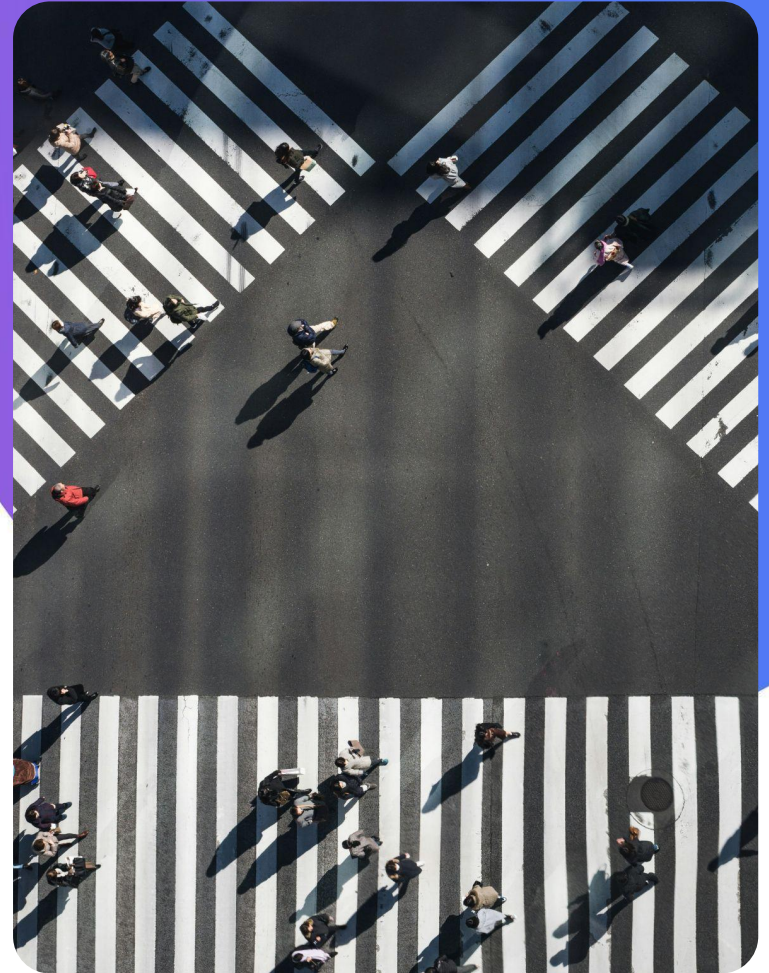


Cint

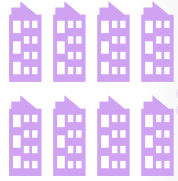
Q1 2026

Results Presentation

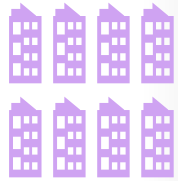
29 April 2026



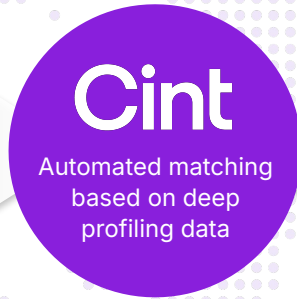
The world's largest survey exchange



B2B customers
in 70+ countries ...



... get real-time
programmatic
connection



... to answers from



... millions of
respondents across
130+ countries



1998
Cint founded

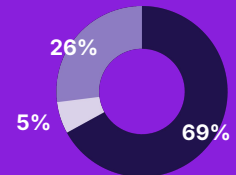
2021
Lucid acquired

700+
Employees (FTE)

4,000+
customers

150
EURm Net Sales in 2025

Net Sales
by region
Q1 2026



Americas
EMEA
APAC

Q1 2026 figures in brief

Net sales

EUR 34.0m
(EUR 35.9m)

Gross profit

EUR 29.4m
86.4% margin (87.5%)

OPEX

EUR 24.8m
(EUR 27.7m)

EBITA

EUR 4.6m
13.4% margin (10.3)

