

Capital Markets Day

Monday 4th September 2023

 team internet.





Welcome Remarks

Michael Riedl
CEO





- 01 — Celebrating 10 years on AIM
- 02 Corporate Rebrand
- 03 CMD Agenda

Celebrating 10th Anniversary of listing on AIM



CentralNic Group Plc

(Incorporated and registered in England and Wales with registered number 8576358)

**Placing of 9,090,909 new Ordinary Shares at 55p per Ordinary Share
Vendor Placing of 3,636,364 Ordinary Shares at 55p per Ordinary Share
and
Admission to trading on AIM**

Nominated Adviser and Broker:

Zeus Capital

Expected share capital immediately following Admission

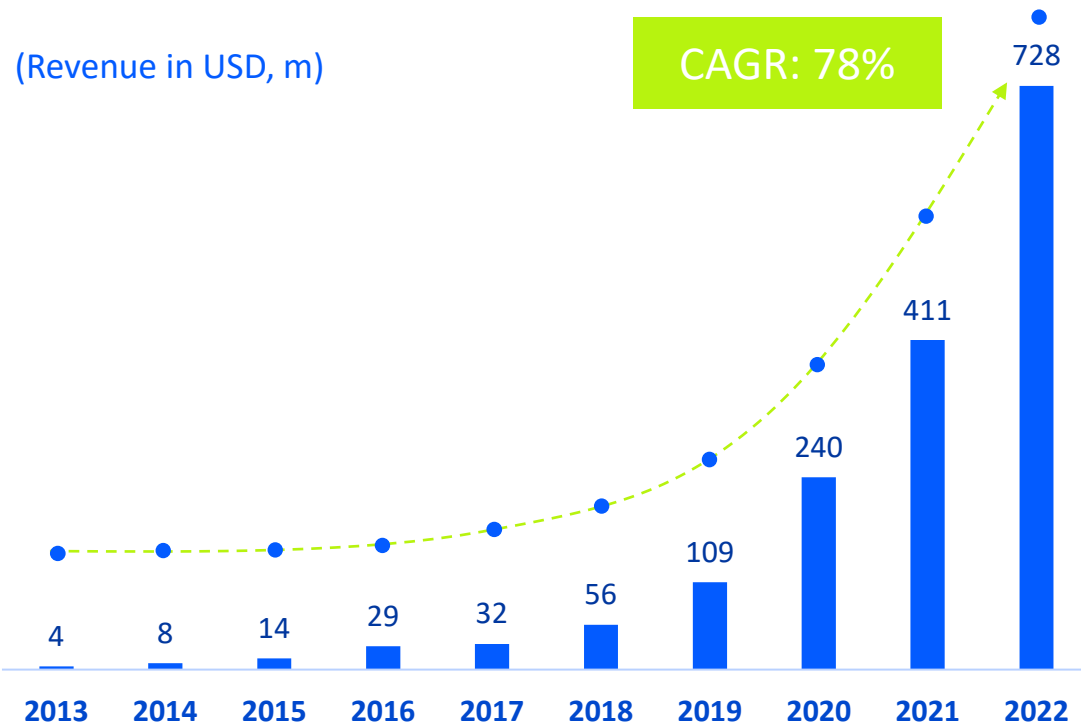
Number	Issued and fully paid	Amount £
59,090,909	ordinary shares of 0.1 pence each	59,091

The Placing is conditional, *inter alia*, on Admission taking place by 8.00 a.m. on 2 September 2013 (or such later date as the Company and Zeus Capital Limited ("Zeus Capital") may agree, being not later than 6 September 2013). The Placing Shares will, upon Admission, rank *pari passu* in all respects and will rank in full for all dividends and other distributions declared paid or made in respect of the Ordinary Shares after Admission. It is emphasised that no application is being made for the Enlarged Share Capital to be admitted to the Official List of the UK Listing Authority or to any other recognised investment exchange.

Zeus Capital, which is authorised and regulated in the United Kingdom by the FCA, is acting as nominated adviser and broker to the Company in connection with the proposed admission of the Enlarged Share Capital to trading on AIM. Its responsibilities as the Company's nominated adviser under the AIM Rules for Nominated Advisers are owed solely to the London Stock Exchange and are not owed to the Company or to any Director or Proposed Director or to any other person in respect of his decision to acquire shares

10 years of growth and shareholder returns

Achieved a Revenue CAGR of 78% since its IPO in 2013, through a combination of organic growth and highly accretive acquisitions

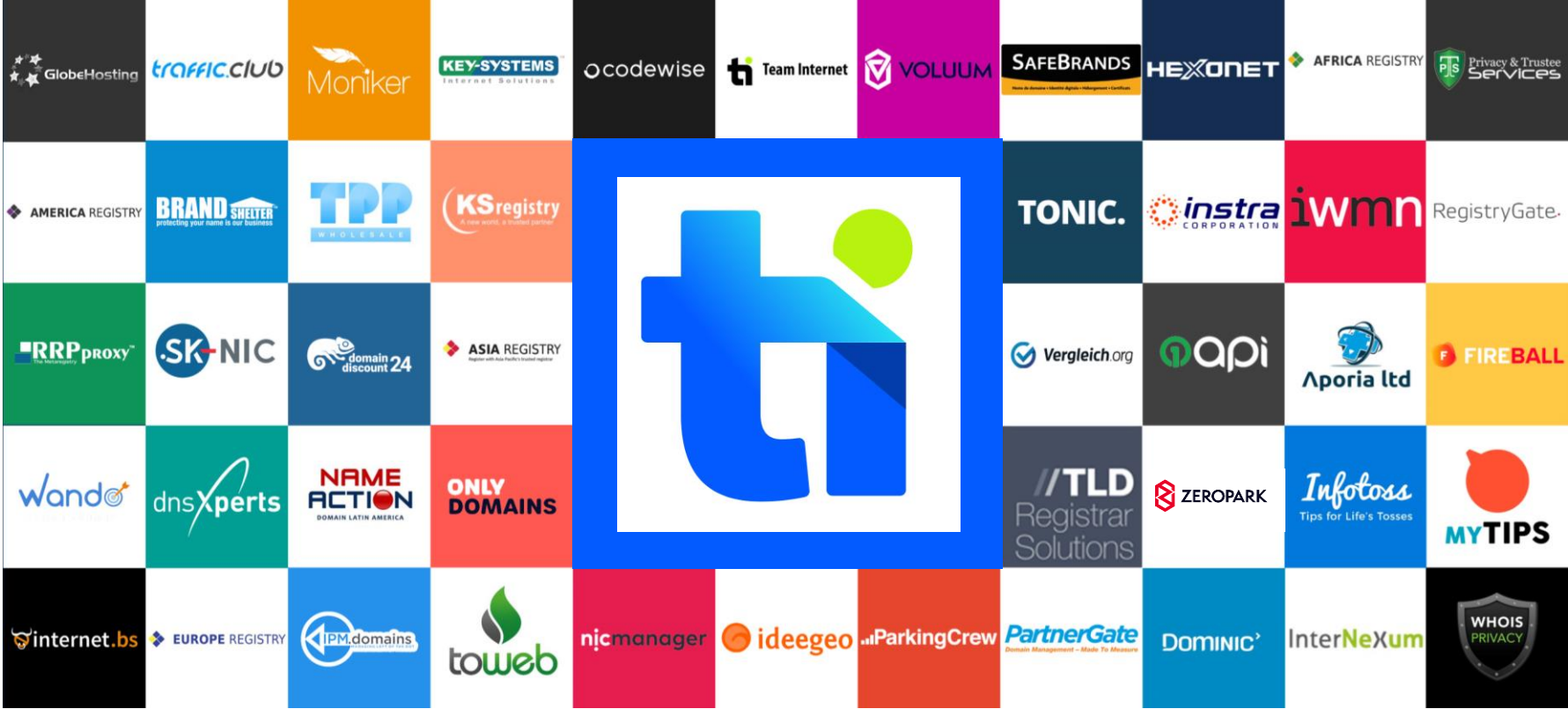


IPO September 2013:

“

The Company raised £7m (\$10.9m USD) from its IPO with leading institutional investors Schroders Investment Management and Unicorn Asset Management joining the shareholder register. The shares were placed at 55p and rose 19% to 65.5p by the end of the first day's trading, valuing the company at £38.7m (\$60.2m USD). The admission to AIM and strong trading performance was picked up by the UK business press including the Financial Times and The Times, which named CentralNic's stock "Deal of the Day"

Team Internet is a diversified house of brands





- 01 Celebrating 10 years on AIM
- 02 — **Corporate Rebrand**
- 03 CMD Agenda

The single thread in the name



A **group of individuals** (human and non-human) who are interdependent with respect to information, resources, knowledge and skills and who seek to **combine their efforts** to achieve a common goal

Kellogg School of Management

OUR PEOPLE
OUR BUSINESSES
OUR TECHNOLOGIES

A global computer network providing a variety of information and communication facilities, consisting of **interconnected networks** using standardized communication protocols

Oxford English Dictionary

OUR CUSTOMERS
OUR PARTNERS





Purpose:

To create
meaningful
and successful
connections.





Vision:

“

Our vision, both straightforward yet powerful, is to **create meaningful and successful connections**: businesses to domains, brands to consumers, publishers to advertisers and beyond, enabling everyone to realise their digital ambitions.”





Our Mission:

By leveraging our people, businesses and technologies, we aim to drive information, deliver value and create growth for all.



- 01 Celebrating 10 years on AIM
- 02 Corporate Rebrand
- 03 — **CMD Agenda**

Capital Markets Day

- 09:30 – 09:45** Welcome Remarks
Michael Riedl
- 09:45 – 10:15** Deep Dive into Search Division
Gaelle Lallement, Axel Kaltz
- 10:15 – 10:45** Deep Dive into Comparison Division
Jan Steffen
- Break**

- 11:00 – 11:30** Deep Dive into Performance Division
Aleksander Fronczek
- 11:30 – 12:00** Deep Dive into Online Division
Haydn Simpson, Rishi Maudhub
- 12:00 – 12:30** Strategy & Closing Remarks
Michael Riedl, Billy Green



Capital Markets Day

Search Division

Monday 4th September 2023

 team internet.





- Offices in Germany and Israel
- 140+ talents across the globe
- Low talent churn at 2%

Search Division

ParkingCrew

| Monetises type-in traffic for thousands of domain investors

TRAFFIC.CLUB

| Owned & operated domain portfolio acquisition and management

TONIC.

| Monetises native, social, search, display and direct website traffic with the world's leading search feed



Aporia Ltd

| Performance-Marketing Agency and TONIC.'s largest publisher



Guiding Team Internet's Search division towards industry leadership.

