INTERIM REPORT THIRD QUARTER 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	9M/2026	9M/2025	ABSOLUTE CHANGE	CHANGE IN %
Total revenue (in KEUR)	25,809	26,592	-783	-3
There of national	13,227	14,457	-1,230	-9
There of international	12,582	12,135	447	4
Total output (in KEUR)	27,818	27,834	-16	0
Gross profit margin (in %)	43.2	42.7	0.5	1
EBITDA (in KEUR)	1,466	1,151	315	27
EBITDA margin (in %)	5.3	4.1	1.2	29
Consolidated profit for the period (in KEUR)	-520	-913	393	43
Net return on sales (in %)	-2.0	-3.4	1.4	41
Diluted earnings per share (in EUR)	-0.15	-0.26	0.11	42
NUMBER OF EMPLOYEES				
Average number of employees	132	125	7	6
Number of employees as of 30 September	130	131	-1	-1
Sales revenue per employee (in KEUR)	196	213	-17	-8
Total operating performance per employee (in KEUR)	211	223	-12	-5
BALANCE SHEET AND CASH FLOW				
Balance sheet total (in KEUR)	21,962	23,588[1]	-1,626	-7
Equity ratio (in %)	33.4	33.1[1]	0.3	1
Cash and cash equivalents (in KEUR)	203	4,110[1]	-3,907	-95
Operating cash flow (in KEUR)	-1,469	-73	-1,396	-1,912

1) As of 31 December 2025

STOP ADVERTISING.

START TELLING A STORY.

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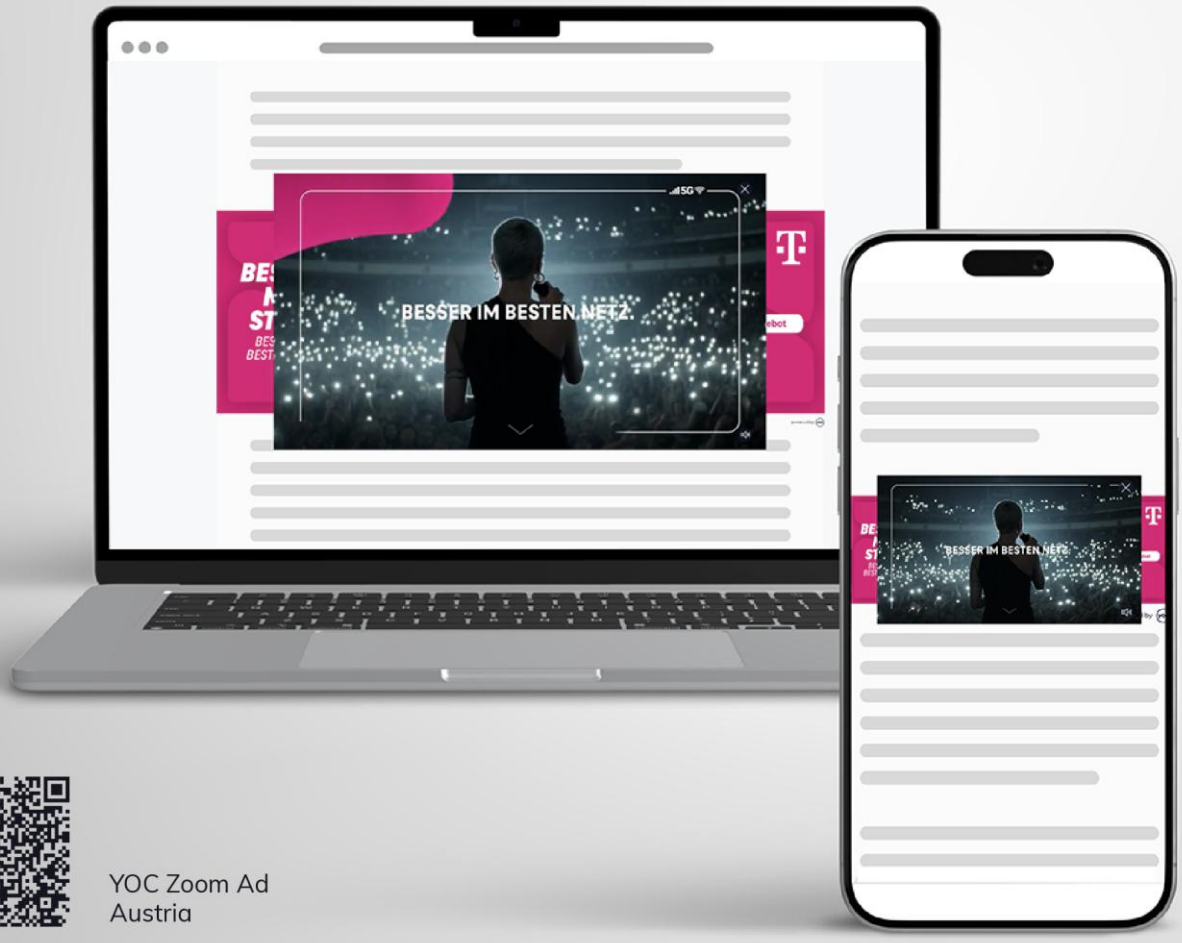
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YOC Zoom Ad
Austria

LETTER TO THE SHAREHOLDERS OF YOC AG

Dear Shareholders,

The first nine months of fiscal year 2026 continued to be shaped by a challenging macroeconomic environment. At the same time, we made meaningful progress in strengthening the underlying profitability of our business and establishing the foundation for sustainable earnings improvement.

YOC Group revenues amounted to EUR 25.8 million in the first nine months of 2026, slightly below the prior-year level. In particular, revenue performance in the third quarter of 2026 fell short of our expectations.

At the same time, we continue to see a steadily increasing share of revenue generated from video advertising formats, a key strategic objective outlined in our product roadmap. This development is being driven primarily by the strong growth of Connected TV (CTV), a relatively new channel for YOC. Since the end of 2025, we have been able to offer our clients high-impact advertising solutions across all screens, further expanding our omnichannel capabilities.

Our gross profit margin developed positively, increasing from 42.7% to 43.2% compared to the prior-year period. In the third quarter of 2026, gross margin reached 43.6%, the highest level achieved over the past four quarters. This performance validates the effectiveness of the measures we have implemented to enhance operational efficiency, optimize media procurement, and further leverage the platform economics of VIS.X®.

EBITDA increased by 27% to EUR 1.5 million (9M 2025: EUR 1.2 million). At the same time, net income improved significantly, from EUR -0.9 million in the prior-year period to EUR -0.5 million.

In addition to operational improvements, earnings benefited from the first-time recognition of a EUR 0.8 million research and development tax incentive related to eligible R&D activities conducted between 2023 and 2025. Furthermore, based on applications already submitted, we expect total cash inflows of approximately EUR 2.4 million. These funds are expected to be received during the first half of 2027 and will further strengthen the Company's financial position and liquidity.

We have also continued to enhance our competitive position from a technology perspective. Ongoing investments in VIS.X®, the expansion of data-driven advertising solutions, and the increasing integration of artificial intelligence are creating additional efficiency gains and reinforcing our position within the European programmatic advertising market.

Looking ahead to fiscal year 2027, we are confident in our ability to translate the technological and organizational foundations established over the past several quarters into profitable growth. Through continued enhancements to VIS.X®, the introduction of new advertising products, and the expansion of data-driven and AI-powered solutions, we expect to return to sustainable revenue growth and further increase our market share.

Artificial intelligence is also becoming an increasingly integral part of our operating and development processes. Through the automation of repetitive tasks, optimization of workflows, and more efficient product development and commercialization, we expect to achieve meaningful productivity gains across all areas of the organization.

In parallel, we remain firmly committed to further optimizing our fixed-cost structure. Leveraging efficiency gains from AI adoption and additional process automation, we aim to reduce our annual fixed-cost base by up to EUR 1.0 million beginning in fiscal year 2027. This initiative is expected to provide a strong foundation for disproportionately stronger growth in EBITDA, cash flow, and overall profitability.

Another important driver of earnings improvement is the continued expansion of our gross profit margin. We believe that the initiatives implemented over the past year have established the necessary foundation to increase our full-year gross profit margin back to a range of 45% to 46% in fiscal year 2027.

As a result, we expect the combination of revenue growth, fixed-cost reduction, and higher gross margins to deliver a meaningful improvement in the earnings power of our business.

The performance of our share price during fiscal year 2026 reflects the challenges of the broader capital markets environment and, in our view, does not adequately capture the operational progress achieved by the Company. Our focus remains firmly on the factors that drive long-term shareholder value: technology leadership, increasing gross profit generation, a more efficient cost structure, sustainable revenue growth, and the disciplined application of artificial intelligence to accelerate product innovation, productivity, and scalability. We are confident that the foundations established during fiscal year 2026 will translate into significantly improved profitability in the years ahead.

Our ambition is clear: to further evolve YOC into an even more technology-driven, AI-powered, and highly scalable AdTech company. We firmly believe that the groundwork laid in 2026 provides a strong basis for sustainably improving earnings and supporting the Company's continued long-term success.

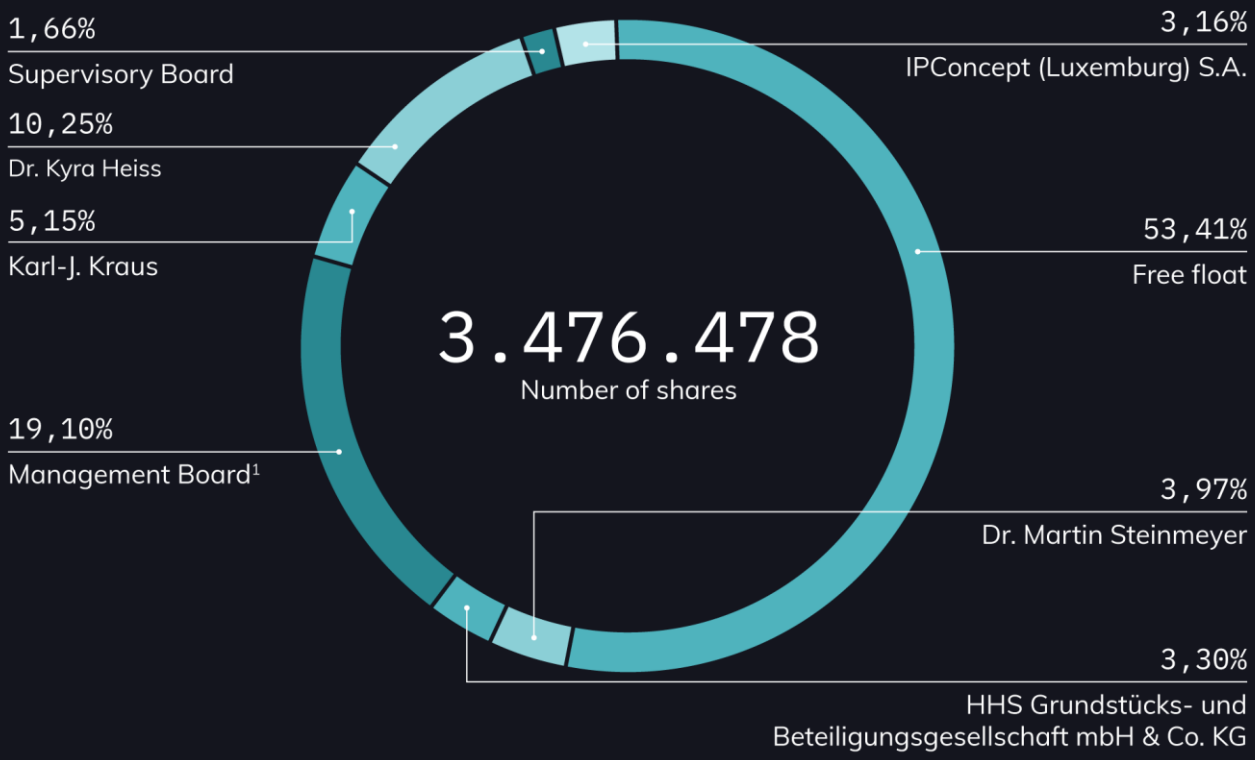
Warm regards,



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 September 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 September 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



