



YOC AG

Company Presentation

2023, May

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02 PLATFORM & PRODUCTS

03 PUBLISHERS & ADVERTISERS

04 FINANCIALS & GROWTH



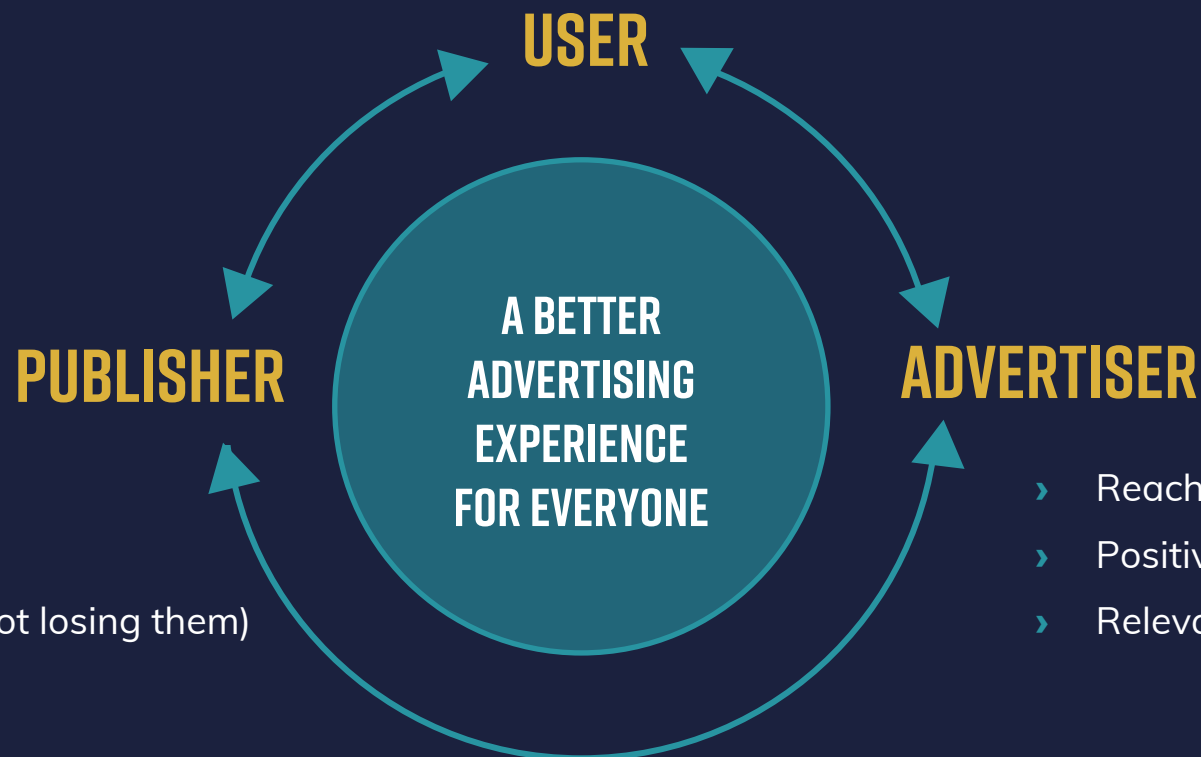
01

YOC AT A GLANCE

PROVIDING A BETTER ADVERTISING EXPERIENCE FOR EVERYONE

BUSINESS MODEL YOC

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



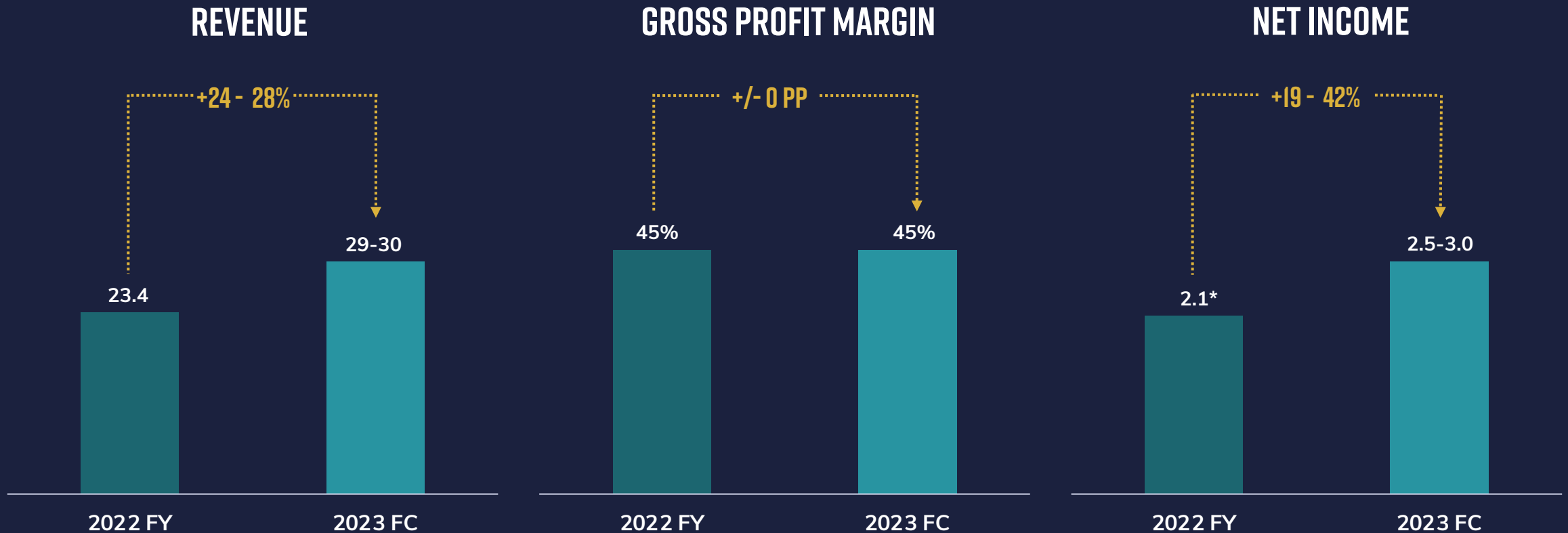
- › Premium positioning
- › High monetization
- › Retaining users (and not losing them)