Leadership Journey:

- Leads Team Internet's Search Division since early 2023
- Joined the company in 2014 and supported its transition from a start-up to a successful organisation joining the group by acquisition in 2019

Background:

- 30 years in multinational companies and 15 years of experience in Online Marketing
- Degree in International Finance & Accounting and years of experience in HR, Legal and Tax Coordination



Gaëlle Lallement

Divisional Lead Search &
CEO Core Search Business



“

Empowering self-managing teams to be innovative in a challenging market environment.

Leadership Journey:

- CCO of Core Search Business since early 2021
- Joined the company in 2012 prior to acquisition

Background:

- 20+ years of experience in domain and traffic monetisation
- Degree in Business Management and long-term proficiency in Sales, Marketing & Product Development



Axel Kaltz

CCO Core Search Business

..ParkingCrew

How about this page, familiar?



ParkingCrew

Turning your domains into profit



Story

Launched in 2011 in Munich, ParkingCrew monetises type-in traffic from thousands of domain investors globally



Mission

Empower domain investors to effortlessly monetise their portfolios through accessible and user-centric solutions



Vision

Transform unused domains into valuable assets



USP

- High revenue shares for partners due to low overhead costs - a result of extensive automation
- Enhanced template and keyword optimisation
- Personal assistance from industry experts



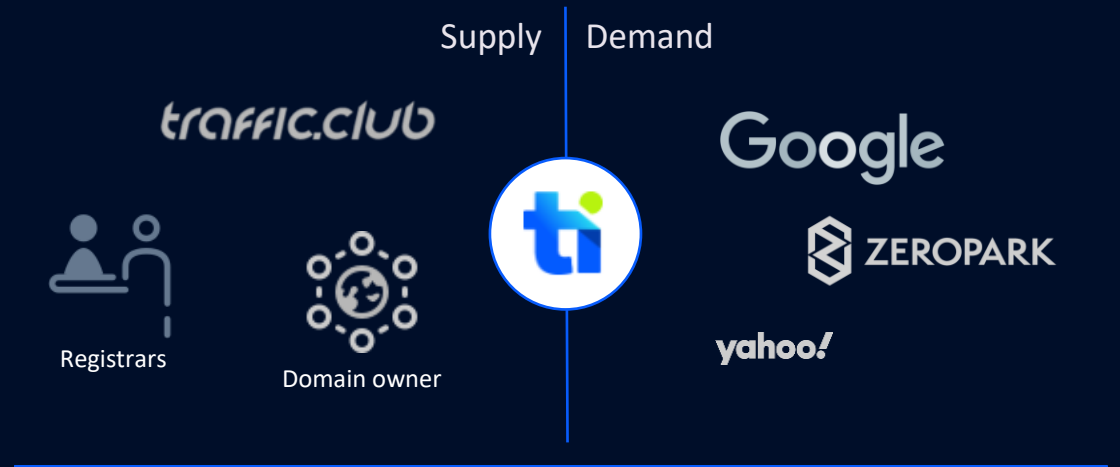
354 million domain registrations across all TLDs



32+ million active domains on ParkingCrew



305 million visitors monthly



Competitive Landscape

sedo

Buy. Park. Sell. **Domains**



BODIS

TONIC.

Qualifies and monetises referral traffic globally



Story

Launched in 2016, TONIC. considers itself as one of the leading monetisation platforms for a wide range of traffic supply partners around the globe



Mission

TONIC. is the best traffic monetisation platform for partners - driven by technological leadership, trust and innovative power



Vision

TONIC. connects all user requirements by providing highly relevant services and products in a sustainable environment



USP

- Highest payouts through high quality traffic
- Enhanced data and API services enabling marketers to optimise their campaigns in real-time
- Trusted partner relations and high compliance standards



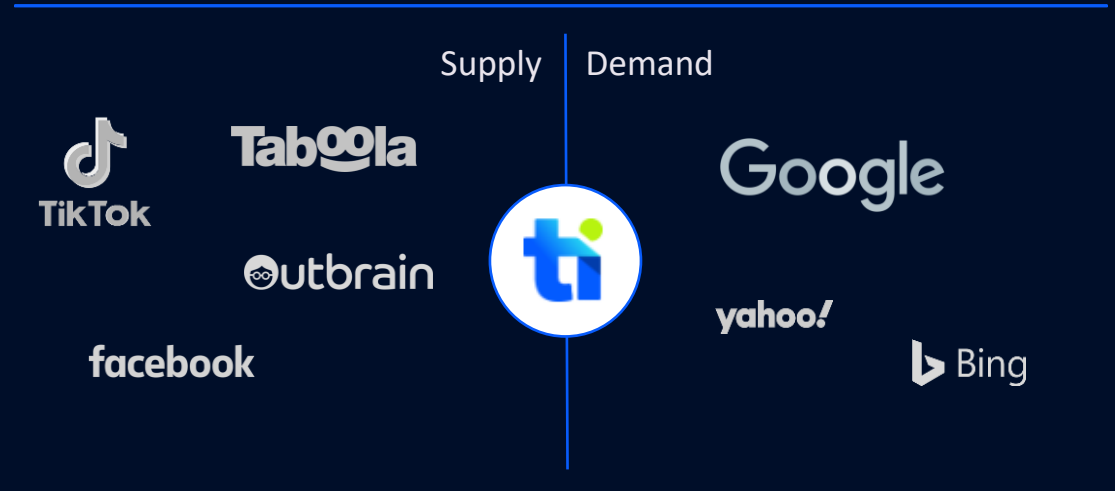
315+ million
unique visitors a
month



258,000
campaigns



Serving ads in
160+ countries



Competitive Landscape



SYSTEM1

sedo

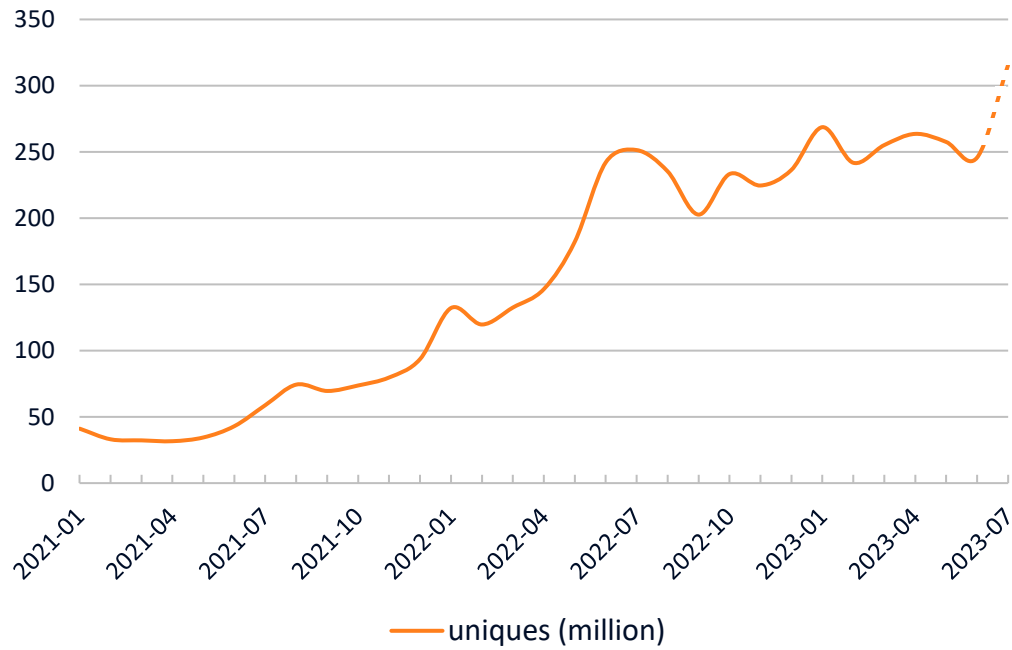
Buy. Park. Sell. Domains

BODIS



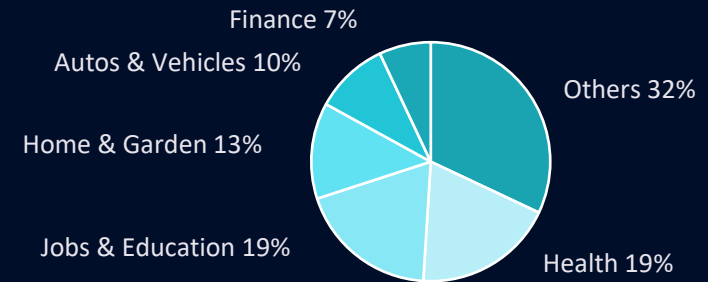
Traffic development since 2021

A remarkable 400% growth in traffic is a testament to our alignment with partner needs and evolving market demands



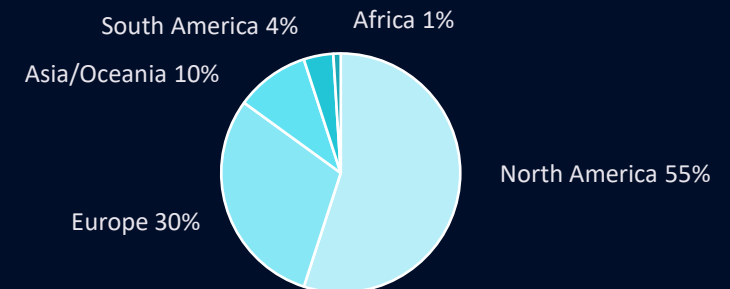
Revenue contribution - Verticals

A constantly growing total of 2,000+ offers across 25 verticals are being monetised on a monthly basis



Revenue contribution - Regions

Global revenues with core markets in the regions North America and Europe



ti Growing the business



Increase Partner base

Our sustained success relies on the continuous expansion of our worldwide publisher network



Traffic quality

We aim for highest quality traffic, ensuring only high-intent traffic reaches the feeds

= Absolutely

Innovative products

Adsolutely targets new customer segments, such as content or news portals



Growth



Market Share



Innovation



AI initiatives

Working with AI algorithms to create highly engaging content pages



Proven optimisation

Optimisation of templates and keywords drives higher payouts



Continuous demand additions

Help partners to expand and diversify their business with new demand-side traffic-flows

ti Long term vision

Current Value Chain



Traffic Flow

Money Flow



ti Long term vision

Capturing new spaces along the value chain – horizontally and vertically



Traffic Flow



Money Flow



Search Division

Q&A

 team internet.

Capital Markets Day

Comparison Division

Monday 4th September 2023

 team internet.





“

Expanding B2C product comparison market leadership in Germany to Europe and the world.



