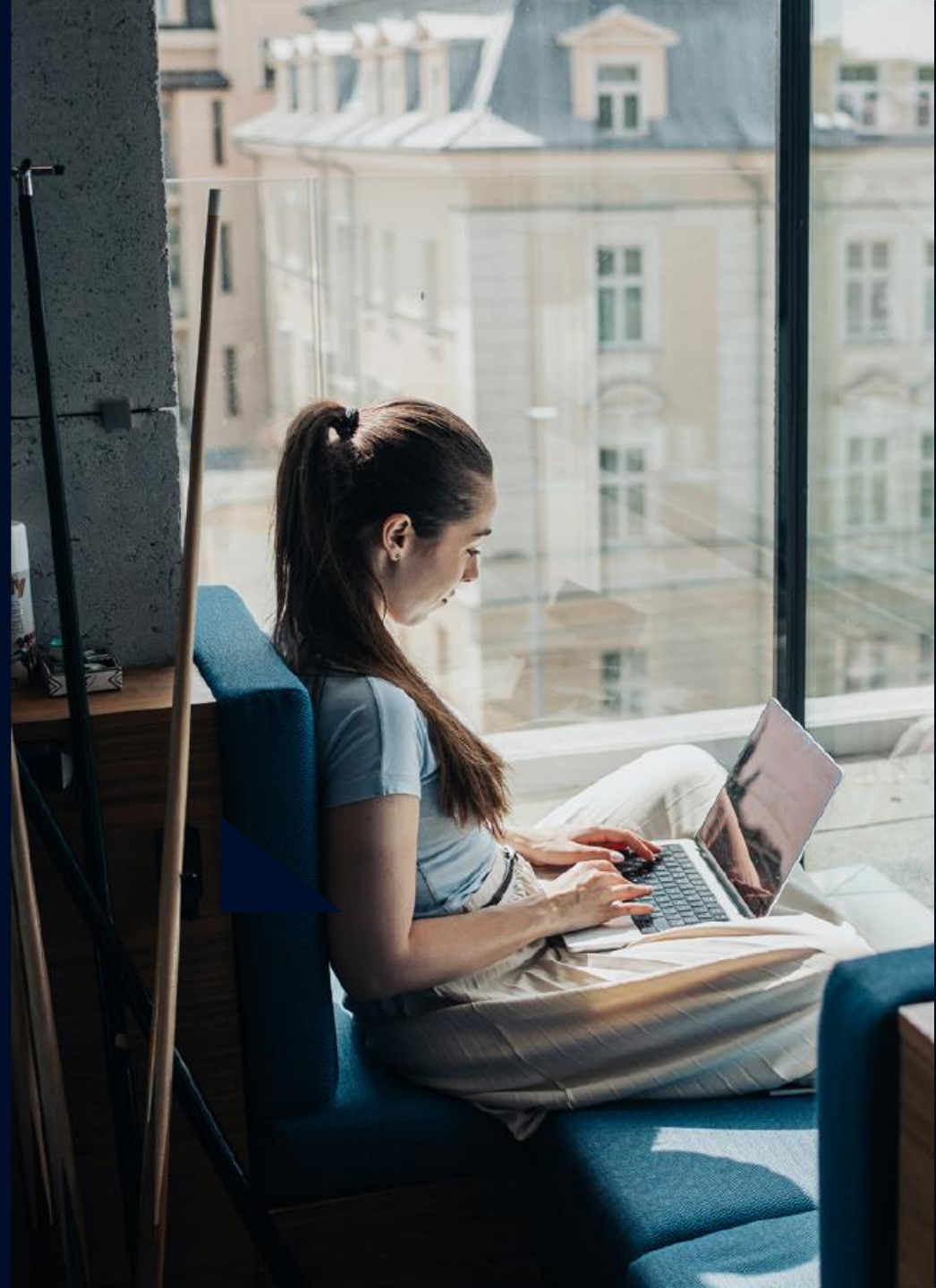


 team internet.

Creating
meaningful
and successful
connections

Investor
Presentation

24 March 2025





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- 01 — **State of the nation**
- 02 Financial highlights
- 03 Strategy and outlook

State of the Nation: What has happened, why does it matter and where will the journey take us

What has happened



AdSense For Domains (AFD) Is Being Deprioritised by Google

- Starting March 19, 2025, Google will begin auto-opting advertisers out AFD
- Advertisers must manually opt back in to continue monetising parked domains
- This marks the decline of a mature and high-performing monetisation model

Why it matters



The Ecosystem Is Shifting Toward Related Search On Content (RSOC)

- Google is promoting RSOC as the new default feed
- RSOC brings broader monetisation potential but requires workflow adaptation, initially compressing margins
- Team Internet is well-positioned to succeed—thanks to early adoption, traffic quality leadership, and executional depth

Where the journey takes us



Rebuilding Monetisation for Long-Term Growth

- RSOC brings lower initial RPMs, but unlocks scalable, multi-format monetisation
- Higher revenue shares, improved user experience, and stronger customer retention will drive long-term value
- Continuous margin recovery expected through optimised landing pages, alternative monetisation, and a reseller program

Metamorphosis in Motion—Scaling our Largest Segment for What’s Next

Search in the context of our diversified portfolio of growth businesses

Domains, Identity & Software (DIS)

We are the internet’s distribution backbone delivering domains, cybersecurity, and brand protection at scale. As the trusted partner to the world’s most admired online presence platforms, cybersecurity providers, and global brands, we enable digital identities to grow safely, seamlessly, and globally.

