



# YOC AG

COMPANY PRESENTATION JULI 2024

- 01 YOC BUSINESS MODEL**
- 02 PLATFORM & PRODUCTS**
- 03 PUBLISHERS & ADVERTISERS**
- 04 FINANCIALS & GROWTH STRATEGY**



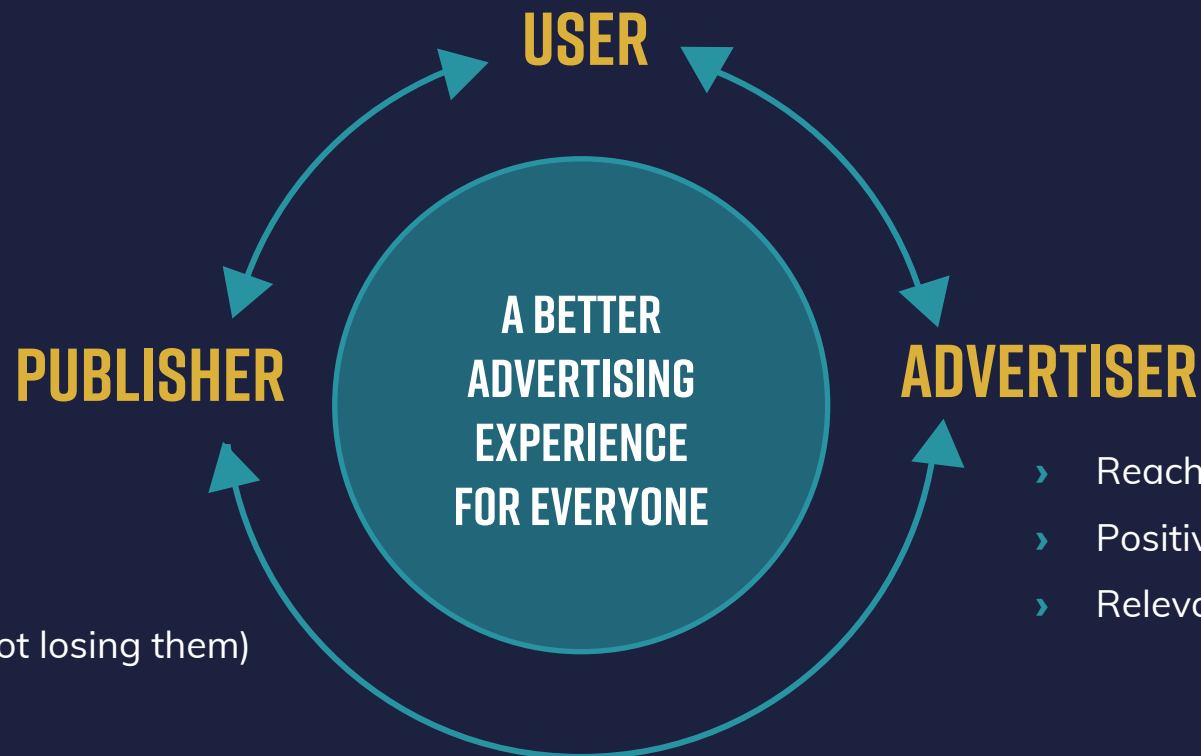
01

# YOC BUSINESS MODEL

# PROVIDING A BETTER ADVERTISING EXPERIENCE FOR EVERYONE

## BUSINESS MODEL YOC

- › Content free of charge
- › Better user experience
- › Positive (non-intrusive) ad experience



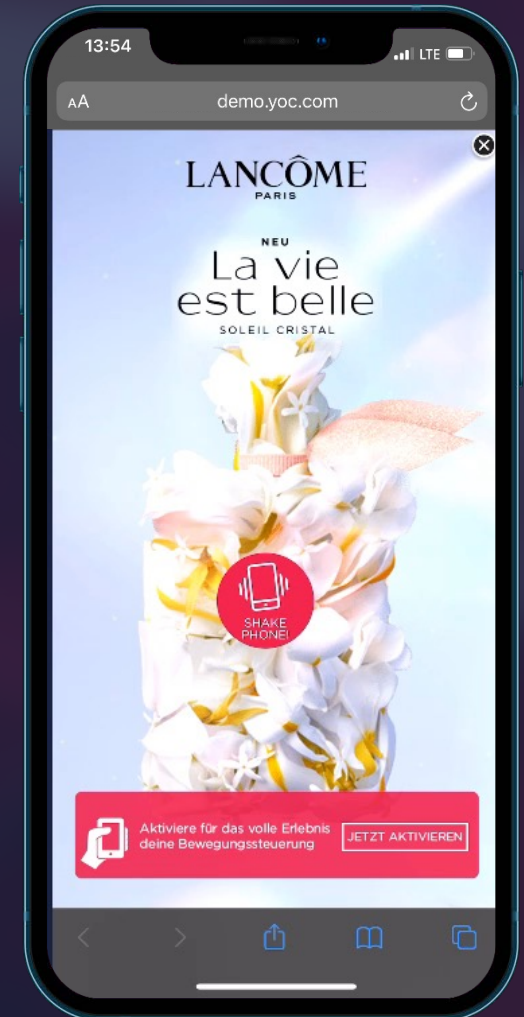
- › Premium positioning
- › High monetization
- › Retaining users (and not losing them)

- › Reach relevant target groups
- › Positive impact on brand metrics
- › Relevant environments in high reach

## INCREASED BRAND AWARENESS THROUGH HIGH-IMPACT AD FORMATS

# YOC HIGH-IMPACT AD FORMATS

- › **Creative ad formats**  
Numerous possibilities for dynamization and personalization
- › **Higher advertising impact for advertisers**  
Significant increase in digital advertising metrics  
(attention, visibility, brand awareness, click-through rate, etc.)
- › **Better user experience**  
Users are not disturbed in their reading flow,  
but invited to interact
- › **Better monetarization for publishers**  
Higher prices than standard ad formats



