

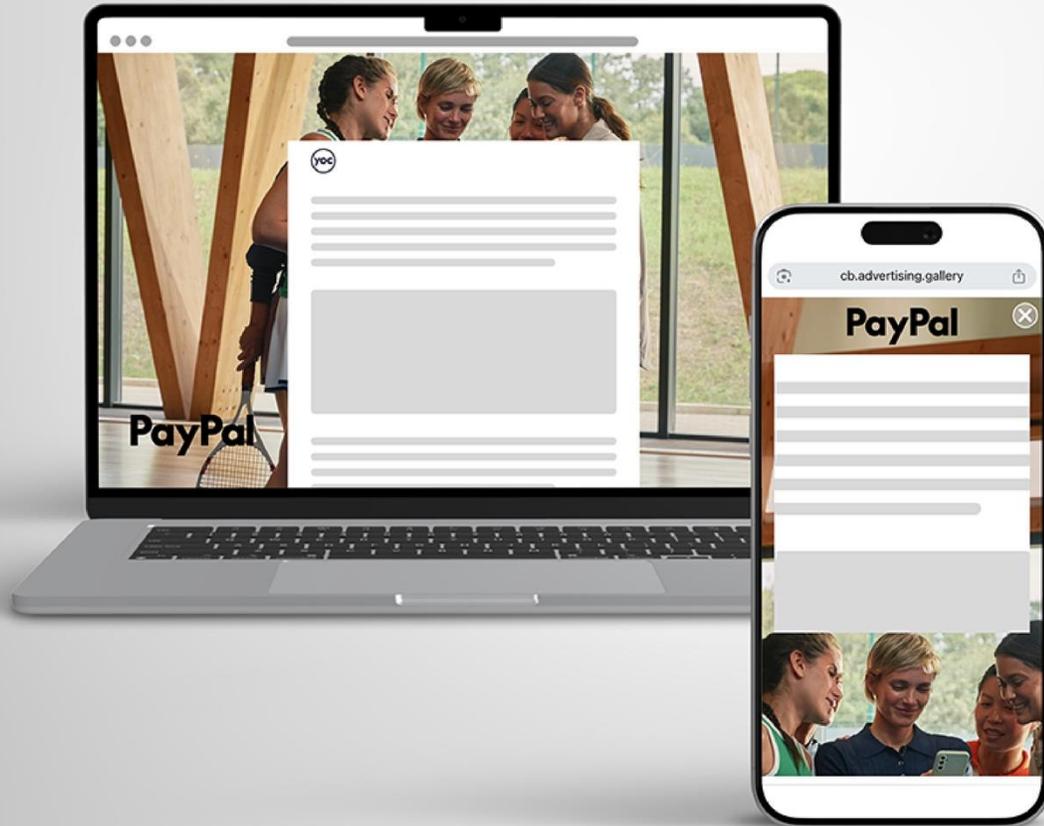


YOC AG

COMPANY PRESENTATION 2025



- 01 YOC AT A GLANCE
- 02 PLATFORM & PRODUCTS
- 03 CURRENT BUSINESS PERFORMANCE



01

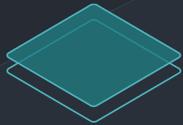
YOC AT A GLANCE

SOFTWARE PLATFORM FOR HIGHLY EFFECTIVE ADVERTISING TECHNOLOGY



YOC AT A GLANCE

VIS.X® PLATFORM



HIGH-IMPACT PRODUCTS
& AI-POWERED
SOLUTIONS



MULTISCREEN
WEB & APPS



2001

FOUNDED

>140 DIGITAL EXPERTS

GLOBAL REACH >17 MRD
IMPRESSIONS/MONTH



5.8x

MORE ATTENTION WITH YOC
HIGH-IMPACT AD PRODUCTS
THAN STANDARD AD FORMATS¹⁾

>70%

OF THE 500 LARGEST
ADVERTISERS
WORLDWIDE ARE
YOC CLIENTS

>2.900

EUROPEAN PREMIUM PUBLISHER
SITES WITHIN REACH

PROVIDING A BETTER ADVERTISING EXPERIENCE FOR EVERYONE



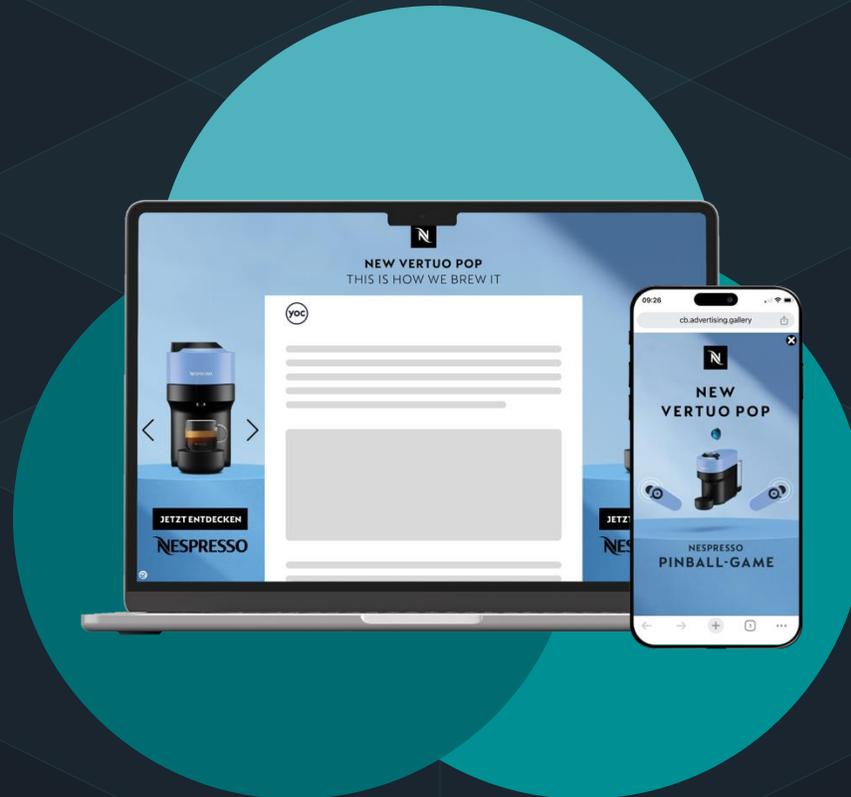
YOC BUSINESS MODEL

USER

Enjoy non-intrusive
ad experiences.

ADVERTISER

Reach key customers.
Boost brand metrics.