Recurring revenue model
Annual subscriptions

Operational KPIs¹

Average revenue per domain year
USD 12.5
2023: USD 11.3

Processed domain registration years
13.2 million
2023: 13.8 million

Financial Results

7%
Gross revenue growth

Gross Revenue
USD 202.7 million
2023: USD 188.7 million

Net revenue/
gross profit
USD 73.6 million
2023: USD 68.2 million

Adjusted EBITDA
USD 19.4 million
2023: USD 12.9 million

Comparison

In a world of noise and bias, we provide clarity. Our independent, data-driven guides win trust and convert. Monetisation? High-conviction referrals. Scalable. Future-proof. Built for what’s next.

Recurring revenue model
Rolling open-ended revenue share contracts

Operational KPIs²

Revenue per thousand sessions (RPM)
USD 249
2023: USD 203

Visitor Sessions
188.5 million
2023: 145.7 million

Financial Results

43%
Gross revenue growth

Gross Revenue
USD 63.0 million
2023: USD 44.2 million

Net revenue/
gross profit
USD 22.4 million
2023: USD 15.7 million

Adjusted EBITDA
USD 16.1 million
2023: USD 9.2 million

Search

Search engines are losing Gen Z. Social captures attention but struggles with conversion. We bridge the gap with lean, high-yield experiences that turn scrolls into revenue.

Recurring revenue model
Rolling open-ended revenue share contracts

Operational KPIs³

Revenue per thousand sessions (RPM)
USD 69
2023: USD 95

Visitor sessions
6.8 billion
2023: 5.9 billion

Financial Results

(11)%
Gross revenue decline

Gross Revenue
USD 537.1 million
2023: USD 604.0 million

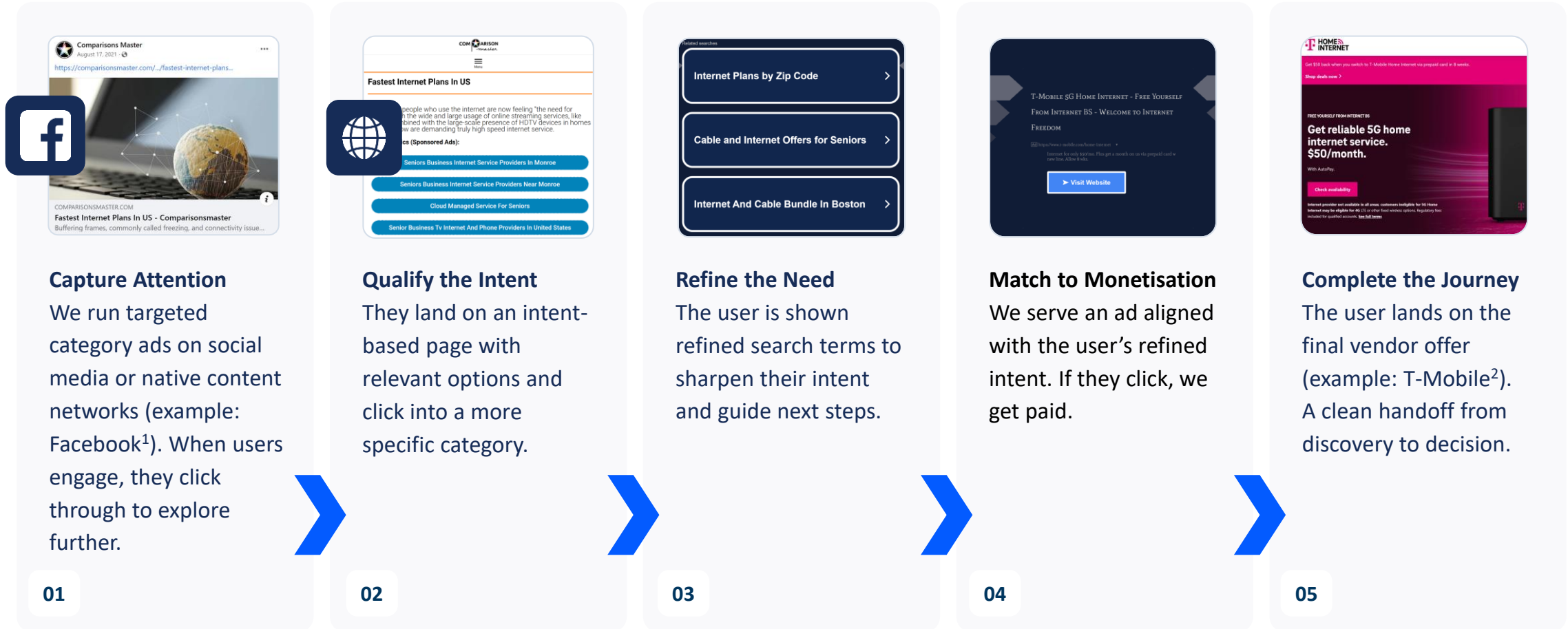
Net revenue/
gross profit
USD 91.5 million
2023: USD 107.2 million

Adjusted EBITDA
USD 56.4 million
2023: USD 74.3 million

Note: (1) Based on analysis of c.81% of the segment which can be adequately and reliably described by this KPI; (2) Based on analysis of c.74% of the segment which can be adequately and reliably described by this KPI; (3) Based on analysis of c.87% of the segment which can be adequately and reliably described by this KPI;

AdSense For Domains (AFD): A High-Performing Legacy Workflow—Now Being Deprioritised

