

**EMERCE**

BESTE E-BUSINESS  
BEDRIJVEN 2020

**100**

MKB DATA SCIENCE  
TOP 50

**fd.**  
GAZELLEN  
2020

# INVESTOR UPDATE

Q3 2021

November 17, 2021

**Product Content  
for Sustainable  
Buyer Decisions**

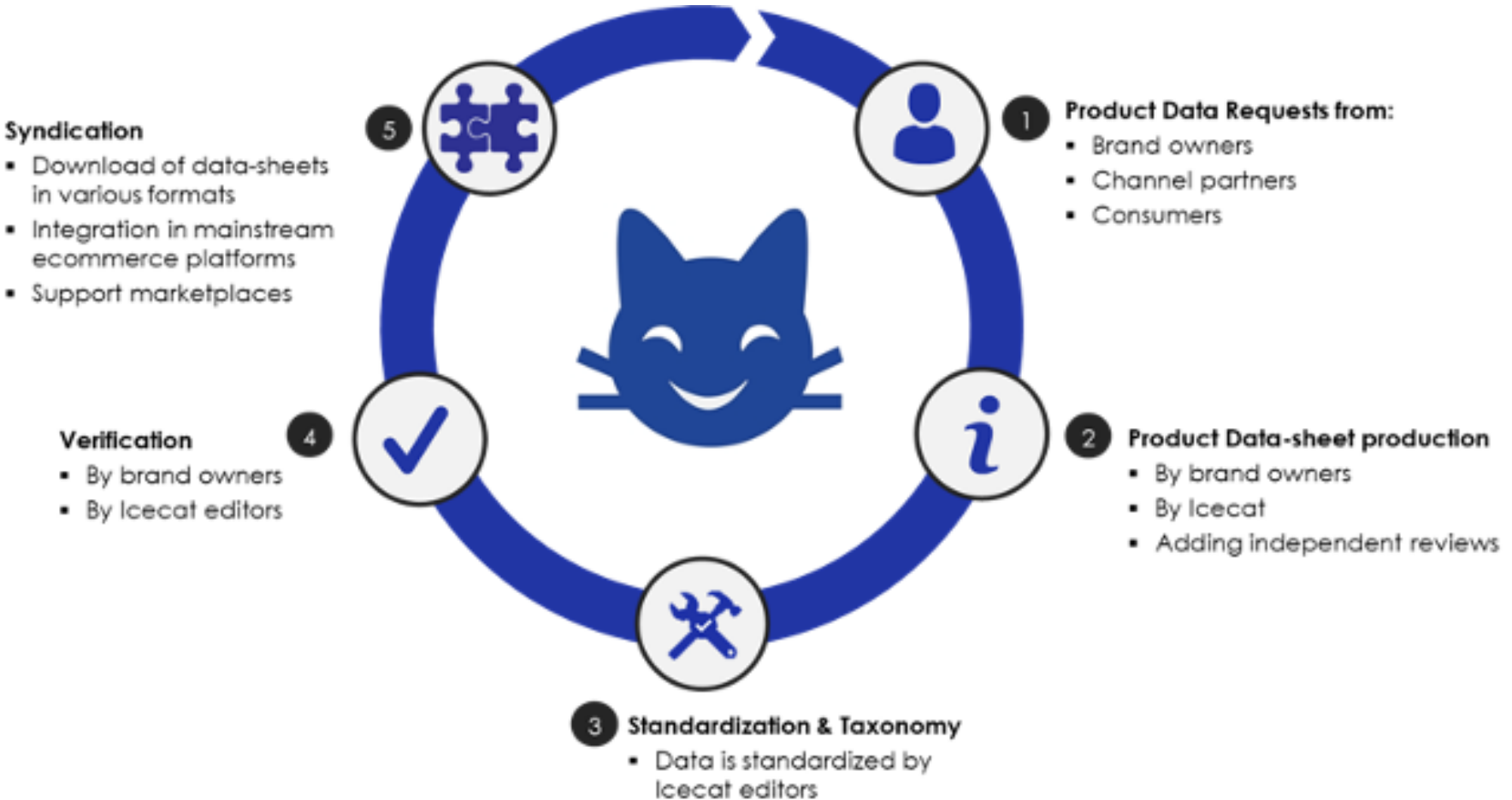
**icecat**  
the open catalog

# Important Information

- **This information is not for residents of the USA, Canada, Australia and Japan**
- **This information gives only a limited, historic overview about the performance of Icecat. Investment decisions should also be based on all other information available including, but not exclusively, the prospectus, and sections relating to risks**
- **Investing in (DRs of) shares is not without risk. An investor can lose his investment**



# Icecat: Global Product Information Management & Syndication. It's all about Sustainable E-commerce.



**Icecat**  
**Enhanced Product**  
**Stories:**  
**Brands love it.**  
**Multimedia.**  
**LIVE inserted in retailer sites.**  
**Analytics.**



Free LEGO

**LEGO** **BATMAN**

**Batman™ speelgoedset voor kinderen vanaf 4 jaar**

Laat de fantasie van je kind los met deze LEGO™ speelgoedset met de avonturen van Batman™ met een rijdende Batman Aquium, Batcyclo™ en meer.

**4+**

**DC**

**Bouwen, leren en spelen**

Zelfs de grootste LEGO™ bouwers kunnen zelf



**Características flexibles que se adaptan a su inspiración, donde sea que llegue**

**Muchos modos:** su 15.6" pantalla para leer y trabajar le máxima comodidad con cuatro modos flexibles: laptop para escribir, tablet para dibujar o escribir con el lápiz de precisión PrecisionPoint® disponible y modo de tienda o modo para entretenimiento y juegos versátiles.