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



VIS.X[®] PLATFORM AS BUSINESS GROWTH DRIVER

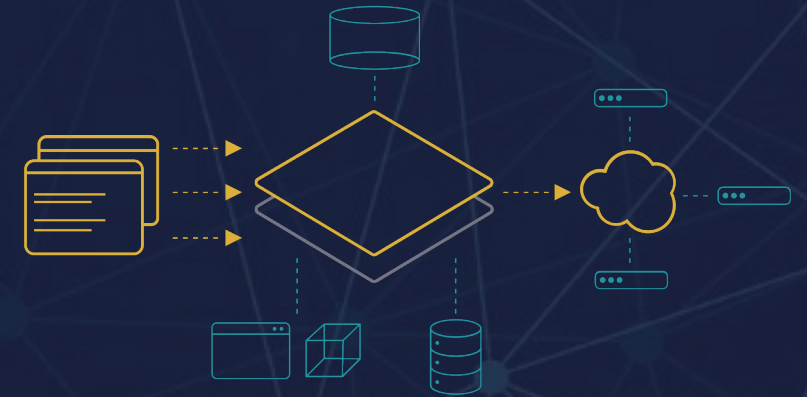
GROWTH OF OVER 20% FOR THE THIRD YEAR IN A ROW



*Reported in the Annual Report 2022 EUR 2.3 million: includes a one-off effect in the amount of EUR 0.2 million

02

PLATFORM & PRODUCTS

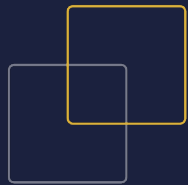




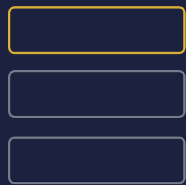
THE TECHNOLOGY PLATFORM FOR HIGH-IMPACT ADVERTISING



VIS.X



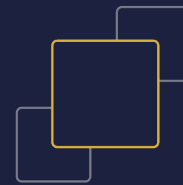
SSP



AD SERVER



VIS.X[®] AI



HUB



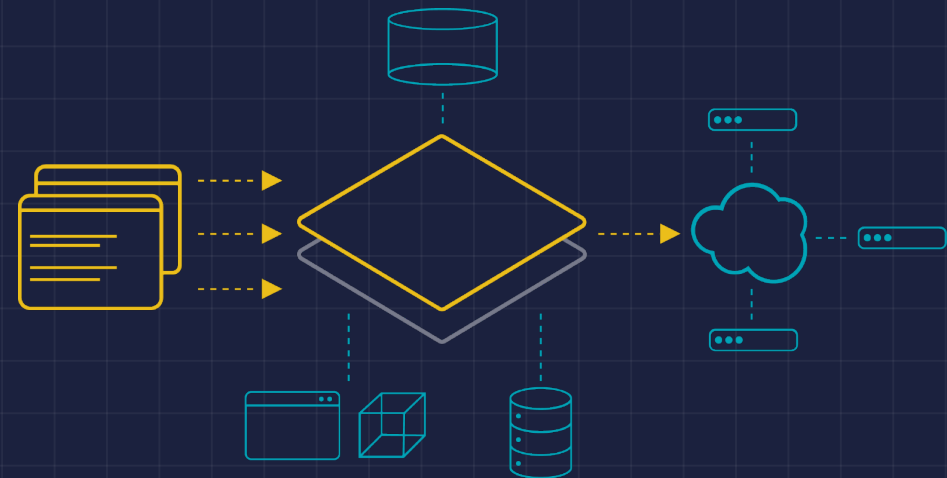
SDK

THE IDEAL TRADING PLATFORM FOR EFFECTIVE DIGITAL ADVERTISING

THIS IS VIS.X[®]

VIS.X: a unique technology platform

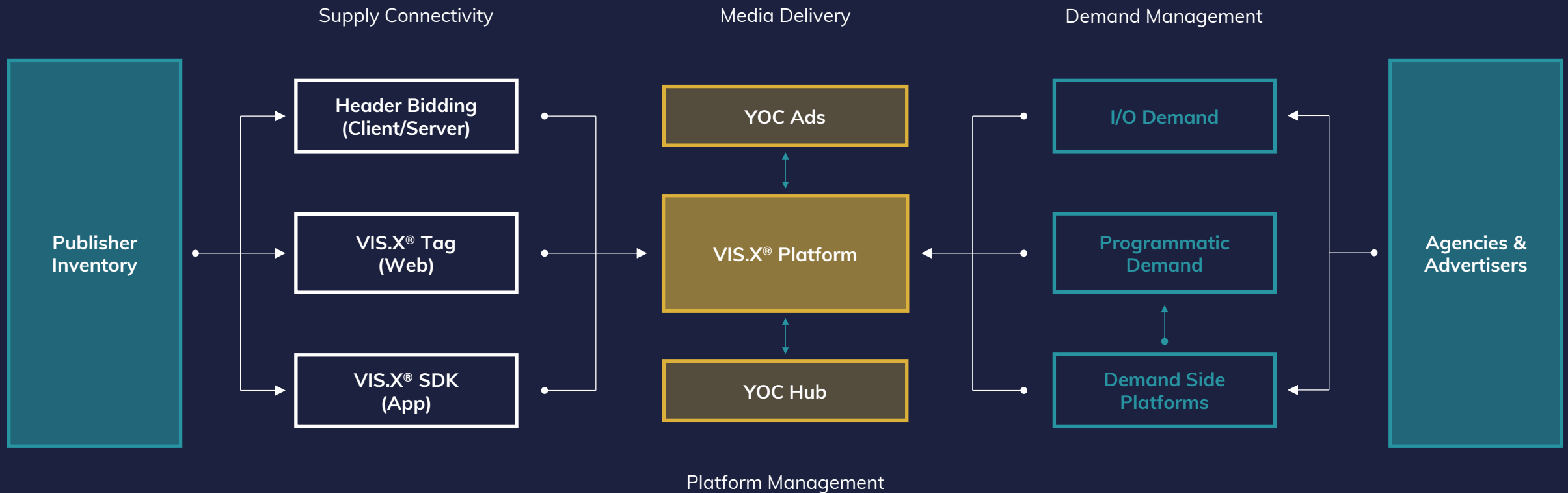
- › Automatic trading of digital advertising units
- › Unique selling point: automated delivery & payout of self-developed YOC high-impact ads
- › Connected to global purchasing platforms (The Trade Desk, Xandr, Google et al.)
- › High reach: >2,000 European premium publishers' sites and apps
- › Scaling of profitability through continuous increase of trading volume