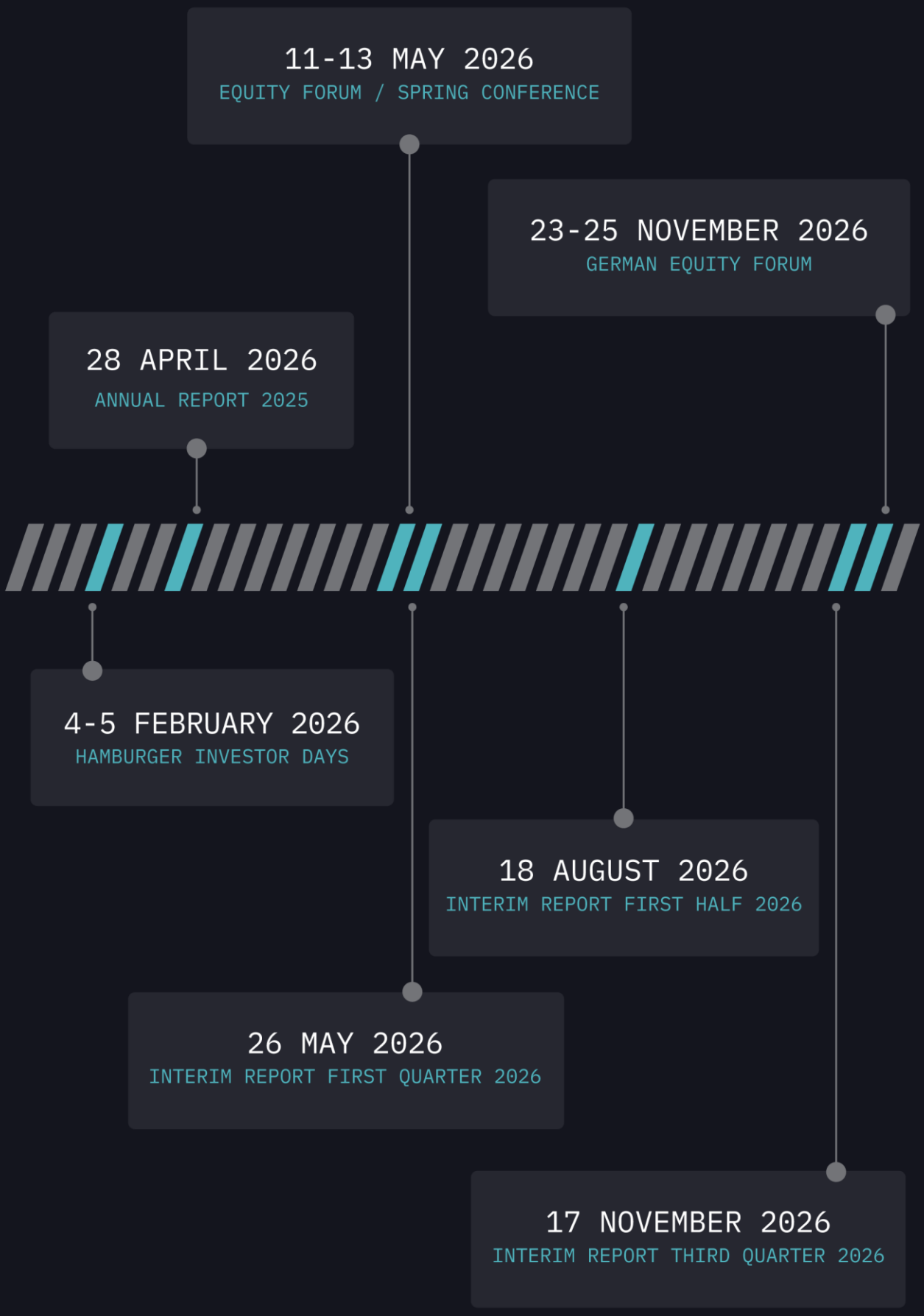
Sacha Berlik is the third member of the Supervisory Board of YOC AG. The entrepreneur and investor was Managing Director EMEA at The Trade Desk. Prior to this, he founded the first European programmatic marketing agency, mexad, which he sold to DataXu (now ROKU).

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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YOC Universal Display Solution
Switzerland

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.

USER

ENJOY NON-INTRUSIVE
AD EXPERIENCES.



ADVERTISER

REACH KEY CUSTOMERS.
BOOST BRAND METRICS.

PUBLISHER

MAXIMIZE MONETIZATION.
RETAIN USERS.

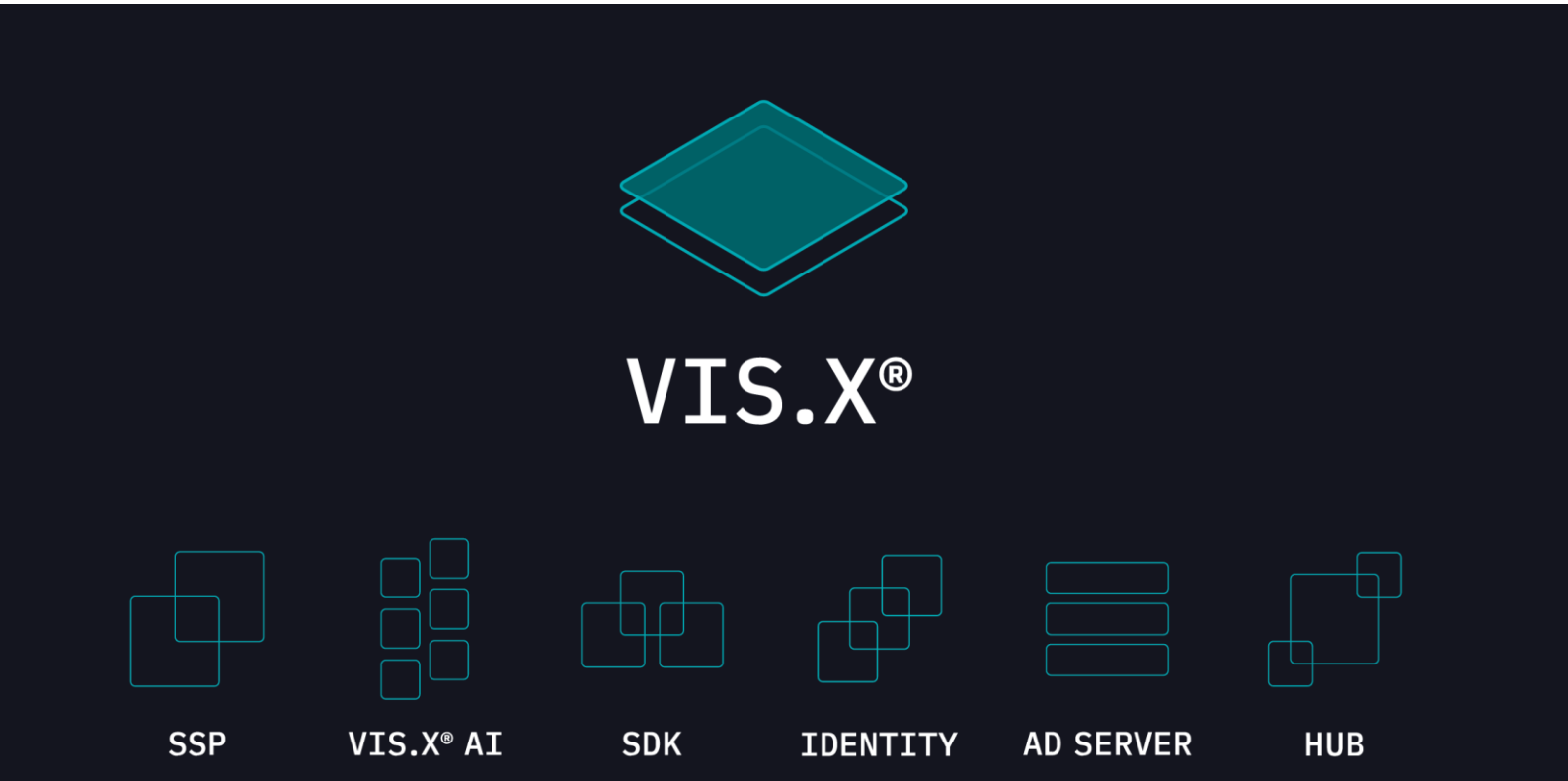
VIS.X®-PLATTFORM

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.

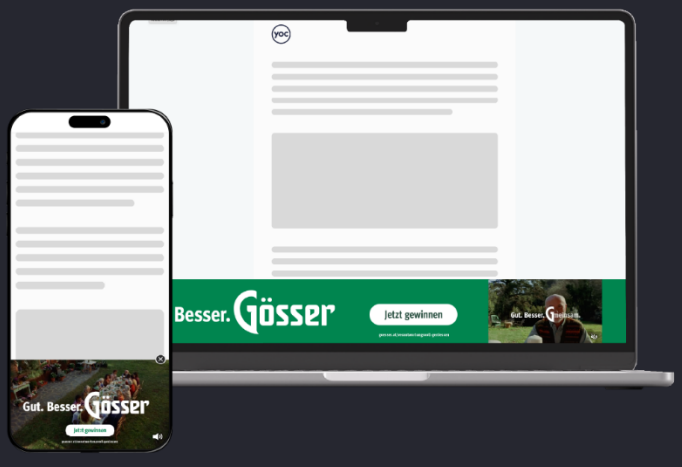
YOC's product portfolio currently consists of ten high-impact products:

- 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.