Jan Steffen

Divisional Lead Comparison



- 01 — B2C eCommerce
- 02 — Core Comparison partner
- 03 — Who we are
- 04 — How do we succeed
- 05 — Growing the Comparison business

Germany largest B2C eCommerce market in EU



€ **84.5**bn
Annual Revenue



TOP 1
Ranking in Europe



77%
Online Shoppers



Source: <https://www.handelsdaten.de/deutschsprachiger-einzelhandel/umsatz-im-b2c-e-commerce-deutschland-zeitreihe> Data; 2022

Who we are

We are the market leading, data-driven B2C product comparison platform with proprietary content technology.

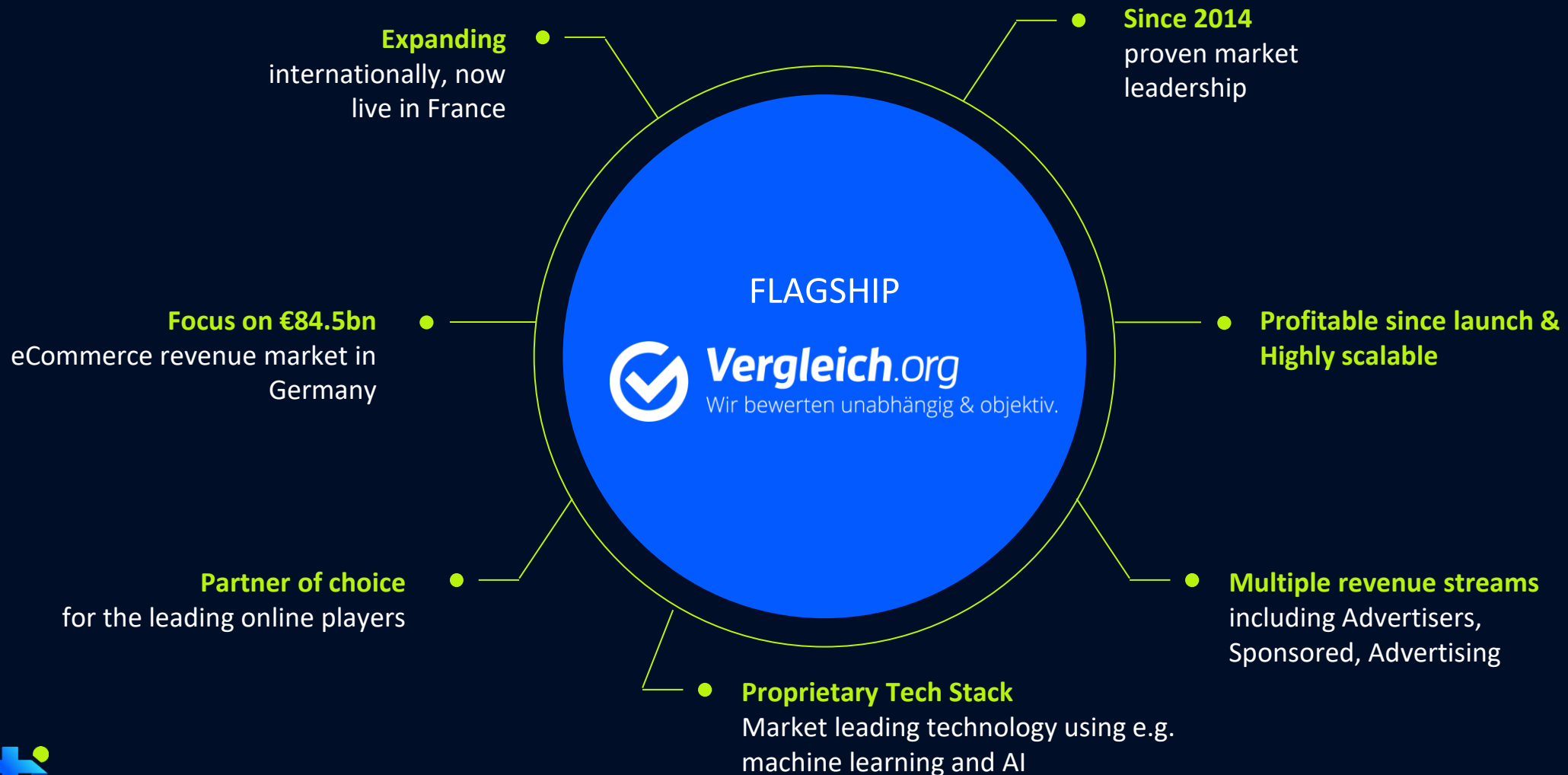


150+ — broad, white label, category
niche and product niche
websites

20.000+ — individual product comparison
topics

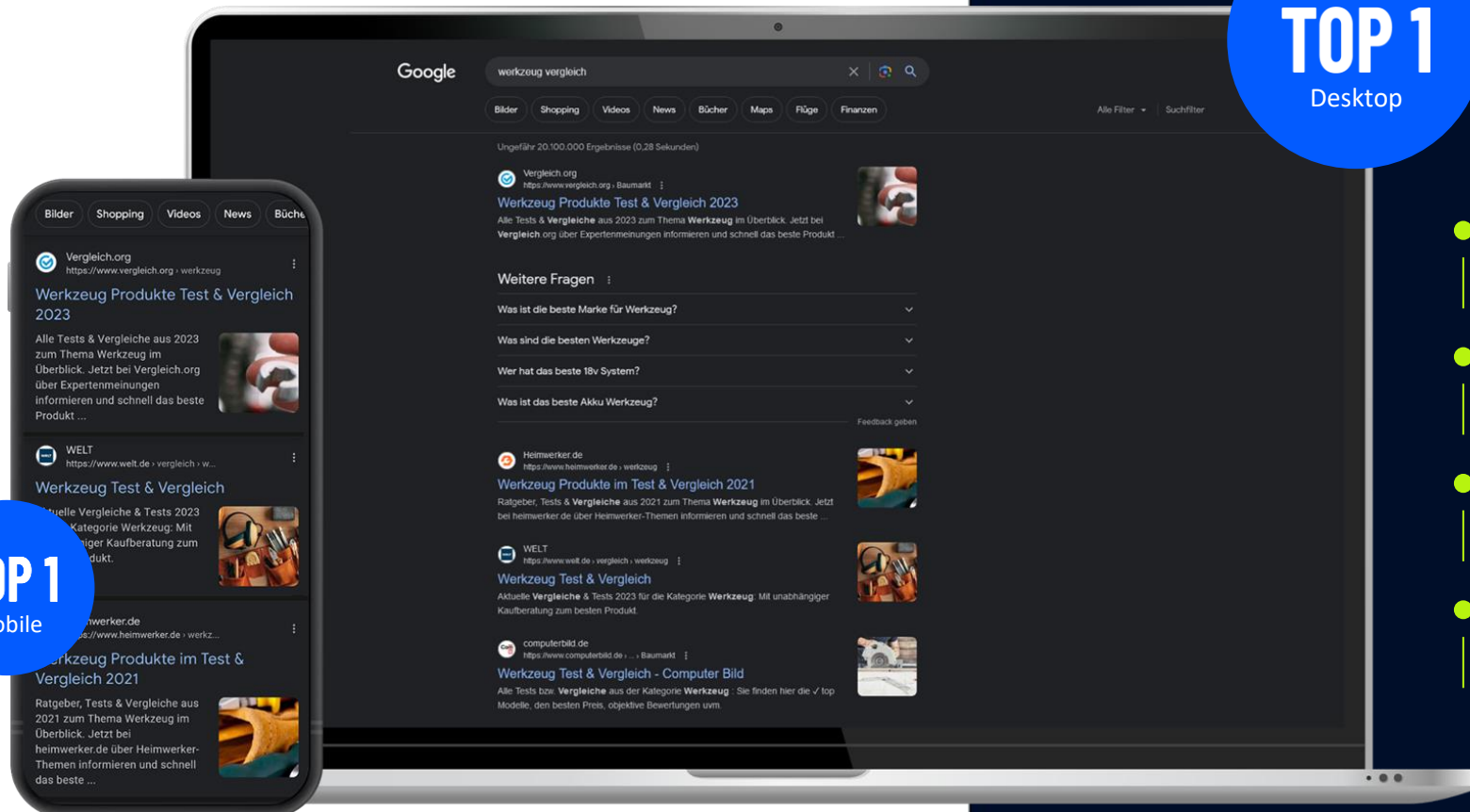
300.000+ — instantly available
products listed

Comparison Division



How do we succeed

High intent search traffic



TOP 1
Desktop

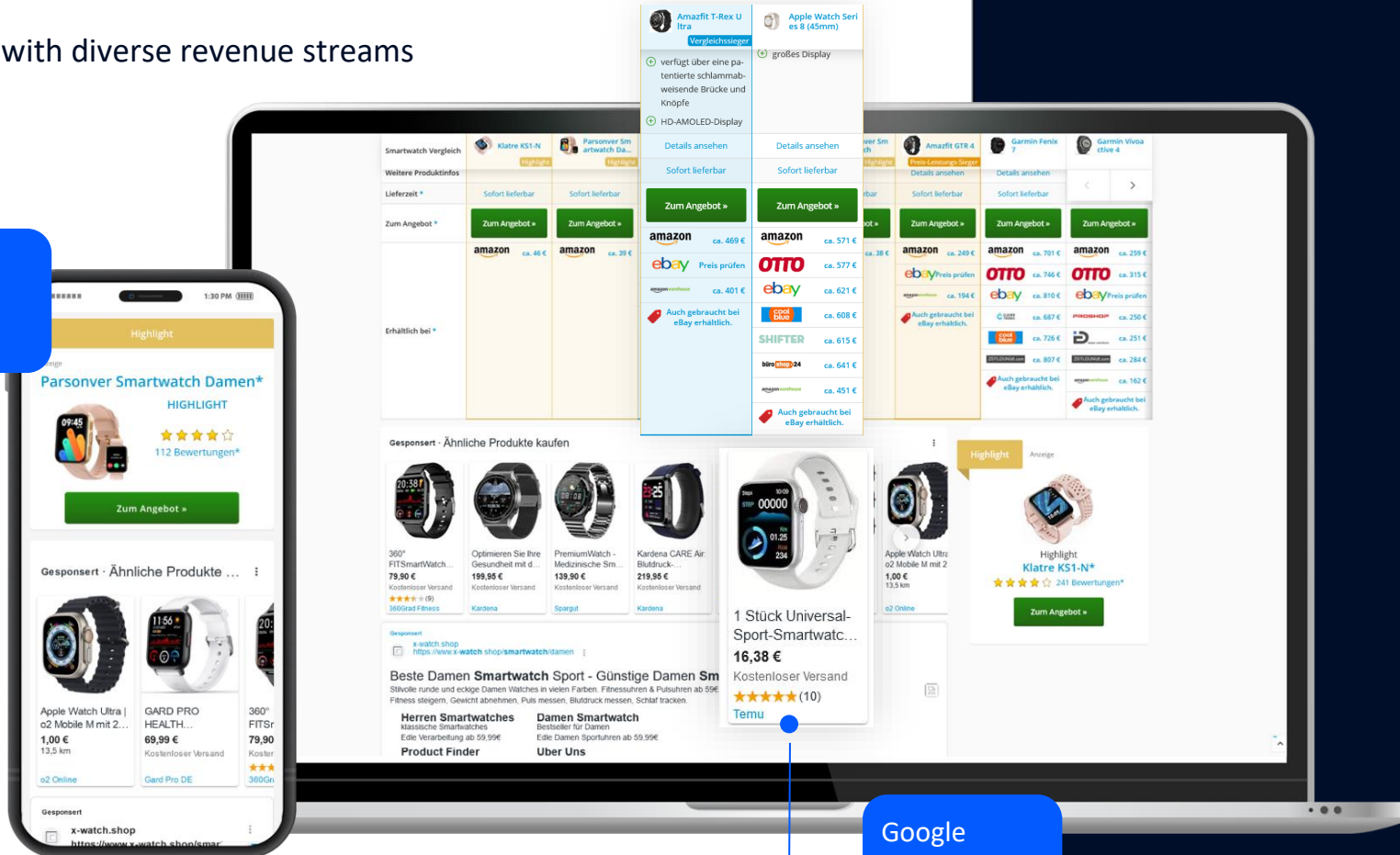
- **Position 1:**
Vergleich.org
- **Position 2:**
Heimwerker.de
- **Position 3:**
Welt.de
- **Position 4:**
Computerbild.de

