

Icecat Investor Update H1-2022

September 7, 2022

<https://youtu.be/rvtONq6kctE>

icecat



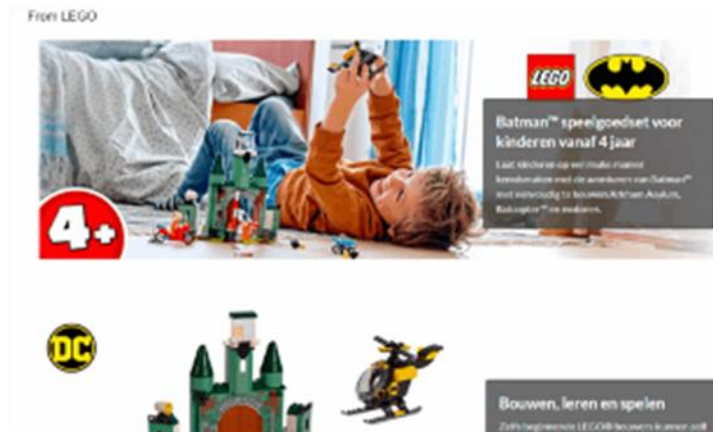
Important Information

- 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

Brands Love it:

- Enhanced Product Stories
- Multimedia
- LIVE inserts in retailer sites
- Analytics
- Product reviews
- Recommendations
- Cross-sell/Up-sell



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

Muchos modos: su 2 en 1 está diseñado para brindar la máxima comodidad con cuatro modos flexibles: laptop para escribir, tablet para dibujar o escribir con el bolígrafo interactivo Penrium2 disponible y modo de tienda o modo para entretenimiento y juegos sencillos.

Su fuente de energía: con los procesadores Intel® de cuatro núcleos de 8.ª generación y hasta 16 GB de memoria DDR4, tendrá una gran potencia para todos sus proyectos, entretenimiento y más.

Terrible almacenamiento: con opciones de hasta 1 TB de SSD, 256 GB de PCIe NVMe SSD o la mejor de ambas con unidades dobles, la laptop 15 5000 2 en 1 tiene suficiente almacenamiento para hacer todo lo que necesita de manera rápida, suave y sencilla.

Puerto USB Type-C™: el puerto multifuncional proporciona compatibilidad por fábrica ampliada, el tiempo que ahorra DisplayPort y Power Delivery y le permite acceder a una variedad de configuraciones y dispositivos con una conexión fácil.

Estos estándares: aproveche los estándares de Coriano para comandos estándares de mano libre y un lector de huellas digitales opcional (disponible en configuraciones seleccionadas) en el botón de encendido para iniciar sesión con un solo toque con la ayuda de Windows Hello.

Más memoria: los análisis y aplicaciones más utilizadas están disponibles en un instante con la memoria Intel® Optane™ opcional, lo que hace que su sistema sea más rápido y más suave. Los tareas diarias tienen el doble de capacidad de respuesta con la memoria Intel® Optane™ de 16 GB.

A small image showing a person's hands using a laptop, likely demonstrating the device's flexibility.