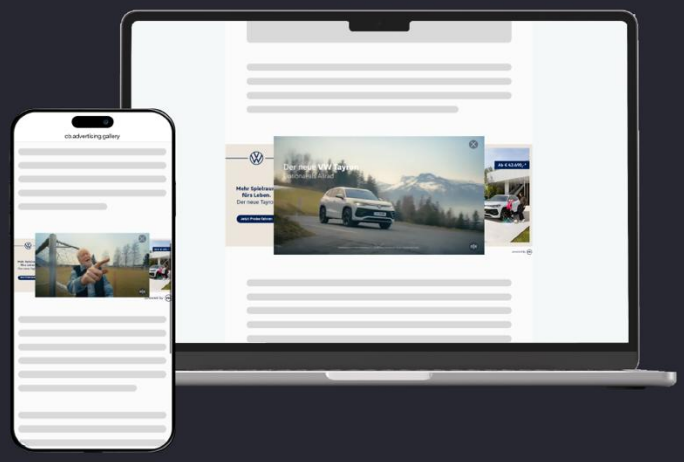
YOC MYSTERY AD®



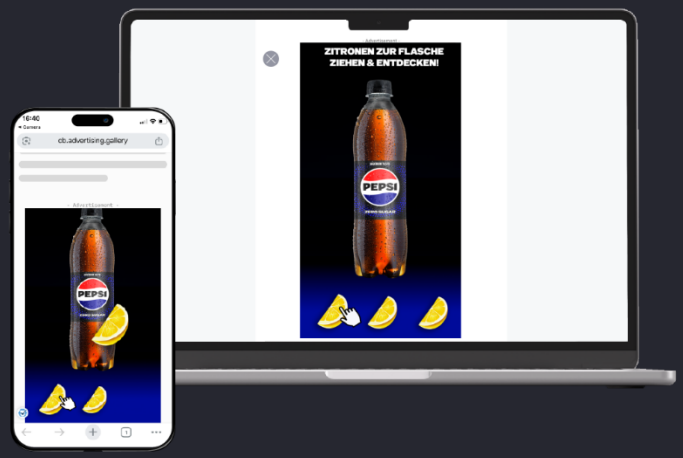
YOC MYSTERY SCROLLER®



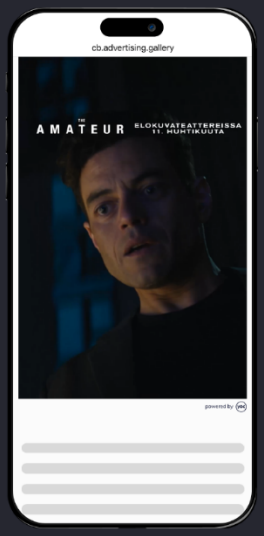
YOC SKIN



YOC ZOOM AD



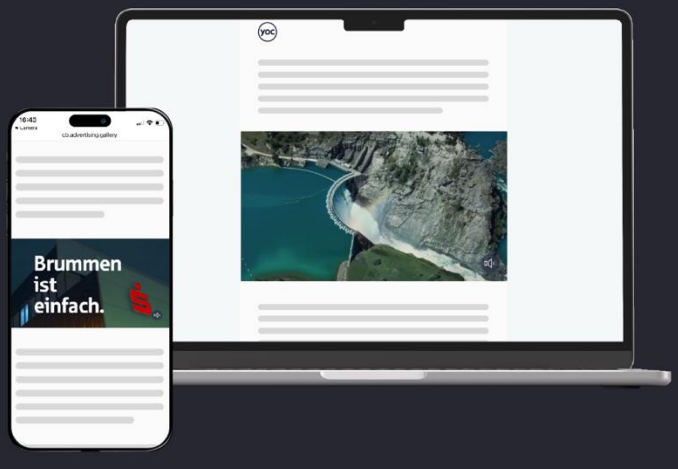
YOC UNDERSTITIAL AD®



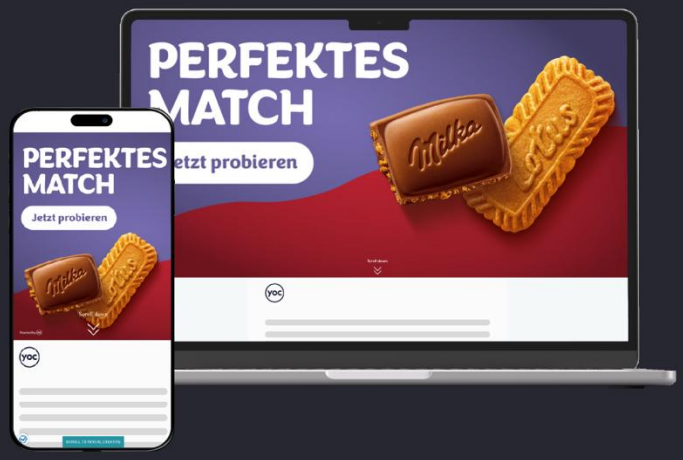
YOC BRANDED TAKEOVER



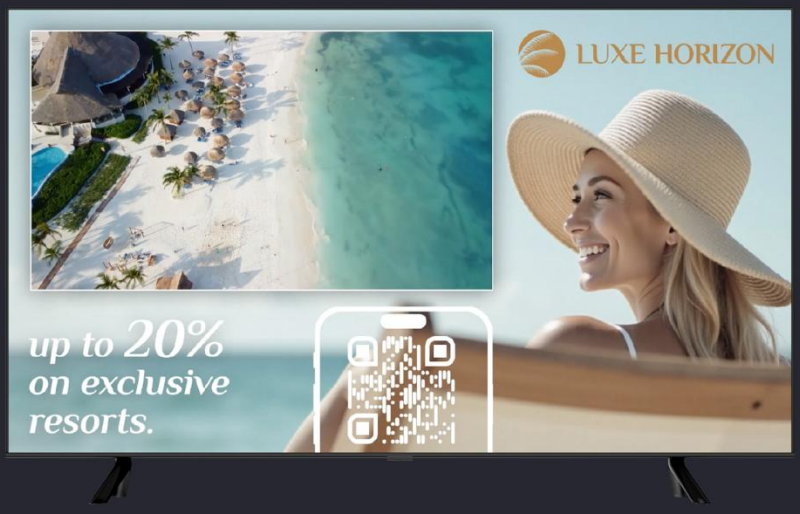
YOC SITEBAR



YOC INLINE VIDEO AD



YOC PRIME SCROLLER

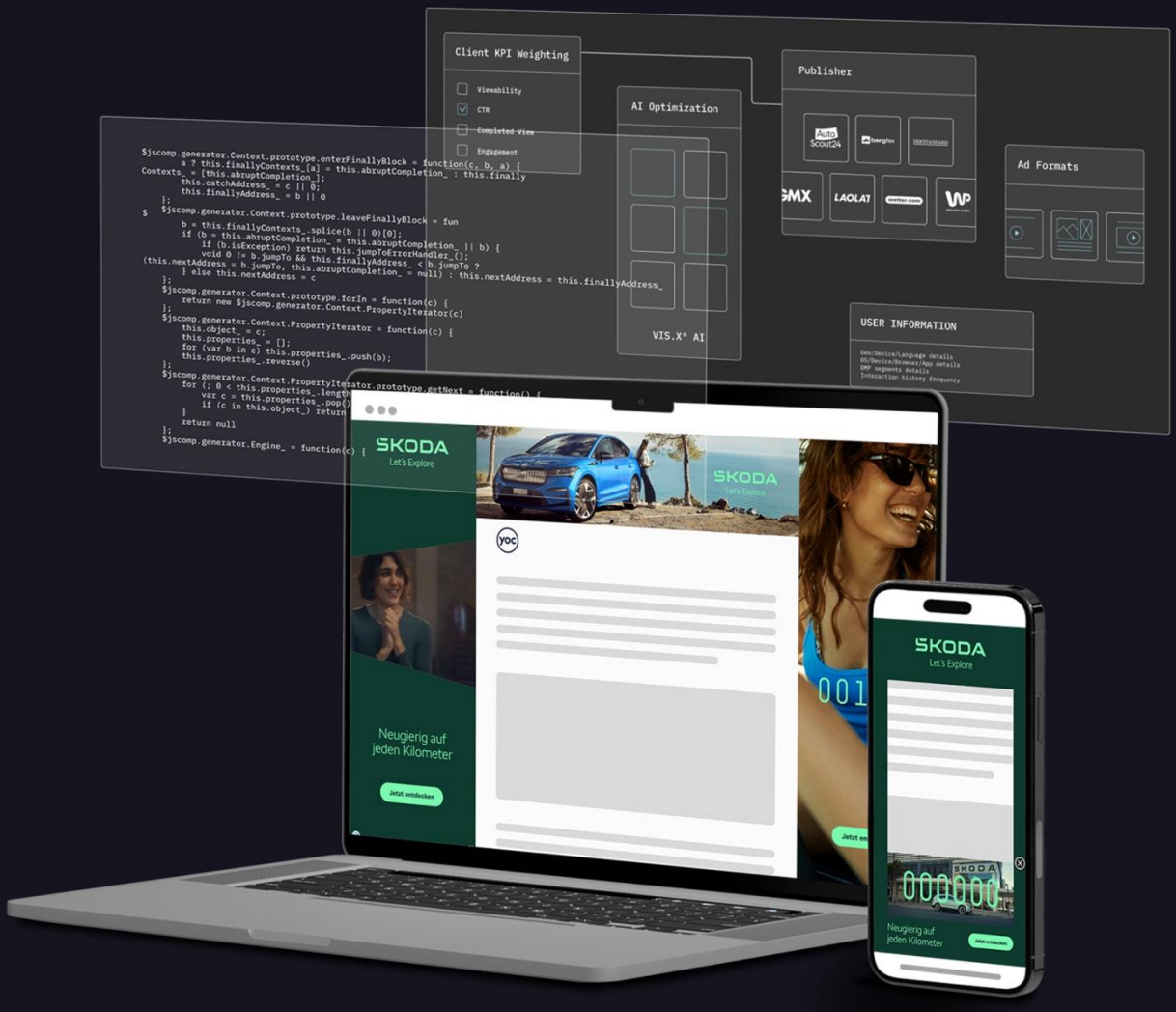


YOC SPOTLIGHT

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

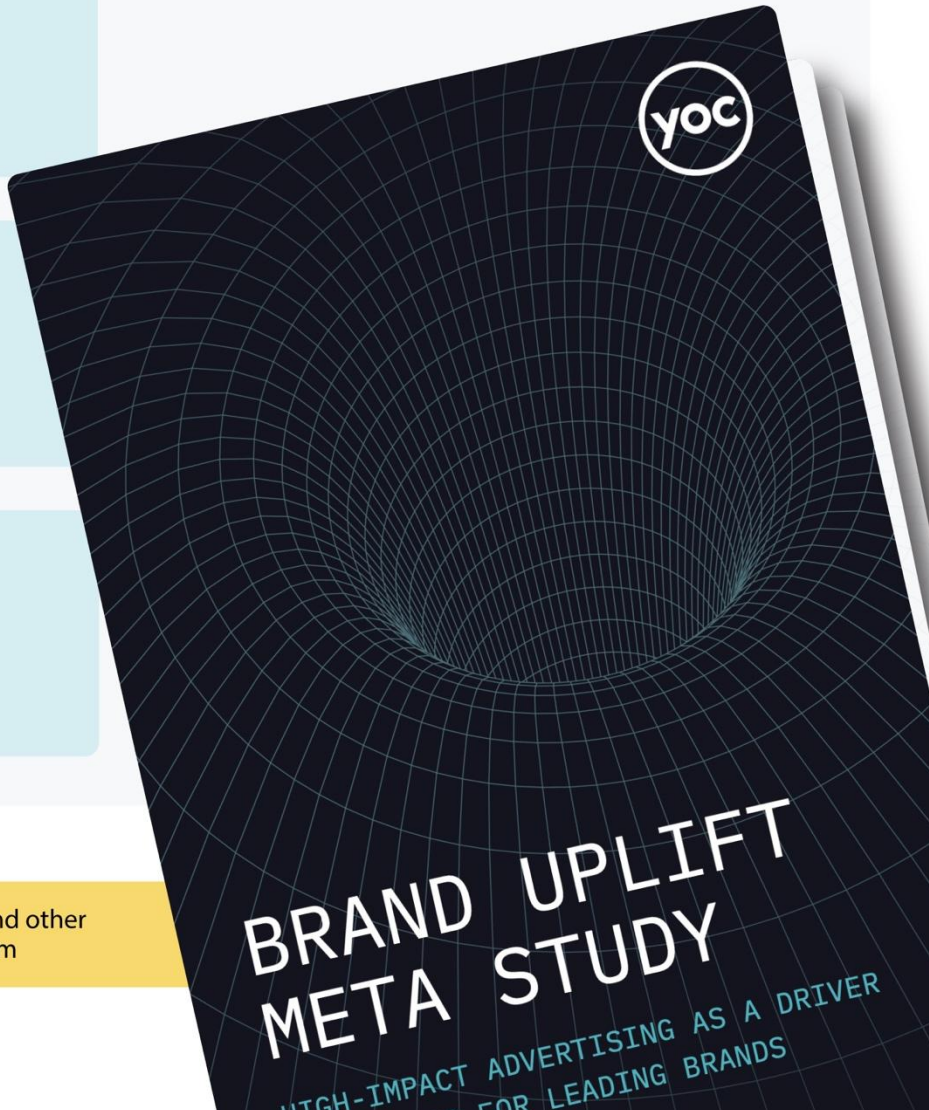
Action moves to the center. Clear calls to action, simple messaging, and visual guidance lower barriers and drive activation.

ACTION

+36%
Brand Recall

69%
Positive Perception

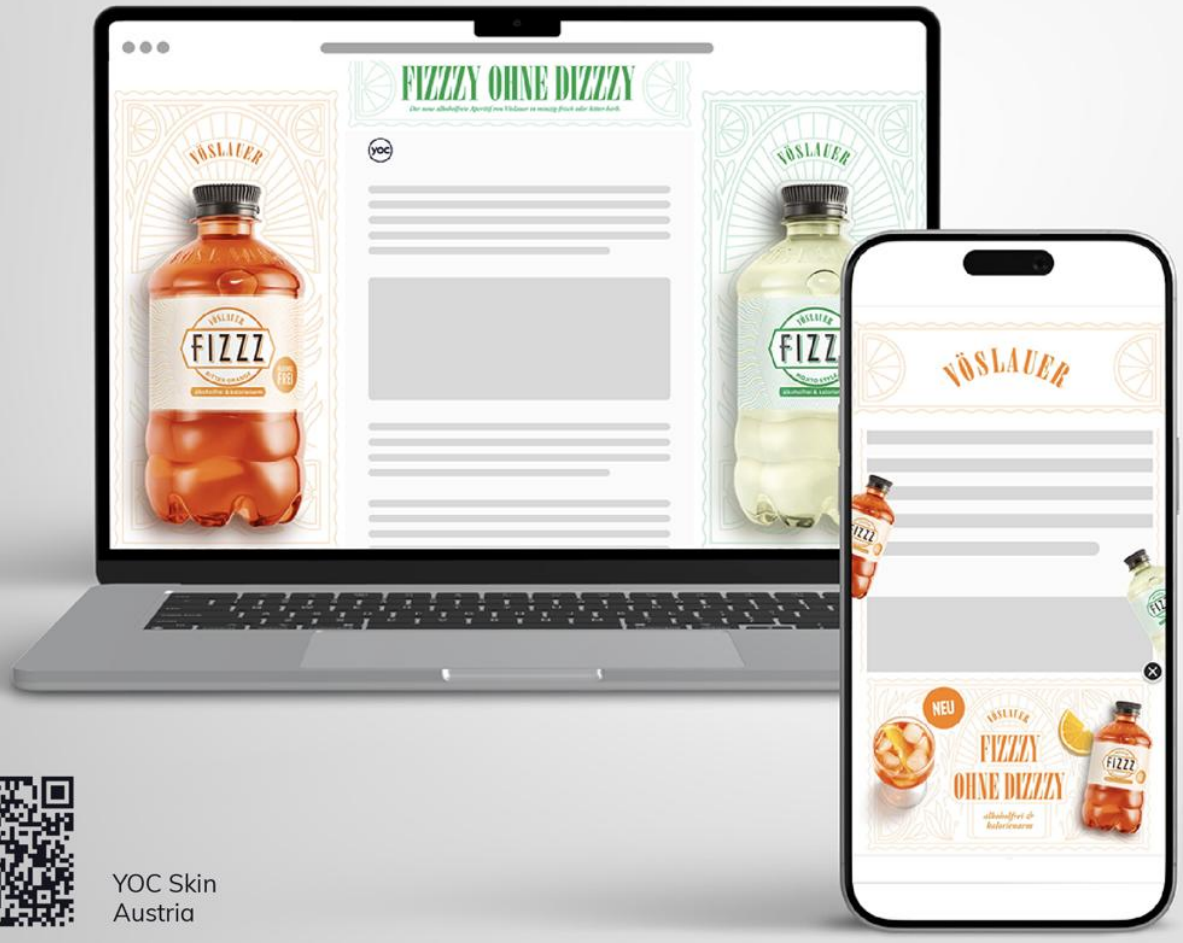
+14%
Purchase Intent



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

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YOC Skin
Austria

BUSINESS DEVELOPMENT OF YOC GROUP

YOC AG develops innovative technology and software solutions for the digital advertising industry. Through its proprietary programmatic trading platform VIS.X®, the Group enables a high-quality and efficient advertising experience for advertisers, publishers, and users of web and mobile applications. As one of the pioneers in digital advertising, YOC has been active in the market since 2001 and has been listed in the Prime Standard segment of the Frankfurt Stock Exchange since 2009. The Company is headquartered in Berlin, Germany.

In addition to its headquarters in Berlin, YOC operates offices in Düsseldorf, Hamburg, Helsinki, Stockholm, Vienna, Warsaw, and Zurich.

VIS.X® enables the programmatic and automated trading of YOC's advertising products and positions the Company as a premium provider of advertising technology solutions. Revenue is generated from the delivery of digital advertising services purchased by advertisers through programmatic demand-side platforms (DSPs).

Advertising campaigns are delivered through the acquisition of advertising inventory from publisher partners via the VIS.X® technology platform and complementary proprietary technology solutions.

During the first nine months of fiscal year 2026, YOC Group generated revenue of EUR 25.8 million (9M/2025: EUR 26.6 million). Revenue performance continued to be impacted by a cautious advertising spending environment and selective budget allocation decisions by advertisers despite the ongoing structural growth of the digital advertising market.

Revenue generated in the domestic market amounted to EUR 13.2 million (9M/2025: EUR 14.5 million), while international revenue increased to EUR 12.6 million (9M/2025: EUR 12.1 million).