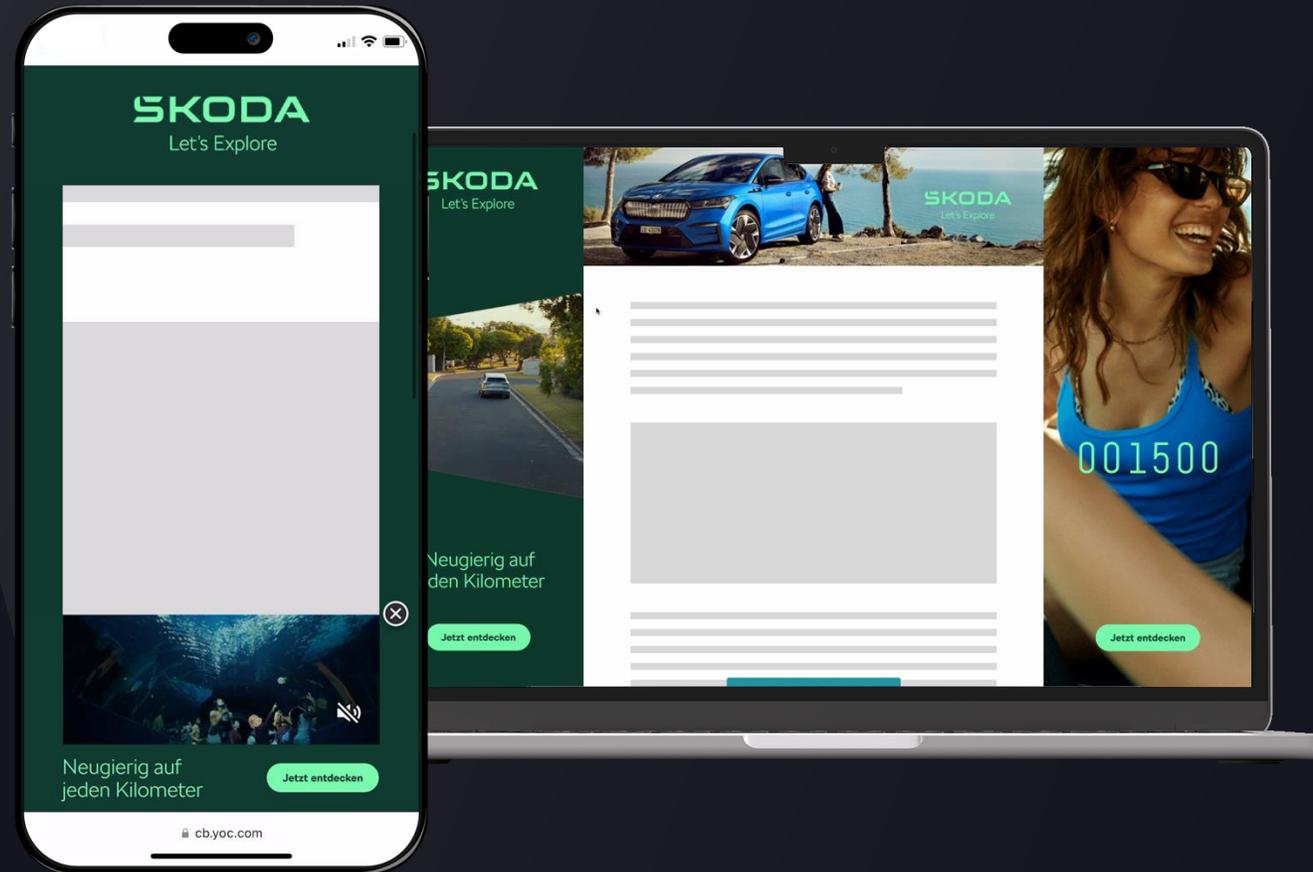
PUBLISHER

Maximize monetization.
Retain users.

PROVIDING A BETTER ADVERTISING EXPERIENCE FOR EVERYONE



HIGH-IMPACT AD FORMATS FOR DIGITAL SCREENS



INCREASED BRAND AWARENESS THROUGH HIGH-IMPACT AD FORMATS



YOC HIGH-IMPACT AD FORMATS

CREATIVE AD FORMATS

Numerous possibilities for dynamization and personalization

HIGHER ADVERTISING IMPACT FOR ADVERTISERS

Significant increase in digital advertising metrics
(attention, visibility, brand awareness, click-through rate, etc.)