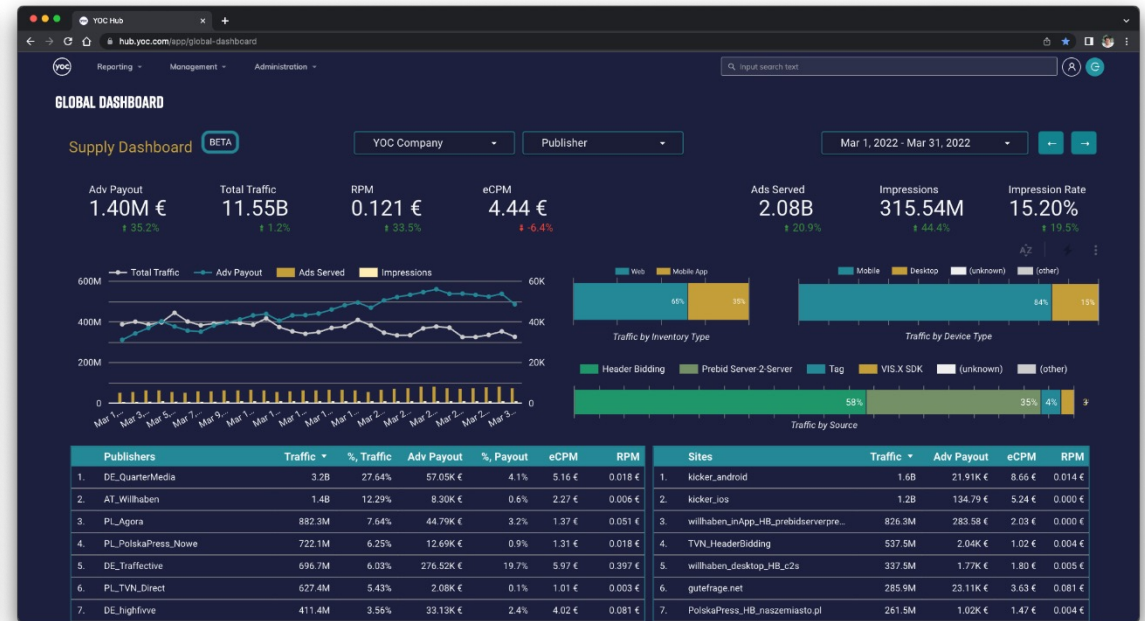
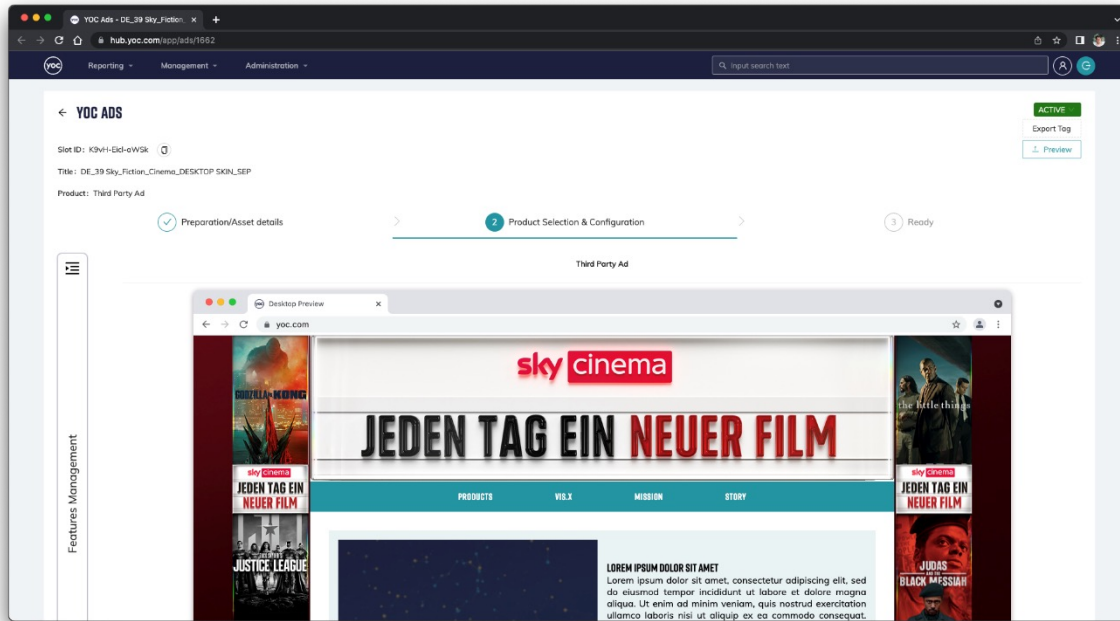
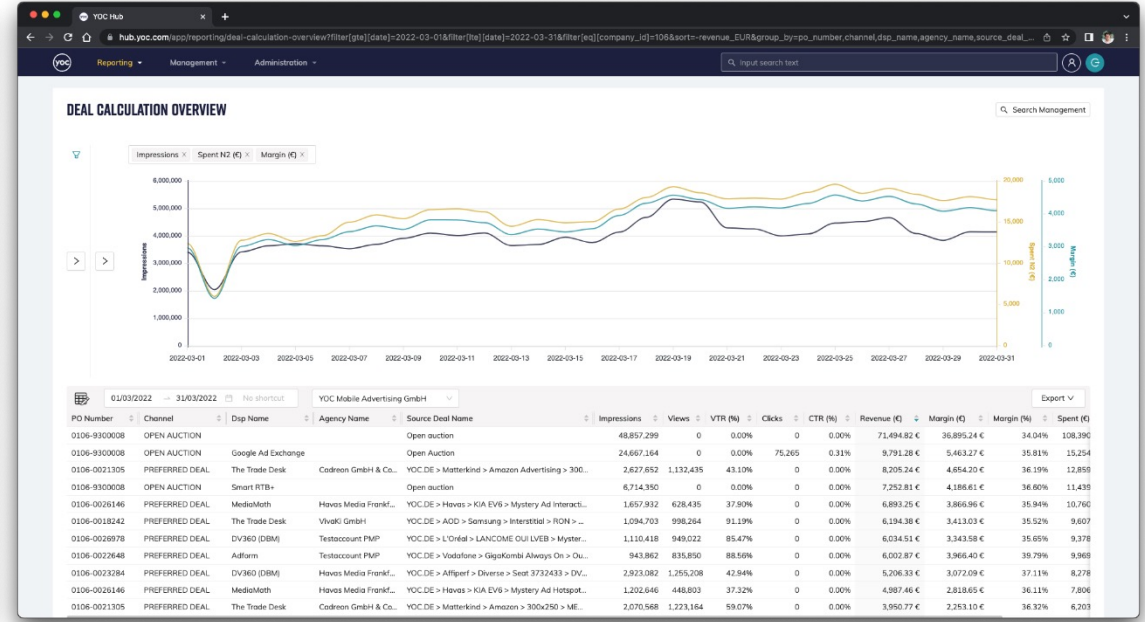
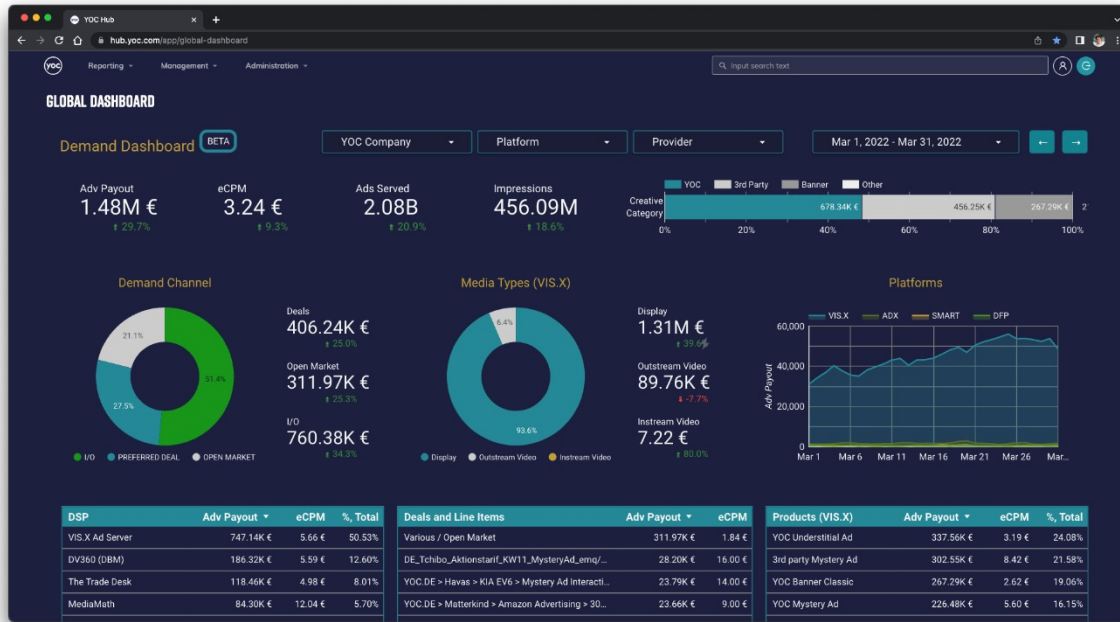