Gross profit remained below the Company's long-term target level due to continued market and customer-related challenges. However, gross profit margin improved progressively throughout the year and reached 43.6% in Q3/2026, representing the highest level achieved over the previous four quarters. For the first nine months of 2026, the gross profit margin increased to 43.2%, compared to 43.0% in Q2/2026, 43.2% in Q1 2026, and 41.6% in Q4 2025.

The continuous improvement in gross profit margin demonstrates the effectiveness of the measures implemented to enhance operational efficiency and profitability, while also reflecting the increasing scalability of the VIS.X® platform.

EBITDA amounted to EUR 1.5 million during the reporting period, representing an increase of 27% compared to EUR 1.2 million in the prior-year period. Earnings benefited from the initial recognition of an R&D tax incentive in the amount of EUR 0.9 million. This incentive relates to eligible research and development activities conducted between 2023 and 2025.

The Company expects total benefits of approximately EUR 2.4 million from the related applications submitted under the German R&D tax incentive program.

The grant income is recognized over the useful lives of the related capitalized development assets. During the reporting period, other operating income of EUR 0.9 million was recognized for the first time in connection with this funding program.

Subject to final approval by the relevant authorities, the remaining grant income is expected to be recognized through profit or loss over the coming fiscal years.

Consolidated profit for the period improved to EUR -0.5 million (9M/2025: EUR -0.9 million). In addition to improved operating performance, earnings benefited from the initial recognition of the R&D tax incentive.

As of 30 September 2026, cash and cash equivalents amounted to EUR 0.2 million, compared to EUR 4.1 million as of 31 December 2025. The decrease was primarily driven by seasonal working capital effects. In addition, YOC AG had access to undrawn credit facilities totaling EUR 1.5 million as of the reporting date.

Total assets decreased, also primarily due to seasonal effects, to EUR 22.0 million as of 30 September 2026 (31 December 2025: EUR 23.6 million).

Shareholders' equity amounted to EUR 7.3 million as of 30 September 2026, corresponding to an equity ratio of 33%, unchanged compared to 31 December 2025.

ECONOMIC ENVIRONMENT

Economic conditions across the European Union continued to be shaped by a challenging geopolitical and macroeconomic backdrop. The ongoing war in Ukraine, conflicts in the Middle East, escalating trade tensions, and the continued fragmentation of global supply and value chains remained key factors weighing on economic activity. In addition, elevated energy prices resulting from geopolitical uncertainty and continued caution in corporate investment spending acted as further headwinds to economic growth.