Business review

Return to growth for the first time in two years

Q1 2026

- Sales growth in constant currency due to sequential improvement in Cint Exchange and Measurement acceleration
- Tight cost control helped maintain profitability
- Good operating cash flow and strong balance sheet

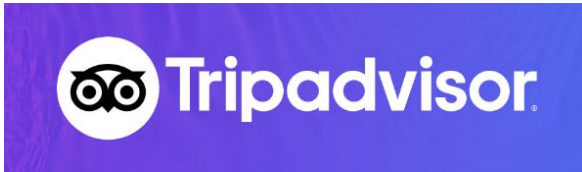
Platform consolidation and migration

Testimonials

"Before we started working with Cint, we didn't really have an option to scale our ad-effectiveness offering. We had very limited offering of partners that we worked with, and they had onerous requirements to actually reach feasibility from an ad-effectiveness perspective.

Being an ad sales research and insights team, we're always looking for the best story. The challenges Cint helps us to solve in that context specifically is that wealth of data that's now available to us within the platform itself, where we're able to see different cuts of data by demographic, frequency or creative"

Ryan Gillis, Associate Director of Research and Insights at
Tripadvisor



Consolidation

- The new Cint Exchange reached feature and capability parity with the legacy Cint platform during the quarter
- For the Legacy Lucid customers we are starting the upgrade process to the new Cint Exchange gradually during 2026 and will prioritize revenue retention over speed

Investment in innovation

Focus on Quality and Innovation

Q1 2026

- Significant quality improvements during the quarter with reversal rates down by 24 percent compared to Q4
- AI-moderated interviews: globally scalable focus groups delivered over voice or video, powered by Cint's panel and quality controls
- Our Outcomes Measurement capabilities pulled forward to into 2026 (from 2027) and launched closed beta in early April. Early beta reception from major streaming, publisher and ad-tech partners has been constructive

Financial update

Financial targets

Sales growth

Cint aims to achieve a medium term annual organic sales growth of >10%

Profitability

Cint aims to achieve a medium term EBITA margin of 25%

Leverage

Target net debt / EBITDA below 2.5x
(This ratio may temporarily be exceeded, for example as a result of acquisitions)

Dividend policy

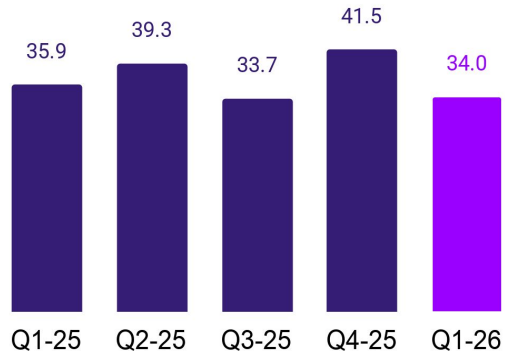
Cint aims to reinvest cash flows into growth initiatives and as such will not pay annual dividends in the short-term

Sustainability

Cint aims to achieve net-zero greenhouse gas (GHG) emissions across its operations by 2045, aligning with Sweden's national climate targets and global best practices

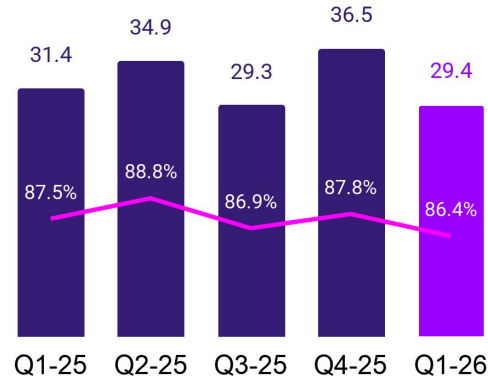
Q1 2026 financials

Net sales (EURm)