# 02

# PLATFORM & PRODUCTS





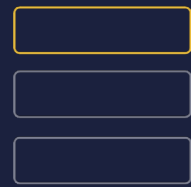
# THE TECHNOLOGY PLATFORM FOR HIGH-IMPACT ADVERTISING



**VIS.X**



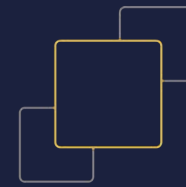
**SSP**



**AD SERVER**



**VIS.X<sup>®</sup> AI**



**HUB**



**SDK**

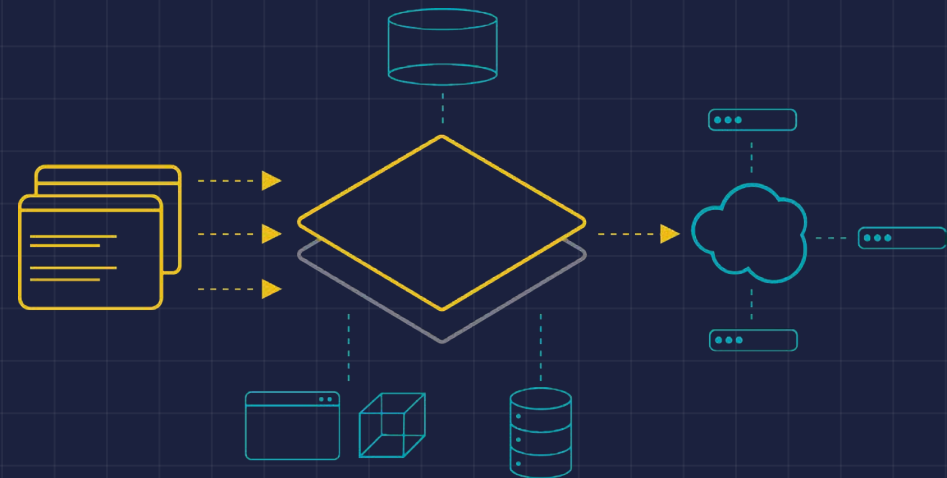


# THE IDEAL TRADING PLATFORM FOR EFFECTIVE DIGITAL ADVERTISING

## THIS IS VIS.X<sup>®</sup>

### VIS.X: An unique technology platform

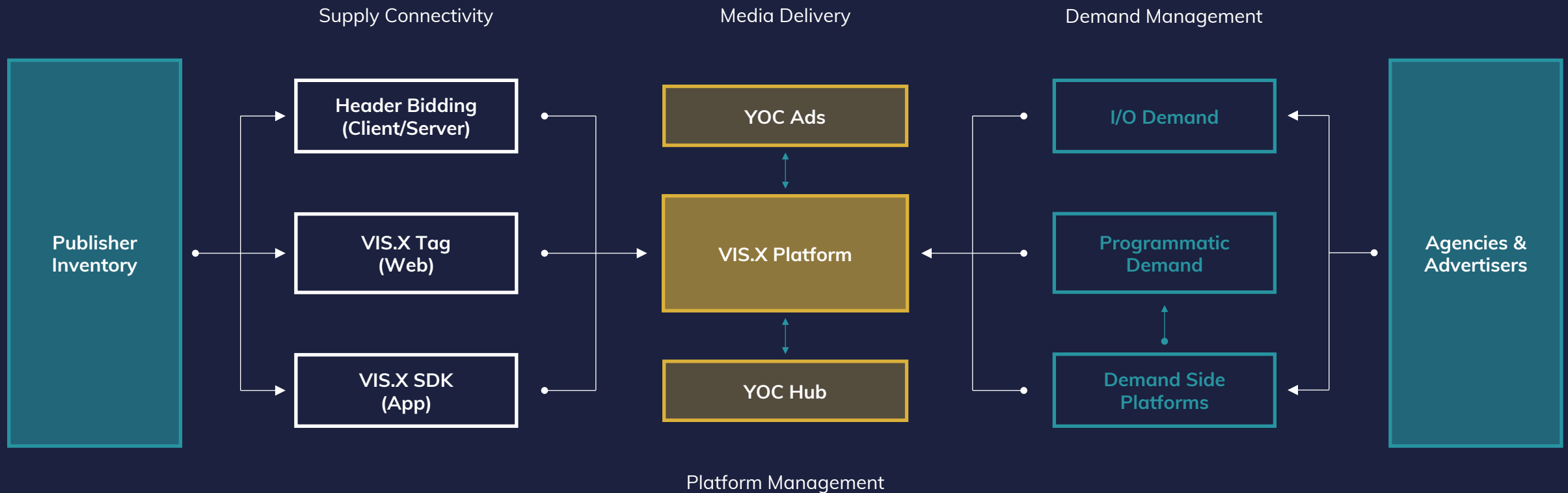
- › Automatic trading of digital advertising units
- › Unique selling point: Automated delivery & playout of self-developed YOC high-impact ads
- › Connected to global purchasing platforms (The Trade Desk, Xandr, Google et al.)
- › High reach: >2,900 European premium publishers sites and apps
- › Scaling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