VIS.X[®] AND YOC ADS CREATE YOC'S TECHNOLOGICAL UNIQUE SELLING PROPOSITION

TECH STACK VIS.X[®] PLATFORM







STOP ADVERTISING.
START TELLING A STORY.



YOC HIGH-IMPACT PRODUCTS

100%
I/O




100%
Programmatic

100%
Viewability

MOBILE

DESKTOP

YOC CLASSICS

- 
YOC UNDERSTITIAL AD®
- 
MEDIUM RECTANGLE
- 
YOC INLINE VIDEO AD

HIGH IMPACT ADS

- 
YOC MYSTERY AD®
- 
YOC ADS PLUS
- 
YOC MYSTERY SCROLLER®

YOC BRANDED TAKEOVER

YOC SKIN

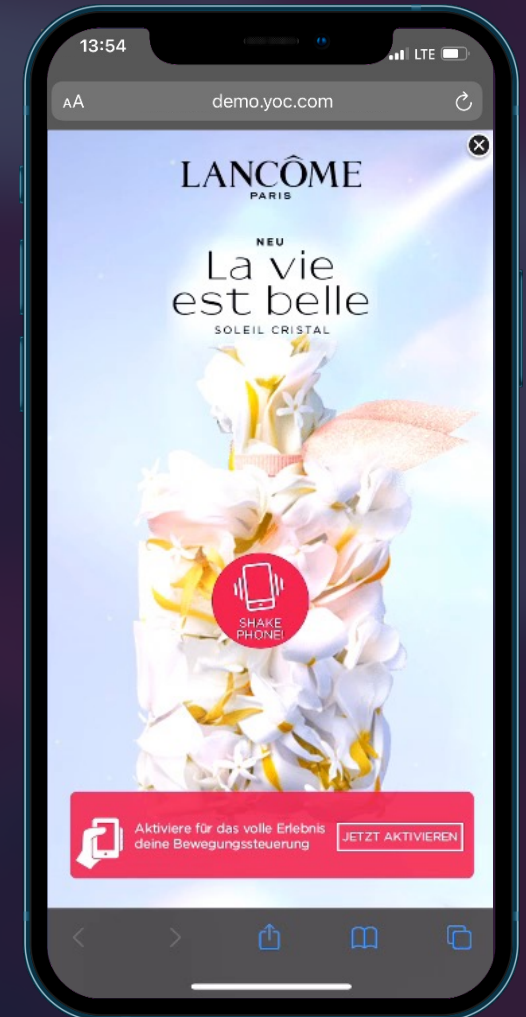


**YOC DESKTOP
HIGH-IMPACT ADS**

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



FROM AWARENESS TO ACTION STUDY RESULTS



42 % would consider **interacting** with the high-impact formats



55 % can better **recall the advertised brand** through interaction with the high-impact format



31 % would **recommend the brand** to others after interacting with a high-impact format



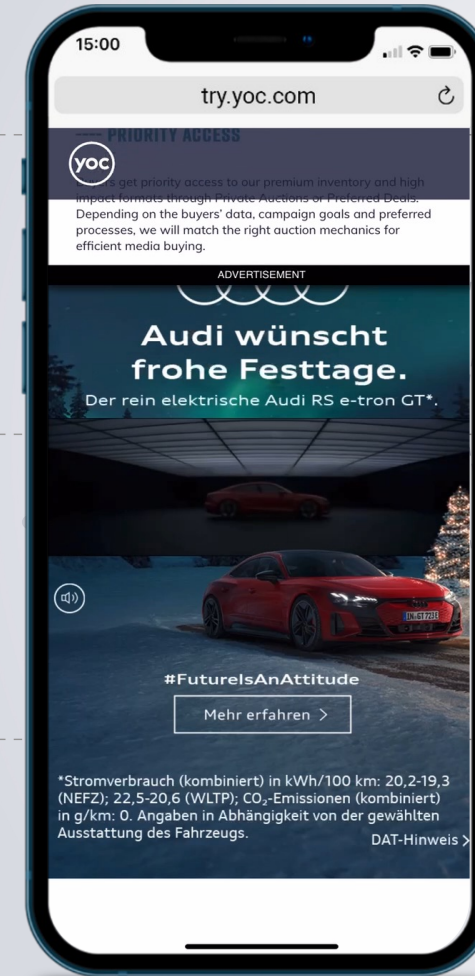
30 % **consider the advertised brand for a purchase** after interaction with the high-impact format



MAXIMUM AWARENESS YOC BRANDED TAKEOVER

BOOST YOUR ADVERTISING MESSAGE

- › Maximum space for brand communication through combination of various high-impact advertising formats from YOC
- › Unprecedented level of attention and a lasting advertising effect through repeated exposure
- › The product convinces with endless creative implementation possibilities (Video, HTML5, etc.)