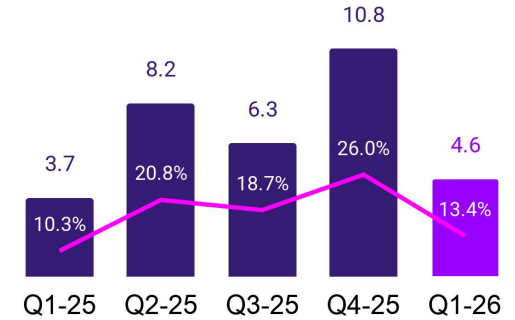
- Total net sales declined by 5.3% to EUR 34.0m (35.9), but increased by 2.6% in constant currency
- Sales increased as a consequence of improving Cint Exchange performance and acceleration in Media Measurement

Gross profit & margin (EURm, %)



- Gross profit in the quarter amounted to EUR 29.4m (31.4) due to lower sales
- Gross margin was 86.4% (87.5) as a result of lower sales

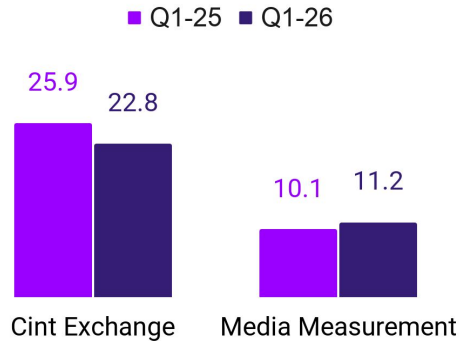
EBITA & margin (EURm, %)



- Despite lower sales, EBITA amounted to EUR 4.6m (3.7) as a result of lower operating expenses
- EBITA margin increased to 13.4% (10.3)

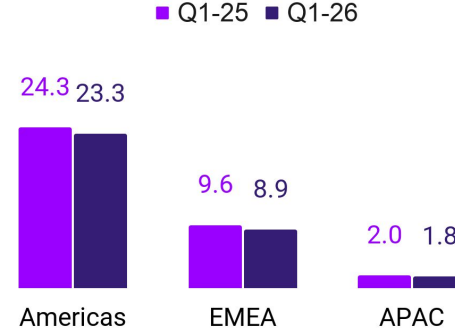
Net sales development

Business segments (EURm)



- Cint Exchange net sales decreased by 11.7% (-5.1% in constant currency), a meaningful step up from the third and the fourth quarter of 2025
- Media Measurement net sales increased by 11.0% (22.8% in constant currency), an acceleration of growth compared to the second half of last year

Regions (EURm)



- Net sales in the Americas region decreased by 4.0% to EUR 23.3m (24.3) and increased by 5.0% in constant currency, driven by a strong growth in Media Measurement partly offset by lower sales in Cint Exchange
- Net sales in EMEA decreased by 8.1% to EUR 8.9m (9.6) in the quarter and by 4.2% in constant currency as a result of lower sales in Cint Exchange partly offset by higher sales in Measurement
- Net sales in APAC decreased by 8.2% to EUR 1.8m (2.0) in the quarter and increased by 7.3% in constant currency as a result of higher sales in Cint Exchange partly offset by lower sales in Media Measurement

Improved profitability despite lower sales

KEUR	2026 Jan-Mar	2025 Jan-Mar	2025 Jan-Dec
Net Sales	34 001	35 918	150 442
Cost of services sold	-4 620	-4 493	-18 341
Gross Profit	29 381	31 424	132 100
Sales and Marketing Expenses	-7 375	-7 531	-30 451
Research and Development Expenses	-8 176	-7 975	-29 469
General and Administrative Expenses	-9 306	-11 140	-41 684
Other operating income	45	-68	183
Other operating expenses	-	-992	-1 698
Operating profit/loss before amortization (EBITA)	4 569	3 717	28 981
Amortization and impairment on acquisition related assets	-3 783	-7 403	-221 282
Items affecting comparability	-	54	650
Operating profit/loss (EBIT)	786	-3 631	-191 652
Gross Profit, %	86,4%	87,5%	87,8%
EBITA, %	13,4%	10,3%	19,3%