According to the European Commission's Spring 2026 Economic Forecast, real GDP growth for the European Union is expected to reach 1.1% in 2026, while growth in the Euro Area is projected at 0.9%. At the same time, average inflation is forecast at 3.1% for the European Union and 3.0% for the Euro Area. For 2027, the European Commission expects a further stabilization of the economic environment, easing inflationary pressures, and a moderate acceleration of economic growth.[1]

Following several years of stagnation, the German economy is showing initial signs of recovery, although growth remains subdued. Germany's gross domestic product is expected to increase by 0.6% in 2026. Inflation is projected at 2.9%, while the unemployment rate is expected to remain around 4.0%.[2]

Despite the still muted macroeconomic environment, the digital advertising market continues to demonstrate strong structural growth. According to the latest forecast by the Online Marketing Group (OVK) of the German Association for the Digital Economy (BVDW), the German online display, video, and connected TV advertising market is expected to reach nearly EUR 9 billion in 2026. This represents year-over-year growth of 13.8% and significantly exceeds the original forecast issued at the beginning of the year. The market delivered strong momentum during the first half of 2026, driven by the continued shift of advertising budgets toward digital channels. Online video and connected TV advertising remain the primary growth drivers. However, the expansion of the digital advertising market continues to be largely driven by the major "walled gardens," including platforms such as Google, Meta, Amazon, and TikTok, which capture a significant share of digital advertising spend. At the same time, demand for high-quality, attention-driven, and privacy-compliant advertising environments across the premium open internet continues to increase. This trend particularly benefits providers of specialized advertising technologies that enable advertisers to achieve high visibility, stronger consumer engagement, and measurable campaign effectiveness outside closed platform ecosystems.[3]

For companies operating in the premium programmatic advertising segment, these developments underscore the long-term attractiveness of the open internet advertising market. Ongoing advances in automation, data-driven decision making, artificial intelligence, and premium digital advertising formats are expected to remain key drivers of market growth in the years ahead.

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[1] European Commission: European Economic Forecast – Spring 2026, Institutional Paper No. 341, Brussels, 21 May 2026. Accessed: 02 November 2026. Available at: https://economy-finance.ec.europa.eu/publications/european-economic-forecast-spring-2026_en

[2] European Commission: Economic Forecast for Germany, Brussels, 21 May 2026. Accessed: 02 November 2026. Available at: https://economy-finance.ec.europa.eu/economic-surveillance-eu-member-states/country-pages-including-country-reports/germany/economic-forecast-germany_en

[3] Bundesverband Digitale Wirtschaft (BVDW) e.V., Online Marketing Association (OVK): OVK Forecast 2/2026 – German Digital Advertising Market Expected to Grow to Nearly EUR 9 Billion, Düsseldorf, 23 September 2026. Accessed: 02 November 2026. Available at: https://www.bvdw.org/news-und-publikationen/ovk-prognose-2-2026/

DEVELOPMENT OF THE EARNINGS POSITION OF THE YOC GROUP

REVENUE DEVELOPMENT AND TOTAL OPERATING PERFORMANCE

During the first nine months of fiscal year 2026, the YOC Group generated **revenue** of EUR 25.8 **million** (9M/2025: EUR 26.6 million).

Total operating performance remained stable at EUR 27.8 million (9M/2025: EUR 27.8 million).

REVENUE AND EARNINGS PERFORMANCE OF THE YOC GROUP'S REPORTABLE SEGMENTS

During the first nine months of fiscal year 2026, revenue generated by the Group's two reportable segments totaled EUR 25.8 million (9M/2025: EUR 26.6 million).

Revenue generated in the **Domestic market** amounted to EUR 13.2 million (9M/2025: EUR 14.5 million). Segment EBITDA reached EUR 3.5 million (9M/2025: EUR 3.6 million).

Revenue generated from **International operations** increased to EUR 12.6 million (9M/2025: EUR 12.1 million). The segment reported EBITDA of EUR 1.0 million during the reporting period (9M/2025: EUR 0.5 million).

COST OF MATERIALS AND GROSS PROFIT

Cost of materials amounted to EUR 14.6 million during the reporting period (9M/2025: EUR 15.2 million). As a result, the gross profit margin improved to 43.2% (9M/2025: 42.7%).

The Group achieved a continuous improvement in its gross profit margin throughout the year, reaching 43.6% in Q3/2026, the highest level recorded over the last four quarters (Q2/2026: 43.0%, Q1/2026: 43.2%, Q4/2025: 41.6%).

This development reflects the successful execution of initiatives aimed at enhancing operational efficiency, pricing discipline, and profitability, while further demonstrating the increasing scalability of the VIS.X® platform.

For the fourth quarter of 2026, the Company expects a further sustainable improvement in its gross profit margin. This is expected to be supported by efficiency gains already realized within the Company's technical infrastructure as well as targeted pricing and cost optimization initiatives.

The continuous expansion of the gross profit margin remains a key lever for scaling the business model and further strengthening the Company's long-term earnings power.

Based on the margin improvements achieved in recent quarters and the measures already implemented, the Company currently expects to restore its full-year gross profit margin to a range of 45% to 46% in fiscal year 2027.

PERSONNEL EXPENSES AND WORKFORCE DEVELOPMENT

During fiscal year 2026, the YOC Group successfully retained key talent while attracting additional highly qualified employees for strategically important positions.

As of 30 September 2026, the YOC Group **employed** 130 people (30 September 2025: 131 employees).

The **average number of employees** during the first nine months of fiscal year 2026 was 132 (9M/2025: 125 employees). Part-time employees are converted into full-time equivalents (FTEs). Trainees, interns, and members of the Management Board are excluded from the calculation.

Personnel expenses amounted to EUR 8.4 million during the reporting period (9M/2025: EUR 8.0 million). The increase compared to the prior-year period primarily reflects targeted investments in selected strategic functions. At the same time, the Company continues to drive operational efficiency and organizational scalability. Key initiatives include the automation of business processes, the expanded deployment of AI-powered solutions, and the ongoing optimization of internal workflows. The objective is to support future growth increasingly through productivity gains, technological innovation, and operating leverage, thereby reducing reliance on proportional workforce expansion.

OTHER OPERATING EXPENSES

Other operating expenses decreased to EUR 3.3 million during the reporting period (9M/2025: EUR 3.5 million).

Despite continued investments in the development of the Company's technology platform and its international operations, other operating expenses were reduced by EUR 0.2 million year-over-year, reflecting ongoing cost discipline and efficiency improvements.

EBITDA

Earnings before interest, taxes, depreciation and amortization (EBITDA) amounted to EUR 1.5 million during the reporting period, representing an increase of 27% year-over-year compared to EUR 1.2 million in the prior-year period.

Earnings performance benefited from the initial recognition of a government-sponsored R&D tax incentive, which was recorded in profit or loss for the first time during the reporting period.

NET INCOME AND CONSOLIDATED NET RESULT OF THE YOC GROUP

During the first nine months of fiscal year 2026, the YOC Group recorded depreciation and amortization expenses of EUR 1.7 million (9M/2025: EUR 1.5 million). The increase was primarily attributable to higher amortization of intangible assets.

Net finance expense amounted to EUR 0.1 million (9M/2025: EUR 0.1 million).

Income taxes totaled EUR 0.2 million (9M/2025: EUR 0.4 million).

As a result of the factors described above, the YOC Group reported a **consolidated profit for the period** of EUR -0.5 million for the first nine months of fiscal year 2026, compared to a net loss of EUR -0.9 million in the prior-year period.

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

ASSETS

As of 30 September 2026, the YOC Group's **total assets** amounted to EUR 22.0 million (31 December 2025: EUR 23.6 million). Of this amount, EUR 12.0 million represented non-current assets and EUR 10.0 million represented current assets.

EQUITY

As of 30 September 2026, the YOC Group's **equity** amounted to EUR 7.3 million (31 December 2025: EUR 7.8 million). The change compared to 31 December 2025 was primarily attributable to the **consolidated profit for the period** for the current fiscal year. The Group's equity ratio remained unchanged at 33% as of the reporting date (31 December 2025: 33%).

The Company's **share capital** amounted to EUR 3.5 million. The **total number of voting rights** of YOC AG remained unchanged at 3,476,478 shares and voting rights, respectively.

Foreign currency translation differences amounted to EUR -0.01 million (9M/2025: EUR -0.06 million) and primarily resulted from the translation of the financial statements of the Group's subsidiaries in Poland, Switzerland, and Sweden.

LIABILITIES

As of 30 September 2026, the Company's total **liabilities** amounted to EUR 14.7 million (31 December 2025: EUR 15.8 million). Of this amount, EUR 2.1 million represented non-current liabilities and EUR 12.6 million represented current liabilities.

CONTINGENT LIABILITIES, WARRANTIES OR SIMILAR COMMITMENTS

The exercise of 20,000 virtual stock options is linked to a public takeover offer 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 exercise price at the grant date on 01 October 2014 amounted to EUR 1.92 per option. These virtual stock options would expire upon the premature termination or expiration of the respective Management Board service agreement.

As in the prior year, no liabilities were recognized in connection with these virtual stock options as of the reporting date.

Furthermore, the service agreement of Dirk-Hilmar Kraus, which runs until 31 March 2029, includes a one-time performance-based compensation component in the event of a change of control resulting from a takeover offer. Depending on the Company's share price at the time of the transaction, the compensation may amount to up to 1.5% of the transaction volume.

As management currently considers the likelihood of such an event occurring in the foreseeable future to be low, no related liability has been recognized as of the reporting date.

Apart from the matters described above, there were no further guarantees, contingent liabilities, or similar obligations as of 30 September 2026.

CASH FLOW AND LIQUIDITY

As of the reporting date, the YOC Group's cash and **cash equivalents** amounted to EUR 0.2 million, representing a seasonal decrease of EUR 3.9 million compared to year-end 2025 (31 December 2025: EUR 4.1 million).

In addition, YOC AG had unused credit facilities totaling EUR 1.5 million available as of the reporting date.

Accordingly, the YOC Group continues to maintain sufficient financial resources to support both organic growth initiatives and selective acquisition opportunities.

OPERATING CASH FLOW

The Group determines **operating cash flow** using the indirect method. The starting point for the calculation is the consolidated profit for the period for fiscal year 2026 of EUR -0.5 million (9M/2025: EUR -0.9 million).

During the reporting period, the YOC Group generated operating cash flow of EUR -1.5 million (9M/2025: EUR -0.1 million).

In addition to the consolidated net result, operating cash flow was primarily affected by changes in working capital, income tax payments, and non-cash expenses and income.

The year-over-year development of operating cash flow was driven predominantly by movements in working capital related to the Group's operating activities.