How do we succeed

Convert with diverse revenue streams

eCommerce Shop revenue

Sponsored Products revenue



Revenue Streams

eCommerce Shop revenue

Sponsored Products revenue

Google AdSense revenue

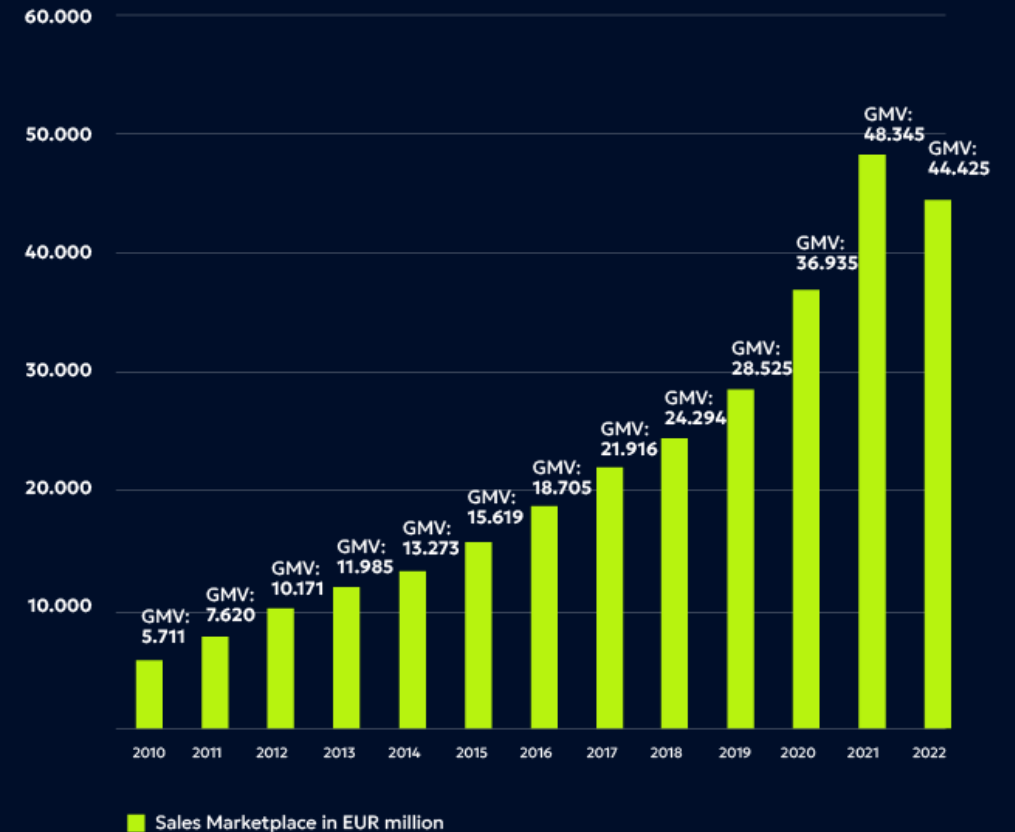
Core partner Amazon dominates the German market

We have partnered with the leading eCommerce players in Germany, such as eBay, OTTO, billiger.de and Amazon



53%
of total

Amazon sales Germany [estimate]
(Retail, Marketplace and GMV in Mio. EUR)



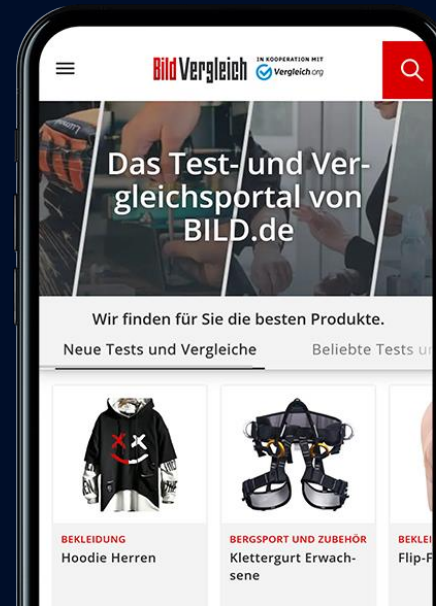
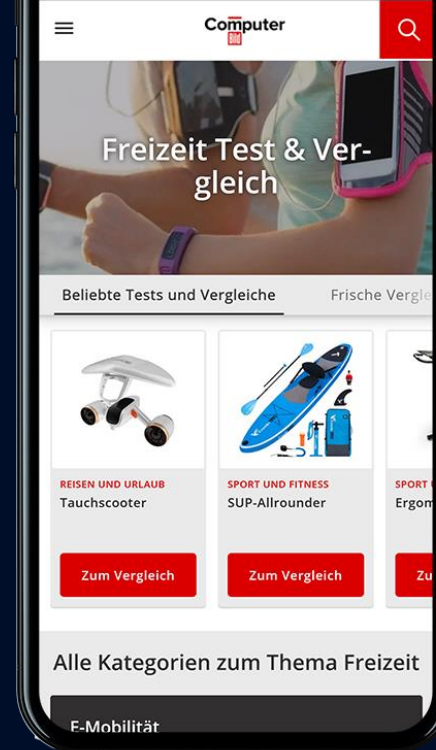
Source: <https://blog.carpathia.ch/2023/02/10/amazons-umsaetze-2022-deutschland-und-der-schweiz-schaetzung/>

How do we succeed

Strong and long-term partnerships



Diversified portfolio and partnerships, e.g. within the publishing industry (e.g. Axel Springer)



Growing the Comparison business

AUTOMATION / MONETISATION

AUTOMATION

- **Automation** of core processes
- Further integration of **AI** for cost efficiency and acceleration of growth
- Comparison table optimisation with **machine learning technology**



MONETISATION

- **Expand advertiser partner network**
- Adding more **revenue streams**
- Launching **high-intent CRM**

Growing the Comparison business

INNOVATION / EXPANSION

INNOVATION

- Using state of the art optimisation tools to enhance core KPI such as market leading conversion / Conversion optimisation, already converting in the high teens
- Enhance core products to cater future requirements of users and developing **AI marketing technology**

EXPANSION

- Launch on further, **international markets** after proof of concept with France



Comparison Division

Q&A

 team internet.

Capital Markets Day

Performance Division

Monday 4th September 2023

 team internet.





Leading Performance Division towards Innovation and Excellence.

Leadership Journey:

- CEO of Codewise since 2021 (started as an Account Manager in 2015)
- Head of Performance division since early 2023
- 14+ years in online marketing

Background:

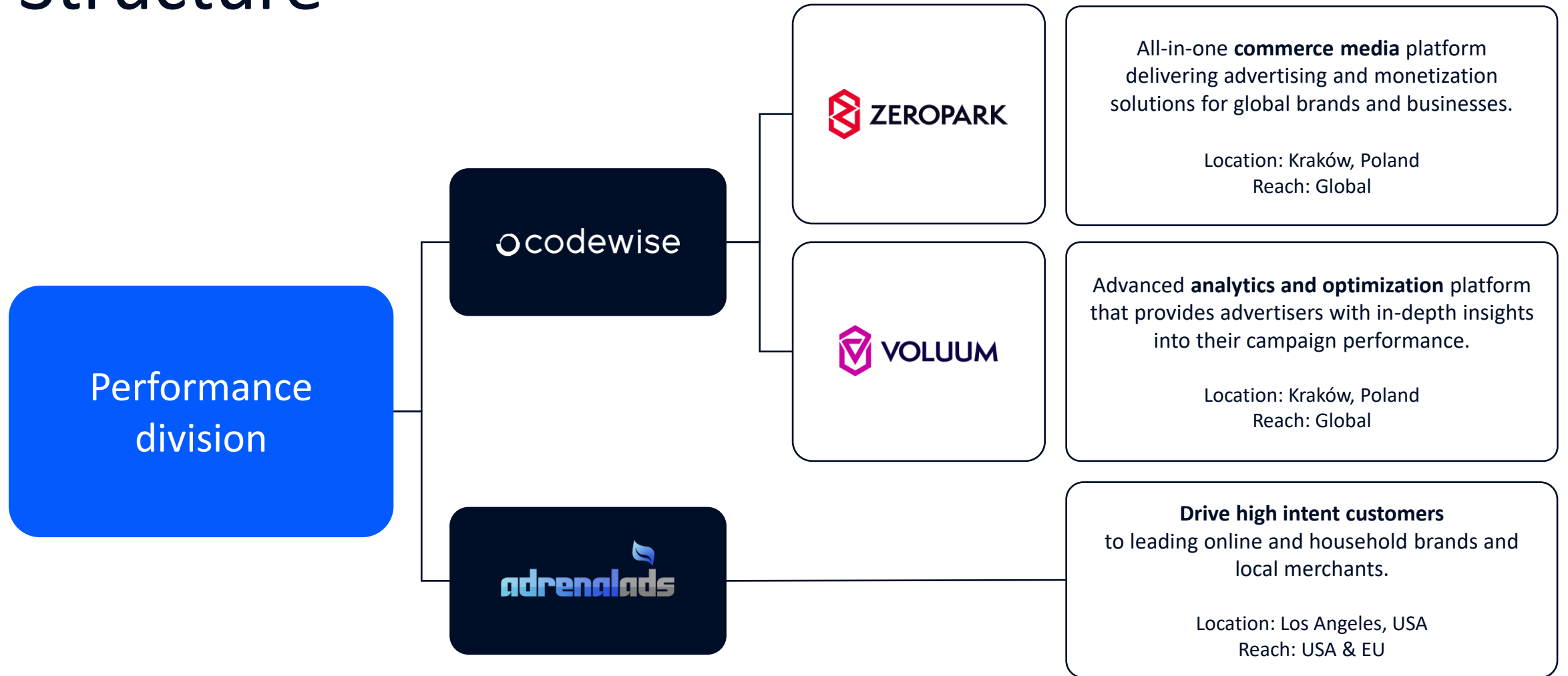
- Joined Team Internet Group by acquisition in 2020