**La fuente de energía:** con los procesadores Intel® de cuatro núcleos de 6ª generación y hasta 16 GB de memoria RAM, tendrá una gran potencia para todos sus proyectos, sin excepciones y más.

**Flexibles almacenamiento:** con opciones de hasta 1 TB de HDD, 512 GB de SSD o hasta 1 TB de almacenamiento con unidades sólidas, la flexibilidad de almacenamiento para hacer todo lo que necesite de manera rápida, segura y sencilla.

**Fuerte USB Type-C™:** el puerto multifuncional proporciona conectividad sencilla simplificada, el tiempo que ahorra DisplayPort y Power Delivery y la potencia adicional o una variedad de configuraciones y dispositivos con una conexión fácil.

**Entretenimiento:** aproveche los canales de Curator para contenido personalizado de temas libres y un banco de fuentes digitales optimizadas (depende de configuración seleccionada) en el botón de actividad para iniciar sesión con un solo toque con la ayuda de Windows Hello.

**Más memoria:** los archivos y aplicaciones más utilizados están disponibles en un instante con la memoria Intel® Optane™ integrada, lo que hace que su sistema sea más rápido y más suave. Los datos críticos tienen el doble de capacidad de recuperación con la memoria Intel® Optane™ de 16 GB.



# 2021 Q3 Business Summary

- **Q3 revenues: €2.9M** (YoY +18%)
- **Q3 EBT: €0.75M** (YoY +58%)
- **EBITDA = ~EBT**
- **Note: Q3 figures are unaudited**
- **Team size: slight decrease, but hiring picks up post-lockdowns**
- **Almost all growth is organic**
- **Focus continues to be on footprint expansion and revenues growth over profit optimization**
- **Employee Stock Incentive Program: purchased 2,385 existing DRs via NPEX**
- **NOTE: The new auditor provided an auditor statement for the final 2020 report**

Not consolidated:

- **Hatch (venture): our share increased to 44% and preliminary agreement to sell to a strategic investor. Clarity around end of the year on this possible, material transaction**

# COVID-19 Impact Q3-2021

- **The order intake steady at +18% in Q3**
- **Projects are released post-lockdowns**
- **Acceleration of migration to e-commerce**
- **Cannibalization of classic retail expands to FMCG, Fashion and Beauty**
- **Major brands and platforms expand and invest**
- **Reduced competition in “data pools”**
- **The M&A market still hot after initial cooldown**

Therefore, we coped by focusing on :

- **Freemium services to increase PIMS footprint**
- **Focus on Free Vendor Central, PIMS and Marketplace integrations**

# Q3-2021 Non-Financial KPIs: 86% more product data-sheet downloads

	Q3 2021		Y-o-Y
<b>Product Data-Sheet Downloads</b>	3.5 Bio		+86%
<b>Product Data-Sheet Production</b>	0.5 million		Stable
<b>Number of Brand users</b>	2.7K		+27%
<b>Number of e-commerce users</b>	100K		+9%
<b>New user registrations</b>	2K		-17%
<b>Unique monthly API connects (average)</b>	3K		+1%
<b>Supported languages (or locales)</b>	69		Stable



# Changes in competitive landscape

- **Product videos:  
We acquired Autheos**

- **Icecat #1 footprint according to SimilarWeb**

<https://bit.ly/3gMw6OW>

- **Global competition is consolidating**

- Salsify (US) acquired Alkemics (FR)

- **The e-commerce market is shifting towards marketplaces:**

- Amazon\*
- Alibaba
- Facebook
- Google
- Rakuten
- Local : BOL\*

- **The PIM market is crowded. But the PIMS (syndication) market less.**

# Key Innovations



**Blend PIMS solutions into Icecat ecosystem: “ONE PIM Cloud”**



**New digital assets: Enhanced Product Stories (mini sites DELL, HP, Huawei, LEGO, etc.), research NFTs**



**Free Vendor Central (PIM) rollout with our key retail clients**



**Icecat certification by Google Shopping, Amazon Seller/Vendor Central, Facebook, Alibaba/Ali Express**



**Brand Rank Page: statistical dashboard**



**Expand Iceshop Vendor Network (EDI)**

## Sustainability: Supporting new EU energy labels (2021) and expanding green logos

Support NEW EU Energy label and support key Eco-Labels

Lease: 1 PHEVs (was: 8), 14 FEVs (was: 7)

7 Company Bikes

Climate Neutral Hosting

Diversity: 20 nationalities

Board: 3/6 non-native, 1/6 female



# The Board of Directors

- **All Directors remained in post**
- **The Board's opinion is that the Icecat DR price is currently undervalued at NPEX.**  
**During 2022, the Board will continue the employee stock incentive plan, and consider further options that improves liquidity and/or the demand/supply ratio.**

# Risks

- **Consolidation and shake-out of E-commerce market**
- **Global Market-Places could become too dominant**
- **COVID-19 accelerated cannibalization of physical retail**
- **Supply chain disruptions**
- **M&A targets overpriced**
- **Stock markets might cool off**
- **Inflation and negative interest rates**
- **Increased PIM competition**
- **Modified EU legal frameworks re content use**

Other risks are identified in the Prospectus and other documents



**Invest in Icecat | global publisher and syndicator  
of product information**

[www.icecat.com](http://www.icecat.com)