100%

Viewability
Guaranteed

>1,5%

CTR

39%

Video Completion
Rate

03 PUBLISHERS & ADVERTISERS

YOC Mystery Ad®
Client: BMW
Poland, Q4/2021

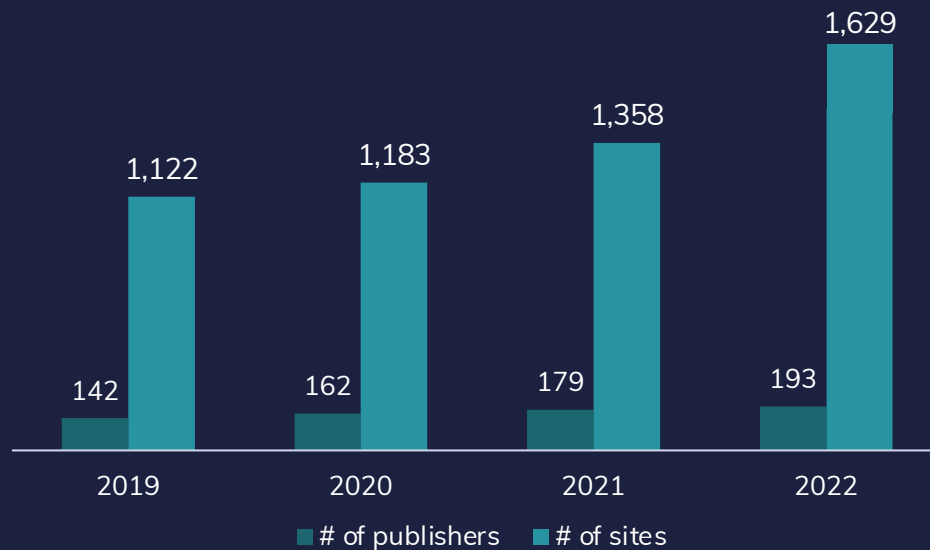




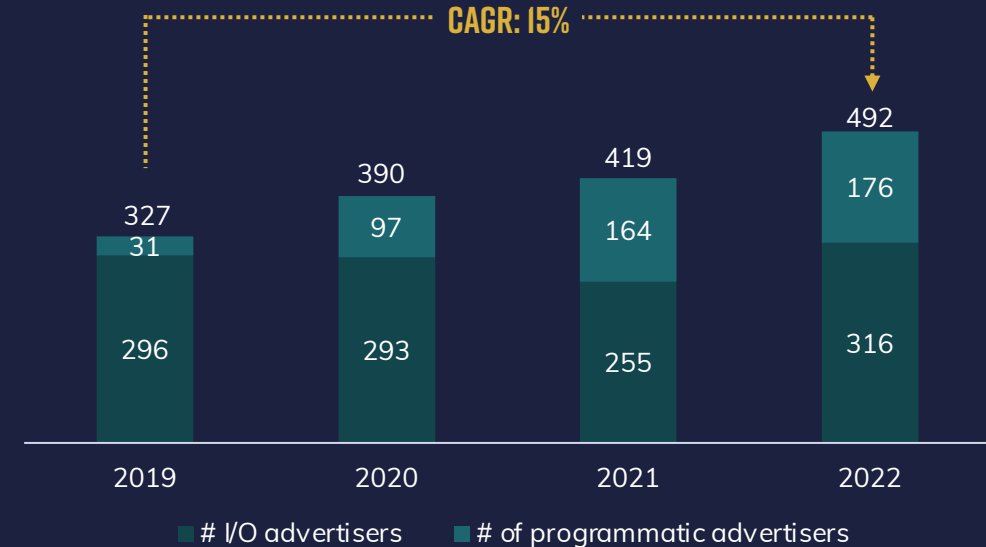
LEADING GLOBAL PUBLISHERS AND ADVERTISERS TRUST IN YOC'S TECHNOLOGY

CUSTOMER & SALES OVERVIEW

PUBLISHERS



ADVERTISERS⁽¹⁾



Why Publishers select YOC

- › Multiple trading channels deliver optimal monetization
- › Premium positioning towards global top advertisers
- › Higher user retention through YOC's ad formats

Why Advertisers select YOC

- › Higher relevant reach of inventory and audiences
- › Increased KPIs through High-impact ad formats
- › Reaching relevant target groups at scale

HIGHLY DIVERSIFIED INVENTORY PROVIDING SIGNIFICANT PREMIUM REACH

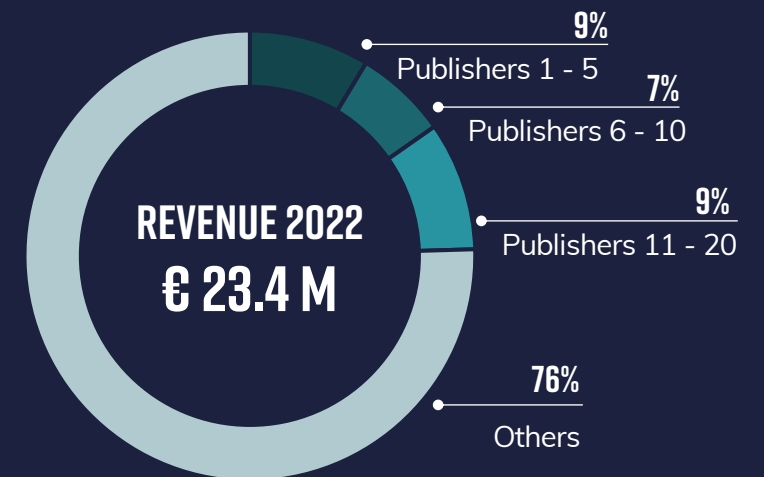
SELECTED PREMIUM PUBLISHERS

EXCERPT OF PREMIUM PUBLISHER

NEWS	BUSINESS & TECH	LIFESTYLE & SERVICES	SPORTS	MUSIC & ENTERTAINMENT
RP ONLINE	heise online	freundin	kicker	radio.de
RND REDAKTIONSNETZWERK DEUTSCHLAND	netzwelt.de	PROMIFLASH	.FORMEL1.de	laut.de
STUTTGARTER ZEITUNG	connect	PROMIPOOL	MOTORSPORT TOTAL.COM	BuzzFeed
KURIER	finanzen.net	SZENE 1 IM IST WER DIR IM IST	bergfex	
NEWSAT	LEADERSNET by OPINION LEADERS NETWORK	tvn	1.at	PULS
POLSKA PRESS GRUPA	PARKIET	Gala	moto.pl	PLOTEK
tvn 24	RZECZPOSPOLITA	ELLE	EUROSPORT	Style tvn

AND MANY MORE ...

