

Icecat Investor Update “Best Year Ever” 2021

May 27, 2022

<https://youtu.be/rvtONq6kctE>

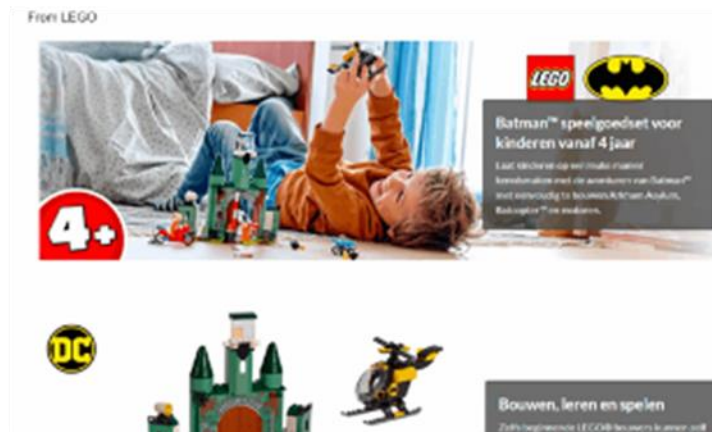


Important Information

- 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/her investment

What is Icecat: Helping Consumers Real-Time with Buyer Orientation

- Enhanced Product Stories
- Brands Love it
- Multimedia
- LIVE inserts in retailer sites
- Analytics
- Product reviews
- Recommendations



[LEGO Star Wars Yoda 75255 \(intertoys.nl\)](https://www.intertoys.nl)

What is Icecat? Multimedia Product Data-Sheets Currency of E-commerce

- 1 Merk, productcode en productnaam
- 2 EAN - UPC codes
- 3 HD-beelden, 360°-beelden
- 4 Feature logo's
- 5 Beschikbare formats
- 6 Aanbiedingen
- 7 Specificaties
- 8 Video's
- 9 3D Tours
- 10 Reasons to buy
- 11 Marketingtekst (meertalig)
- 12 PDF's

PHILIPS Philips AquaTouch elektrisch scheersapparaat, nat/droog

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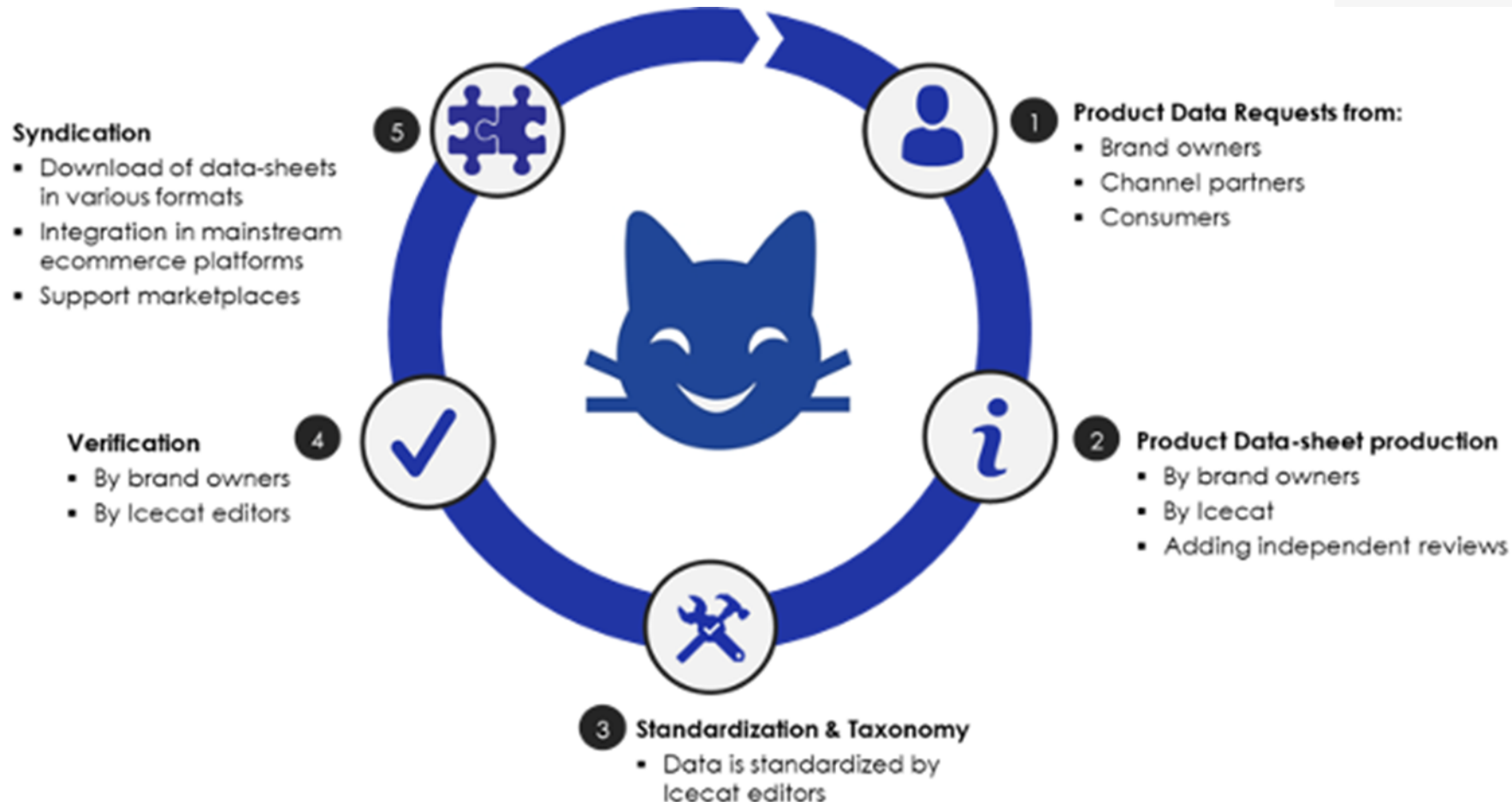
10 Reasons to buy

