



## **Interim report 1<sup>st</sup> half year 2019 for Icecat N.V.**

This report has not been audited by an external auditor.

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## 1 **Management board report**

### **Key financials**

The annual revenues of Icecat N.V. (NPEX:ICECAT) have increased by 6% over the first six months of 2018 to 4.45 million euro during this period. The gross profit increased markedly by 7%, and as also the operating expenses have marginally improved (by -1%), the EBT of Icecat improved sharply by 64% to 760K euro. This is the main factor for the strongly improved cash position by 24% to 4.2 million euro. A solid cash position has proven helpful in past acquisitions, and is instrumental for ongoing take-over conversations.

The growth of the business is picking up after a very slow start in the first months, and we expect this trend to continue during the rest of 2019. It seems that in the beginning of the year uncertainty whether a recession would materialize in major markets, played a role in delaying some ecommerce investments. This factor seems to have lessened during Q2. An internal factor is that Icecat focused on improving the profitability of all its activities, including bringing recent acquisitions to becoming EBT positive. The focus has now fully switched to speeding up organic growth of monthly (recurring) revenues to 10-20%.

In February, the take-over of reviews aggregator Testseek was realized. The impact on Icecat's annual figures is marginal. Reviews are a strategic content asset in services for key global clients like Intel, HP, and Microsoft.

### **Non-financial KPIs**

Icecat has been selected by Amazon as certified content partner for its Vendor Central and by Google as certified content partner for its brand portal. Google made budget available for the second half of 2019 to invest in the integration of Icecat's Open Icecat product content into Google's ecosystem.

Icecat has again been nominated for the European Business Awards 2019. See <https://www.businessawardseurope.com/otw/entry/one-to-watch-2019/22917>

The product data sheet (PDS) production of Icecat has improved by 25% from 804,688 to almost 1 million new PDSs during the first six months of 2019, compared to the same period one year earlier. Icecat's database contains now 6.7 million PDSs, each available in around 50 languages. The team is working on further operational and technical measures to further improve PDS production and productivity.

An important new service introduction is Icecat's *free* Vendor Central, a Product Information Management (PIM) tool that retail clients of Icecat use to motivate their brand suppliers to enter product data directly. The Vendor Central is now pushed by leading retailers and distributors in Europe. It has already contributed to around 1% of Icecat's PDS production, a percentage that is expected to increase quickly, and will contribute to the above-mentioned PDS productivity. See <https://iceclog.com/your-free-vendor-central-for-full-icecat-users/>

### **Board**

Per September 1, Peter Sol is to be appointed for a period of two years as CCO. Peter Sol is already for 11 years active in Icecat as Senior Vendor Manager, and Manager of Icecat's Vendor Team. Before that he was active as Sales Director of Haier Europe, and Sales Manager of Aopen and IBM.

In April, Sergey Shvets stepped back as CTO, to mitigate a (potential) conflict of interest, but continues to be involved as Technology Director and advisor.

The position of iMerge BV, a holding of CEO Martijn Hoogeveen, regarding depository receipts (DRs) has increased during this period to 286.205 DRs, namely:

- 29,991 DRs were acquired in behalf of Icecat from former Syndy B.V. shareholders, who called their put options as defined in the take-over agreement Syndy. The put options that were not called have now expired, so there is no further buy-back obligation present anymore regarding former Syndy shareholders.

#### **Participation in Hatch marginally increased**

The shareholding of Icecat in Hatch, the Where-To-Buy provider which is fast-growing, increased marginally by 1.3% to 44%, as the result of a small transaction with co-founder Kroese Beheer B.V., who stays on as CEO and as a main shareholder after the transaction. The relevant implications will be made visible in the 2019 annual report.

The financial calendar for 2019 is maintained here: <https://iceclog.com/financial-calendar-icecat-n-v/>.