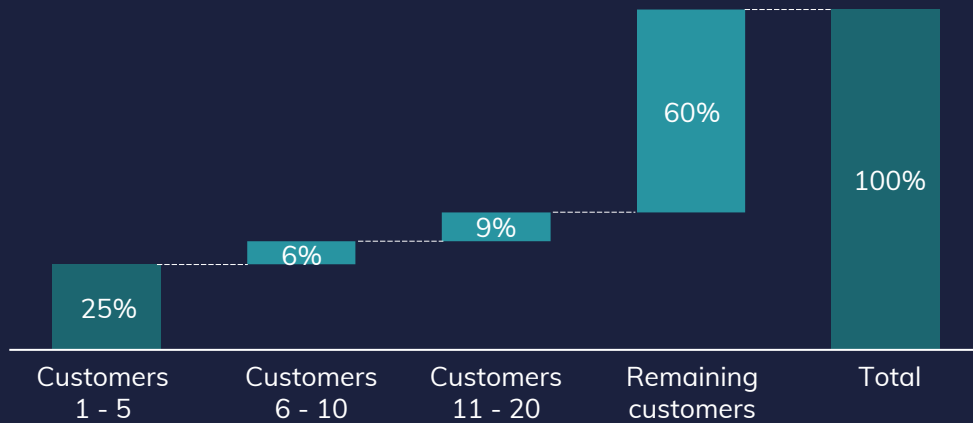
PUBLISHER CONCENTRATION⁽¹⁾



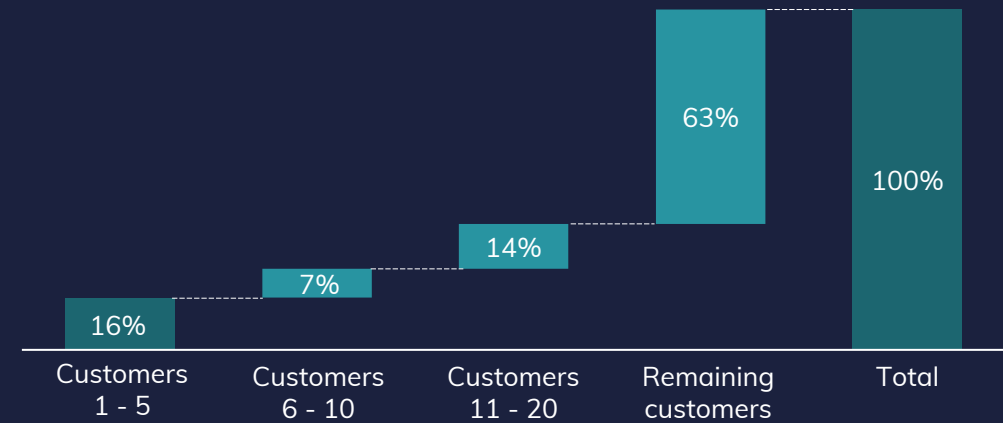
GLOBALLY RENOWNED BRANDS WITH EXTENSIVE ADVERTISING BUDGETS

SELECTED ADVERTISERS

CUSTOMER CONCENTRATION PROGRAMMATIC

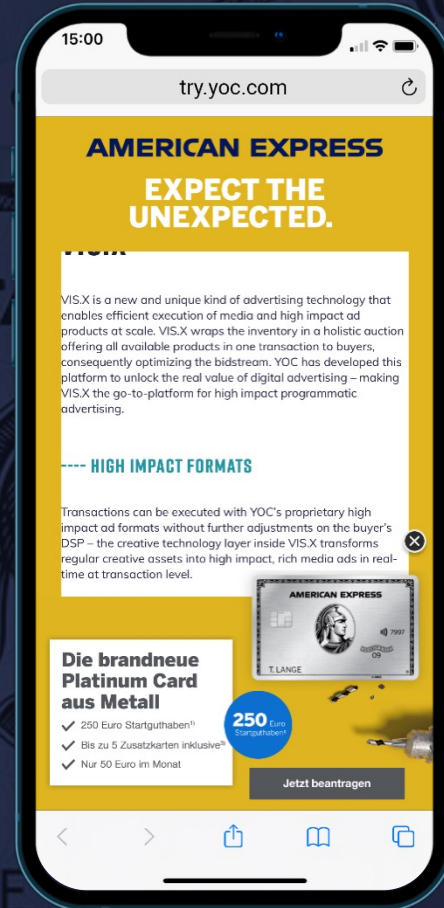


CUSTOMER CONCENTRATION INSERTION ORDER





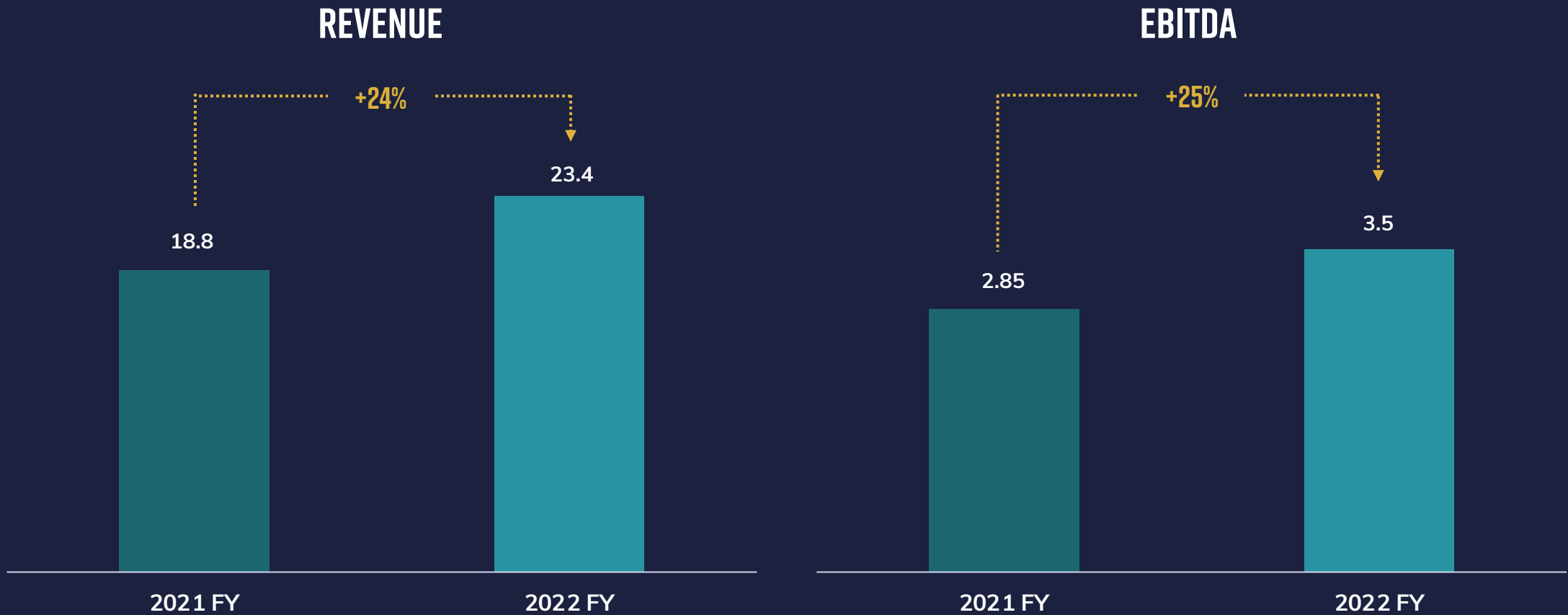
04 FINANCIALS



YOC Desktop Skin
 Client: American Express
 Austria, Q4/2021

SALES GROWTH OF 24% LEADS TO AN INCREASE OF EBITDA OF 25% 2022

FINANCIAL DEVELOPMENT 2021 VS. 2022





GROSS PROFIT MARGIN REACHES 45% / NET INCOME: 2.3 €M

KEY FINANCIAL FIGURES FY 2022 VS. 2021

KEY FIGURES ACCORDING [IN €M]
REVENUE VIS.X® platform as main growth factor
GROSS PROFIT MARGIN [%] Envisaged target >45%
INVESTMENT IN OWN TECH STACK Focus on investment in technology innovation
OPERATING PROFIT (EBITDA) Investments in VIS.X® platform & workforce lead to scaling of business model
NET INCOME Continued scaling of profitability

FY 2022	FY 2021	DELTA	FY 2020
23.4	18.8	24%	15.5
≈ 45%	≈ 43%	≈ 2 pp	41%
1.2	1.1	10%	0.9
3.5	2.85	25%	1.83
2.3	2.1	10%	0.3



SOFTWARE PLATFORM FOR HIGH-IMPACT ADVERTISING TECHNOLOGY AT SCALE

YOC GROUP KEY FACTS Q1 2023

5.2 M

Revenue [EUR]
in Q1/2023

+18%

Group revenue
growth Q1/23 -Q1/22

44%

Gross Margin
in Q1/23

+6.1%

EBITDA margin
in Q1/23

>85

Employees with strong
in-house development

42%

