

A woman with dark curly hair, wearing a blue long-sleeved shirt, is leaning over a dark wooden desk in a dimly lit room at night. She is holding a pen and writing on a notepad. On the desk, there is a laptop, a glass of orange juice, a pen holder with various pens and scissors, and some papers. A large window behind her shows a view of the water and city lights at night. A desk lamp is positioned above her, casting light on her work area. The background is dark with some bokeh lights from the city.

Q2 2023

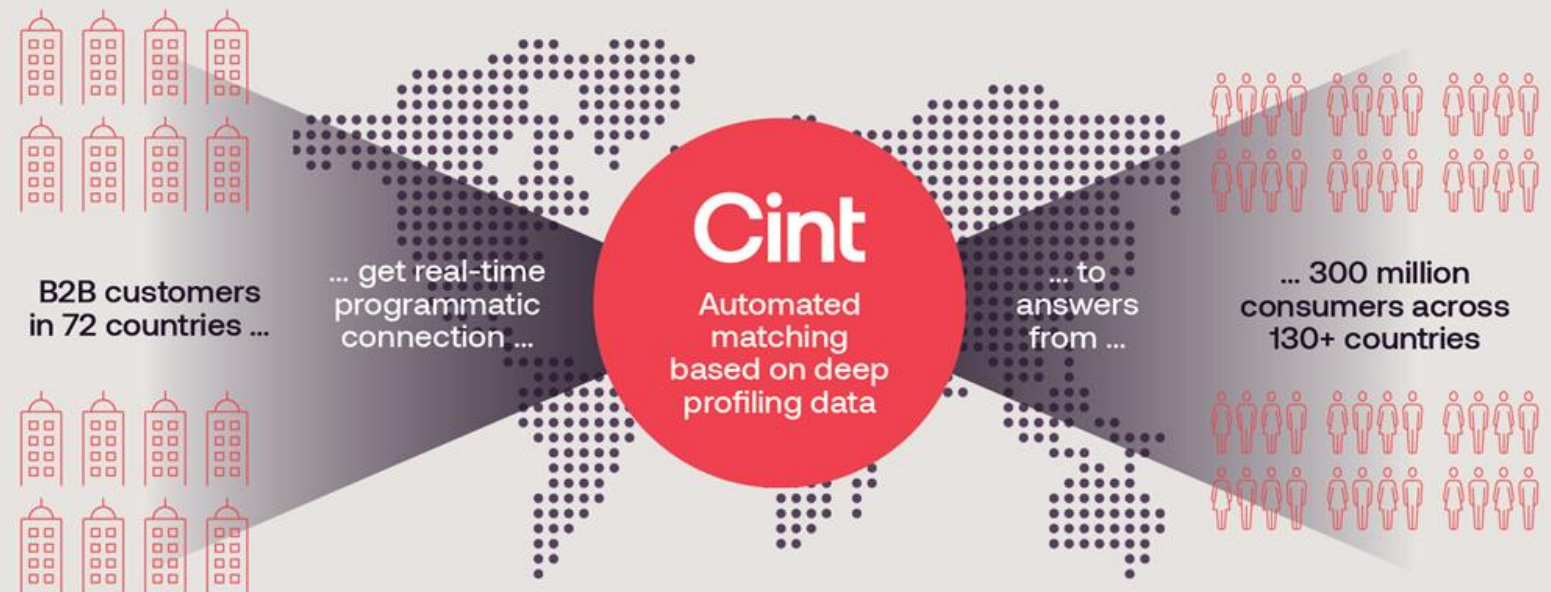
Results Presentation

Giles Palmer, CEO and Olivier Lefranc, CFO

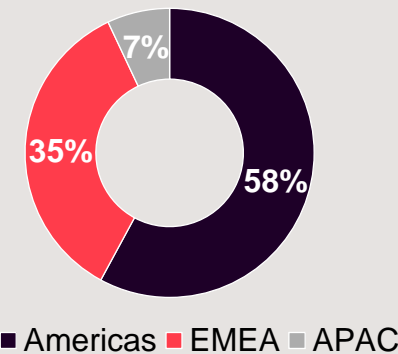
26 July 2023

Cint

A global platform leader in connected consumer insights



Net sales by region
Q2 2023



1998

Cint founded

2021

Lucid acquired

1,000+

employees

295.2

MEUR net sales in 2022

Mixed results with some improvements over the first quarter - significant progress on platform unification



