	FAAC	919	919	0	0	n/a	-
Financial assets		**434**	**434**	**0**	**0**	**434**	
of which short-term	FAAC	434	434	0	0	434	3
of which long-term	FAAC	0	0	0	0	0	-

[14] The shareholding in dkam GmbH is attributable to Mr Dirk-Hilmar Kraus.

Liabilities							
Trade payables	FLAC	4,132	4,132	0	0	n/a	-
Other financial liabilities		**3,364**	**3,269**	**0**	**95**	**3,364**	
of which short-term	FLAC	3,269	3,269	0	0	3,269	2
of which long-term	FV	95	0	0	95	95	3
Lease liabilities		**1,966**	**1,966**	**0**	**0**		
of which current	n/a	444	444	0	0	n/a	-
of which long-term	n/a	1,522	1,522	0	0	n/a	-
Liabilities to credit institutions		**53**	**53**	**0**	**0**	**53**	
of which short-term	FLAC	37	37	0	0	37	2
of which long-term	FLAC	16	16	0	0	16	2

BALANCE SHEET ITEMS AND CATEGORIES UNDER IFRS 9 (IN KEUR)	VALUATION CATEGORY UNDER IFRS 9	CARRYING AMOUNT AS AT 30 JUNE 2026
Of which, aggregated by IFRS 9 categories:		
Financial Assets Measured at Amortised Cost	FAAC	9,126
Financial liabilities measured at fair value Measured at Fair Value through Profit or Loss	FV	95
Financial Liabilities Measured at Amortised Cost	FLAC	7,454

Cash and cash equivalents, trade receivables, and other current financial assets and liabilities generally have short remaining maturities. Therefore, their carrying amounts at the reporting date approximate their fair values.

Furthermore, as of the reporting date, other current financial assets include advance payments made, rental deposits, and debit balances with creditors. Because some input factors are not directly or indirectly observable, these instruments are classified as Level 3.

The other current financial liabilities recognized as of 30 June 2026 mainly comprise rebate liabilities recognized as a reduction of revenue in the amount of KEUR 718 (31 December 2025: KEUR 4,397), as well as liabilities from invoices not yet received (trade payables).

In addition, there are long-term financial liabilities arising from contingent purchase price obligations related to the acquisition of YOC Finland Oy. These liabilities are classified as Fair Value Level 3.

4. NOTES TO THE CASH FLOW STATEMENT

4.1 CASH FLOW FROM OPERATING ACTIVITIES

OPERATING CASH FLOW

Operating cash flow is determined using the indirect method. The starting point for the calculation is the consolidated profit for the period for the first half of 2026 in the amount of KEUR -601 (H1/2025: KEUR -692).

Operating cash flow amounted to KEUR -1,520 in the reporting period (H1/2025: KEUR -1,588).

In addition to the consolidated profit for the period, this resulted from business-related changes in working capital, taxes paid, and non-cash expenses and income. Operating cash flow was significantly influenced, in addition to the consolidated profit for the period, by changes in working capital.

CASH FLOW FROM INVESTING ACTIVITIES

Cash outflows from investing activities amounted to KEUR -1,345 (H1/2025: KEUR -1,267) and primarily comprise development costs related to the further development of the VIS.X® technology platform as well as the expansion of the Company's portfolio of innovative high-impact advertising formats.

CASH FLOW FROM FINANCING ACTIVITIES

Cash flow from financing activities amounted to KEUR -326 (H1/2025: KEUR -409) and resulted from the raising and repayment of lease and loan liabilities.

The cash outflow was mainly driven by the repayment of loan and lease liabilities. Payments for lease liabilities primarily relate to the leasing of office premises at our European locations and are recognized as lease payments in accordance with applicable IFRS accounting standards.

4.2 CASH AND CASH EQUIVALENTS

Cash and cash equivalents comprise all bank and cash balances of the YOC Group and amounted to KEUR 919 as of 30 June 2026 (31 December 2025: KEUR 4,110).

5. NOTES ON CHANGES IN EQUITY

In addition to the consolidated net income for the period of -601 TEUR (H1/2025: -692 TEUR), which was recognized in accumulated losses, currency translation effects of -12 TEUR (H1/2025: -10 TEUR) and the recognition, outside of profit or loss, of the net liability for pension obligations in the amount of -8 TEUR (H1/2025: 0 TEUR) on consolidated equity as of 30 June 2026.