11 Marketingtekst (meertalig)

12 PDF's

Product	3D tour	Video	Specs	Vergelijken	Aanbieden	Aanbodtype	Distributie
Scheersysteem	✓	✓	✓	✓	✓	✓	✓
3D-tour	✓	✓	✓	✓	✓	✓	✓
Aanpak scheersysteem	✓	✓	✓	✓	✓	✓	✓
Netw. aansl.	✓	✓	✓	✓	✓	✓	✓
Pop-up trimmer	✓	✓	✓	✓	✓	✓	✓
Profiel scheersysteem	✓	✓	✓	✓	✓	✓	✓
Design	✓	✓	✓	✓	✓	✓	✓
Waterdicht	✓	✓	✓	✓	✓	✓	✓
Indicatie	✓	✓	✓	✓	✓	✓	✓
Bedrijfsvoering	✓	✓	✓	✓	✓	✓	✓
Bedrijfsvoering	✓	✓	✓	✓	✓	✓	✓
Bedrijfsvoering	✓	✓	✓	✓	✓	✓	✓

What is Icecat: Global Product Information Management & Syndication



2021 Business Summary “Best Year Ever”

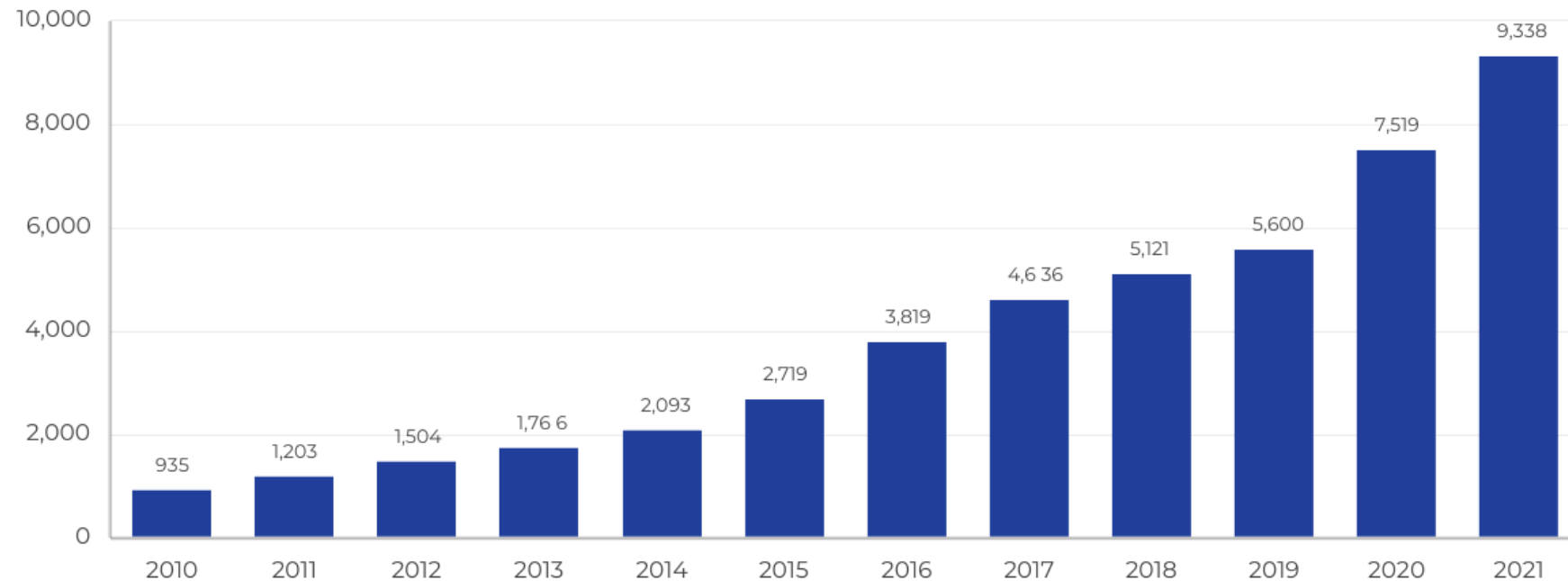
- Revenues: €11M (YoY +13%)
- Almost all growth is organic
- Earnings
 - before participations: €2.3M (YoY +28%)
 - after participations: €27.9M (YoY +1450%)
- Profit peak incidental: sales of share Hatch
- Dividend €4M or €0.38 per share
- Note: 2021 figures are yet unaudited, auditor plans audit in coming months
- Team size: stable as hiring picks up post-lockdowns
- Ended 2021 Employee Stock Incentive Plan given changes in regulation. Will re-evaluate.
- Up to €30M is available for Icecat’s M&A activity