Q2 Business review

- Uncertain macro environment and issues with reversals continued to affect Marketplace sales
- Continued strong growth in Media Measurement
- Americas weak but EMEA back to growth
- Work ongoing to improve level of reversals
- Good progress on key focus areas of product integration.
- Customer migration to new platform starting in Q4 2023 with most customers moving over in 2024

Q2 figures in brief – continued headwinds with some improvement vs Q1



(4.8%)

Constant currency
sales growth

62.9%

Gross margin

13.5%

Adjusted EBITDA
margin

12%

Reversals /
Marketplace sales

Work ongoing to improve quality



Progress and actions

- Reversals / marketplace sales were 12% (9% last year) and slightly higher than in the first quarter
- We have implemented external solutions as well as a new proprietary tool that is in testing now
- The solutions are showing positive signs and we expect improvements in the second half of the year

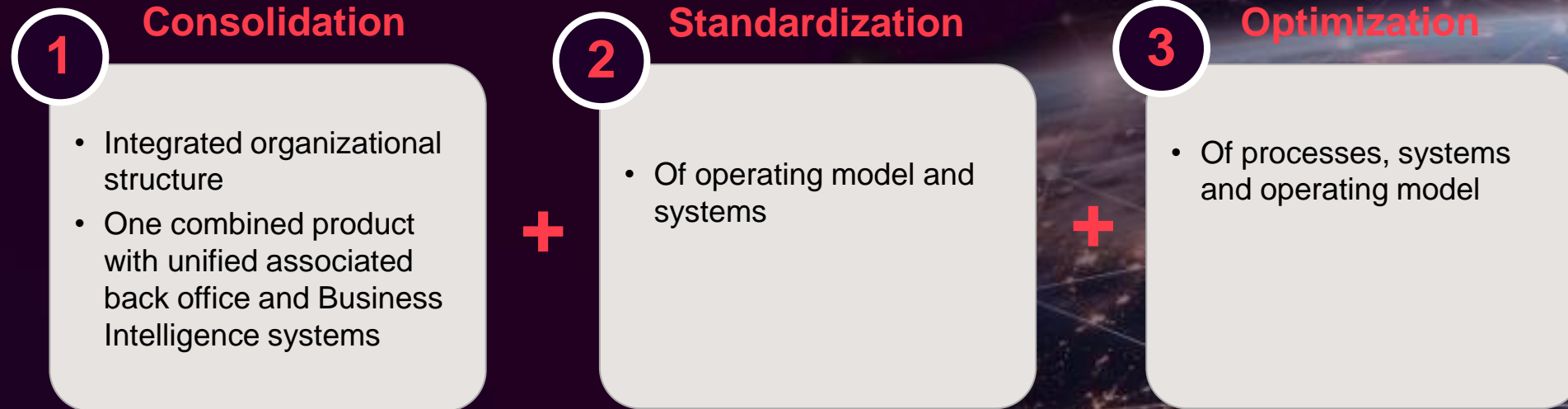
Full focus on product integration and customer migration



Progress and actions

- We are building a technology platform that is more intelligent, with choice, automation and control at its core
- It will combine the most valuable capabilities from legacy solutions and will feature an upgraded user experience
- Cross functional team established to ensure a successful customer migration
 - Starting in Q4 2023 with customers who use Cint to manage their account
 - Fully functional platform in 2024 with other customers migrating during the year