Intention to interact
with YOC high-impact
ad formats⁽¹⁾

>2,000

European premium
publisher sites in reach

80%

Of top 500 global
advertiser are
YOC clients

VIS.X[®] PLATFORM AS BUSINESS GROWTH DRIVER

Q1 2023 AND FINANCIAL OUTLOOK 2023

ACTUALS Q1 2023

- › Revenue: 5.2 Mio. EUR (+18%)
(Q1/2022: 4.4 Mio. EUR)
- › Gross Profit Margin: 44% (+1PP)
(Q1/2022: 43% Mio. EUR)
- › EBITDA: 0.3 Mio. EUR (-50%)
(Q1/2022: 0.6 Mio. EUR)
- › Net Income: 0.0 Mio. EUR (-96%)
Q1/2022: 0.3 Mio. EUR)

GUIDANCE FISCAL YEAR 2023

- › Revenue: 29.0 – 30.0 Mio. EUR (+24 – 28%)
(2022: 23.4 Mio. EUR)
- › Gross Profit Margin: 45% (+/- 0 PP)
(2022: 45% Mio. EUR)
- › EBITDA: 4 – 4.5 Mio. EUR (+14 – 29%)
(2022: 3.5 Mio. EUR)
- › Net Income: 2.5 – 3.0 Mio. EUR (+19 – 42%)
(2022: 2.1* Mio. EUR)

*Reported in the Annual Report 2022 EUR 2.3 million: includes a one-off effect in the amount of EUR 0.2 million



VIS.X[®] PLATFORM AS BUSINESS GROWTH DRIVER

STATEMENT FIGURES Q1 2023

EXPLANATORY NOTES

- › Increase in personnel for further internationalisation, scaling and product & platform development in the second half of 2022 causes higher personnel expenses in FY2023
- › Revenue and profit share of Nostemedia Oy included as of 21st of March 2023 – therefore only minor effects on Q1/2023 group figures
- › Q1/2023 financial KPIs are in line with our budget planning. Therefore, we confirm the forecast for the FY2023