6. OTHER NOTES

6.1 CONTINGENT LIABILITIES, WARRANTIES, CONTINGENT LIABILITIES OR SIMILAR OBLIGATIONS

The exercise of 20,000 virtual share options is linked to a takeover bid for the shares of YOC AG pursuant to Sections 29 and 35 of the German Securities Acquisition and Takeover Act (WpÜG) with an indefinite term.

The strike price on the grant date of 01 October 2014 was EUR 1.92. These virtual share options would lapse in the event of the premature termination or expiry of the Management Board member's service contract. No resulting liabilities were recognised in the balance sheet as at the reporting date. In addition, the service contract of Management Board member Dirk-Hilmar Kraus running until 31 March 2029, includes a one-off, performance-related payment subject to a change of control following a takeover bid. The performance-related remuneration, which is scaled according to the share price at the time of the transaction, amounts to a maximum of 1.5% of the transaction volume.

There is no high probability of this occurring in the foreseeable future, which is why no resulting liabilities have been recognised. The probability of occurrence is assessed as low as at the balance sheet date.

For an existing lease, there is a rental guarantee from the company's principal bank in favour of the lessor amounting to KEUR 110. No provision has been recognised, as there is no present obligation as at the balance sheet date and it is assessed that the guarantee is unlikely to be drawn upon.

There are no other liabilities, warranties, contingent liabilities or similar obligations.

6.2 EVENTS AFTER THE BALANCE SHEET DATE

The YOC Group's business activities continue to be influenced by global economic and geopolitical developments, despite the primary focus on the European market. Persistent geopolitical instability, including armed conflicts, tensions between leading economies and political uncertainties in various regions, leads to economic fluctuations and makes it difficult to forecast growth and market stability.

Against the backdrop of the recent escalation of geopolitical tensions in the Middle East, the company is currently analysing potential impacts on its business operations. As things stand, it is expected that the direct effects will remain limited due to the Group's geographical focus on the European market. Nevertheless, indirect effects are being felt across the market and affect all market participants. The YOC Group is monitoring these developments on an ongoing basis.

Furthermore, no events with a material impact on the Group's financial position, results of operations or cash flows have occurred since the balance sheet date.

6.3 FINANCIAL RISK MANAGEMENT

In the course of its ordinary business activities, the YOC Group is exposed to credit, liquidity and market risks. The Management Board is kept informed of the development of the YOC Group's equity through regular reporting of key figures such as revenue trends, contribution margin or EBITDA.

In addition, liquidity risks are monitored regularly to analyse fluctuations in cash flows, identify liquidity bottlenecks in good time and take countermeasures. Financial risk management is carried out by a central treasury department under the supervision of the Management Board.

Liquidity management supports the Management Board by monitoring business performance and fluctuations in cash flows to oversee measures designed to safeguard liquidity.

All further information on the financial risks of the YOC Group, as well as their management, is presented in detail in the notes to the consolidated financial statements for the 2025 financial year, which form part of the audit by the statutory and group auditors.

The YOC Group's risk assessment has not changed materially since the Annual Report for the 2025 financial year.

6.4 INFORMATION ON RELATIONSHIPS WITH RELATED PARTIES

Related parties within the meaning of IAS 24 generally include members of the Management Board and Supervisory Board of YOC AG, their family members, and companies controlled by this group of persons.

No transactions with related parties took place during the reporting period.

For details of the remuneration of the members of the Management Board and the Supervisory Board of YOC AG, please refer to the remuneration report for the 2025 financial year.

6.5 DECLARATION ON THE GERMAN CORPORATE GOVERNANCE CODE

The declaration of compliance with the German Corporate Governance Code pursuant to Section 161 of the German Stock Corporation Act (AktG) was issued by the Management Board and the Supervisory Board and has been made permanently available to the shareholders of YOC AG on the website www.yoc.com under the 'Investor Relations' section.

ASSURANCE BY THE LEGAL REPRESENTATIVES

I hereby certify, to the best of my knowledge, that in accordance with the applicable accounting principles, the consolidated interim financial statements present a true and fair view of the Group's assets, financial position, and results of operations, and that the Group management report presents the course of business, including the business results, and the position of the Group in such a way as to give a true and fair view, and describes the principal opportunities and risks of the Group's expected future development.

Berlin, 18 August 2026

The Management Board

Dirk-Hilmar Kraus

IMPRINT

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