Aleksander Fronczek

Divisional Lead, Performance
CEO of Codewise

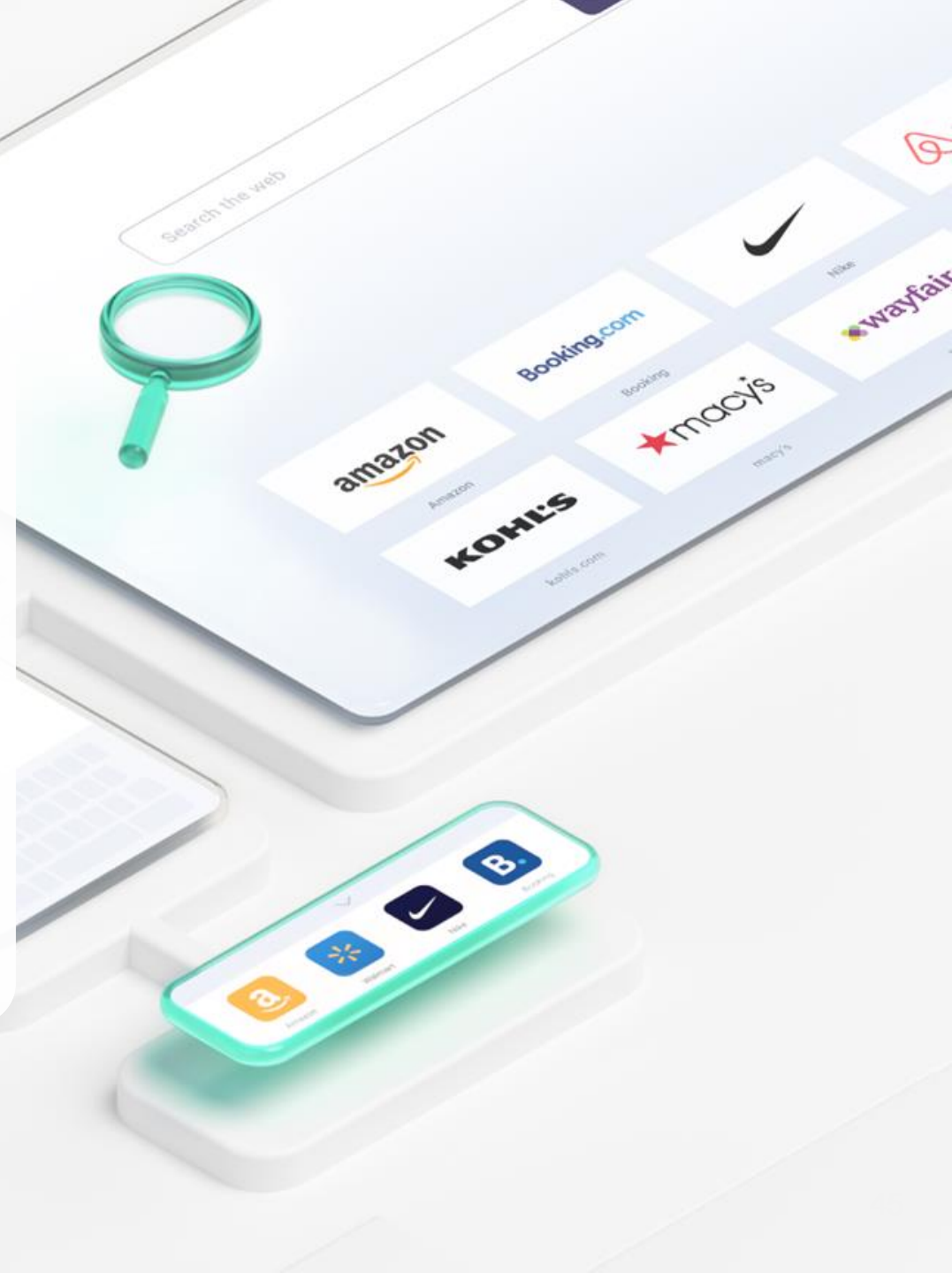
Structure





Driving efficient sales & incremental performance with **Commerce Media solutions**

Zeropark simplifies the modern consumer journey by streamlining product discovery and purchasing decisions.

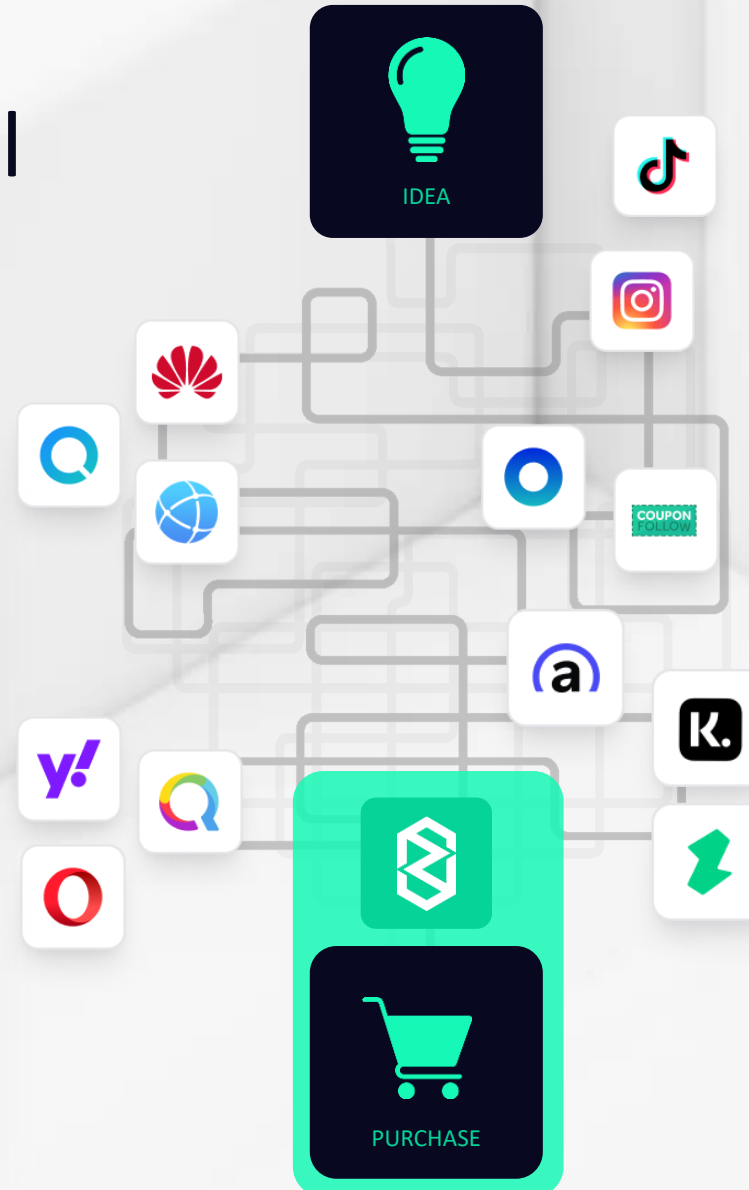


With Zeropark brands separate the signal from the noise

Zeropark connects brands with consumers during the **key moments of the modern customer journey** driving incremental sales more efficiently than other channels.

Jane is **starting her product discovery phase** by engaging with her mobile device by default.

Jane is **comparing and researching products** on various search engines to make the best decision for herself.



Jane is on social media platforms **seeking for recommendations from influencers** she trusts.

Jane is **looking for discounts & rewards** that can drive her final purchase decision.

Jane is looking for options to **finance her desired purchase**, eg. via BNPL platforms.

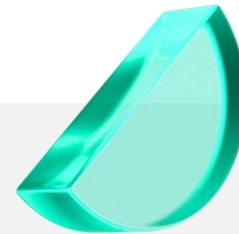




How does Zeropark help?

Zeropark Commerce Media makes shopping easier by **connecting brands with high-intent consumers at key destinations** along the modern shopping journey.

- Creating shoppable moments
- Streamlining the customer journey from inspiration to purchase
- Delivering seamless customer experience



8.7%

Average Conversion Rate

11xROAS

Achieved by Zeropark clients

55

million

Customers reached

* Data based on results achieved by Zeropark clients.

Brands promoted with Zeropark:














Publishing Partners:
















Brands promoted
with Zeropark:














Buy Now Pay Later
platforms:





Our other publishing partners:



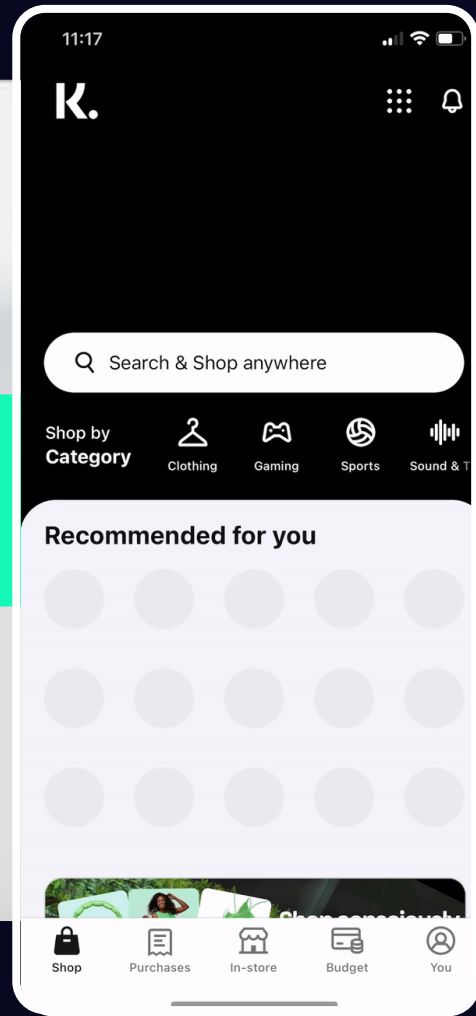




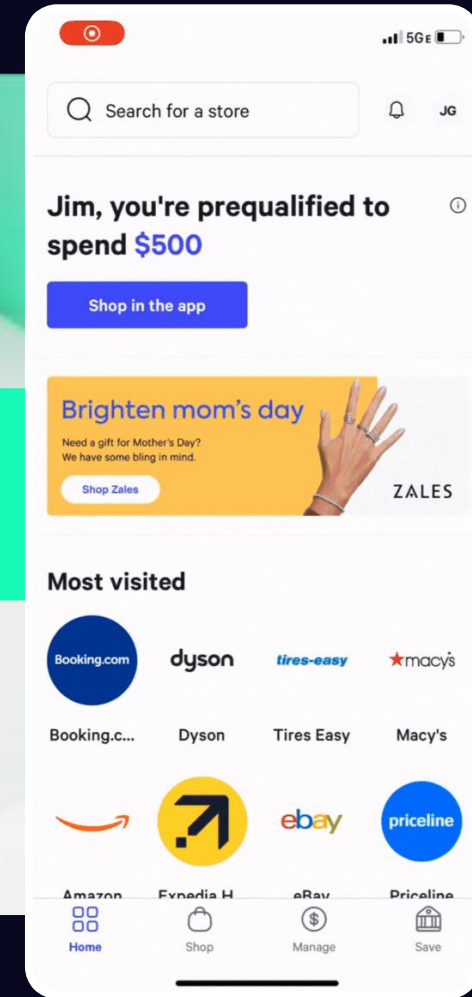





Klarna Buy Now Pay Later Autocomplete

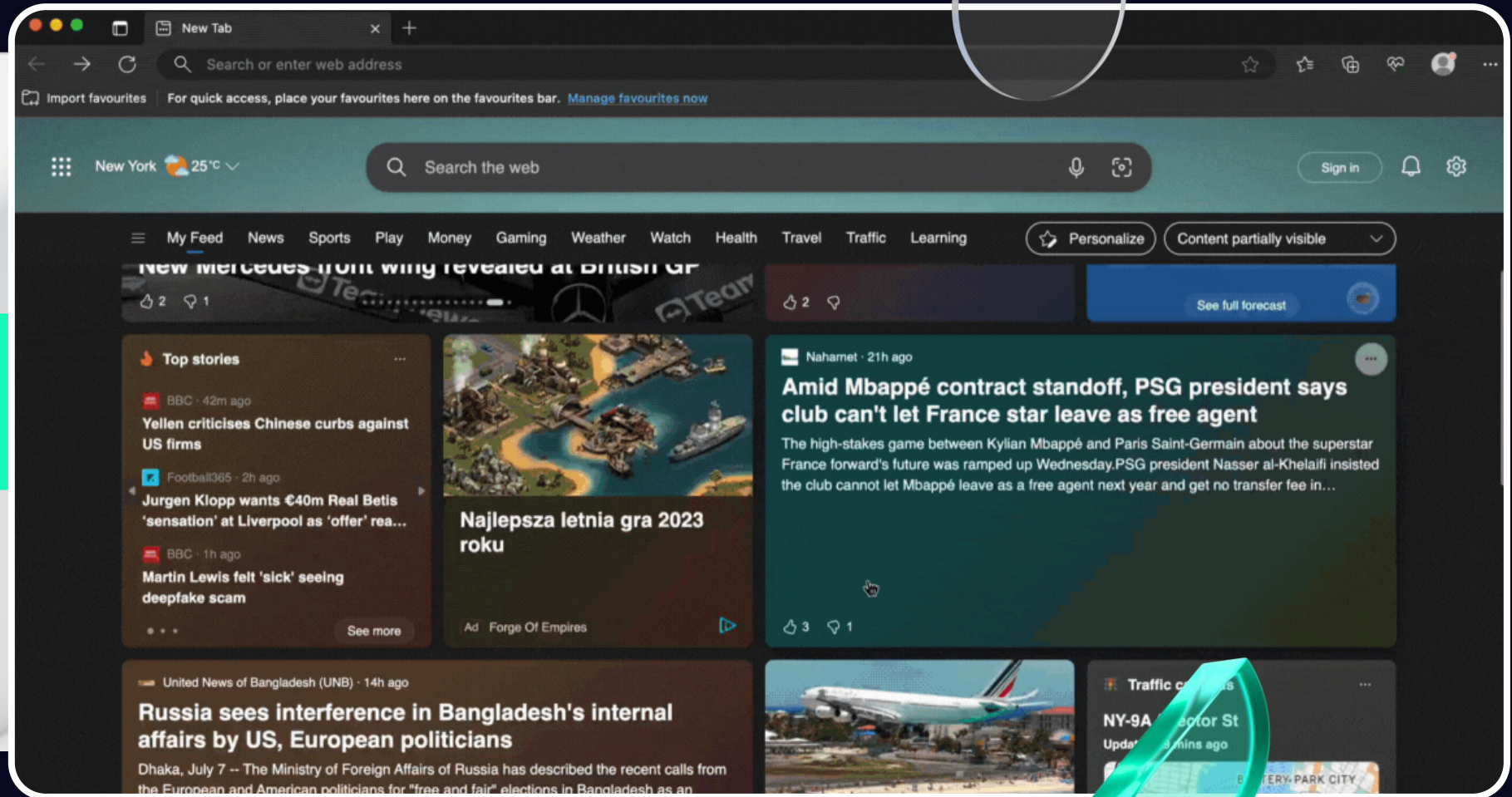


Affirm Buy Now Pay Later Tiles



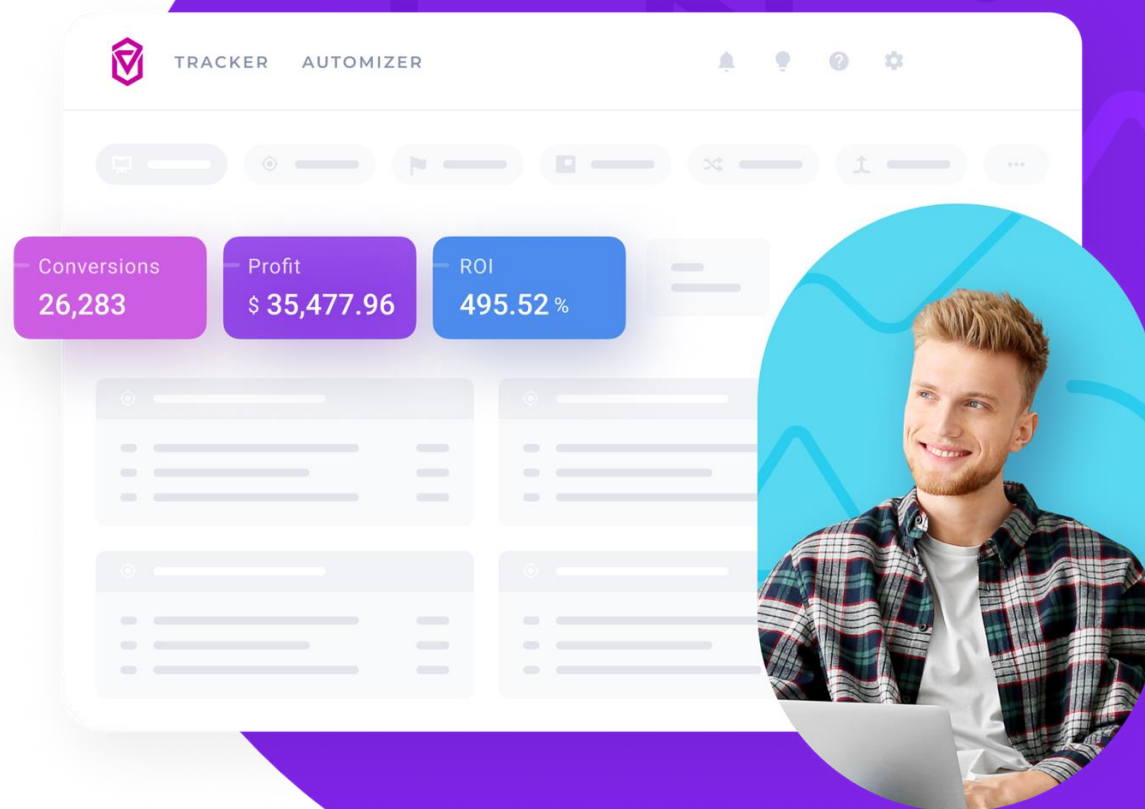
Microsoft Edge Quicklinks

amazon





Control all your
ad campaigns
from one platform



VICTORY



And after
a long and weary
battle over budgets
with their biggest
client...



What's Voluum's market position?



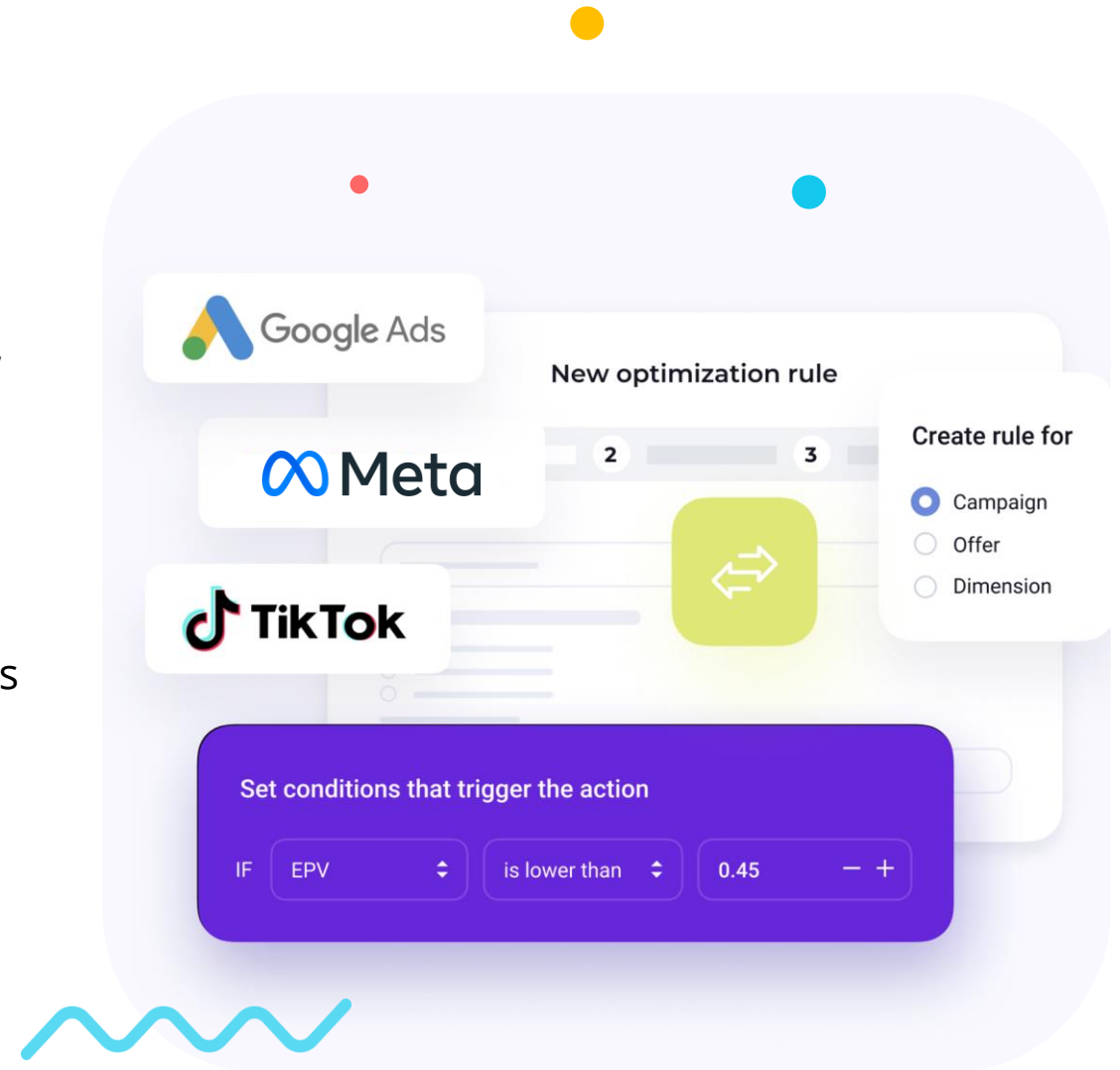
We're supporting over **7K+** media-buyers, agencies, performance marketers, and other types of customers around the world **since 2014**.