The route to higher profitability



Creation of an efficient and highly profitable organization, primed for growth

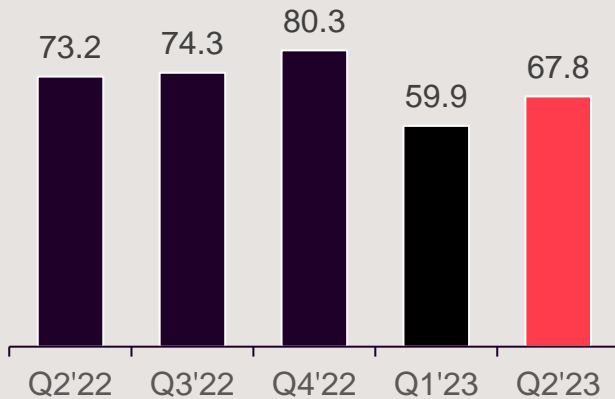


Financial update

Q2 financials

Net sales

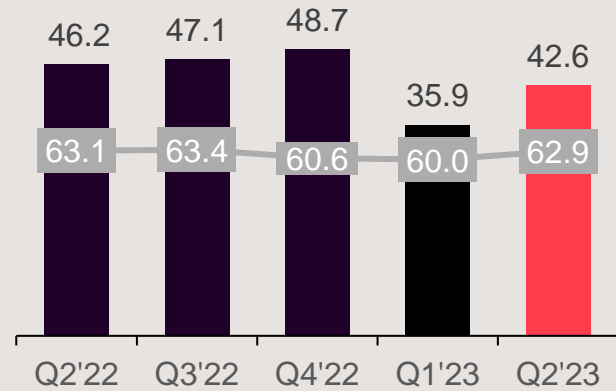
EURm



- Growth negatively affected by macro and issues with reversals
- Net sales decreased by 7% vs Q2'22
- Growth in constant currency was -5% (-12% in Q1)

Gross profit

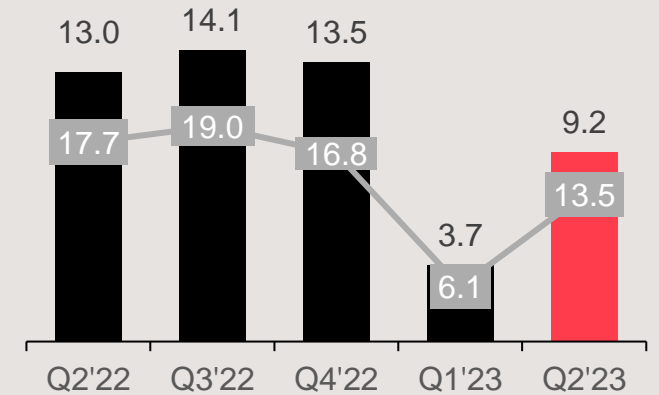
EURm, %



- Stable gross margin of 62.9% (63.1)
- Increase compared to Q1 due to product mix

Adjusted EBITDA

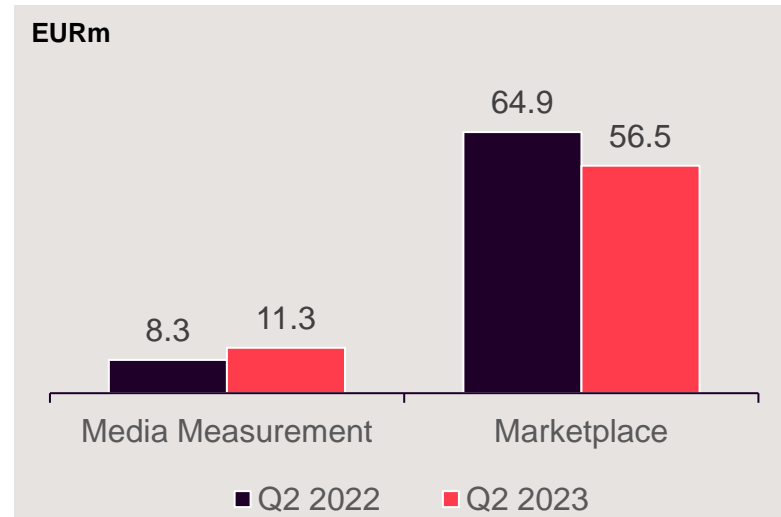
EURm, %



- Lower sales in combination with relatively fixed OPEX led to lower adjusted EBITDA margin at 13.5% (17.7)