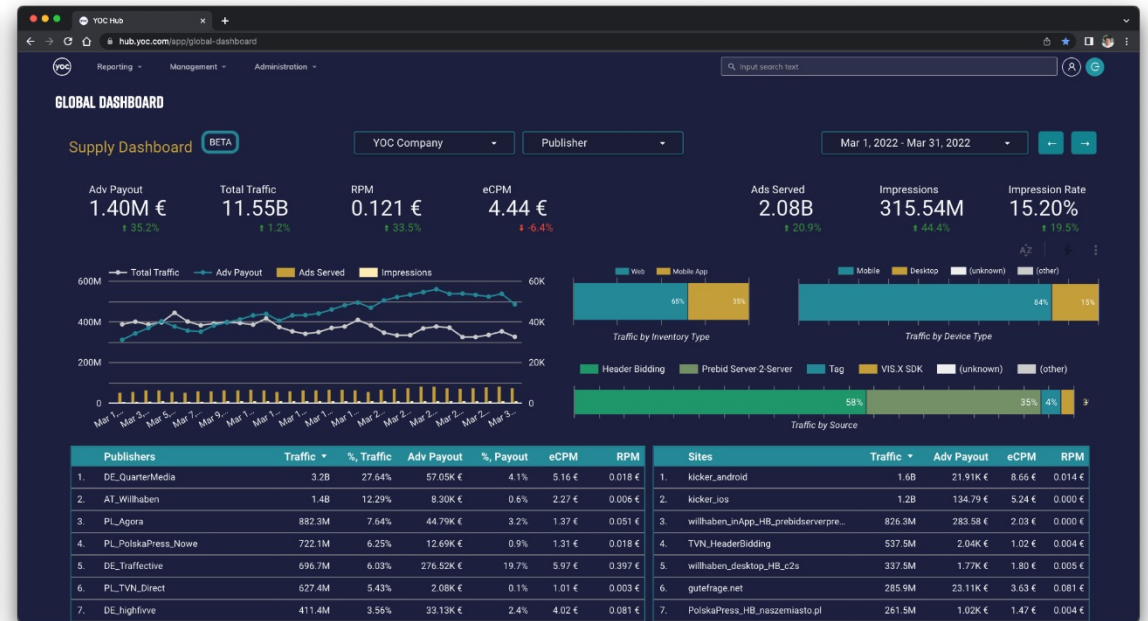
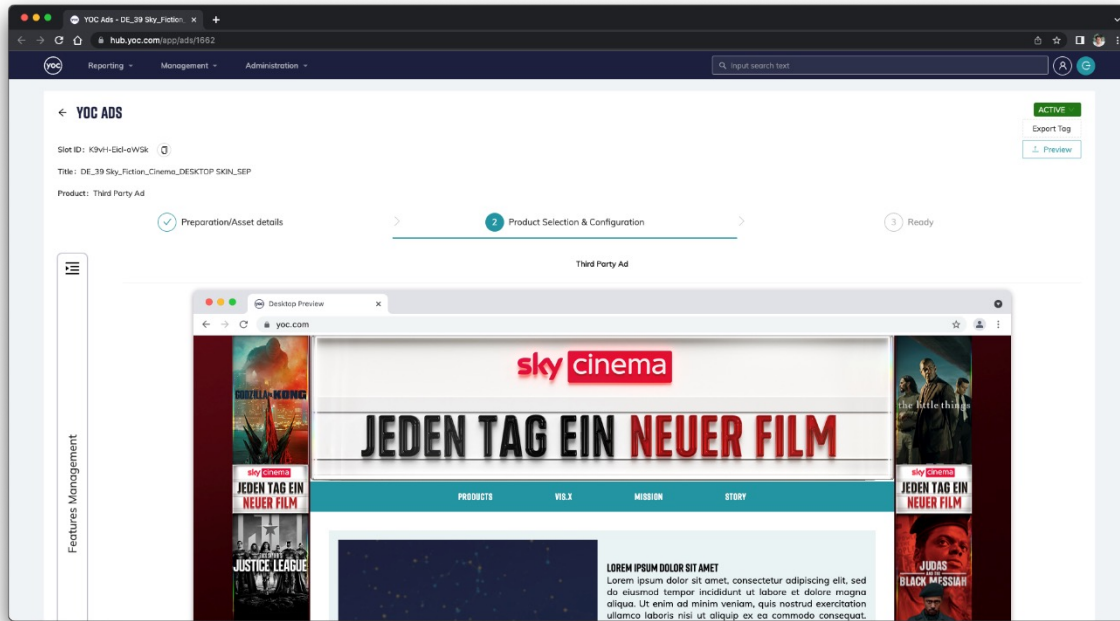
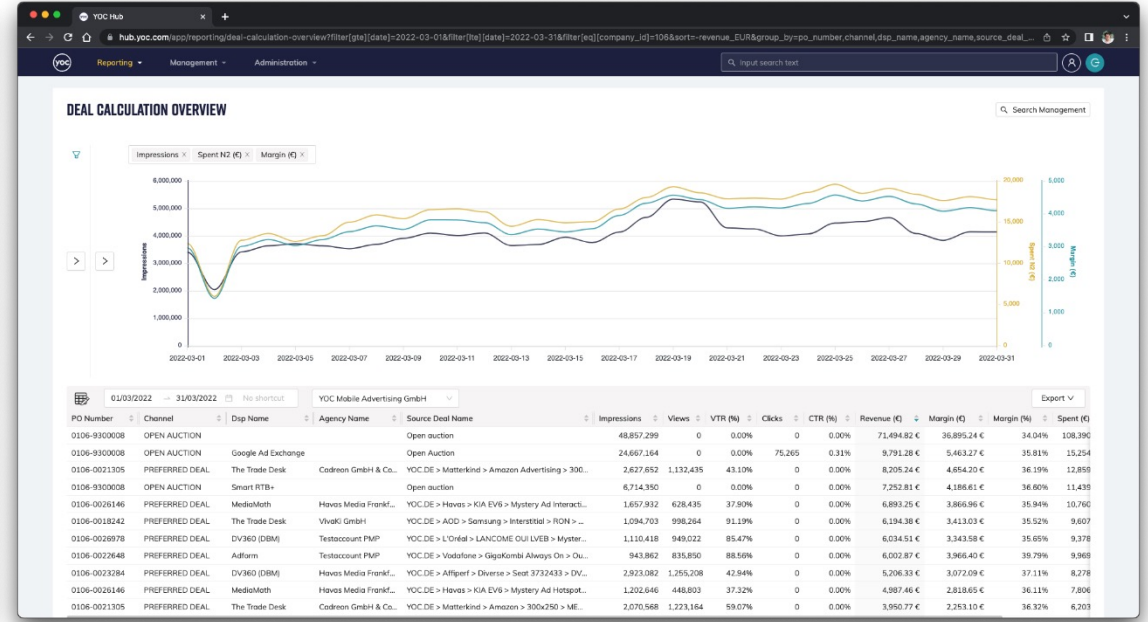
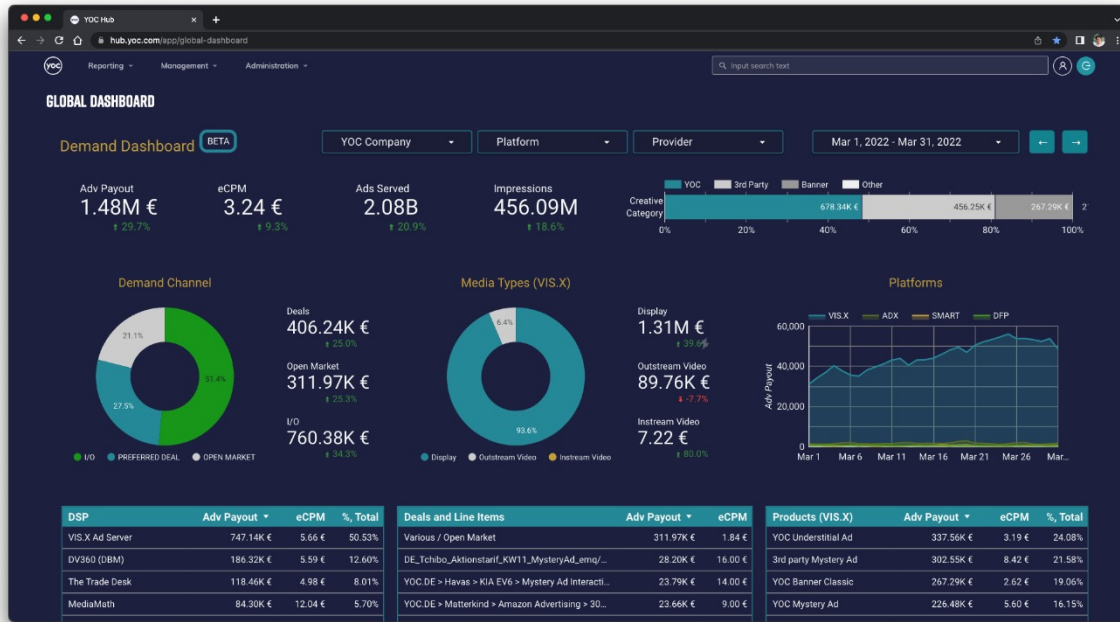




# VIS.X AND YOC ADS CREATE YOC'S TECHNOLOGICAL UNIQUE SELLING PROPOSITION

## TECH STACK VIS.X PLATFORM







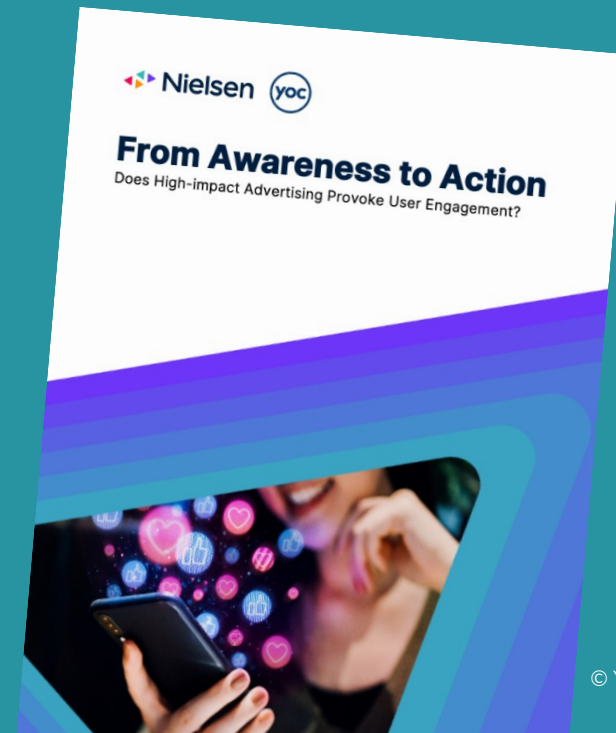
**STOP ADVERTISING.**  
**START TELLING A STORY.**

# RESEARCH STUDIES NIELSEN AND YOC OVERVIEW & POSITIONING

EFFECTIVITY

EFFICIENCY

ENGAGEMENT



# RESEARCH STUDIES NIELSEN AND YOC

## KEY TAKEAWAYS

### EFFECTIVITY



36%

Higher brand awareness through YOC high-impact formats



60%

state that YOC high-impact formats are more attractive than standard banners

### EFFICIENCY



55%

perceive the advertised brand/product as likeable through YOC high-impact formats



39%

consider purchasing the advertised brand/product after interacting with a YOC high-impact format

### ENGAGEMENT



42%

consider interaction with YOC High-Impact formats



31%

would recommend the brand to others after interacting with a YOC high-impact format