How AFD monetises intent efficiently

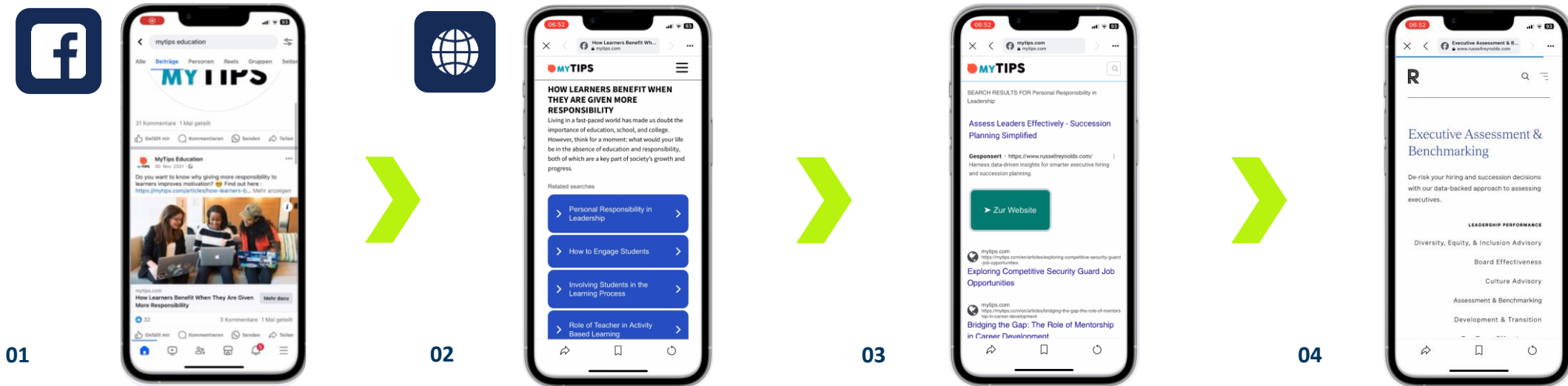


Note:

(1) Facebook is an example of a supplier. They provide traffic, and Team Internet pays for it; [2] T-Mobile is an example of a customer. Team Internet refers a customer and gets paid for it

RSOC (Related Search on Content): Building the Future of Monetisation Through Content-Driven Engagement

Social media user journey through RSOC monetisation flow



Spark Interest

We run targeted ads on social to attract users based on broad category interest.

Deliver Context

Users land on content-rich pages with embedded RSOC terms tied to the topic.

Trigger Intent

Clicking a relevant RSOC term brings up contextual ads aligned with user interest.

Drive Conversion

When the ad is clicked, the user lands on the advertiser's site and we get paid.

Search: Scaling From a High-Performance Model to a Future-Proof Platform

THE PROBLEM WE SOLVE

BRIDGING WEB 1.0 AND WEB 2.0

Younger audiences are abandoning traditional search in favour of social media and user-generated content channels capturing trillions of screen hours.

This shift leaves long-tail advertisers struggling to reach them without a multi-channel strategy.

We close that gap by turning social traffic into high-intent sessions on lightweight, high-engagement web properties built for conversion.



THE OPPORTUNITY

ENHANCING BRAND AND USER EXPERIENCE

We're transforming micro-sites into intelligent content portals using generative AI enhancing relevance, structure, and user experience at scale.

In close alignment with platform partners, we're rolling out Related Search on Content (RSOC), a new feed format that expands inventory into search engines, display, and beyond.

As the model evolves, social networks are expected to become more receptive unlocking broader engagement and reach.



THE CHALLENGES

USER ENGAGEMENT

While RSOC delivers higher click prices, click-through rates are currently lower than AFD. The reason is clear: the richer, on-page content absent in the AFD model draws user attention away from ads.

We see this as a design challenge, not a structural flaw, and we're actively optimising layouts and flows to rebalance engagement and restore yield.

TIMING

The industry didn't get the luxury of time RSOC had to scale before reaching AFD-level maturity. While margins are still below legacy workflows, our data- and AI-driven optimisation engine is designed to close the gap and ultimately surpass it.



OUR LICENSE TO WIN

UNMATCHED SCALE

We operate at scale that few can match powered by proprietary conversion data across millions of user interactions. This gives us the insight and leverage to drive performance others struggle to replicate.

UNIQUE CONTENT AND VIDEO PUBLISHING EXPERTISE

With Shinez's content engine and deep engagement signals, we design user experiences that convert. Our proprietary CPM/CPV framework unlocks incremental revenue at every interaction—turning engagement into scalable monetisation.