[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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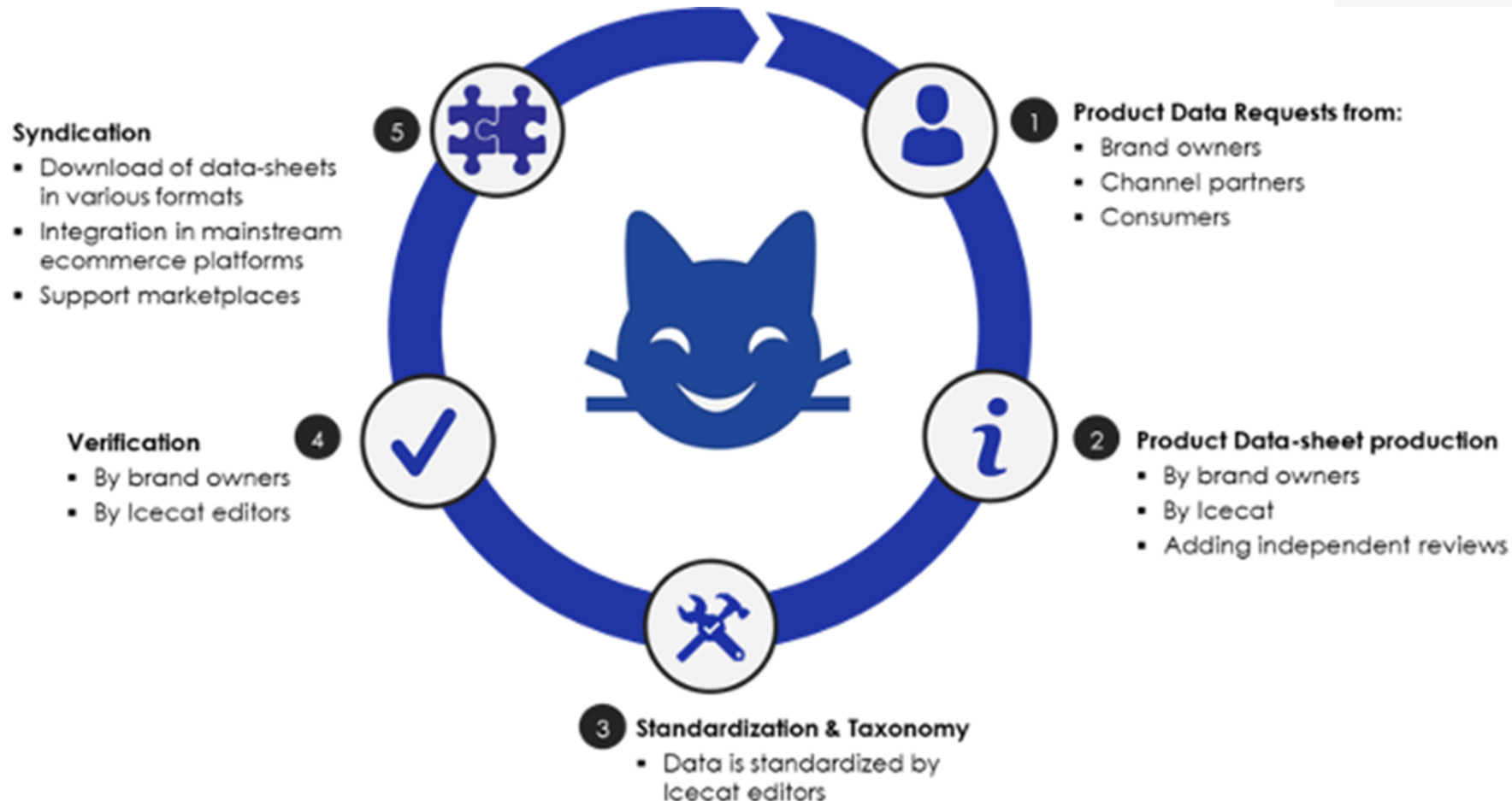
11 Marketingtekst (meertalig)

12 PDF's

Model	Watt	Watt	Watt
SH5000	4000	4000	4000
SH5000	4000	4000	4000
SH5000	4000	4000	4000
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What is Icecat: Global Product Information Management & Syndication



H1-2022 Business Summary

- **6-month Revenues:** €6.4M (YoY +19%)
- All growth organic
- **6-month Earnings:** €1.5M
 - YoY stable
 - Because of one-off UAid expenditures
- **Icecat Fund: €3M investment** in VirtuaGym
 - SaaS for fitness clubs and trainers
 - Known for their consumer apps
- **Team size: stable** as hiring picks up
 - Expanding Turkish office
- **Noteworthy client deals:**
 - Disney licensing
 - Alibaba service level agreement
- **Note:**
 - H1-2022 figures are unaudited
 - 2021 annual figures: auditor now wraps up audit