# A MACHINE-LEARNING ENGINE FOR OPTIMIZATION

## AN INNOVATIVE PLATFORM MODULE: THE VIS.X<sup>®</sup> AI

### HOW VIS.X<sup>®</sup> AI UNLOCKS THE NEXT LEVEL OF HIGH-IMPACT ADVERTISING

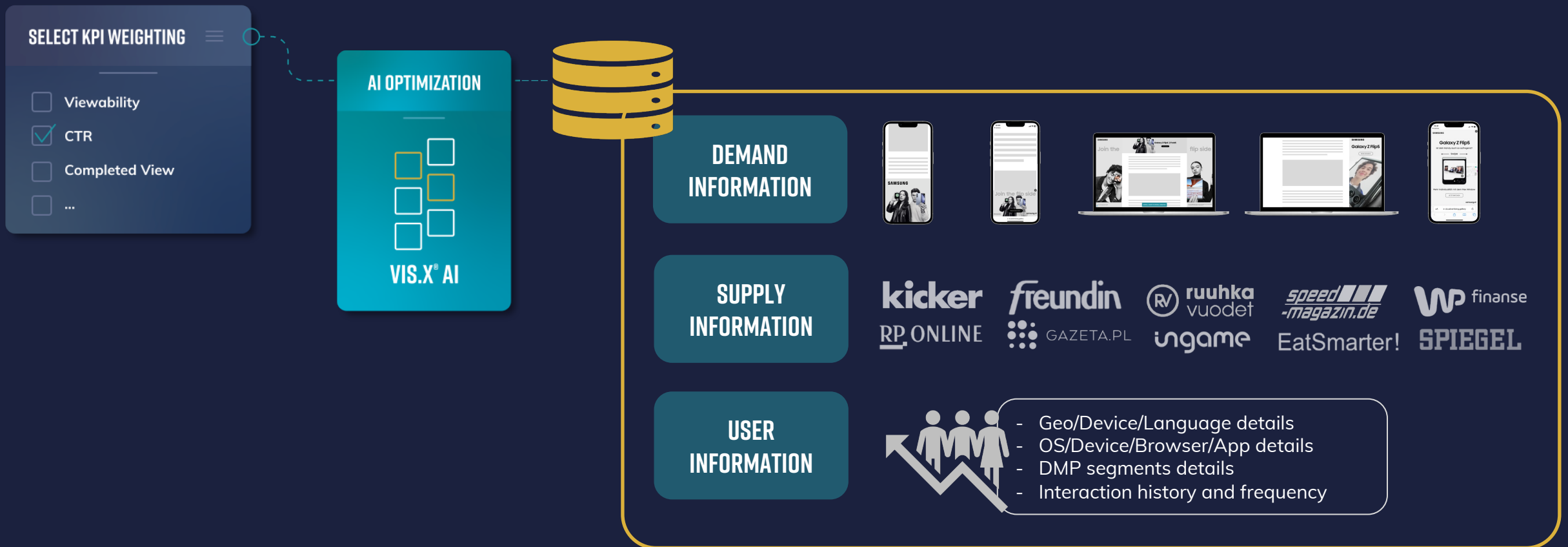
- VIS.X<sup>®</sup> AI bundles a set of innovative algorithms
- VIS.X<sup>®</sup> AI enables machine-learning prediction of statistical & historical data and the performance of publisher ad units
- VIS.X<sup>®</sup> AI operates at the intersection of placement, display options, YOC ad formats, and campaign goals, enabled by the direct publisher-integration in VIS.X<sup>®</sup>



**VIS.X<sup>®</sup> AI**

# UNDERSTANDING THE TECHNOLOGY BEHIND VIS.X<sup>®</sup> AI

## 3 DIMENSIONS OF OUR PREDICTIVE MODELS







# MAXIMIZING THE POWER OF HIGH-IMPACT ADVERTISING

## YOC AI-POWERED SOLUTIONS

UNIQUE COMBINATIONS  
OF HIGH-IMPACT FORMATS

REAL TIME VIS.X AI  
OPTIMIZATION

EXTENSIVE REACH

CUSTOM CREATIVES &  
MULTIPLE FEATURES

**SELECT KPI WEIGHTING**

- Viewability
- CTR
- Completed View
- ...


**AI OPTIMIZATION**



**VIS.X<sup>®</sup> AI**



**AD FORMATS**



**PUBLISHER**

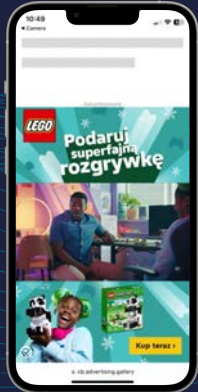
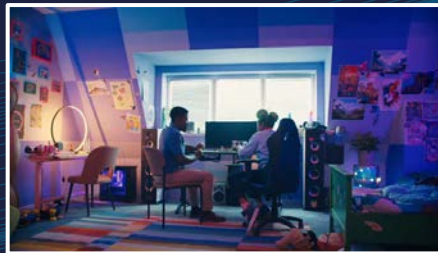
- LINE
- PROMIFLASH
- Auto Scout24
- HERSTÄNDER
- Finanznews.net
- Auto Scout24