BETTER USER EXPERIENCE

Users are not disturbed in their reading flow,
but invited to interact

BETTER MONETARIZATION FOR PUBLISHERS

Higher prices than standard ad formats



STUDIO CREATIVES

MOST USED FEATURES



TAP



GALLERY



HOTSPOT



SLIDER



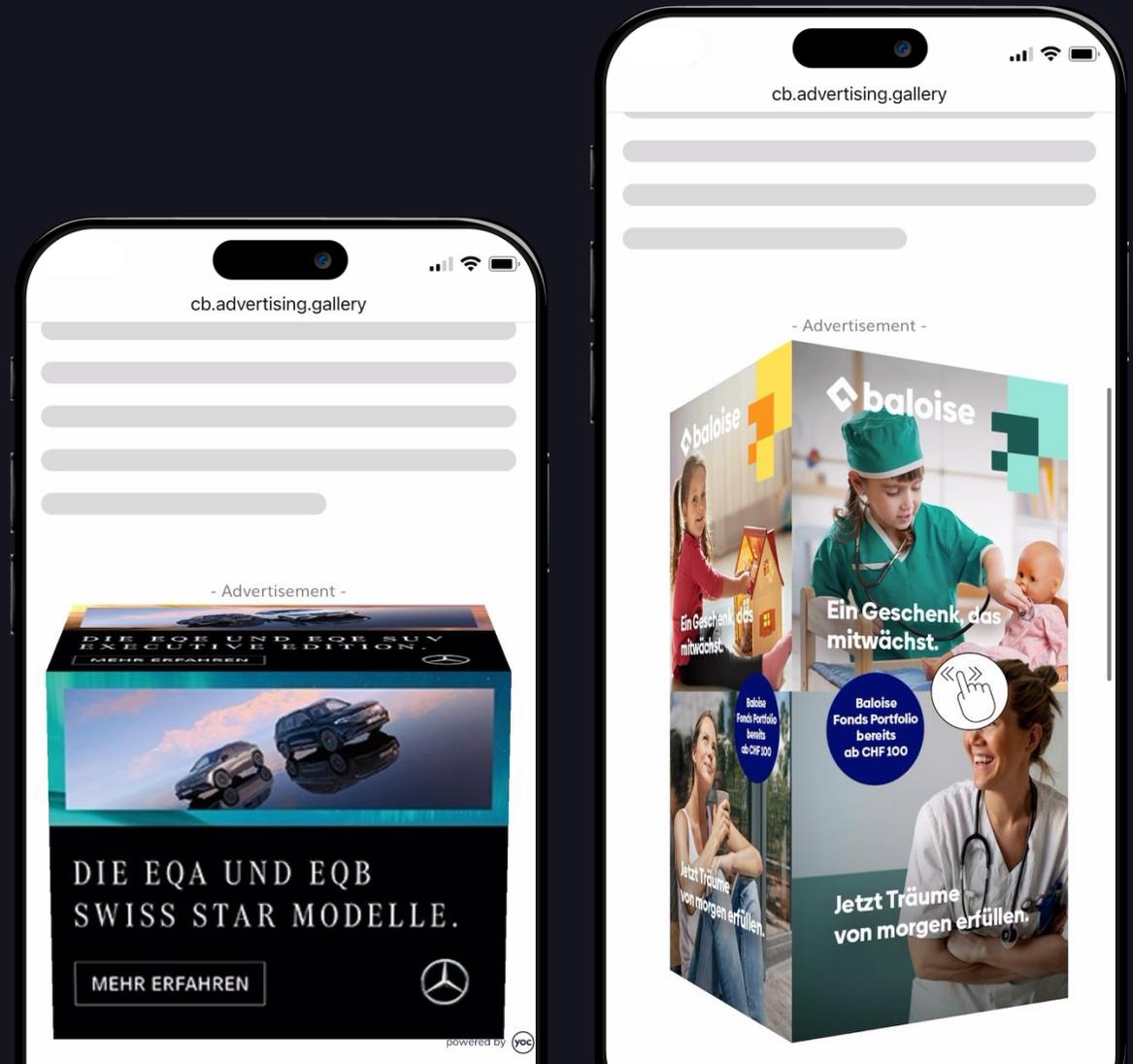
MINI GAME

INTERACTIVE FEATURE FOR HIGHER ENGAGEMENT ACROSS A VARIETY OF YOC PRODUCTS



CUBE FEATURE^{NEW}

- More space for brand messaging with 4-sided Cube Ad
- Increased user engagement through auto-movement
- Prominent 3D button for higher CTR
- Built-in engagement tracking for integration within the AI-optimized YOC Display Solution





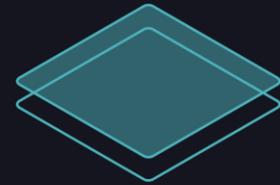
02

PLATFORM & PRODUCTS

THE PLATFORM FOR HIGH-IMPACT ADVERTISING



VIS.X® AND THE CORE FUNCTIONALITIES



VIS.X®



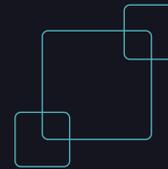
VIS.X® AI



SSP



SDK



HUB



AD SERVER

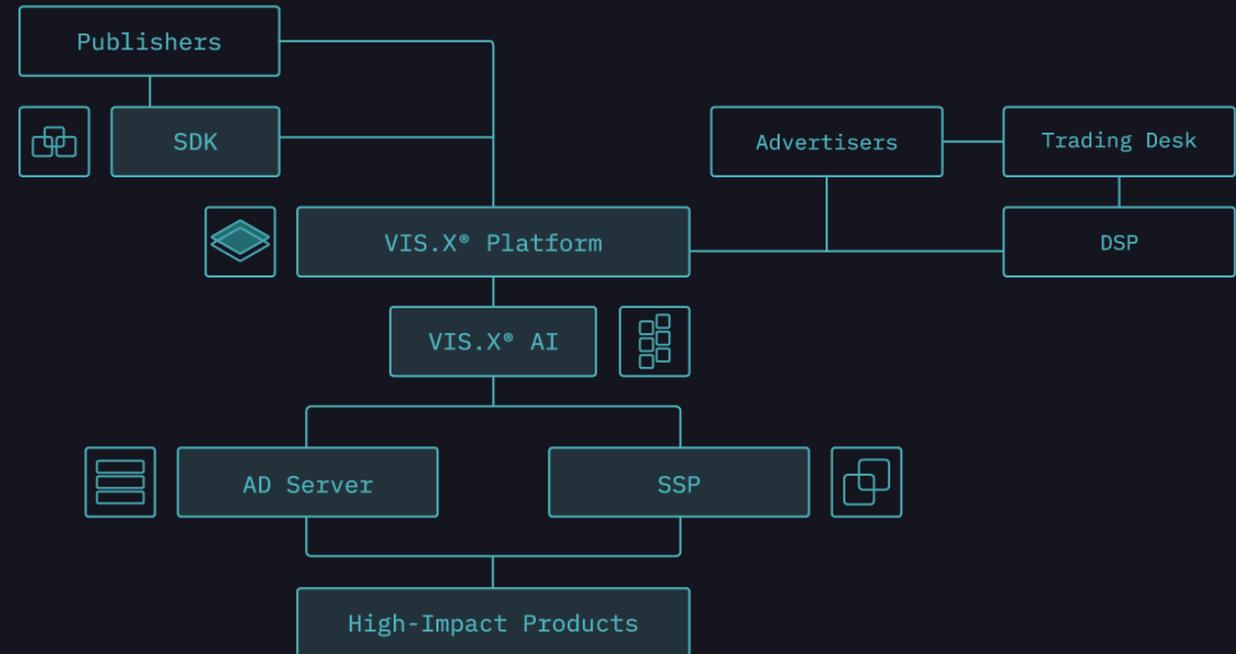
THE IDEAL TRADING PLATFORM FOR EFFECTIVE DIGITAL ADVERTISING



THIS IS VIS.X®

VIS.X®: UNIQUE TECHNOLOGY PLATFORM

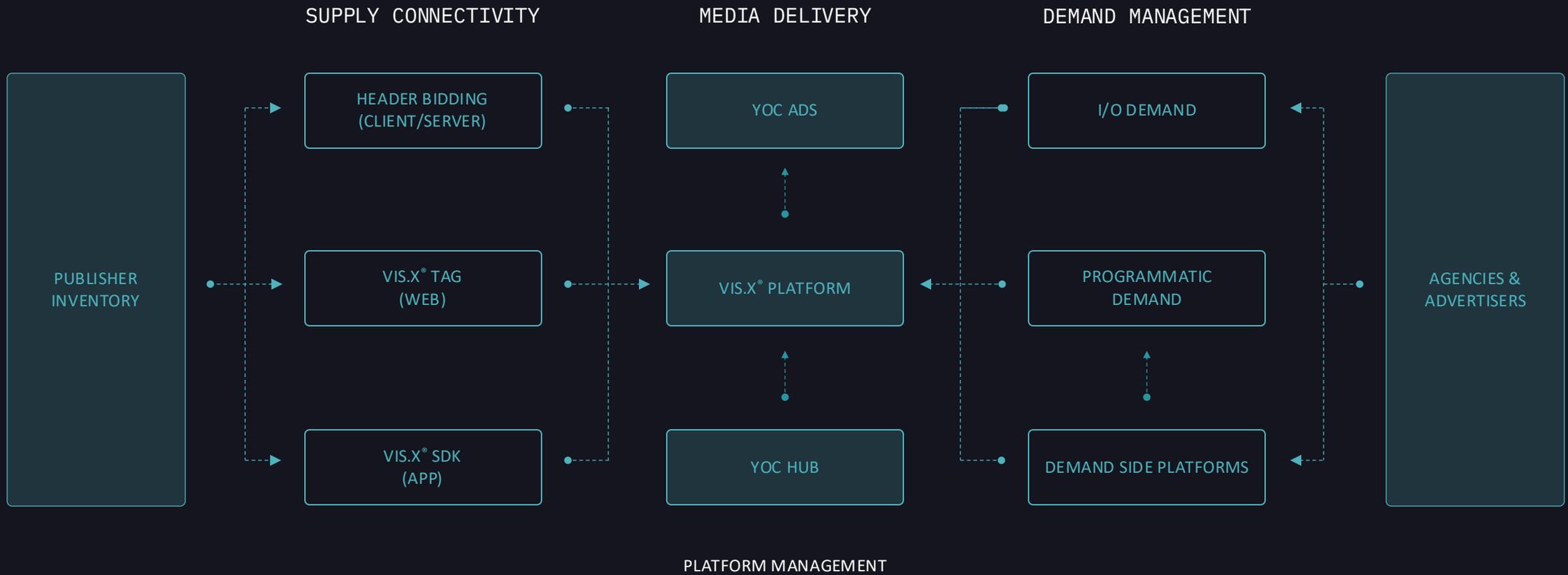
- Automatic trading of digital advertising units
- Unique selling point: Automated delivery & playout of self-developed YOC high-impact ads
- Connected to global purchasing platforms (The Trade Desk, Xandr, Google et al.)
- High reach: >2,900 European premium publishers' sites and apps
- Scaling of profitability through a continuous increase of trading volume