Martijn Hoogeveen  
CEO

Emre Tan  
MD

Amsterdam, July 29, 2019

## 2.1 Balance sheet as at June 30, 2019

Icecat N.V. consolidated in euro

ASSETS	30-6-2019		30-6-2018	
	€	€	€	€
<b>Fixed assets</b>				
<b>Tangible fixed assets</b>				
ICT hardware and other equipment		256,845		285,427
<b>Financial fixed assets</b>				
Participations in group companies	5,020,890		5,095,491	
Participations in affiliated companies	3,931,200		3,931,200	
Other amounts receivable	14,927		14,927	
		8,967,017		9,041,618
<b>Current assets</b>				
<b>Receivables</b>				
Trade debtors	1,782,855		1,657,295	
Other receivables and accrued assets	492,134		501,723	
		2,274,988		2,159,019
<b>Cash</b>		4,190,688		3,386,094
<b>Total assets</b>		<u>15,689,538</u>		<u>14,872,157</u>
<b>LIABILITIES</b>				
<b>Shareholders' equity</b>				
Issues share capital	205,656		205,656	
General reserve	12,295,486		11,530,806	
		12,501,142		11,736,462
<b>Short term liabilities</b>				
Trade creditors	139,335		115,795	
Liabilities to group companies	351,871		357,960	
Taxes and social security premiums	81,102		-50,583	
Other current liabilities	2,616,088		2,712,524	
		3,188,396		3,135,695
<b>Total liabilities</b>		<u>15,689,538</u>		<u>14,872,157</u>

## 2.2 Statement of income and expenses and other comprehensive income for the first half year 2019

Icecat N.V. consolidated and in euro.

	<u>30-6-2019</u>		<u>30-6-2018</u>	
	€	€	€	€
<b>Net turnover</b>	4,447,088		4,202,332	
Cost of sales	<u>544,079</u>		<u>561,517</u>	
<b>Gross profit</b>		3,903,009		3,640,815
Personnel expenses	1,358,643		1,437,207	
Depreciation of tangible fixed assets	62,886		65,964	
Other operating expenses	<u>1,724,511</u>		<u>1,669,191</u>	
<b>Total operating expenses</b>		<u>3,146,040</u>		<u>3,172,363</u>
<b>Operating result</b>		756,969		468,452
Interest and similar expenses	<u>3,176</u>		<u>-5,598</u>	
<b>Financial income and expense</b>		<u>3,176</u>		<u>-5,598</u>
Result from operational activities before taxation		760,145		462,854

## **INVESTMENT DISCLAIMER**

### **Important information**

This report (the “Document”) contains a description of some important subjects regarding Icecat N.V. (alone or together with her daughter companies, “Icecat” or “Company”). This Document, which is not complete, is distributed in behalf of Icecat and Icecat is responsible for the accuracy of information included. The information contained in this Document is accurate only as of the date of this Document, regardless of the time of delivery of the Document. Icecat however, points out that this Document gives only a limited view of its activities and its subsidiaries. Therefore, this document is an inappropriate basis for taking a decision to invest in the depository receipts of ordinary shares of Icecat as issued by Stichting Administratiekantoor Icecat (the “DRs”), and as currently listed at NPEX. Regarding the decision to buy or sell DRs, a potential investor should exclusively base himself or herself on information included in the prospectus, and all subsequently distributed information, and not just on information in this Document. Market information or expectations or forward looking statements in so far expressed in this Document don’t form a sound basis for investment decisions. This Document doesn’t form an offer or an invitation to buy DRs, in particular the (citizens and territories of the) United States, Canada, Japan and Australia are excluded. The DRs are not allowed to be offered or sold in the United States or in behalf of persons in the United States as defined in Regulation S conforming to the U.S. Securities Act 1933, as changed (“Securities Act”), unless they are registered conforming the Securities Act or are exempted from registration under any exception term to it. Icecat has not registered DRs as such and is not planning an initial public offering of DRs of Shares in the United States.

### **Investment Risks**

Investing in products like (depository receipts of) shares involves risks. The results of the company or companies in which you invest can be disappointing. This is also true for the results of Icecat. The DRs might not be tradable on a public market, and there might not be an active and liquid market for the DRs. Further, there is the possibility that you will not receive dividends. Potential investors, before deciding to buy Depository Receipts, should read the prospectus and subsequent communications carefully. In particular, they should read the sections related to risks in investing in the DRs, as included in the chapter “Risk Factors” of the prospectus. Before a potential investor decides to trade DRs, it is advised to consult a professional financial advisor. This Document contains statements about the future that are based on current strategies, and current strategies, assessments, and expectations about the future of Icecat with regard to external developments. These statements will include assumptions, risks and uncertainties, that can change after the date of publication of this Document.

The value of your investment in DRs can fluctuate. Results of the past, don’t provide a guarantee for future results. For further information, please see <https://www.npex.nl/en/platform/icecat/documents>.