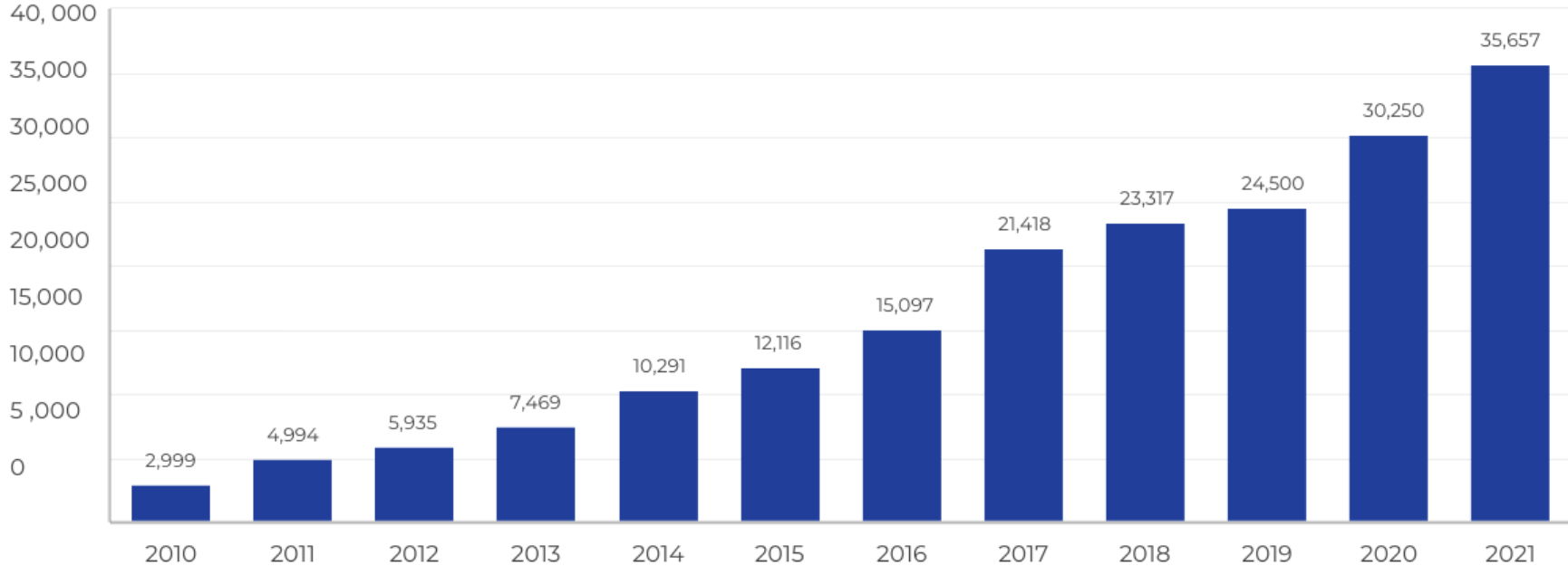


Icecat is steadily improving year by year. The timing of the exit from Hatch (where-to-buy) was “brilliant”/”lucky”, given current bear market valuations in SaaS