VIS.X[®] AND YOC ADS CREATE YOC'S TECHNOLOGICAL UNIQUE SELLING PROPOSITION



TECH STACK VIS.X[®] PLATFORM



REACH THE NEXT LEVEL OF HIGH-IMPACT ADVERTISING



VIS.X® AI OPTIMIZES THE TRADING PERFORMANCE IN REAL-TIME

VIS.X® AI identifies the YOC high-impact ad format that fits the advertisers' campaign goals best

VIS.X® AI maximizes the performance by automatically applying the ideal display effects for a particular screen, user or creative

The optimization, independently from cookies, of VIS.X® AI enables the achievement of major KPI goals without relying on external data

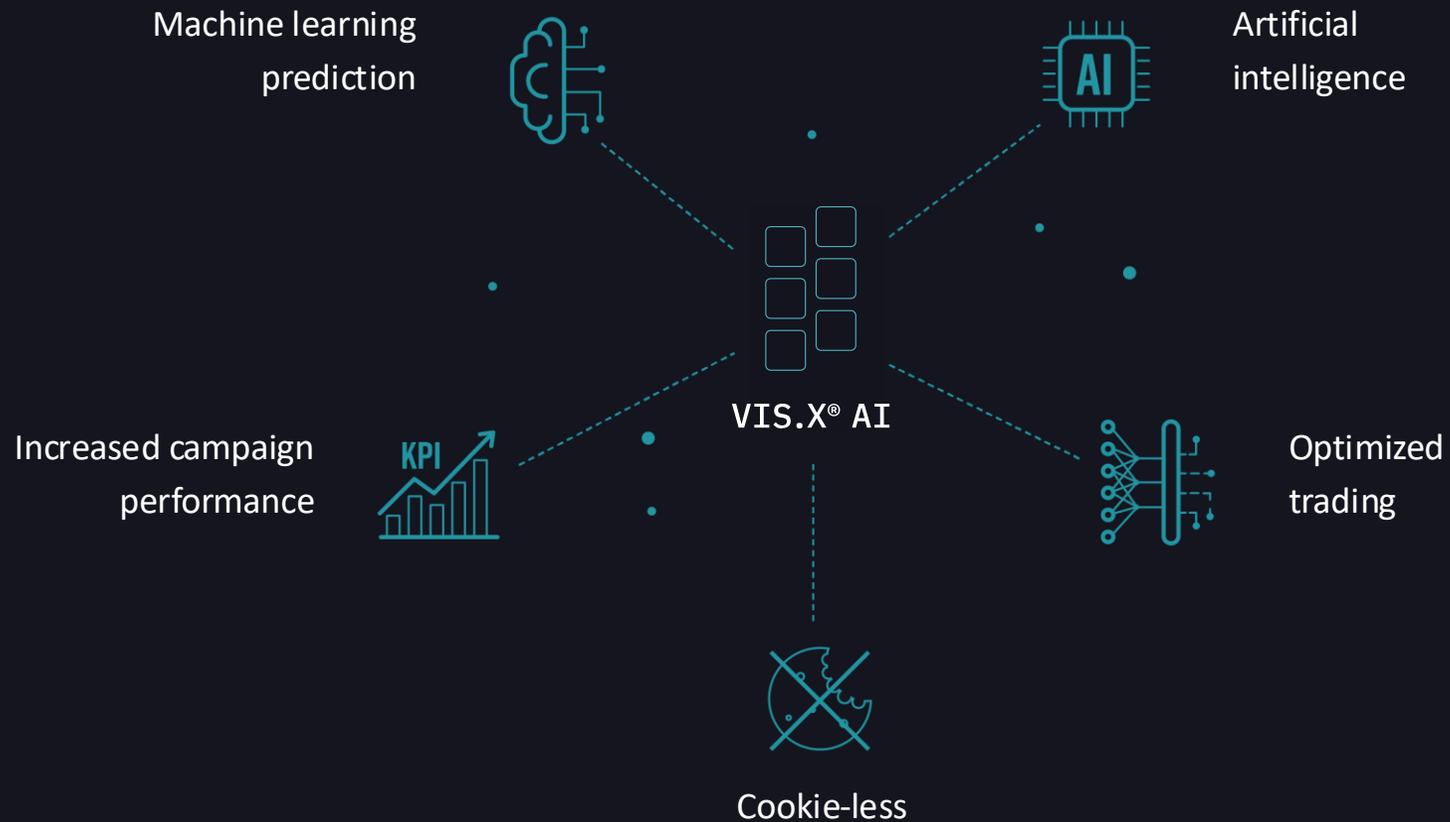


VIS.X® AI

REACH THE NEXT LEVEL OF HIGH-IMPACT ADVERTISING



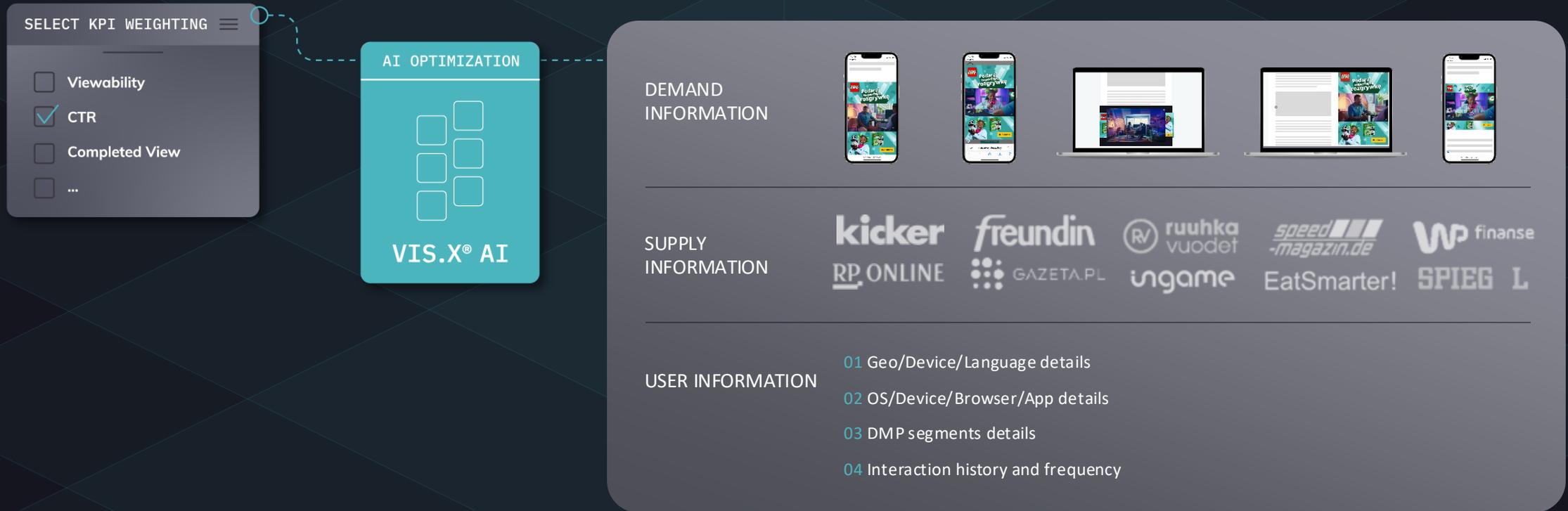
AN INNOVATIVE PLATFORM MODULE: THE VIS.X® AI