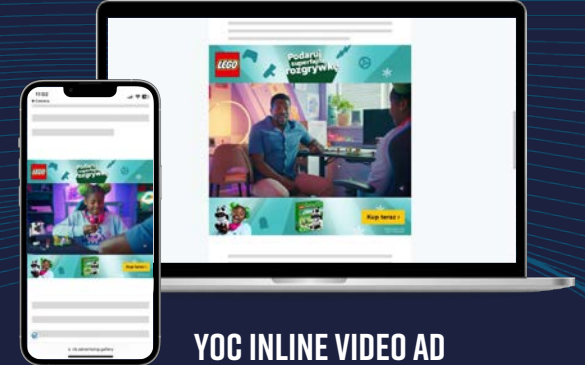
ONE CREATIVE – ALL APPROACHES

# YOC UNIVERSAL VIDEO SOLUTION

16:9 VIDEO



YOC UNDERSTITIAL AD®



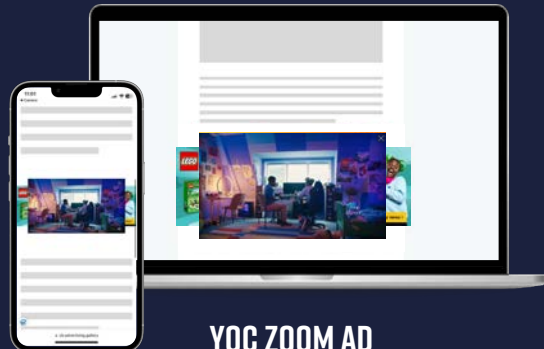
YOC INLINE VIDEO AD



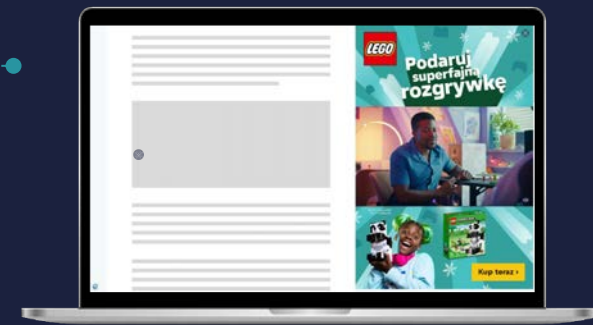
VIS.X® AI



INTERSTITIAL



YOC ZOOM AD

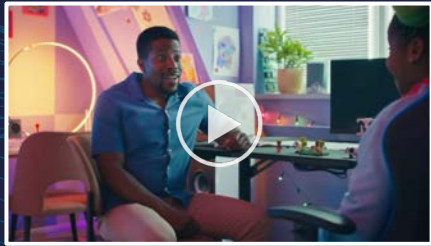


YOC SITEBAR



# ONE CREATIVE – ALL APPROACHES

## VIS.X<sup>®</sup> AI-BASED OPTIMIZATION



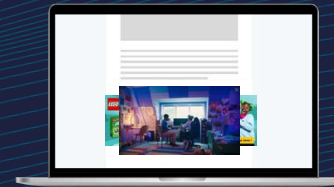
16:9 VIDEO



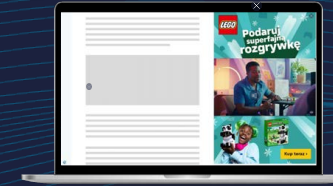
YOC UNDERSTITIAL AD<sup>®</sup>



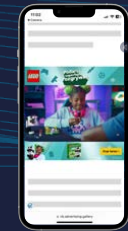
INTERSTITIAL



YOC ZOOM AD



YOC SITEBAR



YOC INLINE VIDEO AD

VIS.X<sup>®</sup> AI

VTR
Viewability
CTR
VTR (Completion)
Engagement

Client Weighting
X

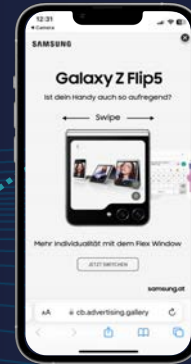
Ad Product Performance Characteristics				
☆☆	☆☆☆☆	☆☆☆☆	☆☆☆☆	☆☆☆☆
☆☆	☆☆☆	☆☆	☆☆	☆☆
☆☆☆☆	☆☆	☆☆☆☆	☆☆☆☆	☆☆☆☆
☆☆	☆☆☆☆	☆☆	☆☆	☆☆



# YOC UNIVERSAL DISPLAY SOLUTION CREATIVE CUSTOMIZATION



YOC SITEBAR



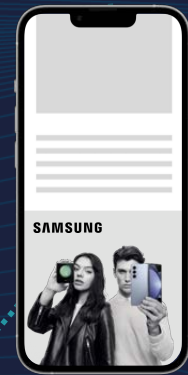
YOC MYSTERY AD



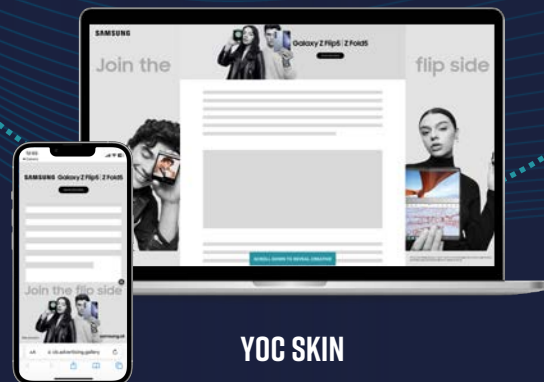
VIS.X AI



YOC MYSTERY SCROLLER



YOC UNDERSTIITAL AD



YOC SKIN

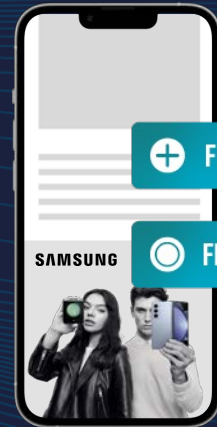


# YOC UNIVERSAL DISPLAY SOLUTION TWO FEATURE OPTIMIZATION

SWIPE FEATURE



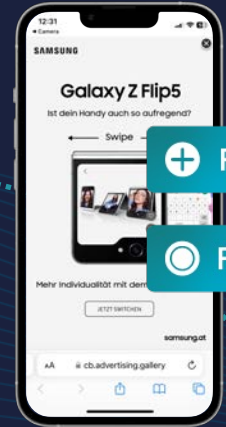
HOTSPOTS FEATURE



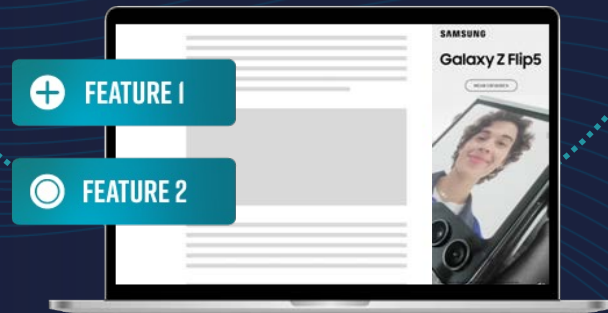
YOC UNDERSTIITAL AD®



VIS.X® AI



YOC MYSTERY AD®



YOC SITEBAR

# 03 PUBLISHERS & ADVERTISERS

YOC Mystery Ad®  
Client: BMW  
Poland



# HIGHLY DIVERSIFIED INVENTORY PROVIDING SIGNIFICANT PREMIUM REACH

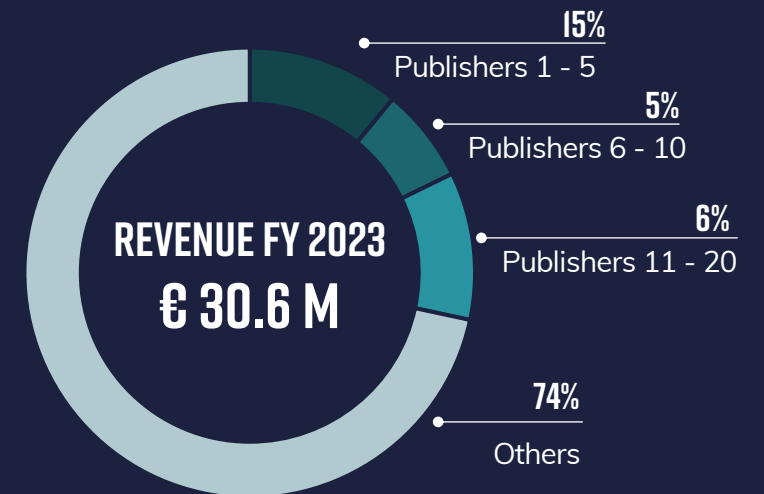
## PUBLISHER CONCENTRATION

### EXCERPT OF PREMIUM PUBLISHER

NEWS	BUSINESS & TECH	LIFESTYLE & SERVICES	SPORTS	MUSIC & ENTERTAINMENT

AND MANY MORE ...