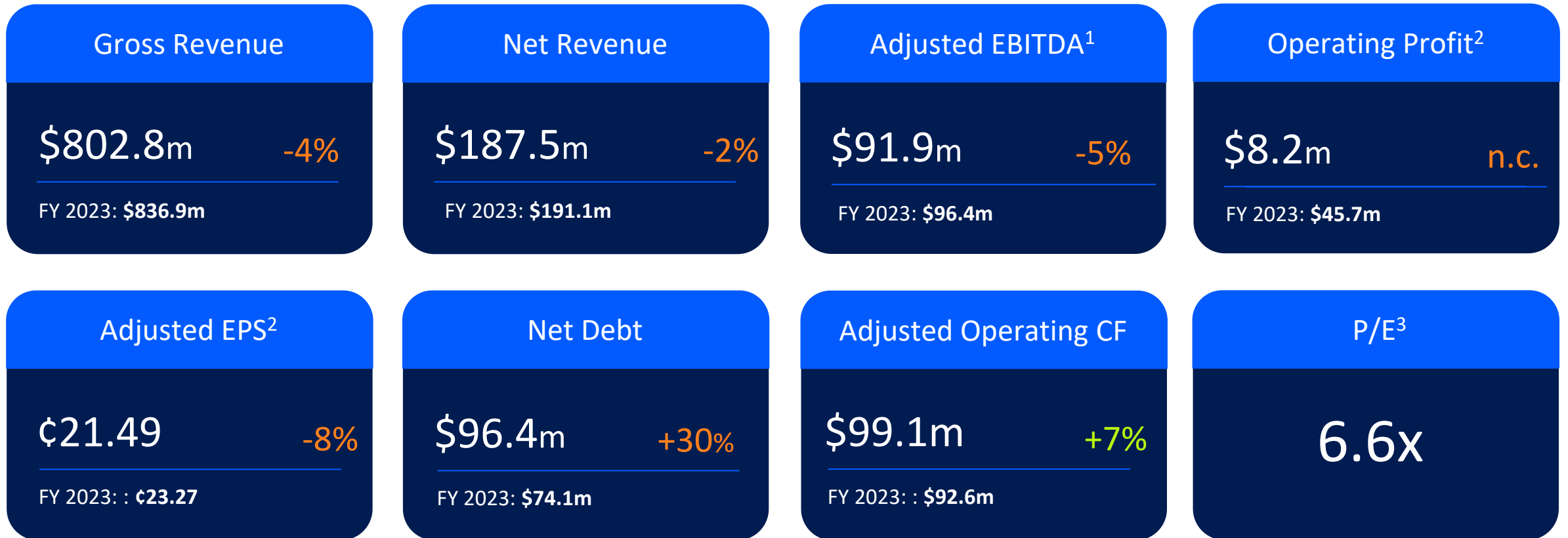
AUTOMATED TESTING CAPABILITIES

We don't guess we test, iterate, and optimise. Drawing from our Comparison business, we bring battle-tested frameworks for A/B testing and performance tuning of rich content environments, at scale.



- 01 State of the nation
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Operating cash flow growth and balanced earnings composition



Notes:

(1) Earnings before interest, tax, depreciation, amortisation, impairment, non-core operating expenses, foreign exchange gains and losses and share-based payment expenses

(2) Prior year figures have been re-stated

(3) Based on Analyst Consensus for FY25 Basic Adj. EPS of 13.25 cents as of March 21, 2025 and TIG share price as of March 21, 2025. The consensus was formed by four analysts who updated their forecasts in March 2025: Zeus, Berenberg, Edison and HSBC.

Income Statement

(\$, m)	FY 2024	FY 2023	% Change
Revenue	802.8	836.9	(4%)
Cost of Sales	(615.3)	(645.8)	
Net Revenue (Gross Profit)	187.5	191.1	(2%)
Gross Margin %	23.4%	22.8%	
Operating Expenses	(178.7)	(140.9)	(n.c.)
Share-Based Payment Expenses	(0.6)	(4.5)	
Operating Profit	8.2	45.7	(n.c.)
Adjusted EBITDA¹	91.9	96.4	(5%)
Depreciation	(3.0)	(3.3)	
Amortisation of Intangible Assets	(39.3)	(38.1)	
Impairment of Intangible Assets	(36.0)	(0.7)	
Non-Core Operating Expenses ²	(7.1)	(2.7)	
Foreign Exchange Gains / (Losses)	2.3	(1.4)	
Share-Based Payment Expenses	(0.6)	(4.5)	
Operating Profit	8.2	45.7	(n.c.)
Net Finance Costs	(17.5)	(15.6)	
(Loss) / Profit Before Taxation	(9.3)	30.1	(n.c.)
Income Tax Expense	(8.4)	(5.0)	
(Loss) / Profit After Taxation	(17.7)	25.1	(n.c.)

Notes:

(1) Earnings before interest, tax, depreciation, amortisation, impairment, non-core operating expenses, foreign exchange gains and losses and share-based payment expenses; (2) Non-core operating expenses include items related primarily to acquisition, integration and other related costs, which are not incurred as part of the underlying trading performance of the Group; Prior year figures have been re-stated

- Excluding non-recurring impairment charges, FY 2024 operating profit was USD 44.2m and profit after tax was USD 18.3m
- Non-core operating expenses includes credits relating to reassessing deferred contingent consideration earn-outs of USD 2.4m in FY 2024 and USD 7.0m in FY 2023. Adjusting for the impact of these non-cash credits, Non-core operating expenses were USD 0.2m lower in FY 2024 than FY 2023

Balance Sheet

(\$, m)	FY 2024	FY 2023 ³	% Change
Non-Current Assets	298.8	343.7	(13%)
Current Assets	180.8	199.6	(9%)
Total Assets	479.6	543.3	(12%)
Non-Current Liabilities	212.8	202.2	5%
Current Liabilities	173.7	187.8	(8%)
Total Liabilities	386.5	390.0	(1%)
Total Equity	93.1	153.3	(39%)
Total Equity and Liabilities	479.6	543.3	(12%)

(\$, m)	FY 2024	FY 2023	% Change
Gross interest-bearing debt	184.9	166.6	11%
Financial Instruments¹	(0.2)	0.2	
Cash	(88.3)	(92.7)	(5%)
Net debt²	96.4	74.1	30%

Notes:

(1) Represents mark-to-market valuation of interest swaps, which fix the variable interest component of USD 75m of bank debt