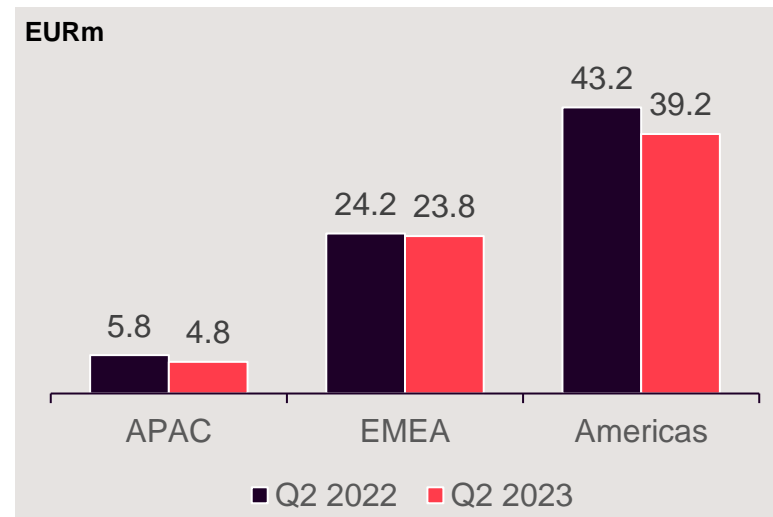
Net sales split

Business segments



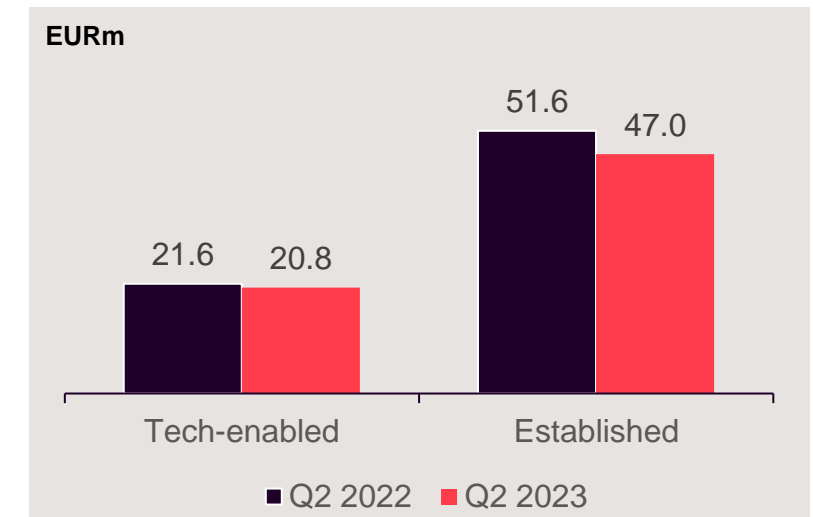
- Marketplace net sales growth of -13% (-10% in constant currency): lower spend from existing clients
- Media Measurement net sales growth of 36% (38% constant currency): higher volumes with existing clients and new client gains

Regions



- Americas net sales growth of -9% (-7% in constant currency)
- EMEA net sales growth of -2% (+1% in constant currency)
- APAC net sales growth of -17% (-10% in constant currency)

Customer types



- Tech-enabled companies net sales growth of -4% (-1% in constant currency)
- Established insight companies net sales growth of -9% (-6% in constant currency)

Adjusted EBITDA impacted by lower sales, continued cost control

KEUR	2023 Apr-Jun	2022 Apr-Jun	2022 Jan-Dec	Rolling 12-month
Total customer spend	88,680	102,115	411,489	386,083
Net Sales	67,801	73,187	295,188	282,331
Cost of services sold	-25,155	-27,022	-111,881	-107,887
Gross Profit	42,646	46,165	183,307	174,444
Operating Expenses	-42,502	-42,660	-171,767	-168,855
Capitalized development cost	5,025	3,947	15,994	16,704
Items Affecting Comparability	3,990	5,522	21,244	18,212
Adjusted total net operating expenses	-33,487	-33,191	-134,529	-133,940
% of Total customer spend	37.8%	32.5%	32.7%	34.7%
Adjusted EBITDA	9,159	12,974	48,778	40,504
Adjusted EBITDA margin	13.5%	17.7%	16.5%	14.3%

Key comments

- Lower sales volumes combined with relatively fixed OPEX impacted adjusted EBITDA margin
- Adj EBITDA margin was 13.5% in Q2 2023 compared to 17.7% in Q2 2022
- Total integration cost of EUR 4.0m in Q2 2023

Total customer spend : Total amount spent and processed on the platforms including total project value and any take-rates or fees.