UNDERSTANDING THE TECHNOLOGY BEHIND VIS.X® AI



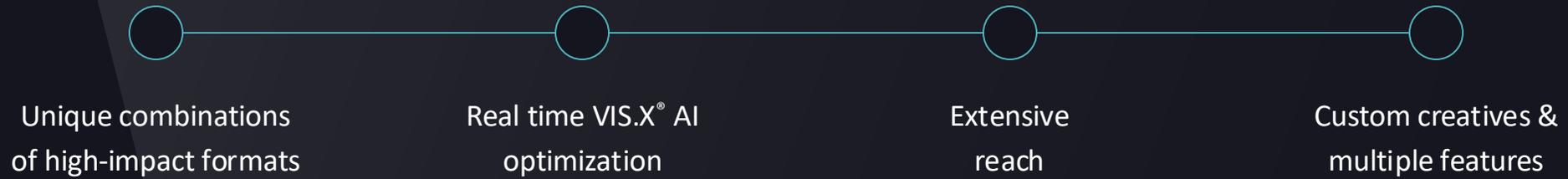
YOC AI-POWERED SOLUTIONS



MAXIMIZING THE POWER OF HIGH-IMPACT ADVERTISING



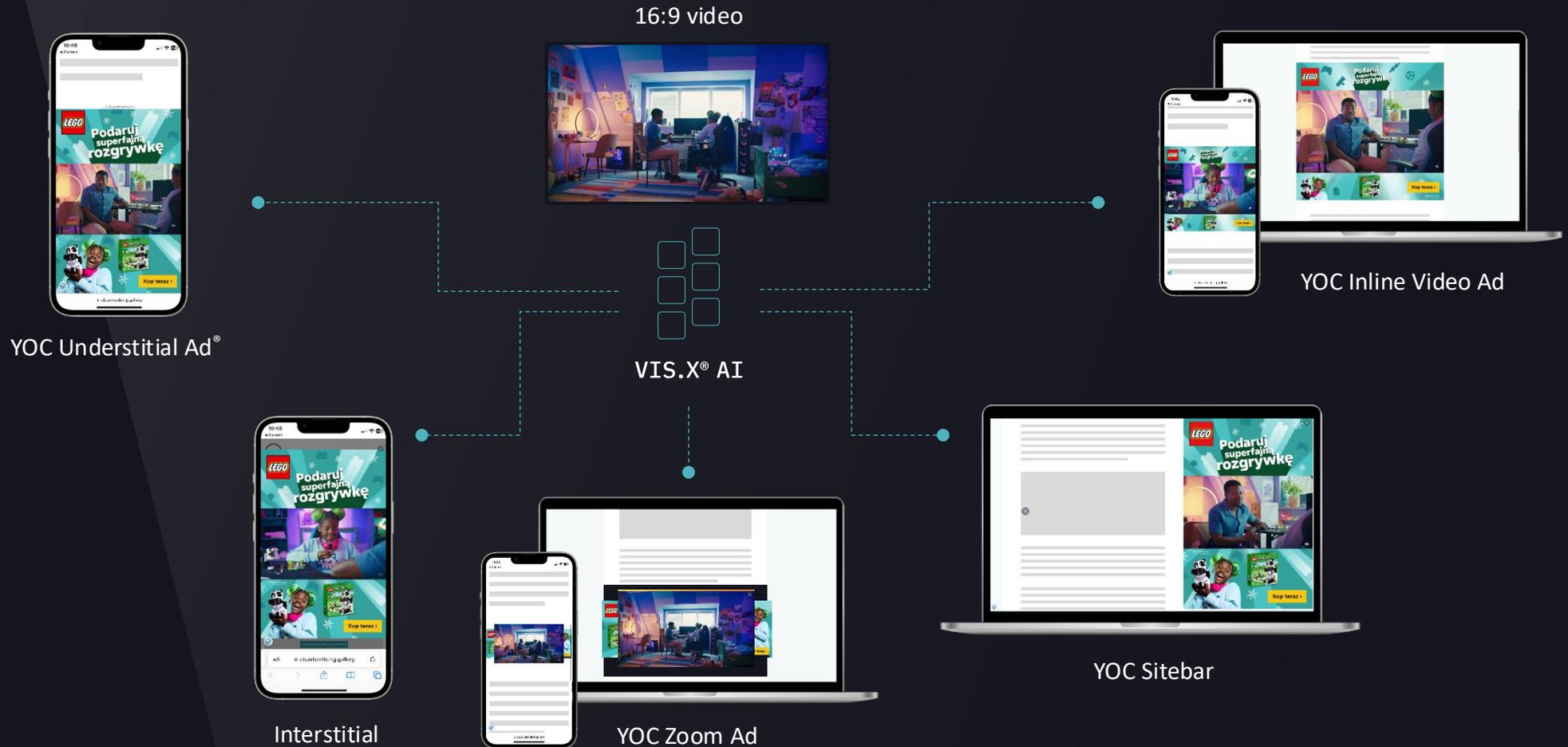
YOC AI-POWERED SOLUTIONS



ONE CREATIVE – ALL APPROACHES



YOC UNIVERSAL VIDEO SOLUTION



YOC UNIVERSAL DISPLAY SOLUTION

CREATIVE CUSTOMIZATION

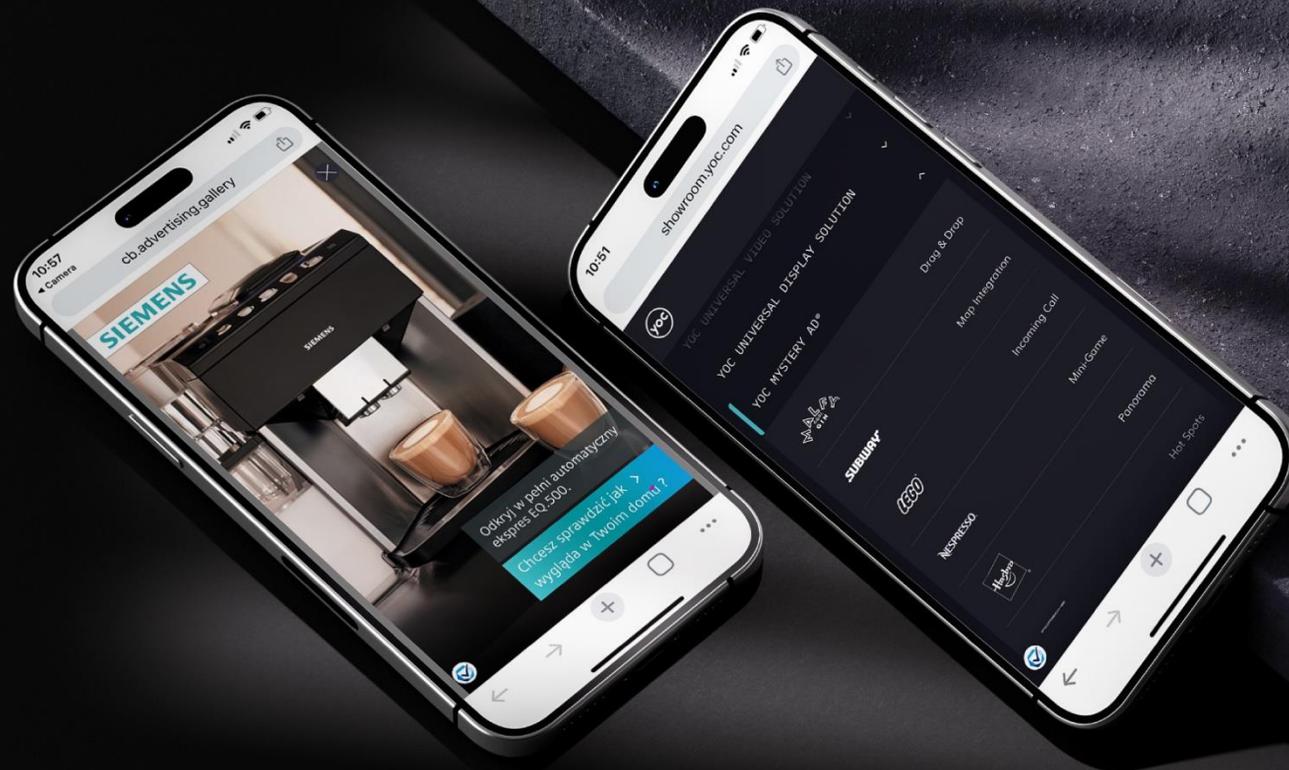


WANT TO SEE MORE?

VISIT OUR SHOWROOM!



showroom.yoc.com/website



OUR STRONG DATA TARGETING SET-UP WITHIN THE VIS.X[®] PLATFORM



VIS.X[®] IDENTITY INTELLIGENCE

FACILITATING THE MULTI-ID APPROACH



VIS.X[®]



Prebid



ACCESS TO ALL DATA STORAGE OPTIONS

3rd Party Cookie,
1st Party Cookie,
LocalStorage,
Server-side

MULTIPLE DMP AUDIENCE EXCHANGE



emetria



TRANSMISSION OF 3RD PARTY DATA

Programmatically
from publisher or
browser, incl. SDA and
Google Topics

INTEGRATION OF IAS CONTEXTUAL

IAS



RESEARCH STUDIES WITH NIELSEN UND LUMEN

LUMEN

Nielsen



KEY TAKEAWAYS

EFFECTIVENESS

60% (+28%)

Higher brand awareness through YOC High-Impact Products

EFFICIENCY

41% (+273%)

Unaided brand recall with high-impact ad formats despite lower advertising exposure than standard formats

ENGAGEMENT