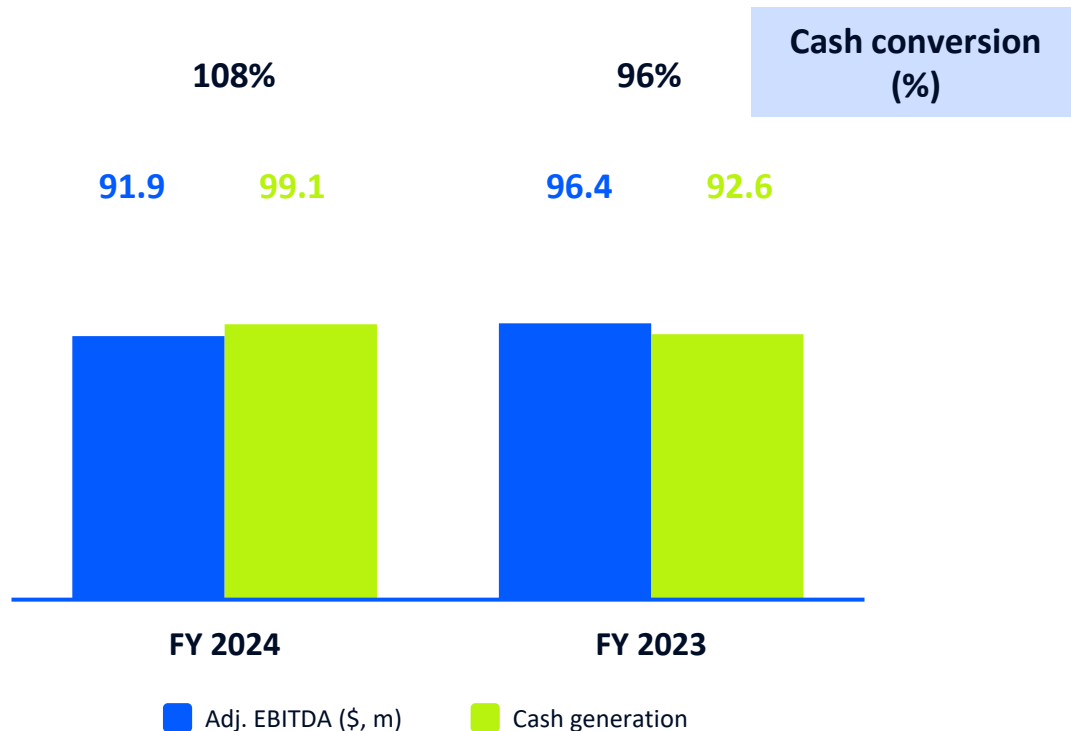
(2) Includes gross cash, bank debt, prepaid finance costs and MTM valuation of interest rate swaps

(3) Prior year figures have been re-stated

(4) Based on Analyst Consensus for FY25 Adj. EBITDA of \$60.8m as of March 21, 2025. The consensus was formed by four analysts who updated their forecasts in March 2025: Zeus, Berenberg, Edison and HSBC.

- Net debt stands at c. 1.0x 2024 Adjusted EBITDA and c. 1.6x 2025 consensus Adjusted EBITDA⁴
- Net debt increased by USD 22.3m since FY 2023 (but decreased by USD 13.5m since H1 2024) following:
 - Return of a further USD 20.8m cash to shareholders via the company's share buyback programme
 - Dividend payments of USD 9.8m

High cash conversion



Notes:

- (1) Adjusted Cash Conversion is defined as Adjusted Cashflow from Operations divided by Adj. EBITDA
- (2) Prior year figures have been re-stated

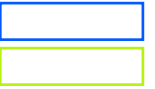
Cash generation from operations
= 108%
of Adjusted EBITDA

Adjusted Cashflow Bridge:	FY 2024	FY 2023
Cashflow from operations	85.9	78.2
Exceptional costs	11.3	6.1
Settlement of working capital items	1.9	8.3
Adj. cashflow from operations	99.1	92.6
Adjusted EBITDA¹	91.9	96.4
Adjusted Cash Conversion %	108%	96%
Income tax paid	(9.3)	(5.6)
Purchase of PPE	(1.3)	(1.9)
Purchase of intangible assets	(8.3)	(8.3)
Lease principal repayments	(1.9)	(2.3)
Net interest paid	(14.9)	(12.1)
Adj. free cashflow	63.4	62.4
Adjusted Free Cash Conversion %	69%	65%



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Domains, Identity & Software: Scaling From Domain Sales to Digital Identity Infrastructure



THE PROBLEM WE SOLVE

MAKING GLOBAL DOMAIN ACCESS SIMPLE, COMPLIANT & SCALABLE

Domain names are the foundation of digital identity but accessing them globally is anything but simple.

Every market comes with its own rules, technical standards, and compliance requirements.

We abstract this complexity automating access to 1,500+ domain extensions across 300+ jurisdictions.

From small businesses to global platforms, 4 million indirect and 210,000 direct customers rely on us to deliver domain access that just works seamlessly, securely, and at scale.



THE OPPORTUNITY

BUILDING THE OPERATING SYSTEM FOR DIGITAL IDENTITY

Domains are becoming more than addresses they're the foundation of digital identity.

We're expanding along the digital asset value chain into trademarks, certificates, and blockchain credentials.

The integration of Voluum brings mission-critical software into the division, enabling performance intelligence at scale.

Together, this positions us as a subscription-led platform combining infrastructure, identity, and intelligence in one ecosystem.



THE CHALLENGES

FRAGMENTED ECOSYSTEMS OBSCURE VALUE & LIMIT SCALE

Domain-adjacent services such as certificates and blockchain credentials are often delivered by disconnected providers, through non-standard interfaces, and with minimal monetisation potential.

Many are bundled for free or required for compliance, making it difficult to extract margin or scale profitably without integration.

The challenge isn't demand it's stitching together fragmented value chains into a seamless, monetisable platform.



OUR LICENSE TO WIN

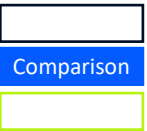
TRUSTED INTEGRATION PARTNER ACROSS DIGITAL IDENTITY

With over two decades of experience managing fragmented, global ecosystems, we've become the integration partner of choice for the world's leading providers of domains, cybersecurity, and digital brand protection.

