



Master Investor Show

April 15 2023



“ Helping Online Consumers make informed choices ”

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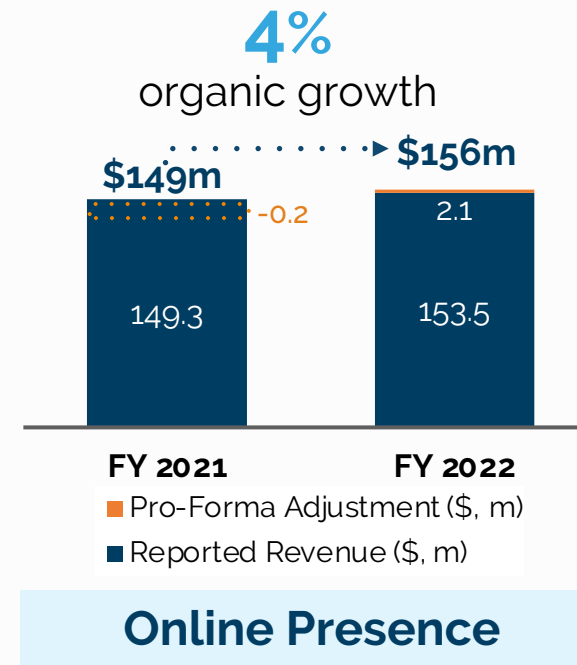
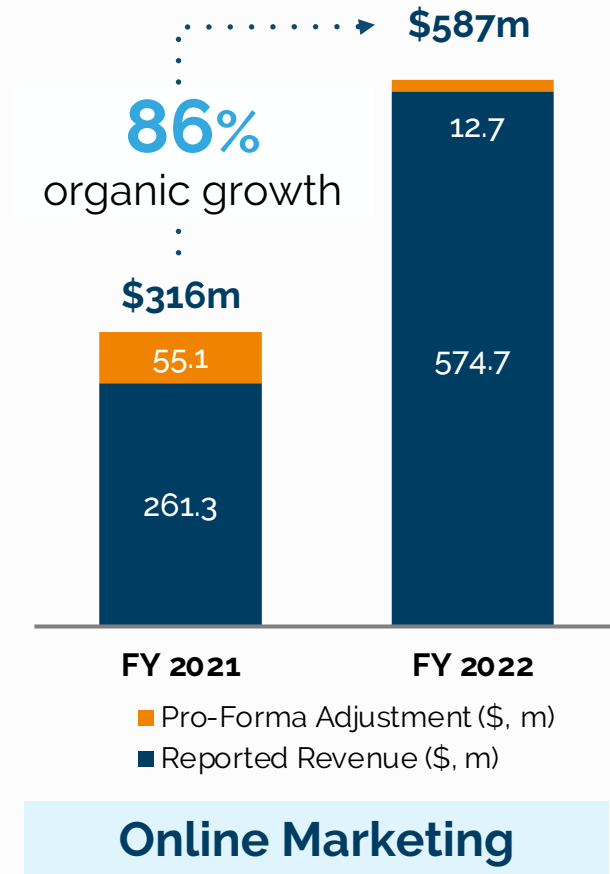
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CNIC operates two businesses with a combined organic growth of 60% for 2022



Note:

(1) Pro-forma adjustment for acquired revenue, constant currency FX impact and non-recurring revenues

In Online Marketing, CentralNic helps online consumers make informed choices – an evergreen purpose



01



We do so by creating **consumer journeys** that convert general interest media users into high conviction online consumers.

02



We engage by offering **contact points** on social media, publisher websites and search engines by placing ads¹ for broad categories.

03



We educate the online consumer through **easy to understand** advertorials and review websites.

04



By working with world leading aggregators, we have access to commercial inventory that **closely matches** the consumer's **intent**.

05



CentralNic is particularly good at this due to **machine learning** on billions of consumer interactions, providing superb insights into the psychology of online consumers

What does this look like in real life?

What does this look like in real life?