Non-financial KPIs: +24% expansion categories covered

Categories Supported

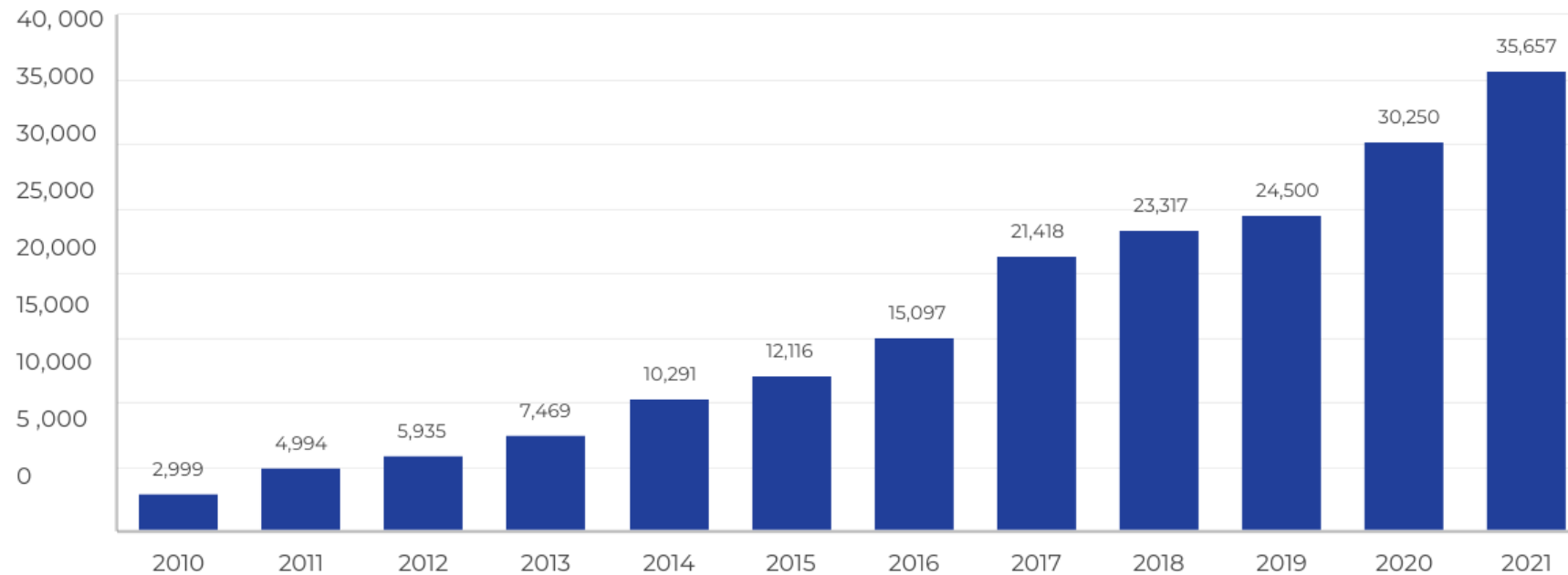
2010 - 2021