Our platform is built to unify services bundling identity, compliance, and intelligence tools into scalable, margin-accretive workflows.

This deep operational track record enables us to integrate and commercialise new products faster and more efficiently than any peer.

Comparison: Transforming a national champion into global consumer guide authority



THE PROBLEM WE SOLVE

CUTTING THROUGH DIGITAL NOISE WITH TRUST AND INTELLIGENCE

Online consumers face overwhelming noise—biased content, inconsistent data, and untrustworthy reviews.

Comparison delivers clarity through independent, data-driven consumer guides that help users make confident buying decisions.

Monetisation is based on high-conviction conversions—earning top-tier commissions by referring real, loyal, and purchase-ready customers.

It's scalable, compliant, and built to last.



THE OPPORTUNITY

UNLOCKING GROWTH THROUGH FULL-STACK AI ADOPTION

Go Abroad: Replicate our success in Germany by expanding across Europe and English-speaking markets with AI-localised content and ads.

Go Long-Tail: Use AI to scale from hundreds of thousands to millions of product reviews—capturing more niche demand and margin.

Go Direct-To-Consumer: Leverage our strong market presence to launch direct product sales, supported by third-party fulfilment and dropshipping models



THE CHALLENGES

OVERCOME GROWTH BARRIERS

Entering new markets means outperforming well-established incumbents—requiring higher conversion rates, better UX, and localised content quality at scale.

Expanding our review base to long-tail categories demands significant computing power and automation.

Moving into direct product sales increases operational complexity, including customer service, fulfilment oversight, and compliance—requiring automation to protect margin.



OUR LICENSE TO WIN

SEA-FIRST PLATFORM BUILT FOR SCALABLE, AI-DRIVEN GROWTH

We've evolved from SEO into a SEA-first model—driven by paid traffic, data precision, and AI-powered content at scale.

Our platform adapts the user experience by market, enabling us to outperform local players with better conversion and relevance.

AI-first operations allow us to generate, structure, and optimise millions of product reviews—without proportional increases in cost.

As we expand into direct sales, our trust-based brand and loyal customer base reduce service intensity, while AI lowers support and compliance costs.

2025 Outlook: Navigating Change, Building for Scale

- Consensus 2025 Group Adjusted EBITDA is approximately \$60 million, including \$20+ million from Search (2024: \$57 million) and \$40+ million from our Domains, Identity & Software (DIS) and Comparison segments (2024: \$36 million).
- This reflects continued momentum in our DIS and Comparison segments—which remain in line with prior expectations—and positions us for a return to double-digit earnings growth from 2026.
- DIS and Comparison now contribute a growing share of Group profitability. We continue to scale these segments and will evaluate structural options to unlock further shareholder value.
- Capital allocation remains disciplined, balancing growth investments, financial flexibility, and returns. Our focus is on high-return organic growth—especially in AI-led innovation, platform upgrades, and operating leverage.

Thank you



Glossary of Terms

Adtech

An umbrella term for advertising technology

Artificial Intelligence or 'AI'

The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages

Cost Per Click or 'CPC'

The price paid for each click in pay-per-click (PPC) marketing campaigns

Cost Per Thousand or 'CPM'

A marketing term that refers to the cost that an advertiser pays per one thousand advertisement impressions on a web page

Country Code Top-Level Domain or 'ccTLD'

An internet Top-Level Domain generally used or reserved for a country, a sovereign state, or a dependent territory e.g. .uk, .jp

Domain Name Registrar

An organisation or commercial entity that manages the reservation of internet domain names

Domain Name System or 'DNS'

A hierarchical distributed naming system for computers, services, or any resource connected to the internet or a private network

Domain Years

Number of domain years sold (number of domains x number of years). Used instead of number of domains as occasionally customers register or renew domain names for multiple years

Registry Operator

An entity that maintains the database of domain names for a given Top-Level Domain and generates the zone files which convert domain names to IP addresses. It is responsible for domain name allocation and technically operates its Top-Level Domain, sometimes by engaging a Registry Service Provider

Registry Service Provider

A company that performs the technical functions of a TLD on behalf of the TLD owner or licensee. The registry service provider keeps the master database and operates DNS servers to allow computers to route internet traffic using the DNS

Revenue Per Thousand or 'RPM'

A marketing term that refers to the revenue generated per one thousand advertisement impressions on a web page

Top-Level Domain or 'TLD'

The suffix attached to internet domain names e.g. .com, .net

Visitor Sessions

Number of times a domain was viewed

Appendix

TIG operates Digital Audience Matching platforms in the leading monetisation categories

Traffic Acquisition



PPC

PAY PER CLICK

TIG acquires traffic by placing ads on social media, search engines, advertising networks and content websites

+ Intent



Traffic Monetisation Models



Intent -

1



PPA

PAY PER ACTION

2



PPC

PAY PER CLICK

3



PPM

PAY PER THOUSAND AD IMPRESSIONS

Awareness-based ads (under development)