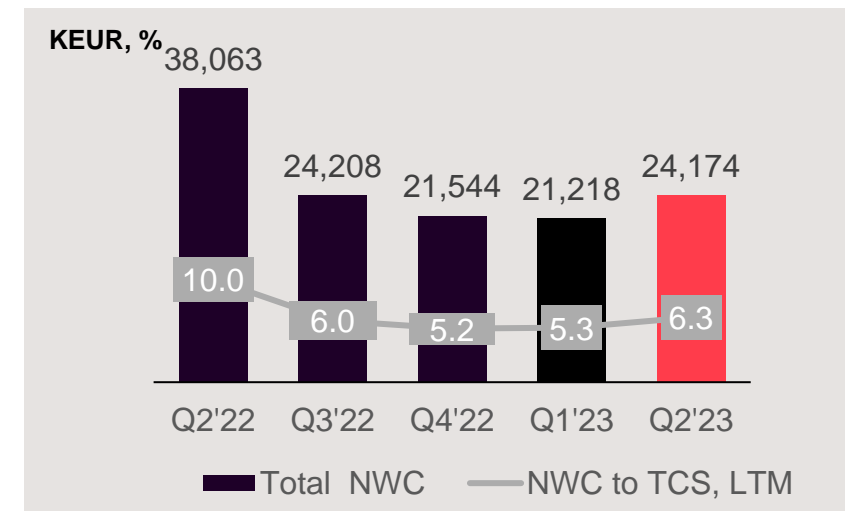
Q2 cash flows reflect seasonality and impacted by one-off items

- Cash flow from operating activities during the quarter were negatively affected by:
 - retention bonuses paid of EUR 3.3m
 - net interest payments of EUR 2.5m (0.8 last year)
 - income taxes paid of EUR 2.8m (0.9 last year)
- Cash flow from investing activities were affected by payment of the remaining GapFish shares of EUR 2.5m
- During Q2 the financial covenants were met
- Cash balance is expected to stabilize over the coming months as a result of increased receipts from sales seasonality

KEUR	2023 Apr-Jun	2022 Apr-Jun	2022 Jan-Dec	Rolling 12-month
Cash flow from operating activities	-1,889	-1,111	6,715	22,907
Cash flow from investing activities	-7,663	-4,428	-18,065	-20,721
Cash flow from financing activities	-701	-573	-2,046	-3,584
Net cash flow	-10,253	-6,111	-13,396	-1,398
Cash and cash equivalents	45,940	49,895	62,609	45,940
Net debt	66,959	71,718	56,397	66,959

Continued focus on improving working capital

KEUR	2023 30 Jun	2023 31 Mar	2022 31 Dec	2022 30 Sep	2022 30 Jun
Accounts receivable	87,667	84,881	104,501	100,674	99,754
Other current receivable	29,624	27,823	28,962	31,183	29,223
Accounts payable	-51,444	-48,793	-65,954	-64,375	-51,037
Other current liabilities	-41,674	-42,692	-45,964	-43,273	-39,878
Total Net Working Capital	24,174	21,218	21,544	24,208	38,063
Total Consumer Spend, LTM	386,083	399,518	411,489	402,048	380,659
NWC to TCS, LTM	6.3%	5.3%	5.2%	6.0%	10.0%
Accounts Receivable to TCS, LTM	22.7%	21.2%	25.4%	25.0%	26.2%
Accounts Payable to TCS, LTM	13.3%	12.2%	16.0%	16.0%	13.4%



Key comments

- Efficiency measures launched in Q3 2022 continues to gradually improve NWC
- Net working capital increased in Q2 due to payments of retention bonuses
- Accounts receivable 12% lower than last year



Summary

Short-term key priorities



- Proceed with product integration and customer migration
- Consolidate, standardize and optimize to create efficiency
- Implement additional security features to prevent reversals
- Focus on cash flow and net working capital efficiency
- Return to growth

Solid fundamentals for long-term growth

1

The growing need to connect companies with the opinions of real people

2

Cint is positioned in the centre of the market research value chain

3

Marketplace dynamics benefit from scale and digitalization



Q&A

For more information
<https://investors.cint.com>