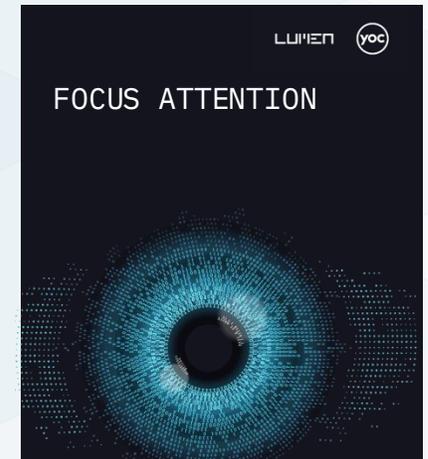
42% (+17%)

consider ad interactions with YOC high-impact ad products

ATTENTION

5.8x (+490%)

more attention with YOC high-impact ad products than standard ad formats





03

CURRENT BUSINESS PERFORMANCE

SOFTWARE PLATFORM FOR HIGHLY EFFECTIVE ADVERTISING TECHNOLOGY



YOC AT A GLANCE - KEY FACTS 2024

35.0 M

Revenue
[EUR]

+14%

Growth in Revenue
[YoY]

47%

Gross profit
margin

5.2 M

EBITDA (+18%)
[EUR]

>100

Employees with strong personal
development¹⁾

42%

Would consider
interacting with the high-impact
formats shown²⁾

>2.900

European premium
publisher sites within
reach

>70%

of the 500
largest advertisers
worldwide are
YOC clients

KEY FINANCIAL INDICATORS REFLECT CONSISTENT GROWTH



KEY FINANCIAL FIGURES 2024 VS. 2023

KEY FIGURES [IN €M]	2024	DELTA	2023	2022
REVENUE VIS.X® platform as main growth factor	35.0	+ 14%	30.6	23.4
GROSS PROFIT MARGIN [%] Envisaged target >50%	47%	+1 pp	46%	45%
INVESTMENT IN OWN TECH STACK Focus on investment in technology innovation	2.4	+ 71%	1.4	1.1
OPERATING PROFIT (EBITDA) Investments in VIS.X® platform & workforce lead to scaling of business model	5.2	+18%	4.4	3.5
NET INCOME Continued scaling of profitability	3.7	+28%	2.9	2.1