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

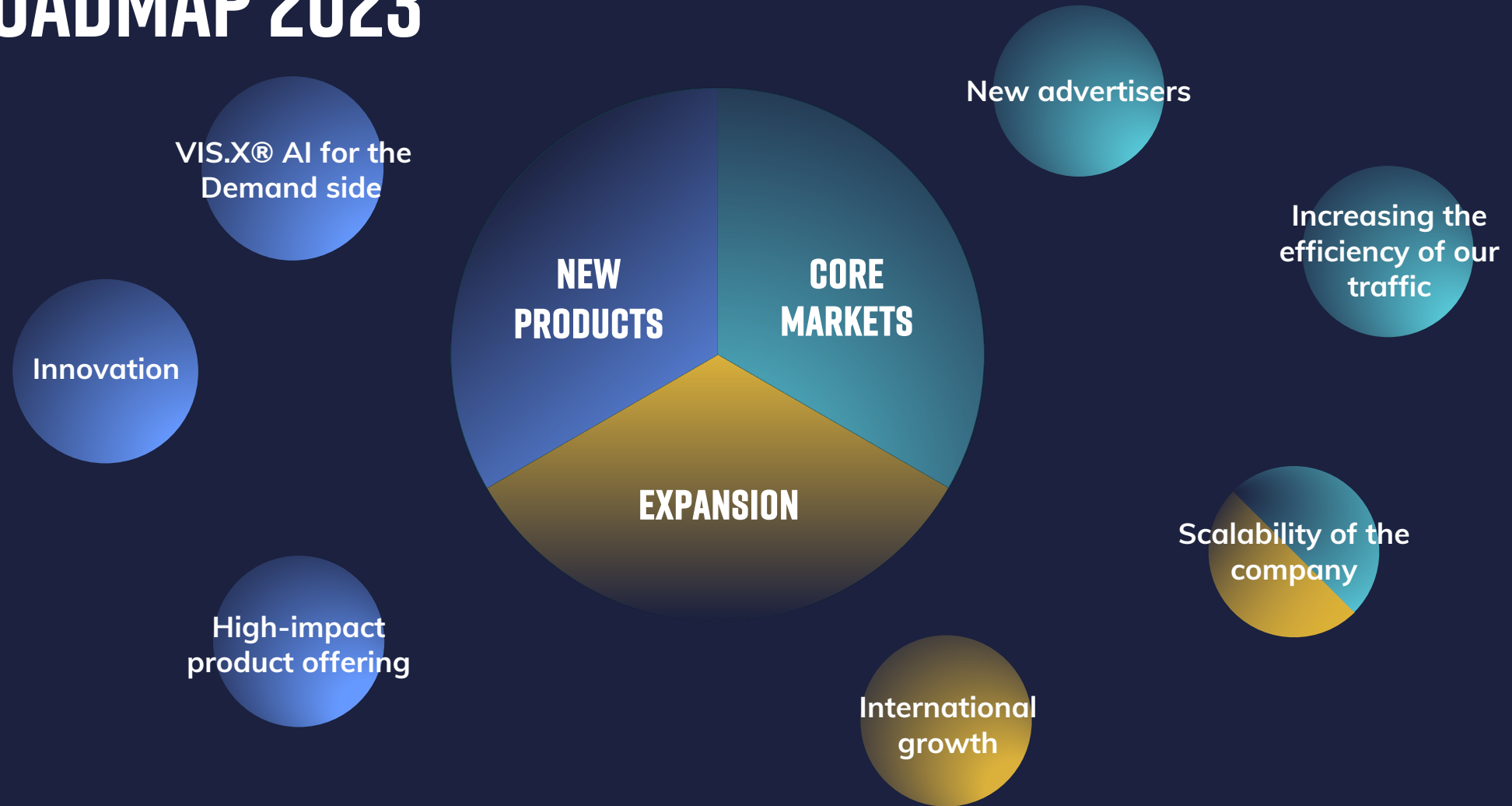
#2 NEW MARKETS

- › 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

THREE FOCUS AREAS ACCORDING TO THE STRATEGY ROADMAP 2023



THE ACQUISITION OF THEINDUSTRY AG IN SWITZERLAND

FIRST ACQUISITION CASE STUDY



Strong focus on high-impact ad formats and delivery across premium publishers lacking its own technology platform

200M+

Monthly ad requests

4.5M+

Monthly unique users

8

FTE at time of acquisition

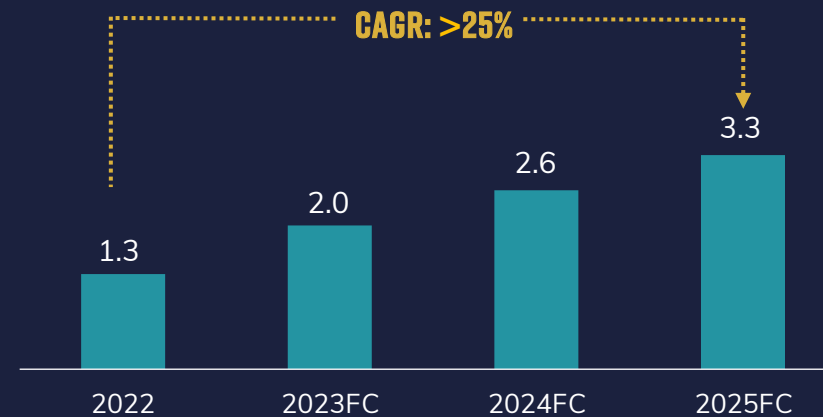
7+

years of market experience

TRANSACTION OVERVIEW

- › In January 2022, YOC AG acquired 100% of the shares in Zurich-based theINDUSTRY AG
- › Purchase price is split into a fixed component of € 0.4m (0.4 x FY2021 sales) and a performance-related earn-out
- › With its technology platform VIS.X®, YOC will provide immediate benefit to Swiss market participants and participate directly from the need of high-impact advertising formats

PROJECTED REVENUE DEVELOPMENT (IN €M)



THE ACQUISITION OF NOSTEMEDIA OY IN FINLAND

SECOND ACQUISITION CASE STUDY

Nostemedia

Strong publisher network with exclusive contracts and already 40% programmatic revenue share lacking products and own technology platform.

600M+
Monthly ad requests

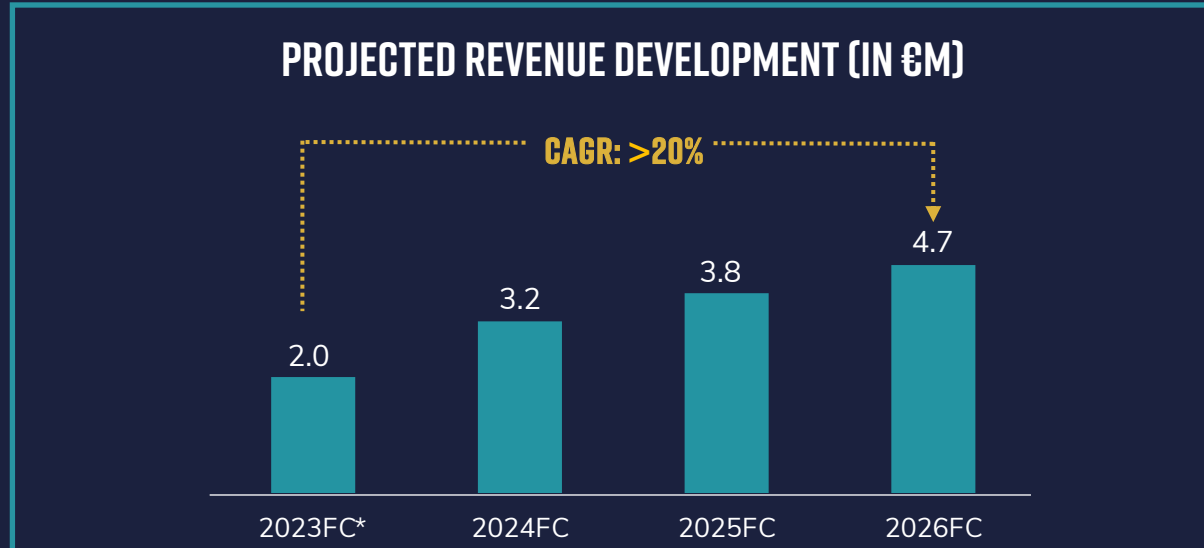
5.0M+
Monthly unique users

11
FTE at time of acquisition

9+
years of market experience

TRANSACTION OVERVIEW

- › In March 2023, YOC AG acquired 100% of the shares in Helsinki-based Nostemedia Oy
- › Purchase price is split into a fixed component of € 1.2 M (0.4 x FY2022 sales) and a performance-related earn-out
- › With its technology platform VIS.X®, YOC will immediately strengthen the business by its proprietary high-impact advertising formats and further upscale the programmatic business



*Refers only to the period from 21 March 2023



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



LET'S TALK CONTACT



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Management Board

Dirk Kraus

Supervisory Board

Dr. Nikolaus Breuel (Chairman)
Konstantin Graf Lambsdorff
Sacha Berlik