Please download video from:

<https://we.tl/t-fAxGjmXtGy>

Please set to autoplay

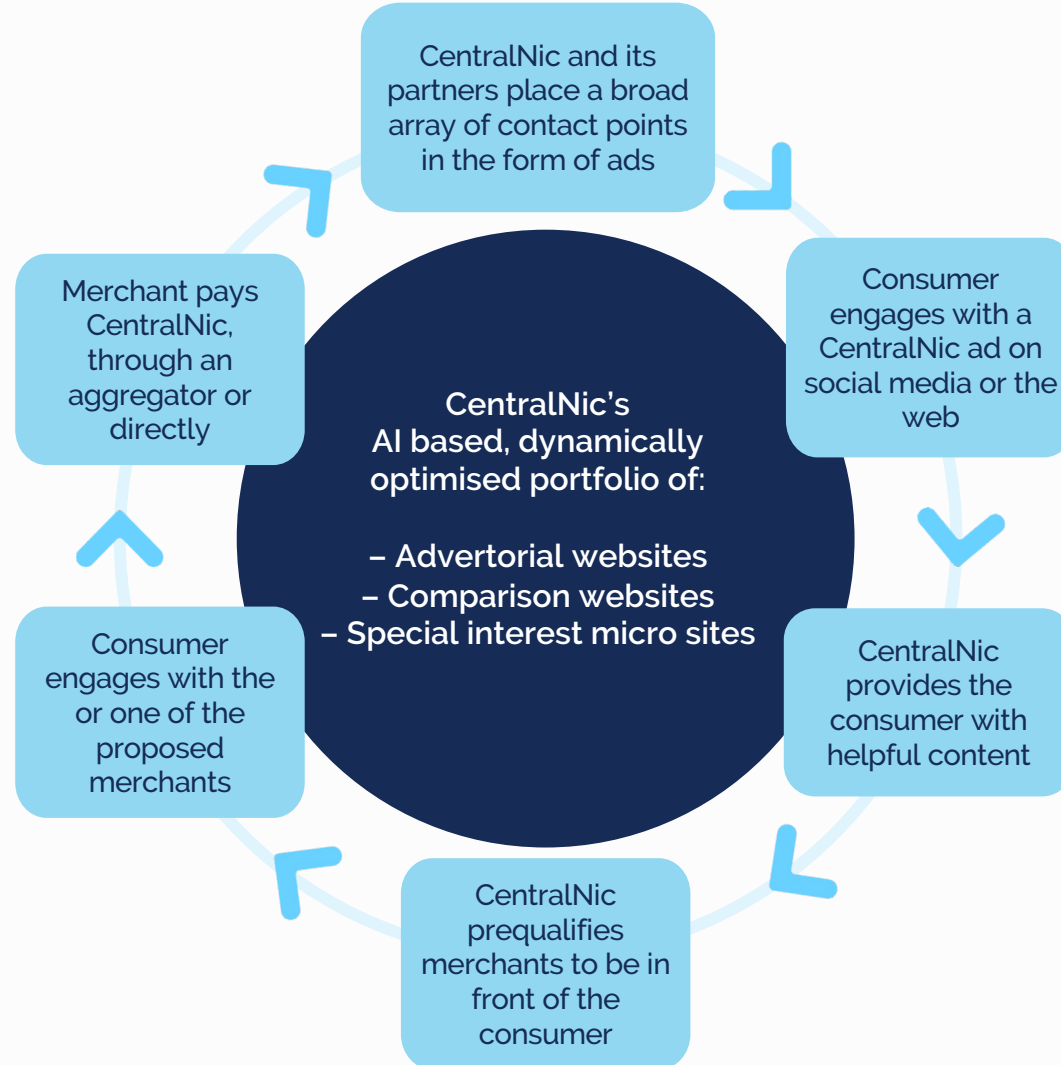
Online consumers value the noise reduction and privacy – value is captured through commercial alliances



Value Creation

Online consumers:

- Only see the most relevant ads
- Never see malicious ads
- Only proceed if they interact (no auto forwarding / redirecting)
- Have more information to make a confident, informed choice
- Remain private as no third-party data is collected or shared