Conversion Stage: the objective is to close a deal



Consideration Stage: the objective is to be considered by a prospective customer

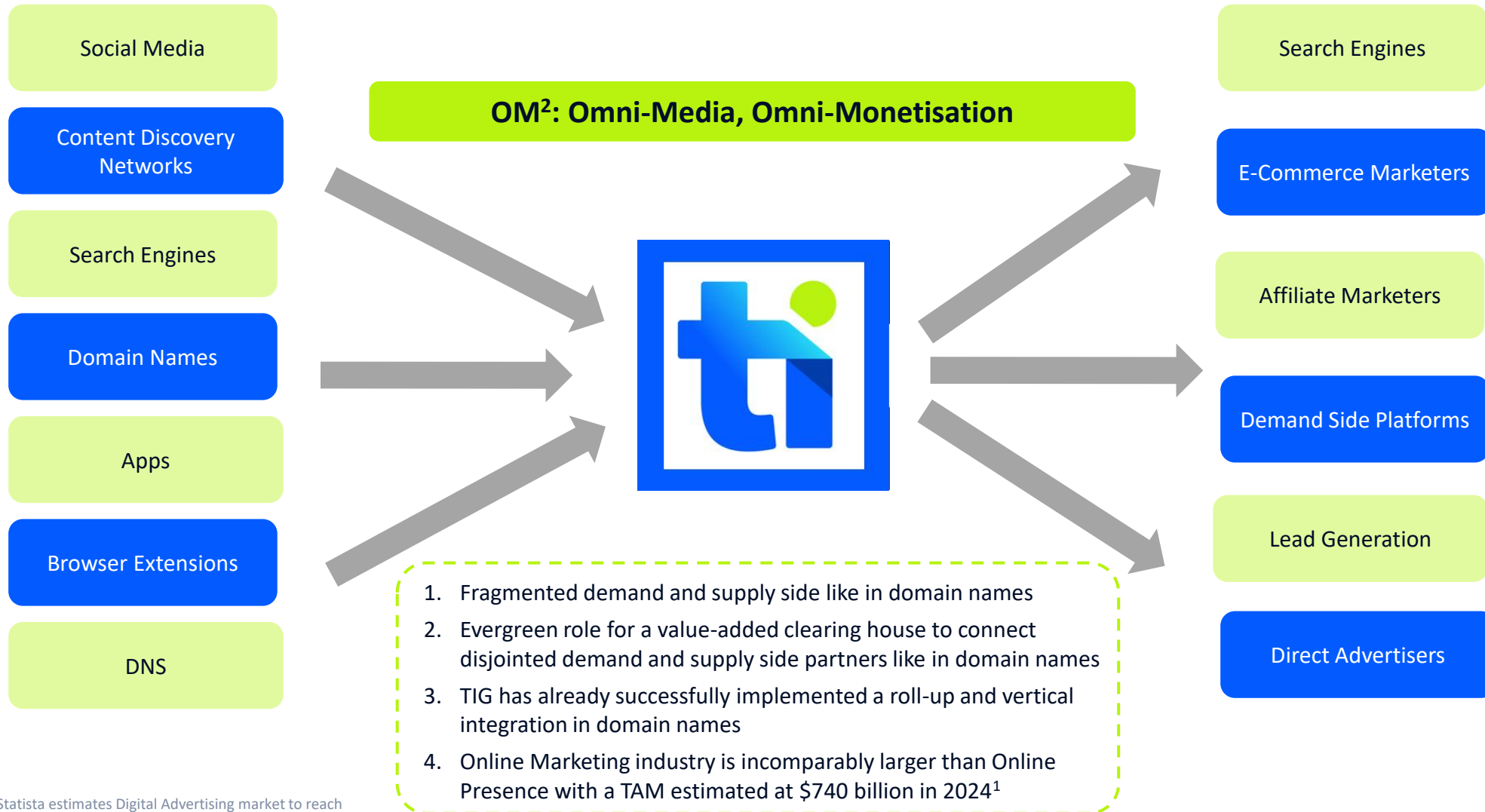
TONIC.

Awareness Stage: the objective is to get noticed by consumers



First-Party Intent Data (under development)

OM²: Omni-media, Omni-monetisation vision – Replicating the Domains success story in a vastly larger vertical



Notes: (1) Statista estimates Digital Advertising market to reach \$740 billion in 2024

In the Search division, Team Internet helps online consumers make informed choices – an evergreen purpose

01



Team Internet does so by creating **consumer journeys** that convert general interest media users into high conviction online consumers.

02



Team Internet engages by offering **contact points** on social media, publisher websites and search engines by placing ads¹ for broad categories.

03



Team Internet educates the online consumer through **easy to understand** advertorials and review websites.

04



By working with world leading aggregators, Team Internet has access to commercial inventory that **closely matches** the consumer's **intent**.

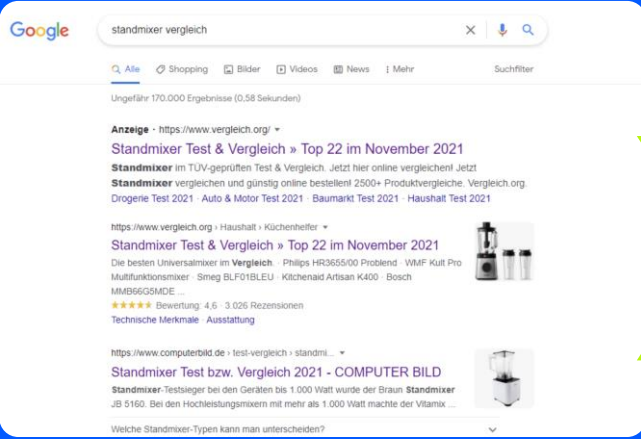
05



Team Internet is particularly good at this due to **machine learning** on billions of consumer interactions, providing superb insights into the psychology of online consumers.