DRIVING INNOVATION: KEY PRODUCT DEVELOPMENTS IN FINANCIAL YEAR 2024



DRIVING GROWTH THROUGH AI-POWERED SOLUTIONS AND ADVANCED TARGETING CAPABILITIES

AI-POWERED SOLUTIONS FOR THE DIGITAL ADVERTISING MARKET

- VIS.X® AI dynamically selects inventory and optimizes creatives
- Adjusts delivery based on advertiser KPIs
- Boosts performance across key goals: engagement, viewability, clicks, and video views
- Outperforms standard ad formats in the market

ENHANCED TARGETING WITH VIS.X® IDENTITY INTELLIGENCE

- VIS.X® Identity Intelligence enables advanced audience targeting
- Combines multiple data sources for improved precision
- Designed to work in cookie-less environments
- Future-proof solution for evolving privacy standards

>2.900 WEBSITES AND APPS ARE INTEGRATED WITH THE VIS.X[®] PLATFORM



PUBLISHER CONCENTRATION 2024

EXCERPT OF PREMIUM PUBLISHER

PUBLISHER CONCENTRATION

NEWS	BUSINESS & TECH	BEAUTY, FASHION & STARS	AUTOMOTIVE & SPORTS	MUSIC & ENTERTAINMENT
RP ONLINE	heise online	freundin	kicker	radio.de
RND REDAKTIONSNETZWERK DEUTSCHLAND	connect	PROMIFLASH	.FORMEL1.de	BuzzFeed
STUTTGARTER ZEITUNG	netzwelt	PROMIPOOL	MOTORSPORT TOTAL.COM	laut.de
KURIER	finanznet	ELLE	bergfex	7
NEWSAT	LEADERSNET BY ORIGINER ... AB IN ...	EZENE KULTURELLE ...	eQA1.at	PULS
POLSKA PRESS GRUPA	PARKIET	tvn	moto.pl	PLOTEK
tvn 24	WZCZPOSOLTA	Gala	EUROSPORT	Style tvn



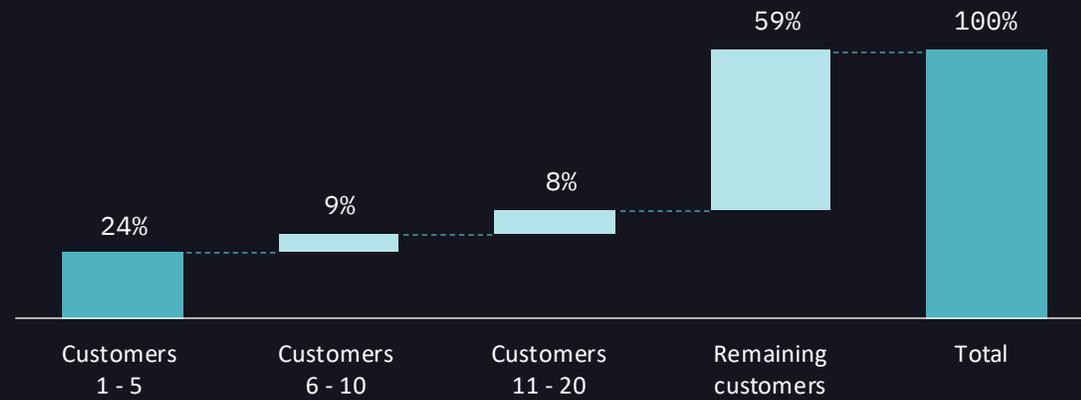
And many more...

GLOBALLY RENOWNED BRANDS WITH EXTENSIVE ADVERTISING BUDGETS

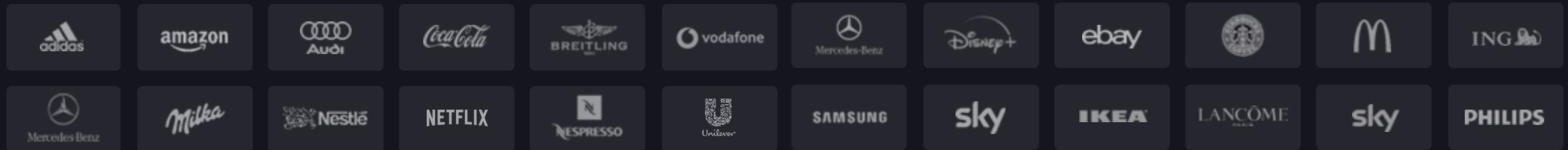
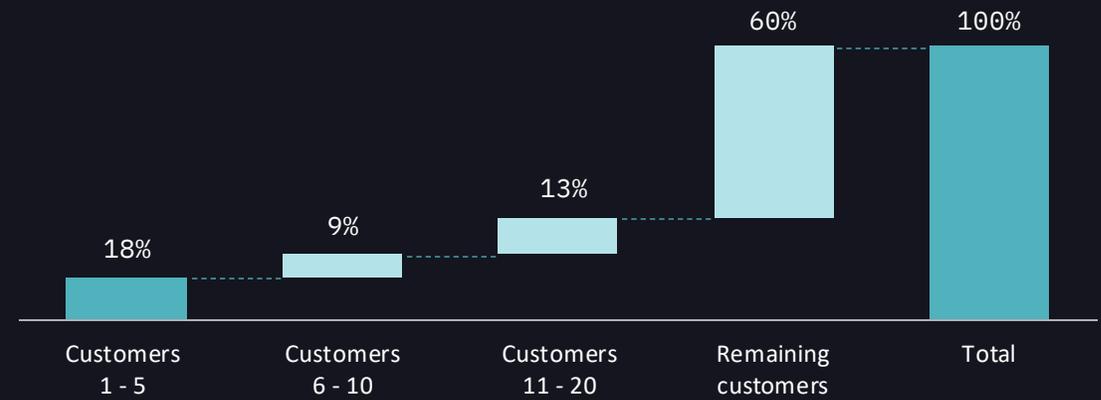