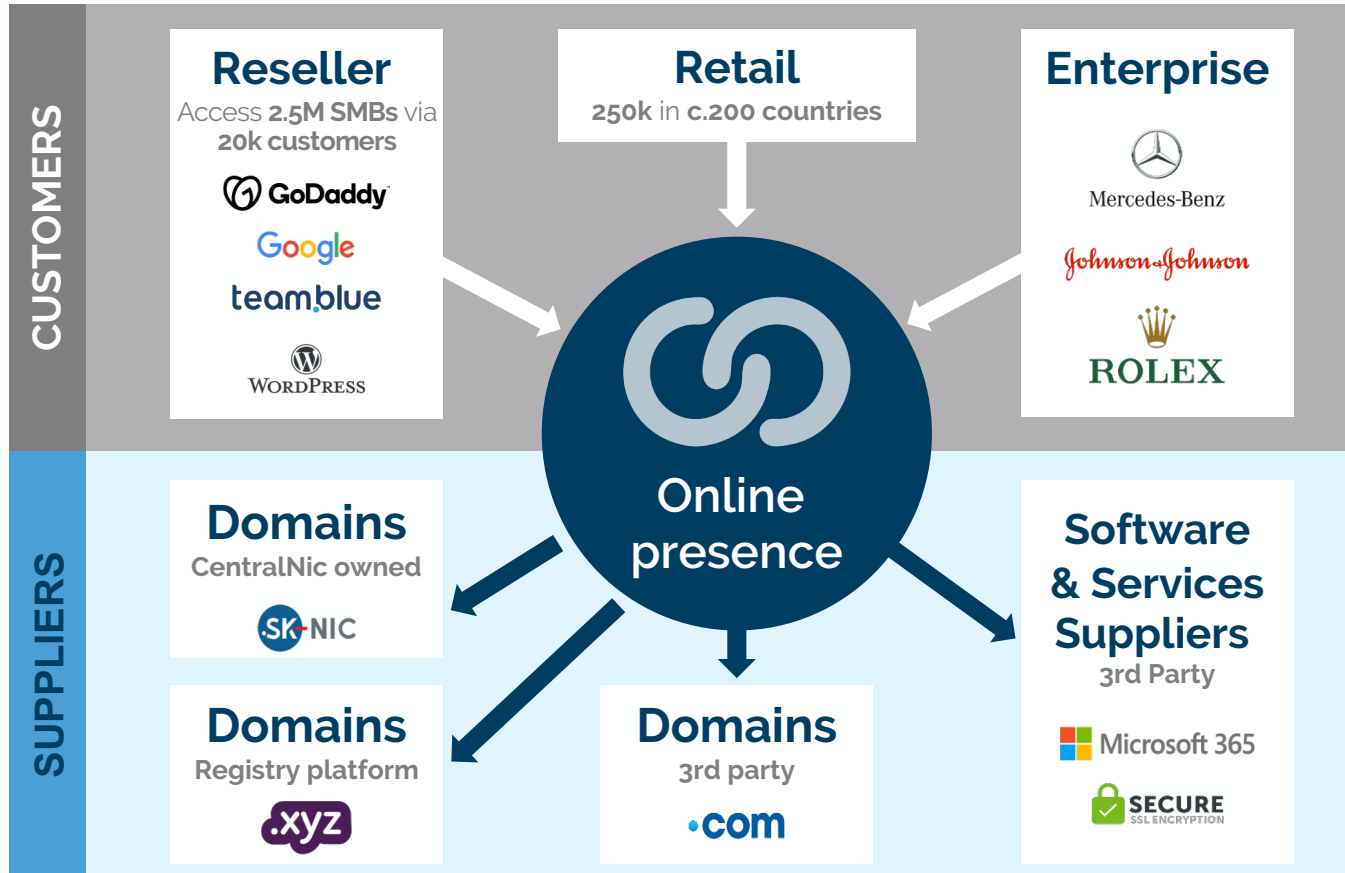
Value Capture

Merchants:

- Appreciate the pre-informed, high intent online consumers who convert more frequently and return goods less often
- Increase their reach to media outside the media buying domain
- Pay a fee for the referral or a commission for a completed transaction

In Online Presence, CentralNic is a leading distribution channel for domains and one-stop shop for their users

We provide the tools for businesses to go online



Market features

- Subscription revenues
- Huge customer stickiness - only 2% of customers change suppliers each year
- Upsell/bundling opportunities
- Healthy acquisition pipeline