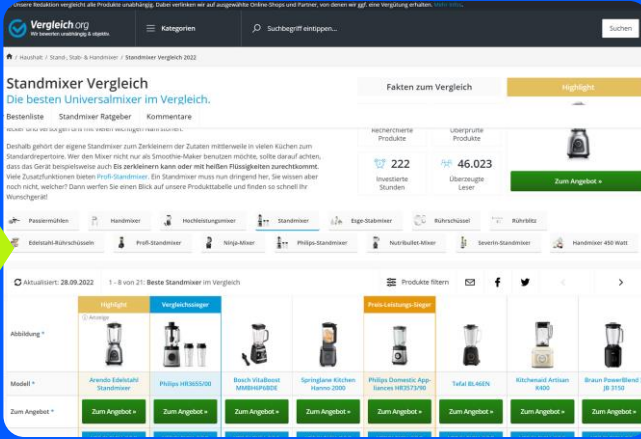
Search engine users are directed to review websites before buying the product of their choice at an ecommerce partner

Search engine user experience:



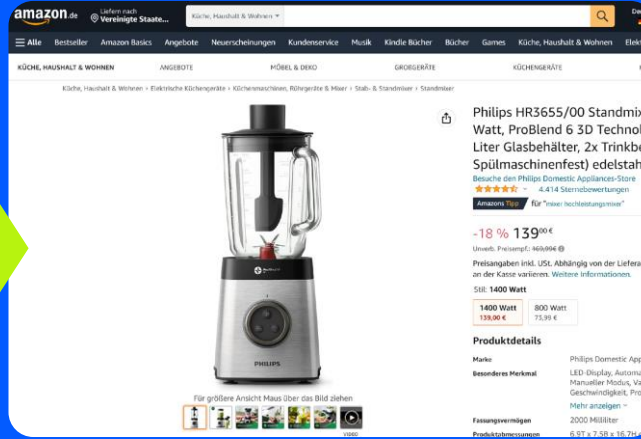
01

Team Internet places ads for product categories on search engines. Due to a vast inventory of high-quality product review content, Team Internet would also appear high in the organic search ranking.



02

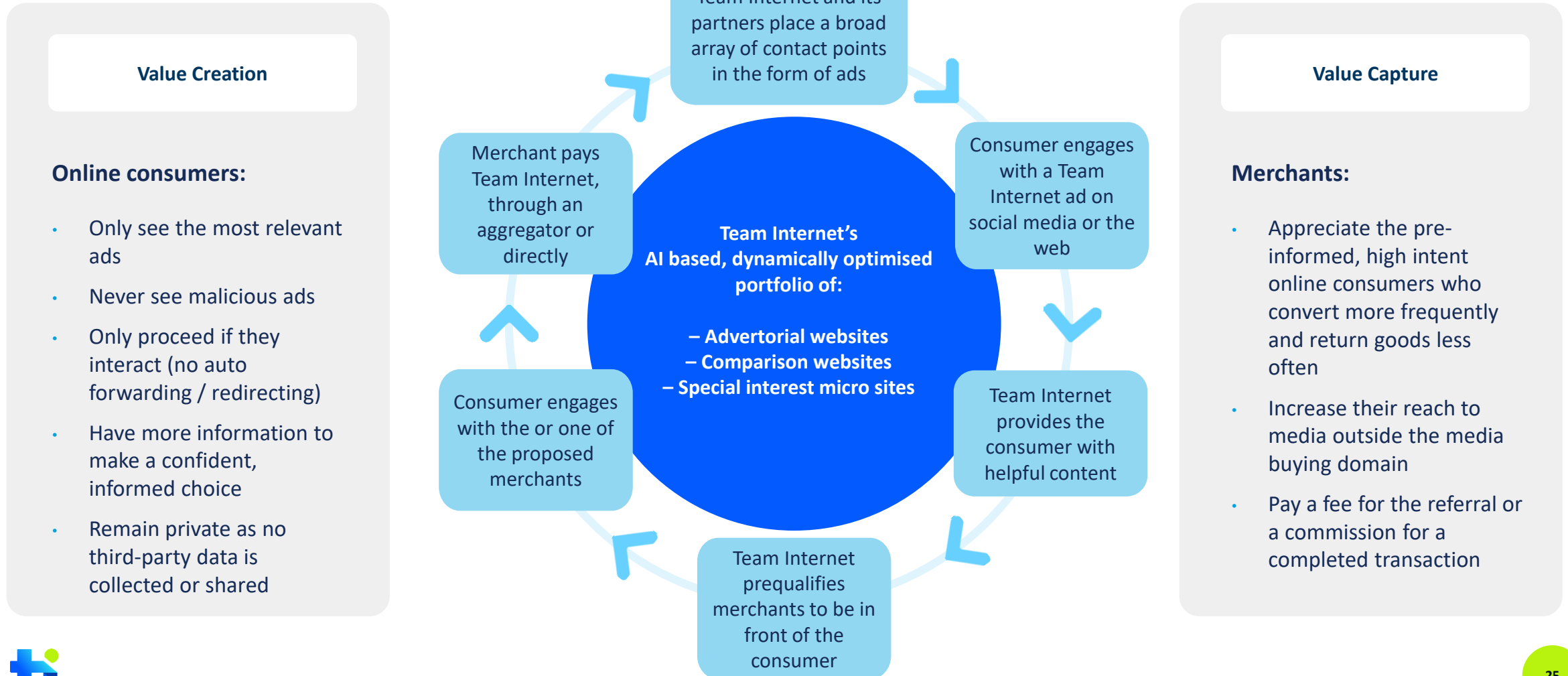
The online consumer is then presented a choice of relevant products where we identify the best, the most affordable, the best value-for-money products and top-selling products – consumers are typically happy to adopt one of these four strategies.



03

The online consumer then clicks out to the merchant with the offer that comes closest to their intent or need. When the consumer checks out of the e-commerce partner's site, Team Internet is paid.

Online consumers value the noise reduction and privacy – value is captured through commercial alliances



In DIS, Team Internet is a leading distribution channel for domains and one-stop shop for their users