Non-financial KPIs: +18% expansion covered brand owners

Brands Supported

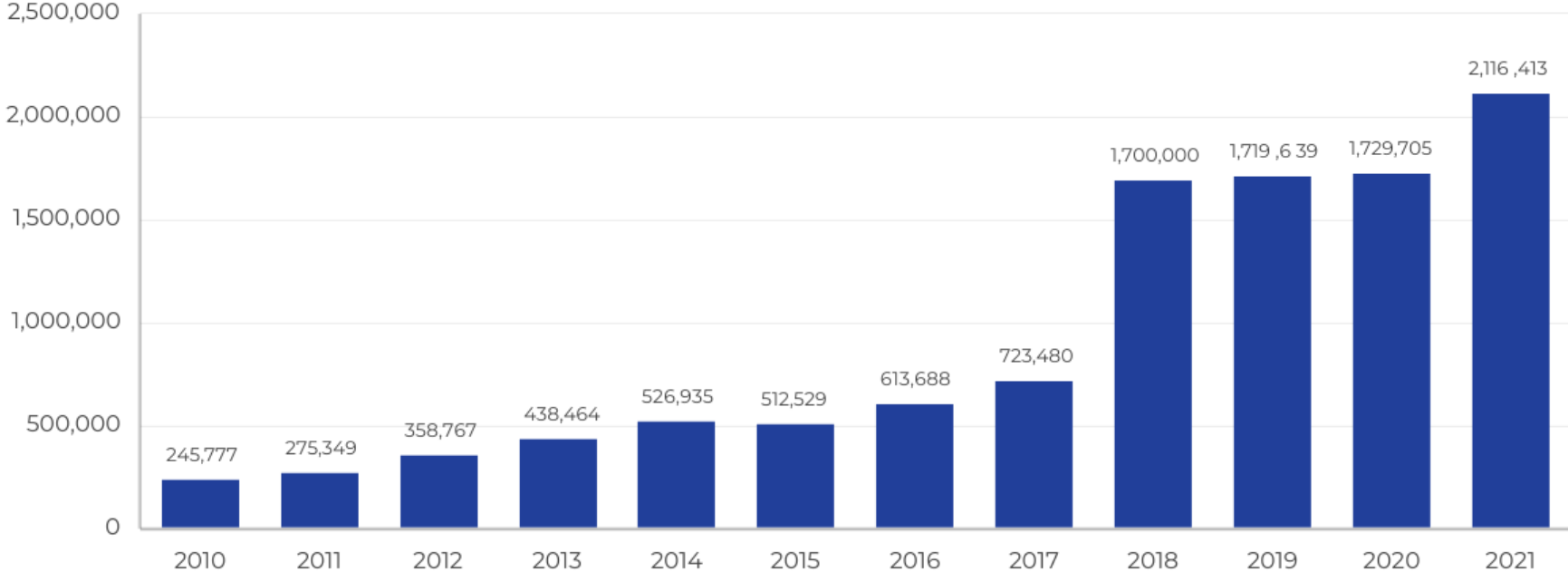
2010-2021 (Full Icecat)



