Capital Markets Day

Monday 4th September 2023
Welcome Remarks

Michael Riedl
CEO
01 Celebrating 10 years on AIM
02 Corporate Rebrand
03 CMD Agenda
Celebrating 10th Anniversary of listing on AIM
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*

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

*Oxford English Dictionary*

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**OUR PEOPLE**
**OUR BUSINESSES**
**OUR TECHNOLOGIES**

**OUR CUSTOMERS**
**OUR PARTNERS**

**Connection.**
Purpose:
To create meaningful and successful connections.
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
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Search Division

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

- 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
- Aporta 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
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

Competitive Landscape

Supply

Demand

354 million domain registrations across all TLDs
32+ million active domains on ParkingCrew
305 million visitors monthly

Registars

Domain owner

google

traffic.club

Yahoo!

sedo

Buy. Park. Sell. Domains

zeropark

bodis
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

**Competitive Landscape**

- TikTok
- Taboola
- Outbrain
- Google
- Facebook
- Yahoo!
- Bing
- sedo
- SYSTEM1
- Bodis

Supply | Demand
---|---
315+ million unique visitors a month | 258,000 campaigns
Serving ads in 160+ countries
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.

- Finance 7%
- Autos & Vehicles 10%
- Home & Garden 13%
- Jobs & Education 19%
- Health 19%
- Others 32%

Revenue contribution - Regions

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

- North America 55%
- Europe 30%
- Asia/Oceania 10%
- South America 4%
- Africa 1%
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

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

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
Long term vision

Current Value Chain

Direct Supply → Supply Aggregator → Media Buyer → Feed Aggregator → Demand Aggregator → Direct demand

Traffic Flow → Money Flow
Long term vision

Capturing new spaces along the value chain – horizontally and vertically

Direct Supply — Supply Aggregator — Media Buyer — Feed Aggregator — Demand Aggregator — Direct demand

Traffic Flow — Absolutely — Money Flow

- Adsolutely
Q&A

Search Division
Capital Markets Day

Comparison Division

Monday 4th September 2023
Expanding B2C product comparison market leadership in Germany to Europe and the world.

Jan Steffen
Divisional Lead Comparison
B2C eCommerce
Core Comparison partner
Who we are
How do we succeed
Growing the Comparison business
Germany largest B2C eCommerce market in EU

€84.5bn
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.

GOAL:
2 minutes conversion time per user
finding the best suitable product

02 MIN
12+ million visits

Reaching 1/4 of the German target audience
More than 50 million monthly interactions

150+ broad, white label, category niche and product niche websites
20,000+ individual product comparison topics
300,000+ instantly available products listed

More than 50 million monthly interactions
Comparison Division

**FLAGSHIP**

- Since 2014 proven market leadership
- Profitable since launch & Highly scalable
- Multiple revenue streams including Advertisers, Sponsored, Advertising
- Proprietary Tech Stack Market leading technology using e.g. machine learning and AI
- Partner of choice for the leading online players
- Focus on €84.5bn eCommerce revenue market in Germany
- Expanding internationally, now live in France

**Vergleich.org**

Wir bewerten unabhängig & objektiv.
How do we succeed

High intent search traffic

- 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

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
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
Q&A

Comparison Division
Performance Division

Capital Markets Day

Monday 4\(^{th}\) September 2023
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

**Performance division**

- **ZeroPark**
  - All-in-one commerce media platform delivering advertising and monetization solutions for global brands and businesses.
  - Location: Kraków, Poland
  - Reach: Global

- **Codewise**

- **Volumum**
  - Advanced analytics and optimization platform that provides advertisers with in-depth insights into their campaign performance.
  - Location: Kraków, Poland
  - Reach: Global

- **Adrenalads**
  - Drive high intent customers to leading online and household brands and local merchants.
  - Location: Los Angeles, USA
  - Reach: USA & EU
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 looking for discounts & rewards that can drive her final purchase decision.

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

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:

- vivint
- Booking.com
- CINEMARK
- Cabela's
- LEROY MERLIN
- ZENNI
- Amazon
- Macy's
- OTTO
- ULTA
- Walmart

Buy Now Pay Later platforms:

- Klarna
- affirm
- afterpay

Our other publishing partners:

- Huawei
- Xiaomi
- Opera
- AVG
- Norton
- Yahoo Mail
- Qwant
- OceanHero
- Karma
Microsoft Edge Quicklinks
Control all your ad campaigns from one platform
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

- **AppsFlyer**: The biggest mobile marketing analytics platform; our official partner, tech integration done.
- **Taboola**: The biggest native inventory provider in the world; our close partner in terms of acquisition, customer education and branding.
- **shopify**: 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.
Voluum’s strategic initiatives

- Personalized high-level dashboards with top metrics
- Autimizer 2.0
  - Deeper integration with Meta
- Cross-platform integrations
  - BI tools (Data Studio/Looker/Tableau)
- Autimizer 2.0
  - Shopify integration
- Autimizer 2.0
  - TikTok API updates
- Autimizer 2.0
  - iOS conversions on Google Ads
- Simpler & customizable panel per client type
- Refreshed and upgraded Mobile app
- AI-powered internal projects

Timeline:
- Q2 2023: Autimizer 2.0
- Q3 2023: Cross-platform integrations
- Q4 2023: Autimizer 2.0, Shopify integration
- Q1 2024: TikTok API updates
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

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

Q&A
Capital Markets Day

Online Division

Monday 4th September 2023
Working in a unique Online ecosystem, helping key businesses realise their digital ambitions.

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

Haydn Simpson
Divisional Lead, Brand Services
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..."

CentralNic, Team Internet's Online Division

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

Brands

Customers

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

- CentralNic Registry
- Google
- .tucows/registrar
- .nic
- .nom
- .core
- .other

44.9% 19% 11.4% 8.5% 6.7% 8.7%
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
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
Closing Remarks

Michael Riedl
CEO
01 Strategy and Outlook
02 Q&A
Gaëlle Lallement
Divisional Lead, Search

Axel Kaltz
CCO, Search

Jan Steffen
Divisional Lead, Comparison

Haydn Simpson
Divisional Lead, Brand Services

Rishi Maudhub
Division Lead, Registry Services

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
Thank you