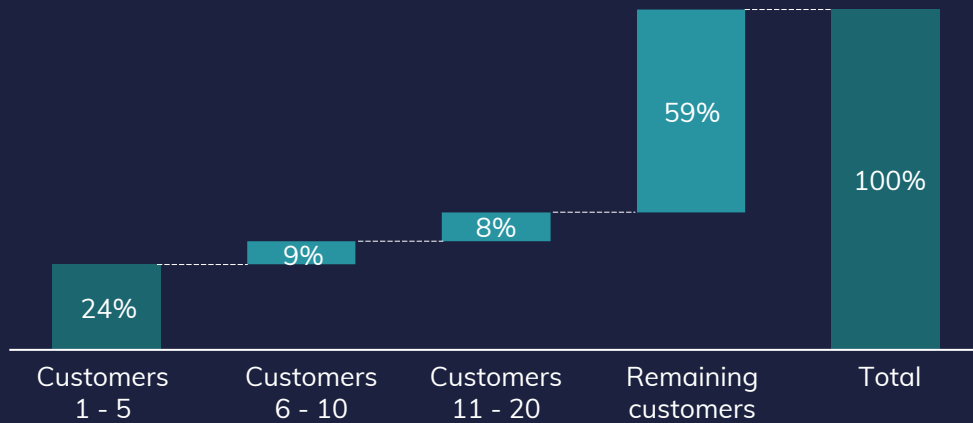
### PUBLISHER CONCENTRATION



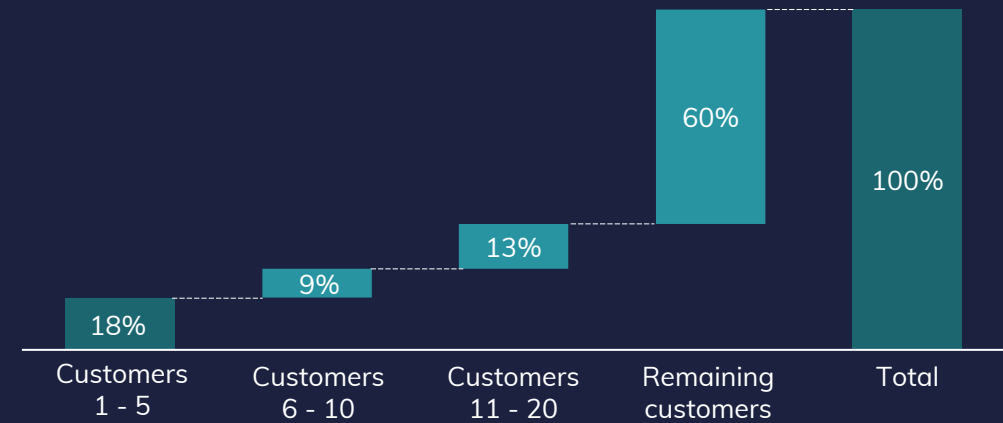
# GLOBALLY RENOWNED BRANDS WITH EXTENSIVE ADVERTISING BUDGETS

## ADVERTISER CONCENTRATION

### CUSTOMER CONCENTRATION PROGRAMMATIC



### CUSTOMER CONCENTRATION INSERTION ORDER



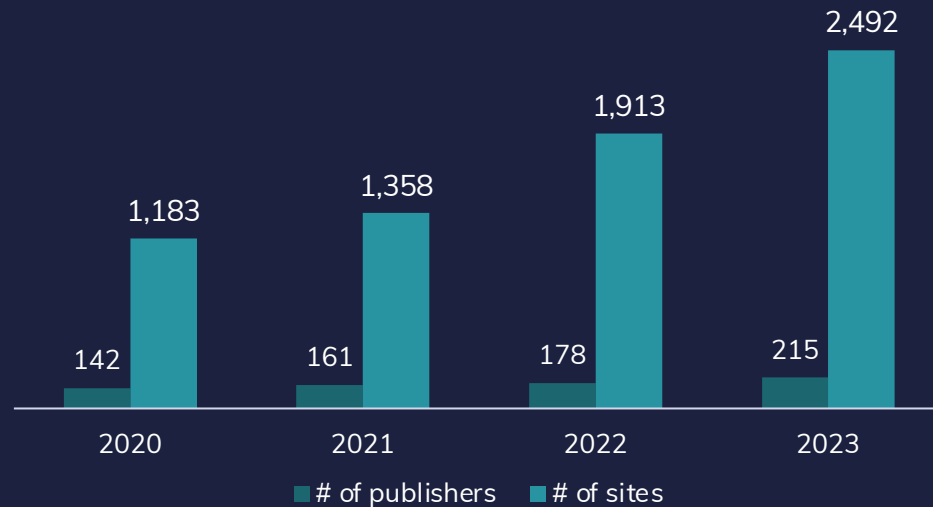




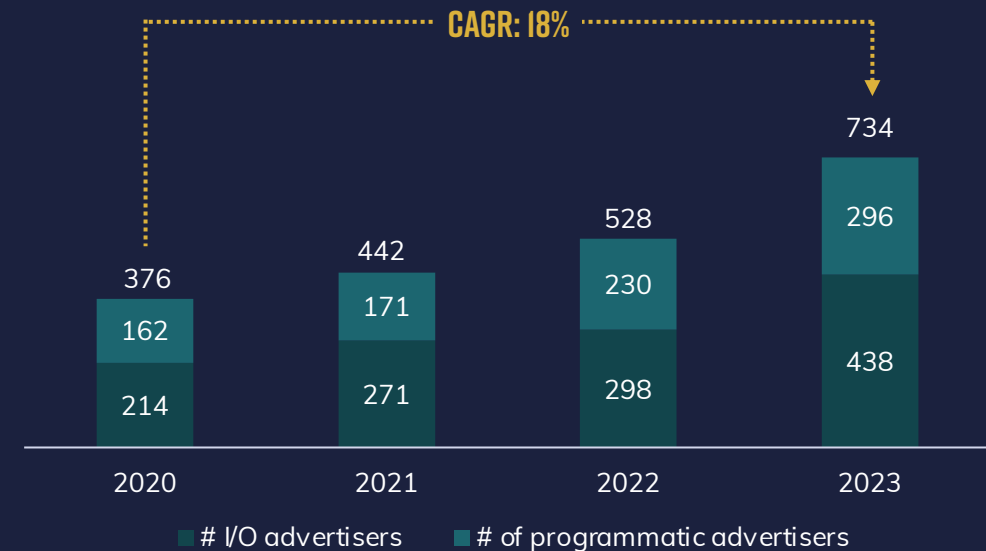
# LEADING PUBLISHERS AND ADVERTISERS WORLDWIDE TRUST YOC TECHNOLOGY

## CUSTOMER & SALES OVERVIEW

### PUBLISHERS



### ADVERTISERS <sup>(1)</sup>



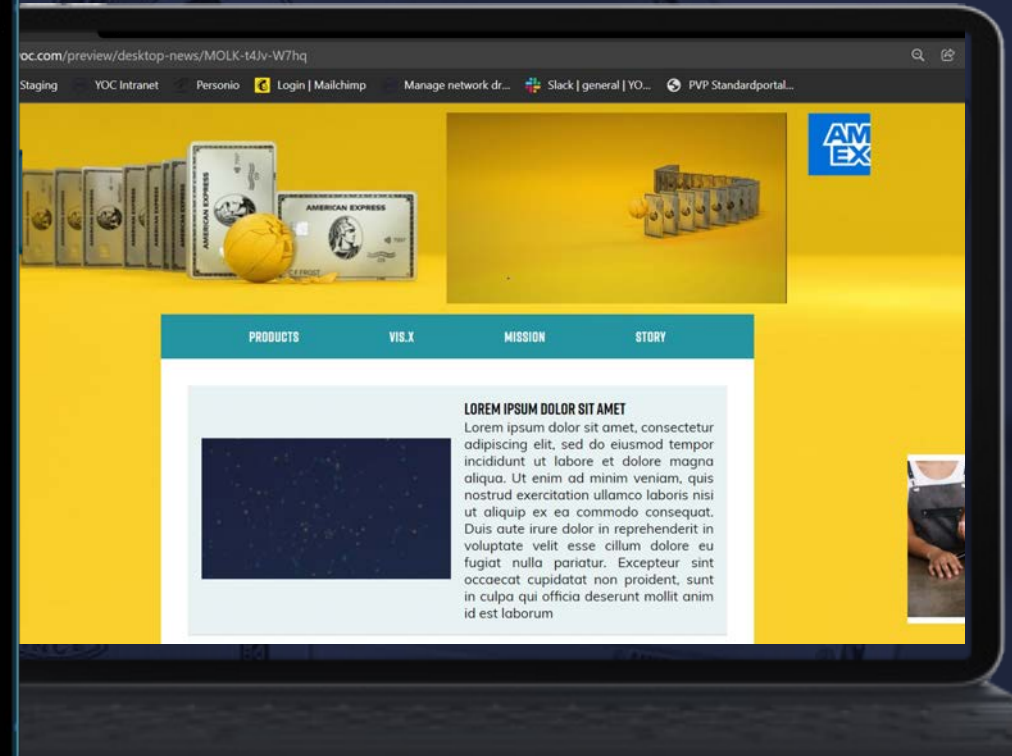
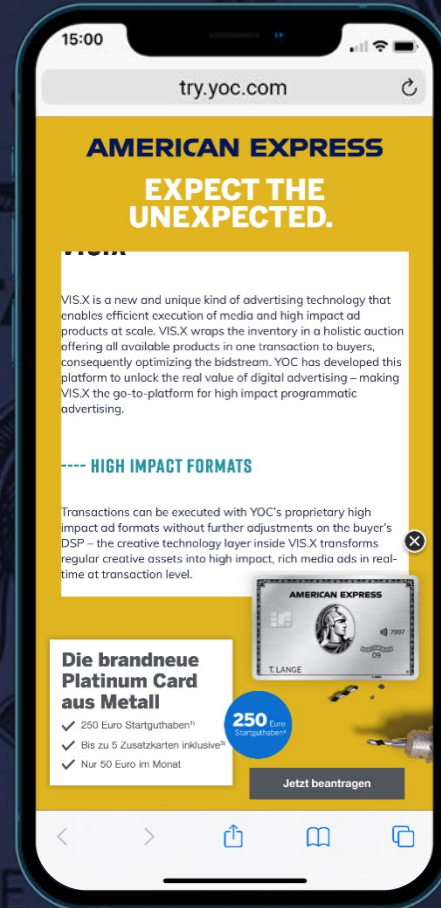
### Why Do Publishers Choose YOC