Non-financial KPIs: +24% production hike

Product Data-Sheets Production

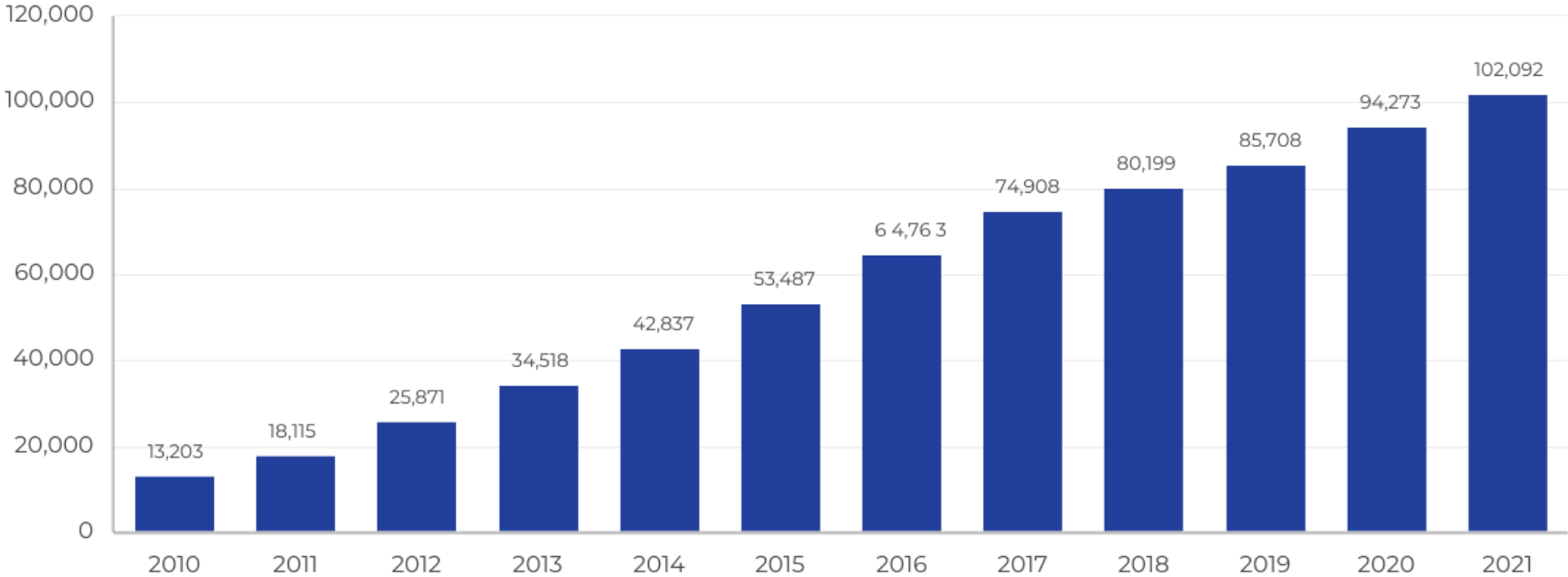
2010 - 2021



Non-financial KPIs: 14 Bio downloads by 100K+ e-com users

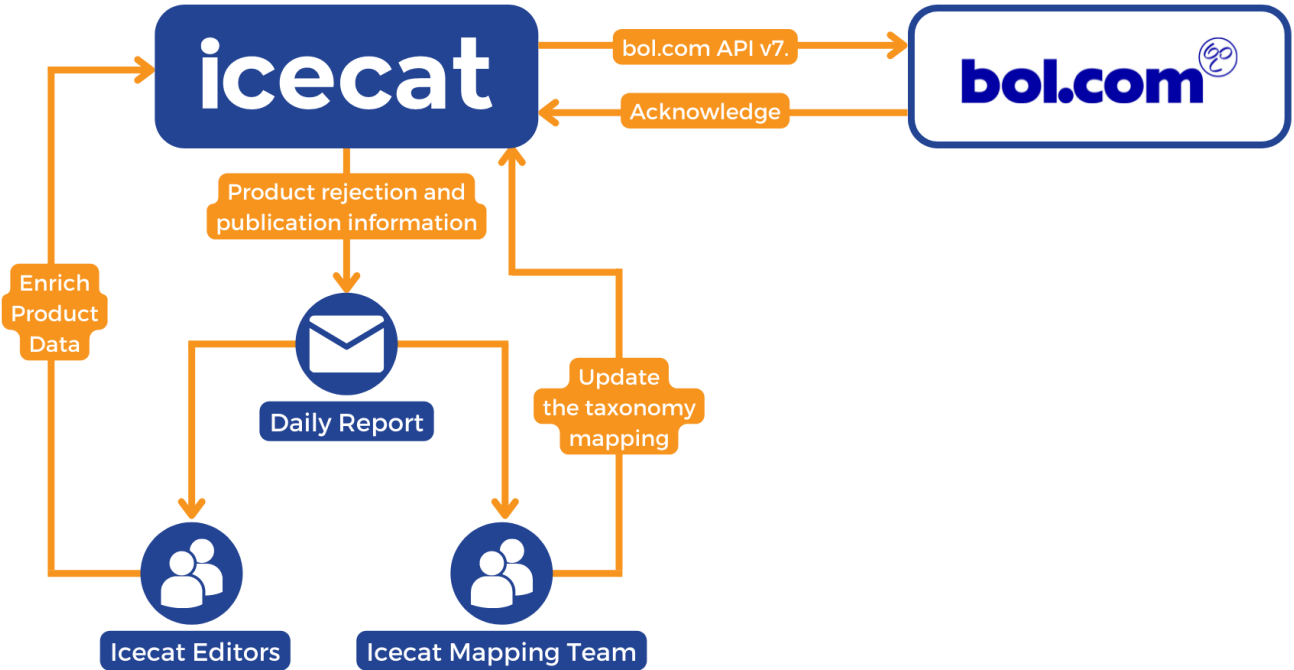
e-commerce Channel Partners

2010 - 2021



What is new? bol.com and Amazon multimedia connections

[Iceclog: Migrating Brands to the new Bol.com API](#)



What is new? 30M euro Smart Fund

Over 25 years of M&A experience.
Increasing training the team on the job.
Hire one business analyst/fund manager

Fund works on minority stakes in:

- Great Global SaaS vision
- Sustainable tech scale-up
- Very interesting verticals
- Solving a real challenge
- Jointly with other investment funds

Take-over strategy continued in Icecat's
PIMS core-business.

**Our global team is our eyes in the
market!**



Fund Allocation Status

3M EUR: Virtuagym

5M EUR arbitrage fund (P)

4M EUR dividend payout

2M EUR cash buffer (P)

14M EUR allocated (7M EUR “Parked”)

16M-21M EUR immediately available

We are in several investment conversations

M&A market cool down = more capital friendly



We are conservative
high-growth investors

Key innovations



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



Vendor Central (PIM) offer to key retailers; corporate PIM offerings



Brand Rank Page: statistical dashboard



Large scale production of Enhanced Product Stories (mini sites Apple, DELL, HP, LEGO, etc.)



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



Bridge Functionalities, incl. new BOL API and Amazon API integrations

Changes in the Board

New appointments:

- Guillaume Stritmatter CTO