Key comments

- Total net sales decreased by 5.3% to EUR 34.0m (35.9) and increased by 2.6% on a constant currency basis
- Lower gross margins at 86.4% (87.5), reflecting lower sales
- Lower operating expenses of EUR 24.8m compared to last year's 27.7m, mainly due to cost control
- EBITA in the quarter amounted to EUR 4.6m compared to EUR 3.7m last year. The EBITA margin amounted to 13.4% (10.3)
- The revaluation of balance sheet items had no significant impact on the result this quarter whilst in Q1 last year it impacted results by EUR -1.0m. This is captured under Other operating expenses
- There were no significant impact from items affecting comparability this quarter nor in the comparable period last year

Strong cash flow further improved net cash position

KEUR	2026 Jan-Mar	2025 Jan-Mar	2025 Jan-Dec
Operating cash flow before working capital	7 619	7 320	42 106
Cash flow from changes in working capital	170	3 061	1 161
Cash flow from operating activities	7 789	10 381	43 267
Cash flow from investing activities	-4 142	2 978	-10 176
Cash flow from financing activities	-4 863	53 644	5 348
Net cash flow	-1 216	67 003	38 440
Cash and cash equivalents	61 880	93 752	62 942
Net debt (+) / net cash position (-)	-10 170	12 450	-7 783

Key comments

- Net cash flow amounted to EUR -1.2m including loan amortization of EUR 4.5m. Net cash flow last year was 67.0m, which included the proceeds from the rights issue of EUR 54.4m and sale of a minority investment of EUR 7.1m
- Cash position amounted to EUR 61.9m and net debt was at EUR -10.2m, compared to a cash position of EUR 62.9m and net cash of EUR -7.8m at year-end
- Operating cash flow amounted to EUR 7.8m compared to EUR 10.4m last year due to higher positive impact from changes in working capital last year
- Cash flow from investing activities, mainly software development capitalization, in the quarter amounted to EUR -4.1m compared to EUR 3.0m last year, which was affected by the divestment of a minority holding with proceeds of EUR 7.1m
- Cash flow from financing activities of EUR -4.9m mainly relates to the loan amortization of EUR 4.5m. In the comparable period, the proceeds from the rights issue positively impacted cash flow
- We ended the period with a leverage ratio (Net debt / EBITDA) of -0.2x, well below our target of 2.5x

Working capital reached lowest level since Q2 2024

KEUR	2026 31 Mar	2025 31 Dec	2025 30 Sep	2025 30 Jun	2025 31 Mar
Accounts receivable	74 782	81 778	80 318	84 129	97 023
Other current receivable	20 761	18 905	19 196	22 931	25 806
Accounts payable	-35 641	-37 375	-31 139	-31 396	-48 468
Other current liabilities	-23 928	-26 534	-24 250	-30 106	-36 194
Total Net Working Capital	35 974	36 775	44 125	45 558	38 167
Total Customer Spend, LTM	280 349	290 003	308 214	330 854	343 063
NWC toTCS, LTM	12,8%	12,7%	14,3%	13,8%	11,1%
Accounts Receivable to TCS, LTM	26,7%	28,2%	26,1%	25,4%	28,3%
Accounts Payable to TCS, LTM	12,7%	12,9%	10,1%	9,5%	14,1%

Key comments

- Lowest net working capital of EUR 36.0m at the end of the period since H1 2024
- Accounts receivable fell to EUR 74.8m, the lowest level since the Lucid acquisition in 2021 and a reduction of EUR 7.0m since year-end 2025 and EUR 22.2m lower than in the same period last year
- The continued reduction of receivables stems from the structural operational enhancements implemented last year, including (i) legal entity rationalization, (ii) ERP system consolidation, (iii) unified billing information (CRM) system, and (iv) reinforced billing and collections capabilities
- Furthermore, there is a noteworthy decline in other current receivables that relates to uninvoiced projects from € 25.8 in Q1 2025 to € 20.8m in Q1 2026. This is driven by operational improvements within the invoicing process.
- Our emphasis remains on improving working capital, with a particular focus on accounts receivable

Thank you