We track over **500 BN** events (understood as user interactions such as impressions, clicks, conversions etc.) annually.



Our customers generate over **\$2.5 BN revenue annually**.



Voluum's partnerships



The biggest mobile marketing analytics platform; our official partner, tech integration done



One of the top global eCom solutions; tech integration done, partnership actions to be planned



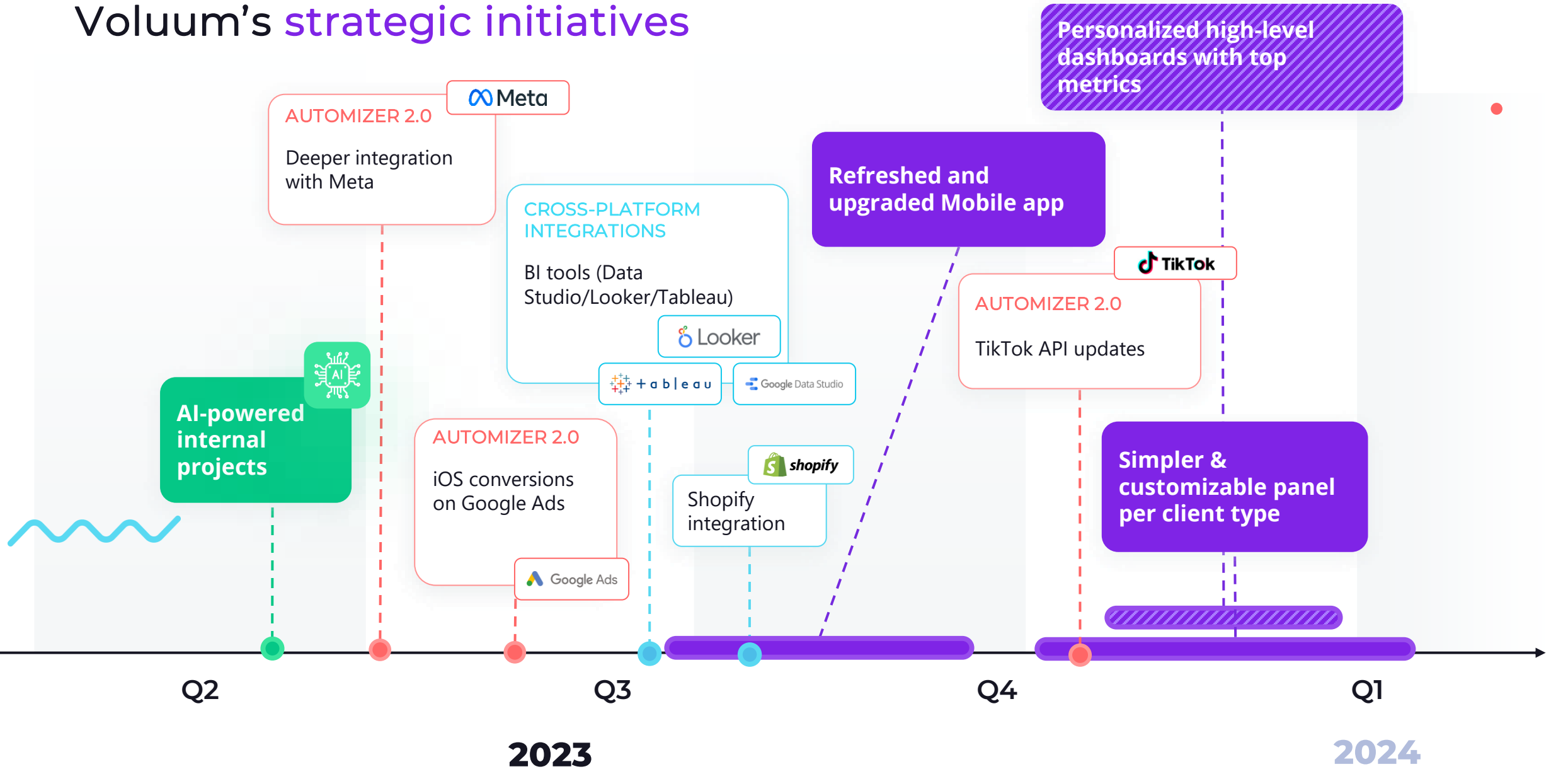
XO

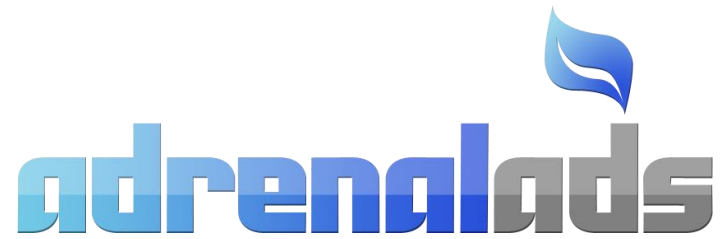
DACH's biggest native ads agency; our customer, reseller & ambassador

Taboola

The biggest native inventory provider in the world; our close partner in terms of acquisition, customer education and branding

Voluum's strategic initiatives





Drive high intent customers
to leading online and household
brands and local merchants.

Comes with:

- 10+ years of online advertising experience
- Type-in traffic monetisation expertise
- Media buying expertise
- Advanced media buying algorithms

Expands in:

- Product Listing Ads (PLA)
- Retail Media
- Media buying expertise transfer to Zeropark

Performance Division

Q&A

 team internet.

Capital Markets Day

Online Division

Monday 4th September 2023

 team internet.





“ Working in a unique Online ecosystem, helping key businesses realise their digital ambitions.



Haydn Simpson

Divisional Lead, Brand Services

Leadership Journey:

- Leading Brand Services and Online Sales since 2021
- 20+ years of domain name and related solutions global experience

Background:

- Worked with key industry providers since 2002
- Joined Team Internet in 2020



Rishi Maudhub

Divisional Lead, Registry Services

Leadership Journey:

- Over 10 years with Team Internet Group
- Worked in every part of the Online eco-system

Background:

- Lawyer and Industry Veteran of over 15 years
- Joined in 2013

CentralNic, Team Internet's Online Division

A critical constituent of the global online ecosystem

Four Channels, each positioned to contribute subscription-based, repeatable revenues and growth to the Team Internet Group

“...the primary distribution channel for a wide range of digital products...”



Customer profiles

Resellers

Leading domain marketplace connecting more than 1.5k Top Level Domains (TLDs) to >28k resellers, servicing global leaders like GoDaddy, Newfold Digital & many others.

SMB/Retail

c.250,000 direct SMB customers addressed through 13 brands, each targeting specific geographies or customer personas.

Corporates

Trusted guardians of the domain portfolios for thousands of internationally recognised brands such as Johnson & Johnson, Mercedes-Benz and Rolex.

Registries

Leading outsourcing provider for new Top-Level Domains (nTLDs), managing 14 million domain names under 107 nTLDs.

Reseller – The #2 global domain name distribution network



- Providing the tools and experience needed to power the domain industry's most prominent brands, **Reseller**:
 - Is the trusted supplier to over **28k resellers** worldwide, including the **largest registrars** in the world.
 - Is used by **all of CentralNic's competitors** for a wide range of TLDs.
 - Offers the widest range of TLDs (>**2,250**), with c. **1,750** domain extensions **fully automated**.
 - Provides technical flexibility through its **Registry Account Management (RAM)** solution.
 - Saves customers **time and money** by removing the need to maintain compliance and match **ICANN accreditation guidelines**.
 - Offers a wide range of complimentary products, such as **Hosting** and **Cybersecurity** solutions.

Brand Services

Protecting and optimising the world's leading brands



Story

With a rich blend of experts and technology, Brand Services helps brands of all sizes optimise, protect and secure their online presence.



USP

Industry-leading platform technologies, coupled with white glove account management services.

High margin (68%) revenues across the product set.



Strengths

Very sticky customers, with existing account revenues growing year on year.

Combination of domain, protection and security gives 360-degree solutions.



Opportunities

Large market share to pursue, including mid-tier greenfield prospects.

Increased value-added services beginning to accelerate, diversifying and adding significant revenues.