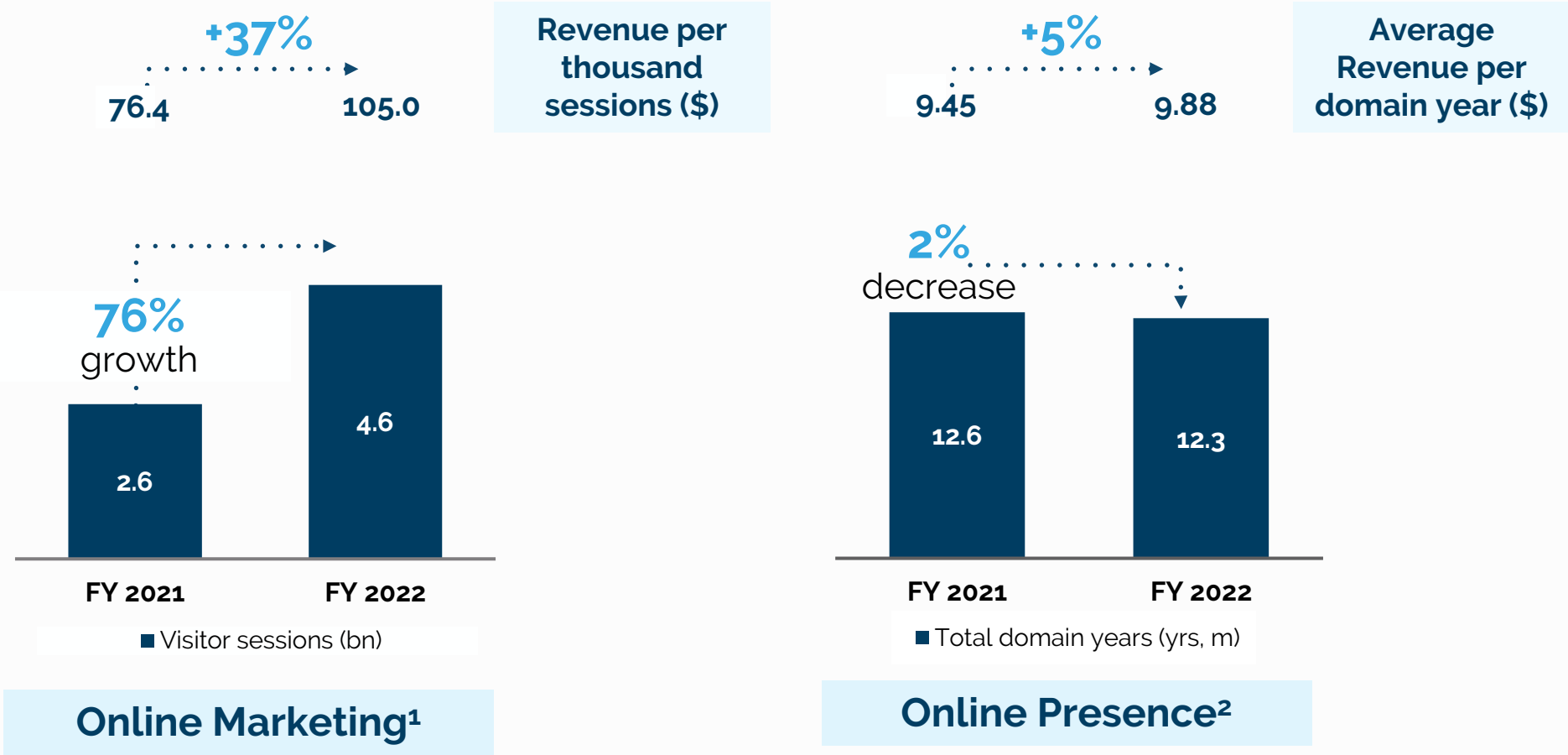
Our value adds

- Comprehensive domain selection
- Technical excellence
- Compliance management
- Centralised billing/payments
- Expert customer service/advice

Segmental KPI evolution demonstrates our ability to attract more consumers and extract more value



Key volume and price quality metrics



Note:
 (1) Based on analysis of c.84% of the segment which can adequately and reliably be described by these KPIs; (2) Based on analysis of c.79% of the segment which can adequately and reliably be described by these KPIs