INVESTING ACTIVITIES

Cash outflows from investing activities amounted to EUR 1.9 million (9M/2025: EUR 2.0 million).

Investments primarily related to the continued 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 EUR -0.5 million (9M/2025: EUR -0.6 million).

Cash outflows mainly resulted from the scheduled repayment of loan and lease liabilities. Lease payments primarily relate to office space across the YOC Group's European locations and, in accordance with applicable IFRS accounting standards, are presented as cash flows from financing activities.

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

The YOC Group delivered a solid overall performance during the first nine months of fiscal year 2026 despite the continued challenging market environment. **Revenue** amounted to EUR 25.8 million, representing a slight decline compared to the prior-year period. At the same time, the Group achieved meaningful improvements across key profitability metrics.

A particularly positive development was the continued expansion of the **gross profit margin**, which increased from 42.7% to 43.2% year-over-year and reached 43.6% in the third quarter of 2026, the highest level recorded over the last four quarters. This performance demonstrates the effectiveness of the measures implemented to improve operational efficiency, pricing discipline, and the scalability of the Group's business model. Management expects this positive trajectory to continue and currently targets a full-year gross profit margin in the range of 45% to 46% for fiscal year 2027.

Earnings before interest, taxes, depreciation and amortization (EBITDA) increased to EUR 1.5 million, representing a 27% year-over-year improvement. Earnings growth was driven by both operational improvements and the initial recognition of an R&D tax incentive of EUR 0.9 million, as well as the consistent execution of efficiency initiatives across the organization. As a result, the Group's net loss improved to EUR 0.5 million, compared to a net loss of EUR 0.9 million in the prior-year period.

In addition, the Group further expanded its **workforce** during the reporting period, while maintaining a consistently strong level of **average order backlog**, providing a solid foundation for future business development.

The Group's **financial position** and **net assets** remain sound. As of 30 September 2026, the YOC Group reported equity of EUR 7.3 million and maintained a stable equity ratio of 33%.

As of the reporting date, **cash and cash equivalents** amounted to EUR 0.2 million, reflecting the Company's typical seasonal working capital pattern and therefore remaining below the year-end 2025 balance of EUR 4.1 million. In addition, the Company had available credit facilities of EUR 1.5 million, providing sufficient financial flexibility to fund the continued expansion of the VIS.X® platform, ongoing operations, and future growth initiatives.

Overall, Management considers the YOC Group's **earnings, financial, and net asset position** as of the end of the reporting period to be solid. The continued improvement in gross margin, the high scalability of the VIS.X® platform, disciplined cost management, and the increasing automation of business processes provide a strong foundation for further improvements in profitability, cash flow generation, and long-term shareholder value creation.

Furthermore, the Company expects cash inflows of approximately EUR 2.4 million from R&D tax incentives relating to fiscal years 2023 through 2025. While portions of these incentives have already been recognized in earnings, the corresponding cash receipts are currently expected, subject to final assessment by the competent authorities, to be received largely during the first half of 2027.

These inflows are expected to further strengthen the Group's liquidity position and financial flexibility.

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://in-sights.yoc.com/nielsen-brandawareness (*Information not included in the management report, unaudited*)

On 22 October 2026, the Management Board updated its guidance for fiscal year 2026. While the Company had previously expected **revenue** in the range of EUR 39.0 million to EUR 41.0 million and **earnings before interest, taxes, depreciation and amortization (EBITDA)** between EUR 3.0 million and EUR 4.5 million, it now expects revenue of EUR 35.0 million to EUR 37.0 million and **earnings before interest, taxes, depreciation and amortization (EBITDA)** of EUR 2.0 million to EUR 2.5 million. The revised outlook reflects the business performance during the first nine months of 2026 as well as the Company's current expectations for the fourth quarter of 2026.

For 2026, the European Union is still expected to deliver moderate GDP growth.[5] At the same time, Germany's economy is expected to remain subdued amid ongoing geopolitical and macroeconomic uncertainties. [6]

As the YOC Group generates slightly more than half of its revenue in Germany, the macroeconomic environment remains challenging. Nevertheless, Management continues to expect a structural shift of advertising budgets toward digital channels and sustained demand for programmatically traded high-impact advertising formats. As a result, the Company believes its business model remains resilient despite the current economic backdrop.

Overall, the YOC Group expects **revenue** for fiscal year 2026 in the range of EUR 35.0 million to EUR 37.0 million.

At the same time, the Group expects its **average order backlog**, defined as the average volume of contractually committed but not yet recognized customer orders throughout the fiscal year, to remain at a high level. The metric is based on the Company's CRM platform, which serves as a central management tool and continuously tracks confirmed customer orders as well as their planned delivery schedules.

The YOC Group remains committed to driving future growth increasingly through productivity gains, automation, and the broader deployment of AI-powered technologies. Against this backdrop, only a selective expansion of **headcount** in strategically important functions is expected.

The Company's **gross profit margin** is expected to continue improving. Following the positive margin development achieved so far in 2026, Management expects the full-year gross profit margin to reach the upper end of the previously communicated range of 43% to 46%.

For fiscal year 2027, the Company is currently targeting a further increase in gross profit margin to 45% to 46%. The continued expansion of gross margin remains a key driver of business model scalability and long-term profitability improvement.

Based on the current revenue and gross profit outlook, and taking into account the R&D tax incentive recognized in earnings for the first time during fiscal year 2026, Management expects **EBITDA** for fiscal year 2026 to range between EUR 2.0 million and EUR 2.5 million.

5 International Monetary Fund (IMF): Regional Economic Outlook: Europe, April 2026. Accessed: 02 November 2026.

6 German Federal Government: Spring Economic Projection 2026 (Frühjahrsprojektion 2026), published 22 April 2026. Accessed: 02 November 2026.

For fiscal year 2026, the Company expects a **consolidated profit for the period** between EUR -1.0 million and EUR -0.5 million.

In addition, the Company expects cash inflows of approximately EUR 2.4 million from R&D tax incentives relating to fiscal years 2023 through 2025. Subject to final assessment by the responsible authorities, these cash receipts are currently expected to be received predominantly during the first half of 2027, providing additional support to the Group's liquidity position.

Based on the current business plan, Management expects the Group's **equity ratio** to remain at a solid level going forward.

Furthermore, the YOC Group has available credit facilities totaling EUR 1.5 million and therefore remains well positioned to finance the ongoing development of the VIS.X® platform, support organic growth, and pursue selective acquisition opportunities.

Forecasts are inherently subject to risks and uncertainties. Should one or more of the underlying assumptions prove incorrect, actual results may differ materially from those currently anticipated.

Although the YOC Group's business is primarily focused on European markets, it continues to be influenced by broader global economic and geopolitical developments. Ongoing geopolitical tensions, economic policy rivalries among major economies, and political uncertainties across various regions continue to increase market volatility and limit visibility regarding future economic and industry growth trends.

In light of these developments, the Group continuously monitors potential impacts on its business operations. Based on current information, Management believes that direct effects on the Company's operating business will remain limited. However, indirect effects on the broader economic environment and market participants throughout the value chain cannot be ruled out.

The Management Board of YOC AG continuously evaluates market developments, potential risks, and any measures required in response. Overall, the Company believes it is well positioned to further improve its earnings power over the long term, supported by its strong technological market position, the scalability of the VIS.X® platform, and its disciplined focus on efficiency and profitability.

Management expects the margin improvements achieved during fiscal year 2026 to continue over the coming quarters and currently targets a full-year gross profit margin of 45% to 46% in fiscal year 2027. Achieving this objective would further strengthen the Group's profitability and provide additional evidence of the scalability of its business model.

OPPORTUNITIES AND RISKS REPORT

PRINCIPLES OF OPPORTUNITY AND RISK MANAGEMENT

To achieve its strategic objectives, the YOC Group employs a comprehensive and systematic opportunity and risk management framework that applies consistently across all reportable segments. This approach ensures that business opportunities are identified and actively pursued while appropriately considering the associated risks.

The continuous development of the opportunity and risk management system, taking into account a rapidly evolving market and business environment, represents a key foundation for sustainable growth.

In balancing return and risk considerations, the Group deliberately assumes appropriate risks in order to capitalize on attractive market opportunities and realize the associated growth potential.

The YOC Group utilizes a range of financial performance indicators to manage its business. Key metrics for assessing operational performance include, among others, revenue growth, gross profit margin, and earnings before interest, taxes, depreciation and amortization (EBITDA).

In addition to these core financial indicators, Management also monitors selected non-financial performance metrics. Particular focus is placed on the development of order intake, order backlog, and headcount, enabling opportunities and risks to be identified and assessed at an early stage.

The Management Board oversees the implementation of risk mitigation measures and the realization of business opportunities throughout the operational units.

The appropriateness of the methods and processes used for risk identification, assessment, management, monitoring, and communication is reviewed regularly and adjusted as necessary to reflect internal and external developments. The assessment horizon for opportunities and risks generally covers a short- to medium-term period of up to 18 months.

OPPORTUNITY MANAGEMENT

Based on its strong product portfolio, technological expertise, and continuous innovation capabilities, the YOC Group is well positioned to capitalize on opportunities arising from its business activities while effectively addressing the risks described below.

Management believes that the Group's strategic and technological initiatives will continue to strengthen its competitive position over the long term.

The YOC Group benefits from a broad range of opportunities arising from current market and industry trends.

Its established core markets continue to offer significant growth potential, supported by sustained customer demand and the expansion into additional customer segments.

Furthermore, selected international markets provide attractive expansion opportunities driven by increasing market penetration and favorable economic developments.

Additional opportunities arise from collaboration with external technology partners. Strategic partnerships can accelerate the development of products and solutions and further enhance the Group's technological capabilities.

Internal opportunities stem primarily from the continuous optimization of organizational structures and business processes. Efficiency gains resulting from digitalization, automation, and agile working methods can contribute to a sustainable improvement in the Company's cost structure.

At the same time, the targeted development and retention of highly qualified employees remain critical drivers of innovation and strengthen the Group's ability to respond flexibly to changing market conditions.

Additional opportunities arise from the Group-wide deployment of AI-powered technologies to automate processes, increase productivity, and enhance data-driven advertising solutions.

These initiatives have the potential to unlock further efficiency gains, shorten innovation cycles, and improve the scalability of the Group's business model. In addition, artificial intelligence creates new opportunities to optimize internal workflows and expand the technological capabilities of the VIS.X® platform.

Further significant opportunities result from the continued development of the YOC Group's proprietary technologies. These advancements support both the expansion of the Company's gross profit margin and the development of additional revenue channels.

Over time, both factors can contribute to increased profitability across all reportable segments.