- › Multiple trading channels ensure optimal monetization
- › Premium placement with global top advertisers
- › Increased user engagement through YOC ad formats

### Why Do Advertisers Choose YOC?

- › Higher relevant reach through premium inventory
- › Improved KPIs with high-impact ad formats
- › Targeted audiences at scale

# 04 FINANCIALS



YOC Desktop Skin  
Client: American Express  
Austria



# SOFTWARE PLATFORM FOR HIGHLY EFFECTIVE ADVERTISING TECHNOLOGY

## YOC AT A GLANCE - KEY FACTS 2023

**30.6 M**

Revenue  
[EUR]

**+31%**

Growth in Revenue  
[YoY]

**46%**

Gross profit  
margin

**4.4 M**

EBITDA (+27%)  
[EUR]

**>100**

Employees with strong  
personal development<sup>1)</sup>

**42%**

Would consider  
interacting with the  
high-impact formats  
shown<sup>2)</sup>

**>2.900**

European premium  
publisher sites within  
reach

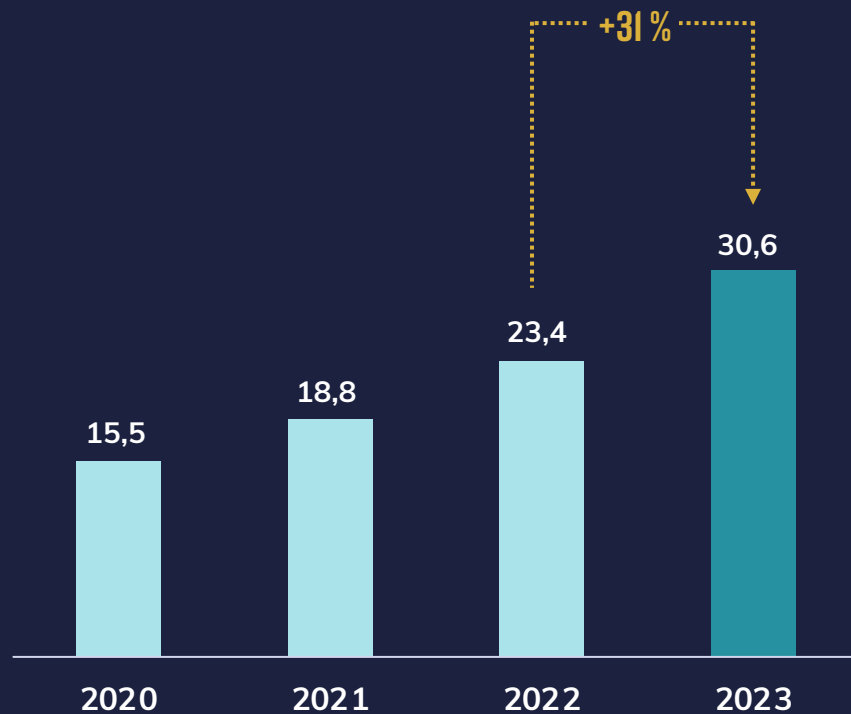
**>70%**

Of the 500  
largest advertisers  
worldwide are  
YOC clients

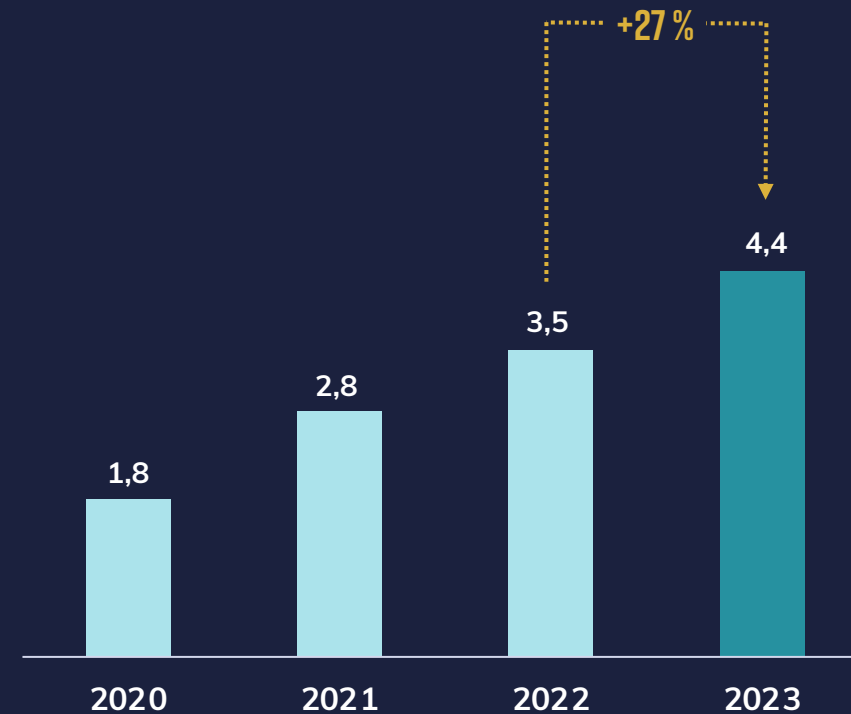
# VIS.X<sup>®</sup> PLATTFORM AS THE MOTOR OF GROWTH

## GROWTH OF >20% FOR THE THIRD YEAR IN A ROW

REVENUE [€M]



EBITDA [€M]