Non-financial KPIs: expansion in covered brands to **36,100** in H1-2022

Brands Supported

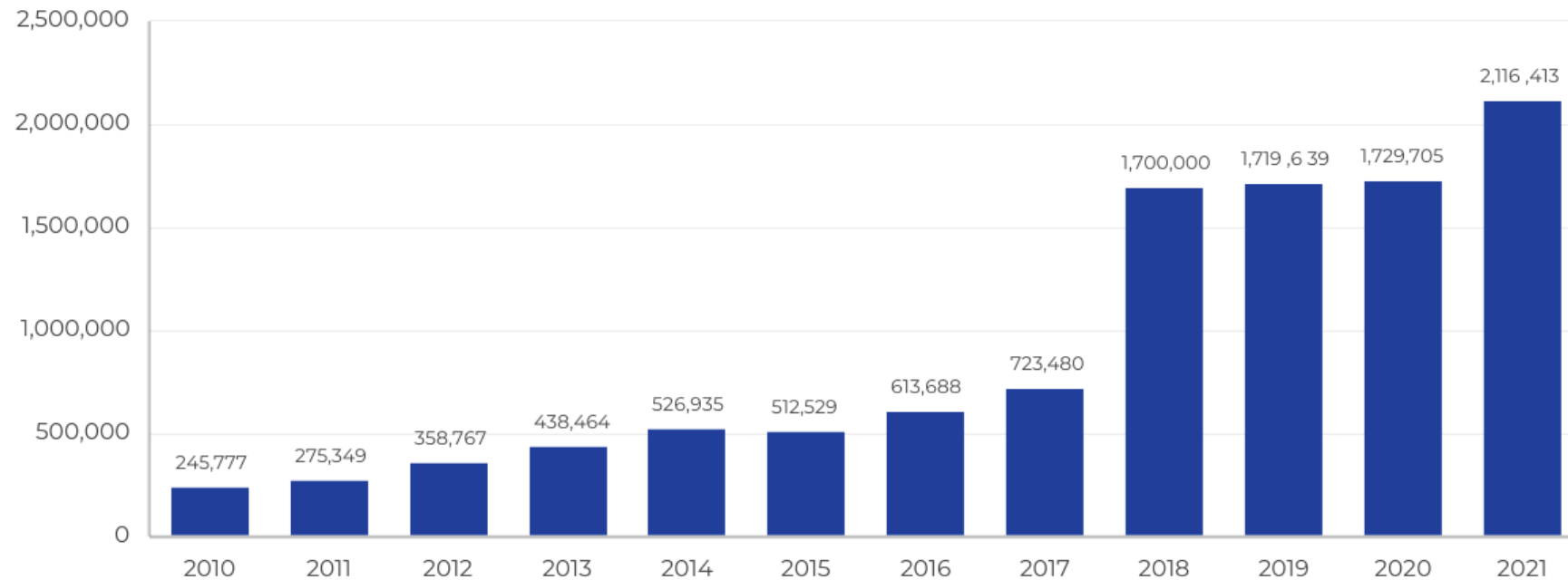
2010-2021 (Full Icecat)



Non-financial KPIs: **+24%** production hike to 1.3M data-sheets in H1-2022; datasheet **cost** decreased **-13%**