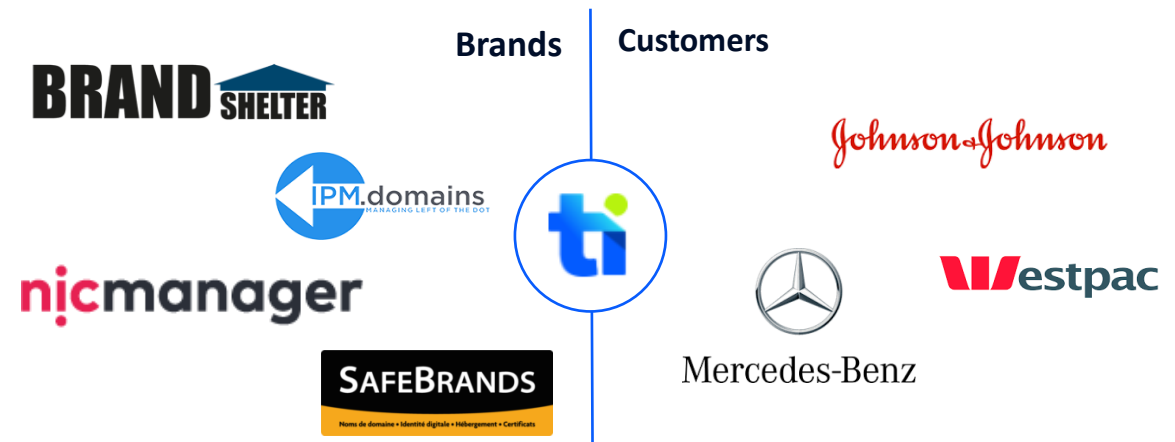
80 colleagues distributed in EMEA, APAC and USA



Thousands of customers - SMBs to the largest global brands



Global offices for local expert delivery



Competitive Landscape



Registry

Software Infrastructure



Story

One of the longest running software infrastructure providers. Supporting 175 domain extensions including .deloitte / .lidl / .bmw / .dhl / .xyz / .online and .website



USP

Partnering with AWS to provide unparalleled scalability, security and resilience. Vetted by UK Government



Strengths

Critical Infrastructure supplier to the UK Government under the Network Services 3 Framework and to JISC supporting .GOV.UK and AC.UK domains

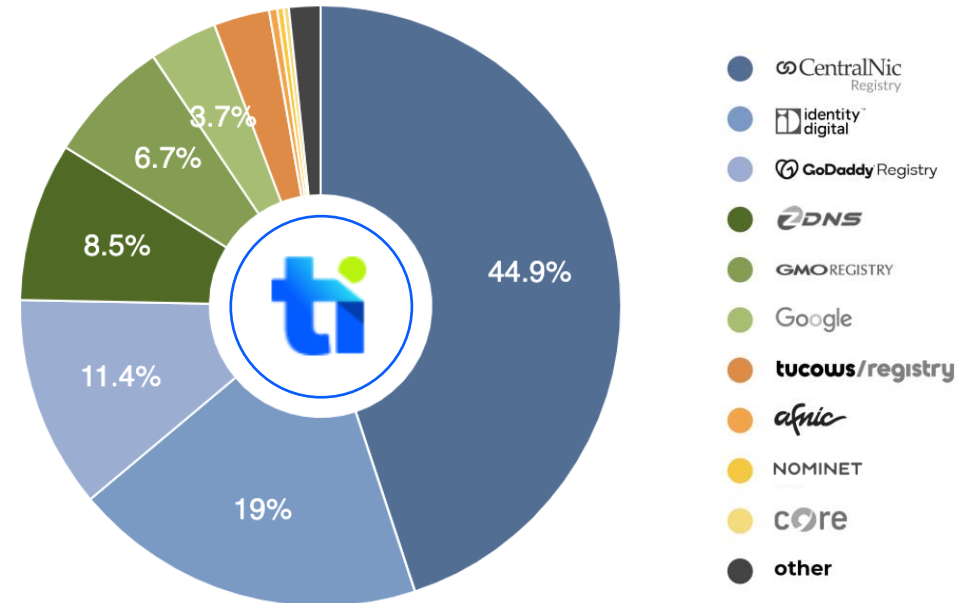


Opportunities

Greenfield opportunities from Global Brands, Countries and future VC backed entrepreneurs



Backend Market Share



Retail

Domain names for everyone, everywhere



Story

Global web-presence through well positioned retail brands offering domains, email, website builders and security products



USP

Multi-currency, integrated payment options
Always on customer support 365/7
Unique AI-based domain search capabilities



Strengths

Exceptionally sticky customer base with low churn rates
Global reach that enables scalable, long-term growth



Opportunities

Use of technology to enhance Sales performance
Continued addition of high-margin products to complement domain expertise
Merger of tech platforms & brands to simplify operations and increase productivity



ONLY DOMAINS Domains Websites Business Email Security Blog About Us Support Login £ -

You've Got The Dream, We've Got The Domain

Find the right web address [SEARCH NOW](#)

Business Email: Free for 30 days .com £8.99/yr .co.uk £5.99/yr .uk £5.99/yr

Trustpilot
TrustScore 4.8 | 2,967 reviews

[Chat Now](#)

internet.bs DOMAINS PRODUCTS RESELLERS

MAKING DOMAINS SIMPLE AGAIN

AI Search enabled: Type your idea or keywords [EXPLORE](#)

Free WHOIS Privacy Free DNS Management Free External Domain Tracker Free Forwarding

SUPERIOR DOMAIN MANAGEMENT TOOLS

- TAKE TOTAL CONTROL**
Our easy-to-use control panel gives you effortless control over your domain portfolio. Manage all of your domains with simplicity and style, whether they're with internet.bs or not with our [domain and renewal cost tracker](#).
- STAY SAFE**
Get FREE private WHOIS for life with all domain name registrations. We also protect your accounts by offering multiple [two factor authentication](#) options and a login alert system which tells you when and where your account has been
- WE GOT YOUR BACK 24/7**
Our highly qualified support team is able to assist you with any help you might need. With 24/7 [support over chat and email](#), we respond to 95% of requests within two hours.

Looking Ahead

Critical Domain Infrastructure for Nation States

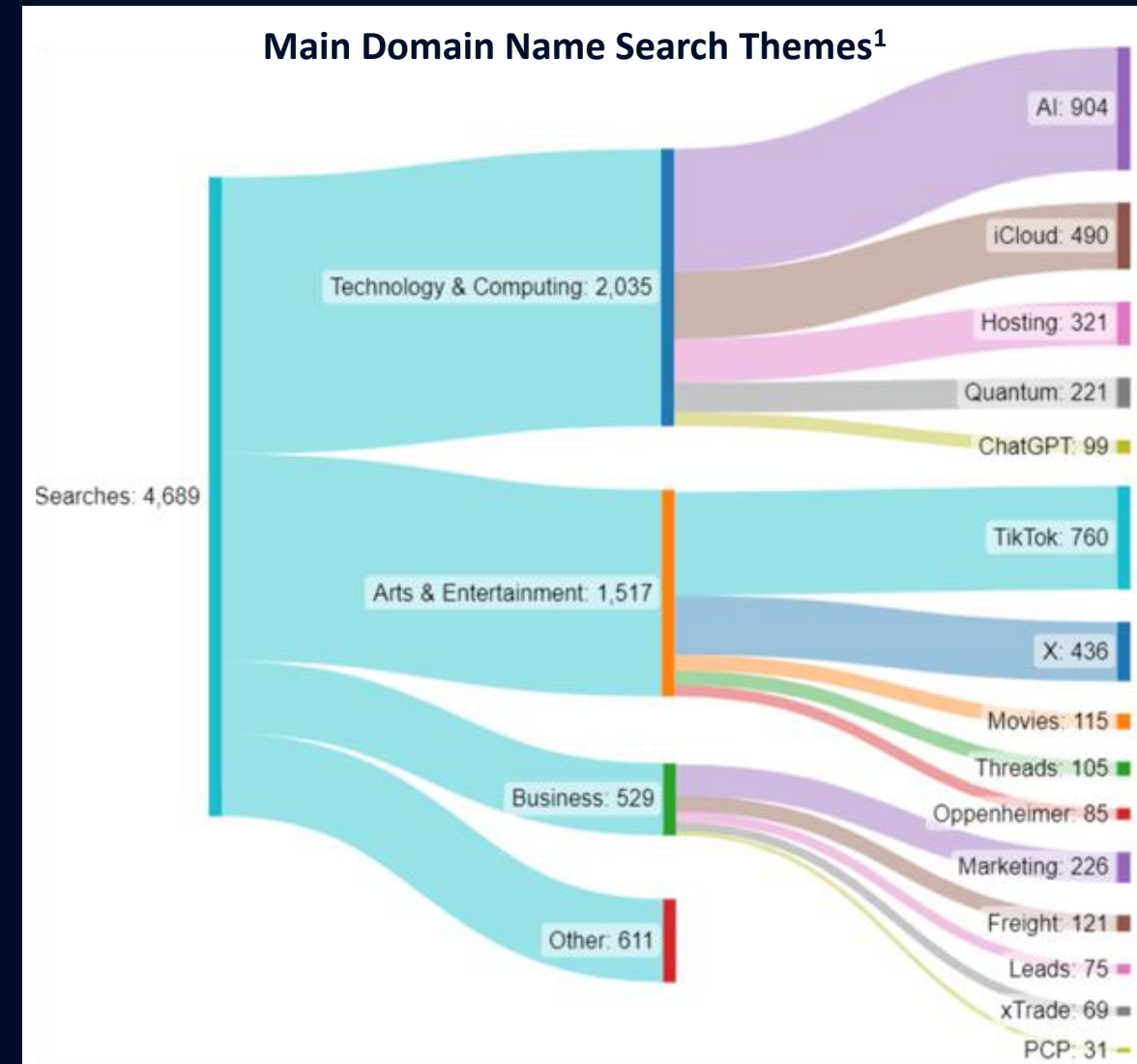
Team Internet's work with the UK Government draws on experience in supplying key domain related services to other governments around the world (e.g. .LA, .MY, .BH, .SA, .GL)

Data & AI

In 2021, TI established a dedicated **Data and AI Team** to leverage Team Internet's, and third parties' vast data assets

Key data and AI themes:

- Search driven promo campaigns, driving own and partner TLD growth
- Incorporation of third-party data to turbocharge insights
- AI based automation for customer journey and TLD personalisation



(1) Main search themes: top 3 IAB verticals and associated themes from one of Online's Retail brands (numbers indicate number of searches in a given time window)

Online Division

Q&A

 team internet.



Closing Remarks

Michael Riedl
CEO





- 01 — Strategy and Outlook
- 02 Q&A

Search



Gaëlle Lallement
Divisional Lead, Search



Axel Kaltz
CCO, Search



Jan Steffen
Divisional Lead, Comparison



Comparison

Online



Haydn Simpson
Divisional Lead, Brand Services



Rishi Maudhub
Division Lead, Registry Services



Performance



Aleksander Fronczek
Divisional Lead, Performance



How will Team Internet look in the next 10 years?

01



More diversified

02



More global

03



More vertically integrated

04



Firmly rooted in the values we defined

One more thing.

TIG.L

As of 5 September

Ticker change





- 01 Strategy and Outlook
- 02 — Q&A

Team Internet

Q&A

investor@teaminternet.com

 team internet.

Thank you

 team internet.