## TURNOVER GROWTH REACHES 31%

# KEY FINANCIAL FIGURES 2023 VS.2022

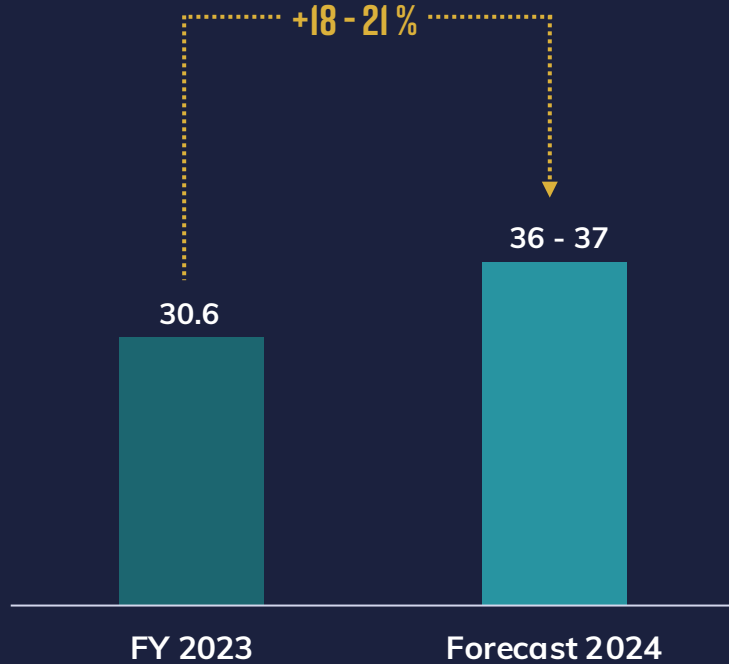
KEY FIGURES ACCORDING [IN €M]
<b>REVENUE</b> VIS.X platform as main growth factor
<b>GROSS PROFIT MARGIN [%]</b> Envisaged target >48%
<b>INVESTMENT IN OWN TECH STACK</b> Focus on investment in technology innovation
<b>OPERATING PROFIT (EBITDA)</b> Investments in VIS.X platform & workforce lead to scaling of business model
<b>NET INCOME</b> Continued scaling of profitability

2023	DELTA	2022	2021
30.6	+ 31%	23.4	18.8
≈ 46%	+1 pp	≈ 45%	43%
1.5	+ 25%	1.2	1.2
4.4	+27%	3.5	2.8
2.9	+24%	2.3	2.1

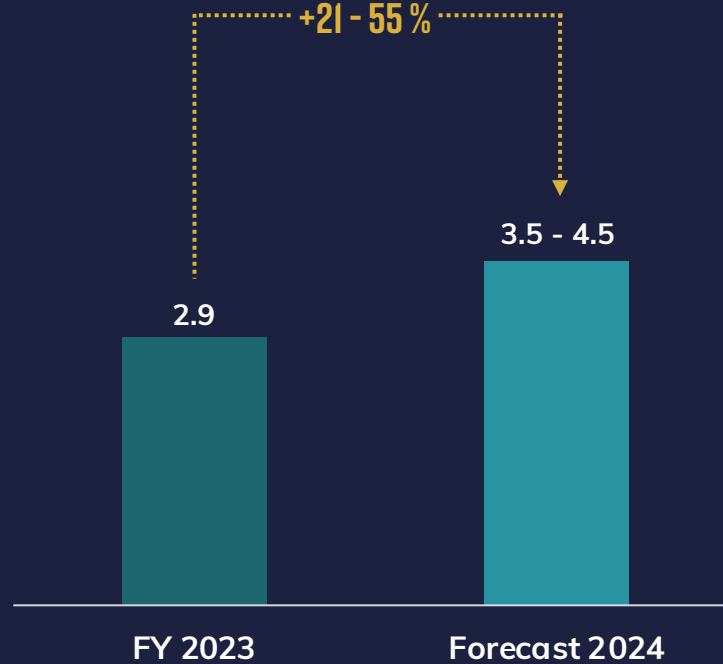
# GROWTH PATH TO BE CONTINUED THIS YEAR

## FORECAST 2024

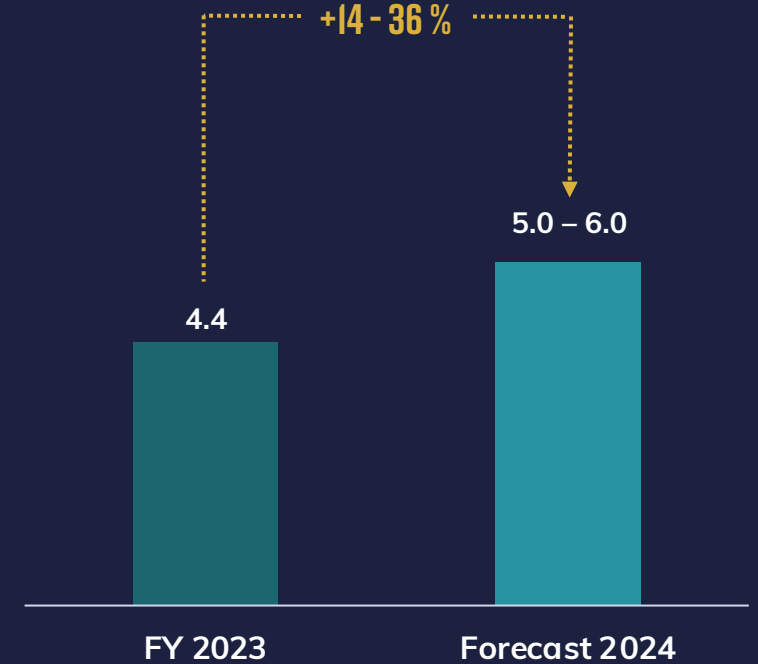
### REVENUE



### NET INCOME



### EBITDA



## ENHANCING PROFITABILITY AS A GOAL

# HI/2024 AND FINANCIAL OUTLOOK 2024

### KEY FIGURES HI/2024

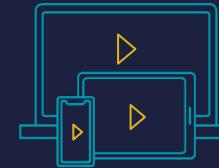
- › Revenue: €15.5M (+23%)  
(H1/2023: €12.6M)
- › Gross Profit Margin: 46% (+1 PP)  
(H1/2023: 45%)
- › EBITDA: €1.8M (+198%)  
(H1/2023: €0.6M)
- › Net Income: €0.9M (+507%)  
(H1/2023: -€0.2M)

### OUTLOOK FY 2024

- › Revenue: €36.0 – 37.0M ( $\approx$ +21%)  
(2023: €30.6M)
- › Gross Profit Margin: 47% – 48% ( $\approx$ +1-2 PP)  
(2023: 46%)
- › EBITDA: €5.0 – 6.0M ( $\approx$ +15% – 35%)  
(2023: €4.4M)
- › Net Income: €3.5 – 4.5M ( $\approx$ +20% – 55%)  
(2023: €2.9M)

# YOC EXECUTES ON THREE KEY DRIVERS FOR FURTHER GROWTH

## GROWTH STRATEGY



### #1 CORE MARKETS

- › Continuous investments in the platform based on clear strategic focus points
- › Focus points include further development of features and functionalities, scaling, and growing premium inventory to optimize overall market position

### #2 NEW MARKETS

- › Inorganic growth via acquisition of national players with excellent access to local supply and demand, but without own technology
- › Organic growth through entering new markets with own offices and staff, in case acquisitions are not feasible

### #3 NEW PRODUCTS

- › Three product offering initiatives will enable YOC to expand to additional channels
- › Desktop is currently being rolled out (~8% revenue share), further scaling of In-App inventory and entering Connected TV as a next step





# VIS.X<sup>®</sup> PLATFORM AS GROWTH DRIVER

## YOC SHARE

Stock Exchange Segment	Regulated Market / Prime Standard
ISIN	DE0005932735
WKN	593273
Number of shares	3,476,478
Market Cap	≈ 58.0 mEUR

Coverage	Montega (since 10/2022) Warburg (since 01/2024)
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### SHAREHOLDER STRUCTURE

Overview by ownership in %

**53.88%**  
Free float

**18.89%**  
Management Board\*

**10.25%**  
Dr. Kyra Heiss

**5.15%**  
Karl-J. Kraus

**3.97%**  
Dr. Martin Steinmeyer

**2.90%**  
Eiffel Investment Group SAS

**1.66%**  
Supervisory Board

**3.30%**  
HHS Grundstücks- und Beteiligungsgesellschaft mbH & Co. KG

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



**MORE INFORMATION UNDER [YOC.COM](https://yoc.com)**  
**THANK YOU FOR YOUR ATTENTION.**