Product Data-Sheets Production

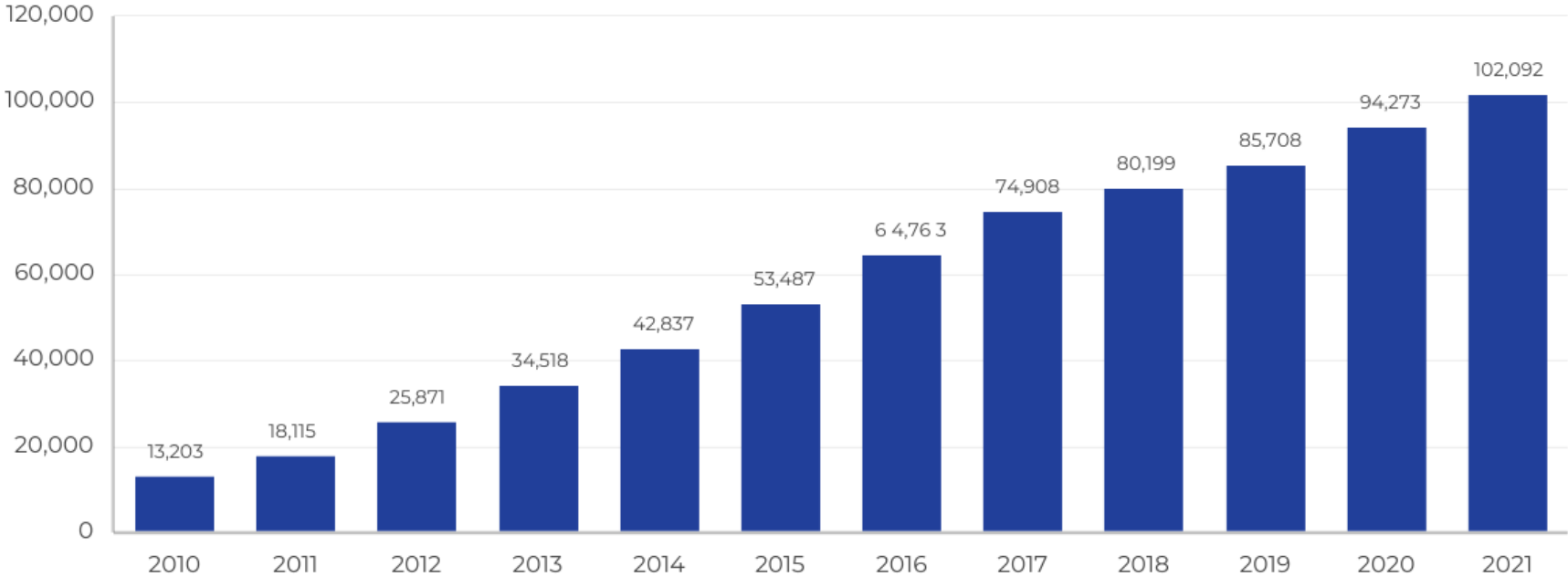
2010 - 2021



Non-financial KPIs: 8.6 Bio (+48%) downloads H1-2022 by 106K (+8%) users

e-commerce Channel Partners

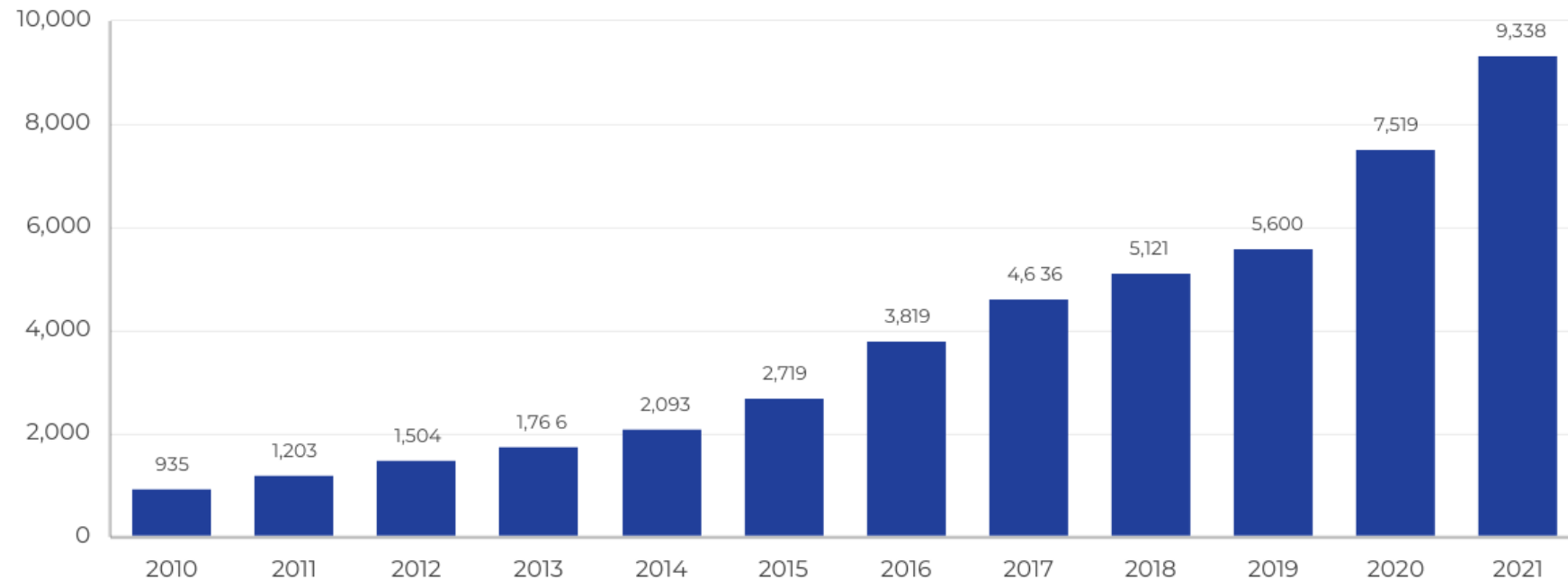
2010 - 2021



Non-financial KPIs: Categories Supported

Categories Supported

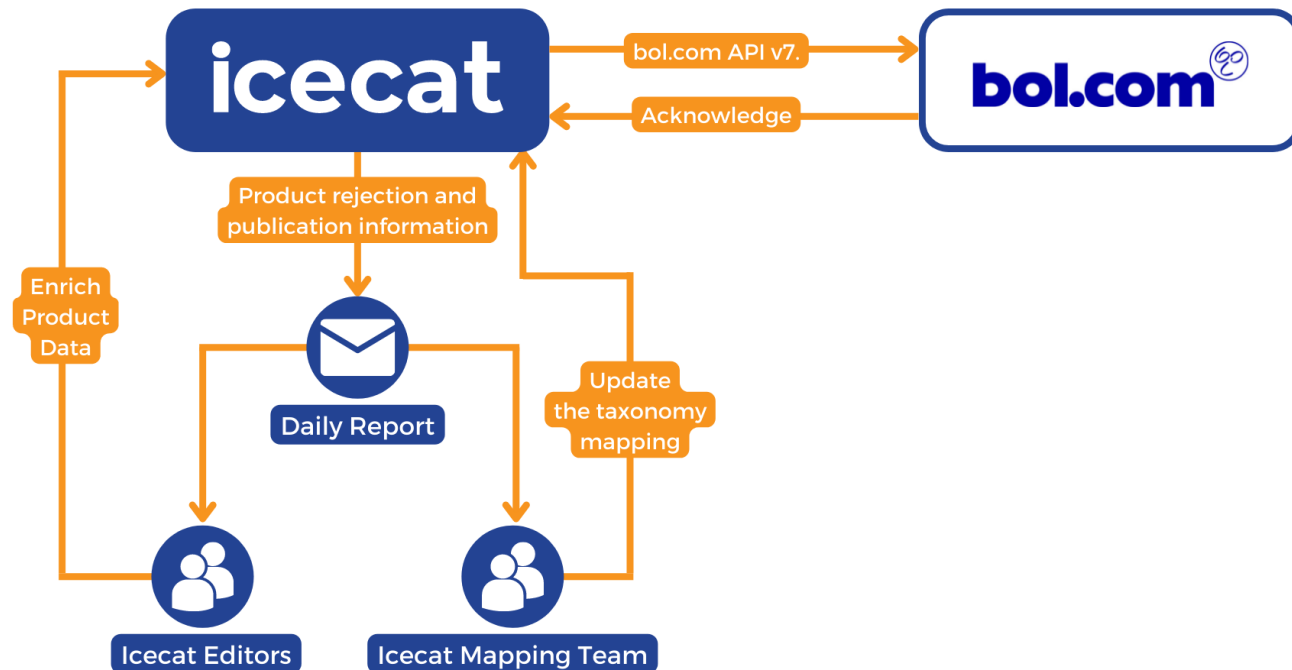
2010 - 2021



What is new? bol.com and Amazon multimedia (API) connections are operational

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

[Icecat: New Icecat Amazon Listings API Connection for Brands & Sellers](#)



Key innovations



Merged Syndy and Cedemo PIM environments



User Generated Content



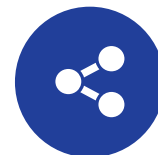
Brand Rank Page: statistical dashboard



- Auto-generated **bullet points** in data-sheets
- **Open source** Pimcore and Magento add-ons
- Media API (**media cloud**)



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



Expanding interfaces to Google Shopping, Amazon Seller/Vendor Central, Facebook, Alibaba/Ali Express

Changes in competition: rationalization phase; classic global (US) competitors faltering

- Salsify (US): no further acquisitions
- TWorldSync (US) **rationalizes** Content Solutions (CNET CS)
- Syndigo (US): no further acquisitions
- GfK announces merger with Nielsen IQ
 - Advent (Nielsen IQ) has majority in combination
 - **Rationalization** of the analytics industry
 - Etilize lost VP global sales and appears no focus
 - Logically brandbank (NielsenIQ) is combined with Etilize
- Productsup swoops up World Of Content (out of cash)
- Icecat: **talks**
 - Fund: Virtuagym minority investment

Changes in the Board

New appointments per Jan 1, 2022:

- Guillaume Stritmatter CTO
- René Rozendal CBDO

The other directors and ordinary board members remain in post

Risks

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

Impact of the War in Ukraine

- Contingency plans are executed
- After evacuation most staff returned home; some abroad
- UAid.charity is highly appreciated by UA colleagues
- Istanbul office is more than a fallback now
- 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 received many applications as a solid employer in UA
- We paused our (limited) commercial business in Russia
- The direct impact of the war on our business is neglectable



Questions?

Invest in Icecat, global publisher and syndicator of product content