RISK ASSESSMENT AND MANAGEMENT

Further information regarding the YOC Group's company-specific, industry-specific, and financial risks, as well as the corresponding risk management framework, is provided in detail in the Risk Report of the Group Management Report for fiscal year 2025, which was subject to review by the Company's statutory and group auditors.

Management's assessment of the YOC Group's risk profile has not changed materially since the publication of the 2025 Annual Report.

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YOC Universal Display Solution
Austria

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

All figures in EUR.

CONSOLIDATED INCOME STATEMENT	Q3/2026	Q3/2025
Revenue	8,121,764	9,514,732
Own work capitalized	280,538	295,983
Other operating income	904,346	162,370
Total output	**9,306,648**	**9,973,085**
Cost of materials	4,583,783	5,481,885
Staff expenses	2,765,339	2,681,633
Other operating expenses of which 6,000 EUR from impairment of receivables (Q3/2025: 40 EUR)	1,194,038	1,196,598
Operating profit before interest, tax and depreciation (EBITDA)	**763,488**	**612,969**
Depreciation	585,820	542,000
Operating profit	**177,668**	**70,969**
Financial income	46	126
Financial expenses	43,371	45,218
Net financial income	**-43,325**	**-45,092**
Profit before tax	**134,343**	**25,877**
Income tax	57,408	252,237
Deferred tax expense/income	4,976	4,976
Profit after tax	**81,911**	**-221,384**
CONSOLIDATED PROFIT FOR THE PERIOD	**81,911**	**-221,384**

EARNINGS PER SHARE	Q3/2026	Q3/2025
Basic earnings per share	**0.02**	**-0.06**
Diluted earnings per share	**0.02**	**-0.06**

CONSOLIDATED INCOME STATEMENT	Q3/2026	Q3/2025
Profit after tax	**81,911**	**-221,384**
Items that may be reclassified to the income statement in the future:		
Actuarial gains/losses on pensions	-11,929	0
Unrealised gains/losses from currency translation	63,773	-5,688
Other comprehensive income	**51,844**	**-5,688**
CONSOLIDATED COMPREHENSIVE INCOME	**133,755**	**-227,072**

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

All figures in EUR.

CONSOLIDATED INCOME STATEMENT	9M/2026	9M/2025
Revenue	25,809,266	26,592,066
Own work capitalized	880,575	837,621
Other operating income	1,127,948	404,710
Total output	**27,817,789**	**27,834,397**
Cost of materials	14,649,723	15,249,007
Staff expenses	8,378,782	7,976,793
Other operating expenses of which 8,800 EUR from impairment of receivables (9M/2025: 2,660 EUR)	3,323,425	3,457,120
Operating profit before interest, tax and depreciation (EBITDA)	**1,465,859**	**1,151,477**
Depreciation	1,687,899	1,548,729
Operating profit	**-222,040**	**-397,252**
Financial income	115	128
Financial expenses	114,882	131,069
Net financial income	**-114,767**	**-130,941**
Profit before tax	**-336,807**	**-528,193**
Income tax	197,664	400,228
Deferred tax expense/income	14,927	14,928
Profit after tax	**-519,544**	**-913,493**
CONSOLIDATED PROFIT FOR THE PERIOD	**-519,544**	**-913,493**

EARNINGS PER SHARE	9M/2026	9M/2025
Basic earnings per share	**-0,15**	**-0,26**
Diluted earnings per share	**-0,15**	**-0,26**

CONSOLIDATED INCOME STATEMENT	9M/2026	9M/2025
Profit after tax	**-519,544**	**-913,493**
Items that may be reclassified to the income statement in the future:		
Actuarial gains/losses on pensions	-11,929	0
Unrealised gains/losses from currency translation	51,568	-15,725
Other comprehensive income	**39,639**	**-15,725**
CONSOLIDATED COMPREHENSIVE INCOME	**-479,905**	**-929,218**

CONSOLIDATED BALANCE SHEET

All figures in EUR.

ASSETS	30.09.2026	31.12.2025
Non-current assets	**11,966,892**	**11,361,126**
Property, plant and equipment	333,115	377,826
Goodwill	1,623,898	1,623,898
Intangible assets	6,518,893	5,680,708
Rights of use arising from lease	1,764,268	1,961,125
Deferred tax assets	1,726,718	1,717,569
Current assets	**9,995,363**	**12,226,755**
Trade receivables	6,838,969	7,719,229
Other financial assets	535,553	397,051
Tax receivables	2,417,928	0
Cash and cash equivalents	202,913	4,110,475
TOTAL ASSETS	**21,962,255**	**23,587,881**

LIABILITIES	30.09.2026	31.12.2025
Equity	**7,339,139**	**7,819,044**
Subscribed share capital	3,476,478	3,476,478
Capital reserve	22,053,357	22,053,357
Accumulated losses	-18,177,434	-17,645,961
Difference arising from currency translations	-13,262	-64,830
Non-current liabilities	**2,820,783**	**1,930,934**
Provisions	91,815	92,298
Liabilities to banks	2,995	34,875
Other financial liabilities	94,949	94,949
Other liabilities	1,164,678	0
Liabilities from leases	1,424,847	1,679,242
Pension provisions	41,499	29,570
Current liabilities	**11,802,333**	**13,837,903**
Contractual liabilities	144,259	231,107
Trade payables and services	3,427,474	4,695,146
Liabilities to banks	38,827	37,316
Other liabilities	1,587,740	1,351,178
Other financial liabilities	2,759,775	6,752,591
Liabilities from leases	504,667	433,575
Current tax liabilities	521,066	336,990
Provisions	2,818,525	0
TOTAL EQUITY AND LIABILITIES	**21,962,255**	**23,587,881**

CONSOLIDATED CASH FLOW STATEMENT

All figures in EUR.

CONSOLIDATED CASH FLOW STATEMENT	9M/2026	9M/2025
Consolidated profit for the period	**-519,544**	**-913,493**
Depreciation	1,687,898	1,548,729
Taxes recognised in profit or loss	197,664	400,228
Deferred tax expense/deferred tax income	-14,927	-14,928
Interest recognised in profit or loss	114,767	130,941
Other non-cash[7]	34,248	-438,005
Changes in receivables and other assets[8]	-1,676,170	1,568,508
Changes in liabilities and other liabilities[9]	-3,902,704	-5,295,901
Changes in provisions[10]	2,829,971	3,258,205
Interest received	115	128
Interest paid	-38,537	-37,272
Interest paid on leases	-76,345	-93,798
Taxes paid	-105,567	-186,145
Operating cash flow	**-1,469,131**	**-72,803**
Investments in property, plant and equipment	-60,574	-141,658
Investments in intangible assets	-166,859	-127,907
Payments for development costs	-1,715,085	-1,736,159
Disposals of property, plant and equipment	655	647
Cash flow from investing activities	**-1,941,863**	**-2,005,077**
Repayment of lease liabilities	-466,199	-292,725
Loan repayments	-30,369	-178,964
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	**-496,568**	**-588,869**
Net increase/decrease	-3,909,125	-2,668,782
Exchange rate effects on cash and cash equivalents	1,563	2,033
Total change in cash and cash equivalents	**-3,907,562**	**-2,666,749**
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	**202,913**	**1,307,090**

[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	-913.493	0	-913.493
Difference arising from currency conversions	0	0	0	-15.725	-15.725
Total result	**0**	**0**	**-913.493**	**-15.725**	**-929.218**
AS AT 30 SEPTEMBER 2025	**3.476.478**	**22.053.357**	**-18.119.359**	**-42.345**	**7.368.131**

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	-519,544	0	-519,544
Insurance actuarial gains/losses from pensions	0	0	-11,929	0	-11,929
Difference arising from currency conversions	0	0	0	51,568	51,568
Total result	**0**	**0**	**-531,473**	**-51,568**	**-479,905**
AS AT 30 SEPTEMBER 2026	**3,476,478**	**22,053,357**	**-18,177,434**	**-13,262**	**7,339,139**

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 September 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 (KEUR).

The tables and disclosures presented may contain rounding differences.

1.3 NEW ACCOUNTING STANDARDS

Standards, Interpretations and Amendments Effective for the First Time in Fiscal Year 2026

In addition to the accounting standards applied in prior reporting periods, the YOC Group adopted all accounting pronouncements endorsed by the European Union that became mandatorily effective as of 01 January 2026.

The initial application of these standards, interpretations, and amendments did not have a material impact on the YOC Group's financial position, net assets, or results of operations.

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	no material impact
IFRS 9 **IFRS 7**	Amendments to IFRS 9 and IFRS 7: Contracts Referencing Nature-Dependent Electricity	01 January 2026	no impact
IFRS 1 **IFRS 7** **IFRS 9** **IFRS 10** **IAS 7**	Annual Improvements to IFRS Accounting Standards, Volume 11	01 January 2026	No material impact

[11] EFRAG, EU Endorsement Status Report, as of 24 September 2026; considering all IFRS Accounting Standards endorsed by the European Union up to the date of preparation of the interim financial statements.

Standards, Interpretations and Amendments Effective in Future Reporting Periods (Issued but Not Yet Effective Standards)

The IASB has issued the following amendments and interpretations, which become effective in future reporting periods. Management currently expects that these standards and interpretations will be applied in the fiscal year in which they become mandatorily effective, provided they are relevant to the Group's business activities.

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 existing standard IAS 1 "Presentation of Financial Statements." The YOC Group is currently assessing the impact of the new standard on the presentation and structure of the primary financial statements as well as the related disclosures.

As of the date of preparation of these interim financial statements, a reliable quantitative assessment of the potential effects on the Group's financial statements cannot yet be made.

With the exception of the potential effects resulting from IFRS 18, Management does not currently expect any other new or amended accounting standards to have a material impact on the YOC Group's financial position, financial performance, or cash flows.

New Accounting Standards Not Yet Endorsed by the European Union (EU Endorsement Process Pending)

During fiscal year 2026 and prior years, the IASB and IFRS Interpretations Committee (IFRIC) published additional standards, amendments to standards, and interpretations that are not yet mandatorily effective for fiscal year 2026.

The application of these IFRS Accounting Standards remains subject to endorsement by the European Union (EU).

STANDARD	AMENDMENTS / INTERPRETATIONS[24]	EFFECTIVE DATE	EXPECTED IMPACT
IFRS 19	Subsidiaries without Public Accountability: Disclosures	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 – Conversion to a Presentation Currency 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 24 September 2026; considering all IFRS Accounting Standards endorsed by the European Union up to the date of preparation of the interim financial statements.

Based on the current assessment, IFRS 19 is not expected to have a material impact on the YOC Group's consolidated financial statements, as the conditions for applying the standard are currently not met within the Group. Likewise, Management does not currently expect IFRS 20 to have a material impact on the Group's consolidated financial statements, as the YOC Group does not operate in regulated industries for which the standard was specifically developed.