- René Rozendal CNBO

All other directors and ordinary board members remained in post

Changes in competition

- Salsify (US) acquired
 - Alkemics (FR), FMCG data aggregation
 - SKUvantage (AU), local product content agency
- 1WorldSync (US) acquired Swogo (PT), product recommendations
- Syndigo (US) acquires Riversand (US) MDM/PIM
- GfK delisted in 2017: inactive in M&A, GfK Etilize reduced visibility
- Nielsen taken private in 2022, in 16B USD delisting deal
- Icecat acquired Autheos (NL), video syndication

Impact of the War in Ukraine

- Contingency plans in place
- Evacuation plan had to be adapted
- All staff in safety, except for a few volunteers
- Created with likeminded businesses UAid.charity
- Set up an Istanbul office as a fallback
- Systems run all safe in the EU or US
- After a few weeks of turbulence all UA dev and editorial teams are back to speed
- We paused our (limited) commercial business in Russia
- The net impact of the war on our business is neglectable
- Most UA editors and devs returned home
- Many UA applicants for jobs



Risks

- Consolidation and shake-out in E-commerce market
- Global Market-Places could become too dominant
- War in Ukraine might disrupt local work force
- Supply chain disruptions affect e-commerce
- Investments in ventures might not continue to pay off
- Stagflation scenarios
- Depressed financial markets
- Increased competition in our PIMS space
- Modified legal frameworks regarding content use
- Other risks as identified in the prospectus and other communications

Questions?

***Invest in Icecat, global publisher and syndication
of product content***