FY 2022 Financial Highlights

Achieving record growth

Gross Revenue

\$728.2m **+77%**

FY 2021: **\$410.5m**

Net Revenue

\$177.7m **+50%**

FY 2021 : **\$118.5m**

Adjusted¹ EBITDA

\$86.0m **+86%**

FY 2021: **\$46.3m**

Adjusted EPS

¢ 20.01 **+70%**

FY 2021: **¢ 11.80**

Operating Profit

\$33.6m **+172%**

FY 2021: **\$12.4m**

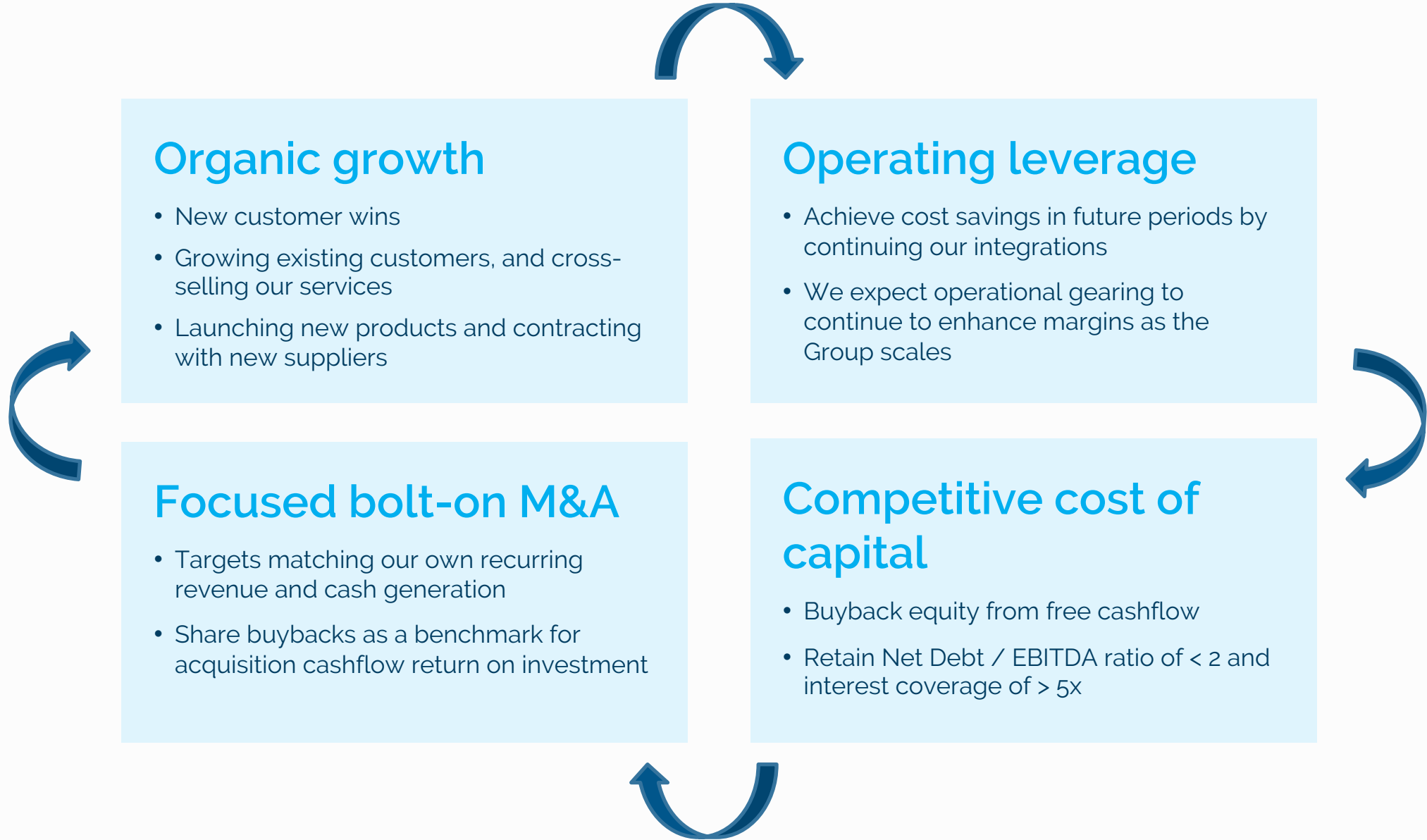
Adjusted² Cashflow

\$95.0m **+69%**

FY 2021: **\$56.3m**

Notes:
(1) Subsidiary Earnings before interest, tax, depreciation, amortisation, non-cash charges and non-core operating expenses
(2) Cashflow from operations adjusted for exceptional costs incurred and paid during the year and settlement of one-off working capital items from the prior year

Strategic priority: creating a virtuous circle



Cashflow waterfall model aligns CentralNic's strategic priorities



To ensure compatibility among CentralNic's strategic priorities, the Board intends to allocate the Group's free cash flow as follows:

- 1. progressive dividend policy:** progressive dividend policy as a fundamental mode of cash return. The proposed dividend of 1.0 pence per share for 2022 represents approximately 6% of the year's free cash flow, providing ample room for growth
- 2. organic growth:** investing in capital projects that drive the Group forward and yield returns above the cost of capital. These projects may include platform integration, content repository expansion, or international growth
- 3. accretive bolt-on acquisitions:** acquiring targets which provide higher returns than repurchasing our own equity.
- 4. share buybacks:** any remaining free cash flow will be used for share buybacks within limits agreed upon with the banking pool
- 5. debt repayment:** if any funds remain, they will be allocated to reduce the Group's gross debt. If net leverage approaches the levels seen at the end of 2021, the Group will prioritise debt reduction over share buybacks, using free cash flow for this purpose



Thank You

Meet us at our stand: M:35