The potential impact of the amendments to IAS 21 is currently being evaluated. Based on the Group's existing geographic footprint and reporting structure, no material effects are anticipated at this time.

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. EXPLANATORY NOTES ON SIGNIFICANT DEVELOPMENTS IN THE CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

2.1 OPERATING PROFIT BEFORE INTEREST, TAXES, DEPRECIATION AND AMORTIZATION

Operating profit before interest, taxes, depreciation and amortization (EBITDA) amounted to KEUR 1,466 during the reporting period, representing a 27% increase year-over-year (9M/2025: KEUR 1,151). In addition to operational improvements, earnings benefited from the initial recognition of an R&D tax incentive of EUR 873, which was recognized in profit or loss for the first time during the reporting period.

2.2 NET RESULT AFTER TAXES

The YOC Group recorded depreciation and amortization expenses of KEUR 1,688 (9M/2025: KEUR 1,548). The increase was primarily attributable to higher amortization of intangible assets. Net finance expense amounted to KEUR 115 (9M/2025: KEUR 131), while income taxes totaled KEUR 213 (9M/2025: KEUR 415).

As a result, the Group reported a **net result after taxes** of KEUR -520 (9M/2025: KEUR -913).

2.3 CONSOLIDATED NET RESULT FOR THE PERIOD

Taking into account the effects described above, the YOC Group recorded **a consolidated profit for the period** of KEUR -520 for the reporting period (9M/2025: net loss of KEUR -913).

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 and Poland 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.

Revenue of YOC AG amounted to KEUR 25,809 at the Group level during fiscal year 2026 (9M/2025: KEUR 25,592). Operating profit before interest, taxes, depreciation and amortization (EBITDA) for the reporting period totaled KEUR 1,466 (9M/2025: KEUR 1,151).

Despite continued challenging market conditions and customer spending patterns, gross profit margin developed positively, with the gross profit margin improving by 0.5 percentage points year-over-year.

For purposes of segment reporting, the term "customer" follows the Group's internal management reporting structure, under which programmatic demand-side platforms (DSPs) are considered customers, as they are the contractual counterparties that compensate the YOC Group for its services.

Under IFRS 15, however, the customers are the advertisers and advertising agencies that utilize these programmatic buying platforms as payment aggregators.

These customers are allocated to the Group's Domestic and International reporting segments. During fiscal year 2026, the YOC Group did not generate more than 10% of total consolidated revenue from any single customer (9M/2025: two customers exceeded this threshold).

Revenue generated in the **Domestic segment** amounted to KEUR 13,227 (9M/2025: KEUR 14,457). The segment reported operating profit before interest, taxes, depreciation and amortization (EBITDA) of KEUR 3,494 (9M/2025: KEUR 3,638).

Revenue generated from **International operations** totaled KEUR 12,582 (9M/2025: KEUR 12,135). The segment generated operating profit before interest, taxes, depreciation and amortization (EBITDA) of KEUR 979 during the reporting period (9M/2025: KEUR 469).

To provide additional transparency regarding revenue streams, the YOC Group discloses segment revenue separately between direct customer revenue and programmatic revenue.

Programmatic revenue is generated through the programmatic monetization of publishers' international advertising inventory via the Supply-Side Platform (SSP) module of the VIS.X® technology platform, as well as, to a limited extent, through other technology platforms.

The Group's internally developed 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 30/09/2025 (IN KEUR)	NATIONAL	INTER-NATIONAL	CORPORATE FUNCTIONS	CONSOLI-DATION	TOTAL
Revenue from direct Customers	7,263	9,469	0	0	**16,732**
Programmatic revenue	7,194	2,666	0	0	**9,860**
Domestic revenue	86	17	0	-103	**0**
Total turnover	**14,543**	**12,152**	**0**	**-103**	**26,592**
Own work capitalized	0	0	838	0	**838**
Other operating income	33	36	335	0	**404**
Total output	**14,576**	**12,188**	**1,173**	**-103**	**27,834**
Cost of materials	8,875	6,946	0	-572	**15,249**
Staff expenses	1,648	3,472	2,857	0	**7,977**
Other operating Expenses	415	1,301	1,741	0	**3,457**
EBITDA	**3,638**	**469**	**-3,425**	**469**	**1,151**
Investing activities[13]	7	14	1,984	0	**2,005**
Research and development costs	0	0	1,240	0	**1,240**

SEGMENT REPORTING 01/01/2026 TO 30/09/2026 (IN KEUR)	NATIONAL	INTER-NATIONAL	CORPORATE FUNCTIONS	CONSOLI-DATION	TOTAL
Revenue from direct customers	8,292	10,205	0	0	**18,497**
Programmatic revenue	4,935	2,377	0	0	**7,312**
Domestic revenue	786	32	0	-818	**0**
Total turnover	**14,013**	**12,614**	**0**	**-818**	**25,809**
Own work capitalized	0	0	881	0	**881**
Other operating income	52	82	994	0	**1,128**
Total output	**14,065**	**12,696**	**1,875**	**-818**	**27,818**
Cost of materials	8,430	7,037	0	-817	**14,650**
Staff expenses	1,818	3,636	2,925	0	**8,379**
Other operating expenses	323	1,043	1,957	0	**3,323**
EBITDA	**3,494**	**980**	**-3,007**	**-1**	**1,466**
Investing activities[13]	0	41	1,901	0	**1,942**
Research and development costs	0	0	1,944	0	**1,944**

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

As of 30 September 2026, trade receivables amounted to KEUR 1,778 in the **Domestic segment** (31 December 2025: KEUR 2,712), KEUR 3,077 in the **International segment** (31 December 2025: KEUR 2,686), and KEUR 1,984 within **Corporate Functions** (31 December 2025: KEUR 2,321), the latter primarily relating to the Group's programmatic revenue activities.

As of the same reporting date, trade payables amounted to KEUR 1,365 in the **Domestic segment** (31 December 2025: KEUR 2,365), KEUR 1,248 in the **International segment** (31 December 2025: KEUR 1,785), and KEUR 814 within **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)	9M/2026	9M/2025
Operating profit before interest, tax and depreciation (EBITDA)	**1.466**	**1.151**
Depreciation, amortisation and impairment losses	-1.688	-1.548
Financial result	-115	-131
PROFIT BEFORE TAX	**-337**	**-528**

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

3.1 EQUITY

As of 30 September 2026, the YOC Group's **equity** stood at KEUR 7,339 (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 -520 (9M/2025: KEUR -913).

The **currency translation differences** affecting equity, amounting to KEUR 52 (31 December 2025: KEUR -16), 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 -12 (9M/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 -480 (9M/2025: KEUR -929).

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

Accumulated losses from previous financial years amounted to KEUR -18,177 as of 30 September 2026 (9M/2025: KEUR -18,119).

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 September 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%**

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 September 2026.

BALANCE SHEET ITEMS AND CATEGORIES UNDER IFRS 9 (IN KEUR)	VALUATION CATEGORY UNDER IFRS 9	CARRYING AMOUNT AS AT 30 SEP 2026	AMORTISED COST	RECOGNISED IN OTHER COMPREHENSIVE INCOME AT FAIR VALUE	RECOGNISED IN PROFIT OR LOSS AT FAIR VALUE	FAIR VALUE AS AT 30 SEP 2026	LEVEL WITHIN THE FAIR VALUE HIERARCHY
Assets							
Receivables trade receivables and services	FAAC	6,839	6,839	0	0	n/a	-
Cash and cash equivalents and cash cash equivalents	FAAC	203	203	0	0	n/a	-
Financial assets		**536**	**536**	**0**	**0**	**536**	
of which short-term	FAAC	536	536	0	0	536	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	3,427	3,427	0	0	n/a	-
Other financial liabilities		**2,855**	**2,760**	**0**	**95**	**2,855**	
of which short-term	FLAC	2,760	2,760	0	0	2,760	2
of which long-term	FV	95	0	0	95	95	3
Lease liabilities		**1,930**	**1,930**	**0**	**0**		
of which current	n/a	505	505	0	0	n/a	-
of which long-term	n/a	1,425	1,425	0	0	n/a	-
Liabilities to credit institutions		**42**	**42**	**0**	**0**	**42**	
of which short-term	FLAC	39	39	0	0	39	2
of which long-term	FLAC	3	3	0	0	3	2

BALANCE SHEET ITEMS AND CATEGORIES UNDER IFRS 9 (IN KEUR)	VALUATION CATEGORY UNDER IFRS 9	CARRYING AMOUNT AS AT 30 SEP 2026
Of which, aggregated by IFRS 9 categories:		
Financial Assets Measured at Amortised Cost	FAAC	7,578
Financial liabilities measured at fair value Measured at Fair Value through Profit or Loss	FV	95
Financial Liabilities Measured at Amortised Cost	FLAC	6,229

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 September 2026 mainly comprise rebate liabilities recognized as a reduction of revenue in the amount of KEUR 589 (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 nine month of 2026 in the amount of KEUR -520 (9M/2025: KEUR -913).

Operating cash flow amounted to KEUR -1,469 in the reporting period (H1/2025: KEUR -73).

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 -1,942 (9M/2025: KEUR -2,005) 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 -497 (9M/2025: KEUR -589) 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 203 as of 30 September 2026 (31 December 2025: KEUR 4,110).

5. NOTES ON CHANGES IN EQUITY

In addition to the consolidated profit for the period of KEUR -520 recognized in accumulated losses (9M/2025: KEUR -913), foreign currency translation gains of KEUR 52 (9M/2025: KEUR -16) and the remeasurement of the net defined benefit pension obligation recognized directly in equity of KEUR -12 (9M/2025: KEUR 0) affected the Group's equity as of 30 September 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 REPORTING DATE

Although the YOC Group remains primarily focused on European markets, its business activities continue to be influenced by global economic and geopolitical developments.

Against the backdrop of ongoing geopolitical tensions and macroeconomic uncertainty, the Company continuously monitors developments in its relevant markets and assesses potential implications for its business operations.

On 22 October 2026, the Management Board of YOC AG revised its guidance for fiscal year 2026 based on the preliminary business performance for the first nine months of 2026. The Company now expects revenue in the range of EUR 35.0 million to EUR 37.0 million (previously: EUR 39.0 million to EUR 41.0 million), EBITDA of EUR 2.0 million to EUR 2.5 million (previously: EUR 3.0 million to EUR 4.5 million), and a consolidated net result of EUR -1.0 million to EUR -0.5 million (previously: EUR 0.0 million to EUR 1.5 million).

Apart from the guidance update described above, no events occurred after the reporting date that had a material impact on the YOC Group's financial position, financial performance, or cash flows, nor were there any events requiring disclosure or adjustment under IAS 10, Events after the Reporting Period.

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, 17 November 2026



The Management Board

Dirk-Hilmar Kraus

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