ADVERTISER CONCENTRATION 2024

CUSTOMER CONCENTRATION PROGRAMMATIC



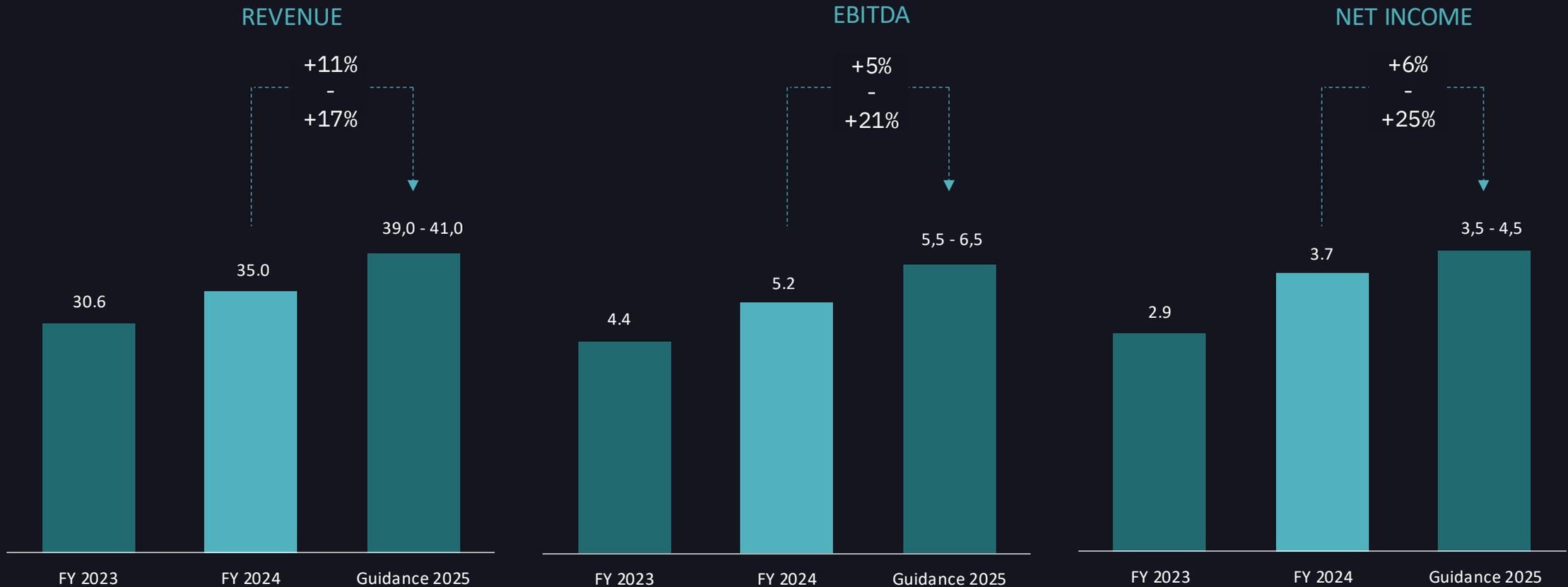
CUSTOMER CONCENTRATION INSERTION ORDER



GROWTH PATH TO BE CONTINUED THIS YEAR



GUIDANCE FY2025



OUR STRATEGY CONSISTS OF 5 IMPORTANT PILLARS



YOC STRATEGY 2025 - 2028

EXPANSION

- YOC operates in 3 out of 5 of most important European markets:
DE, UK, FR, ES, IT

DEMAND STRATEGY

- YOC is serving 2 out of 3 clients from the top 200 advertisers in each of our markets

SUPPLY STRATEGY

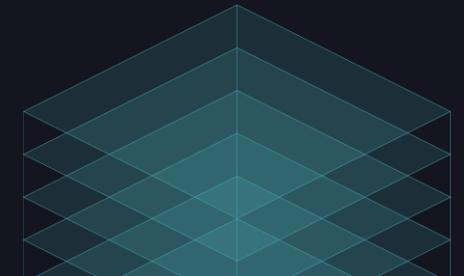
- YOC is reaching at least 70% of all unique users in each of our markets

YOC STANDARD

- YOC has established a single, high-quality standard in all teams

VIS.X® PLATFORM

- The VIS.X® Platform is the full-stack platform for high-impact advertising in Europe



STABLE ANCHOR INVESTORS STRENGTHENING YOC SHARES



STOCK EXCHANGE
SEGMENT Regulated Market /
Prime Standard

ISIN DE0005932735

WKN 593273

NUMBER OF SHARES 3,476,478

MARKET CAP > 55.0 mEUR

COVERAGE Montega (since 10/2022) War
burg (since 01/2024)

SHAREHOLDER STRUCTURE

Overview by ownership in %

56.78%

Free float

18.89%

Management Board*

10.25%

Dr. Kyra Heiss

5.15%

Karl-J. Kraus

3.97%

Dr. Martin Steinmeyer

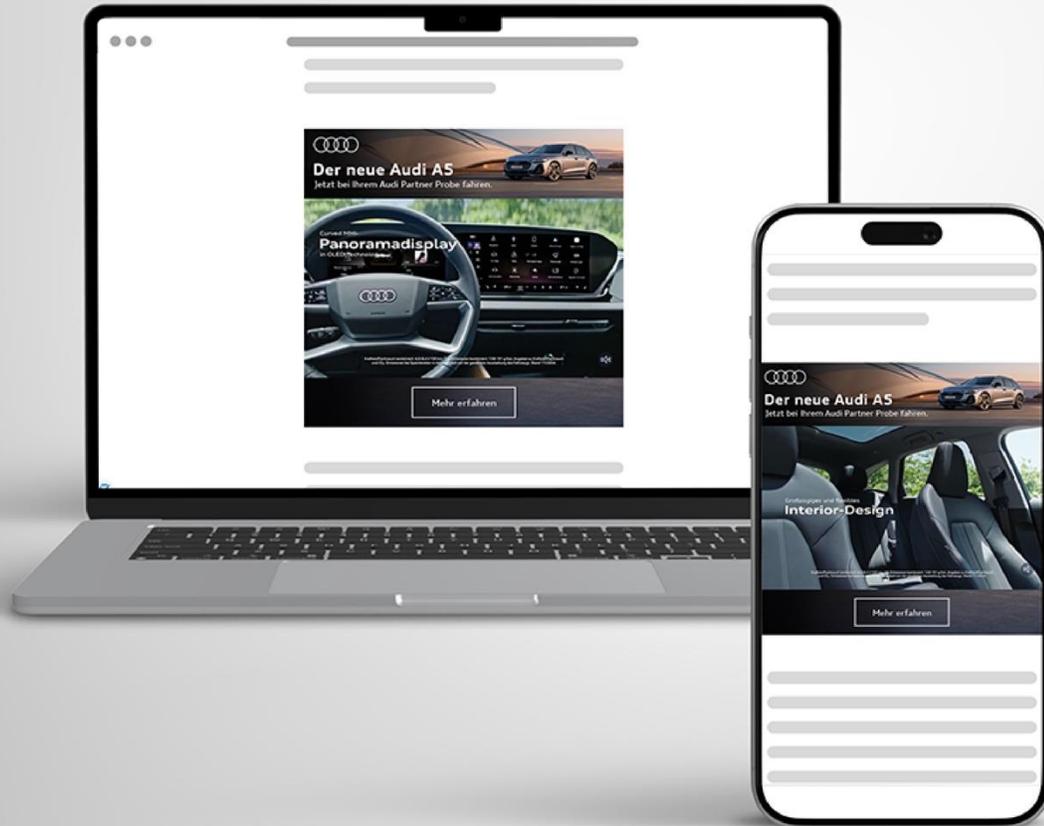
3.30%

HHS Grundstücks- und
Beteiligungsgesellschaft mbH & Co.
KG

1.66%

Supervisory Board

*The shareholding held by dkam GmbH is attributable to Dirk Kraus.



THANK
YOU