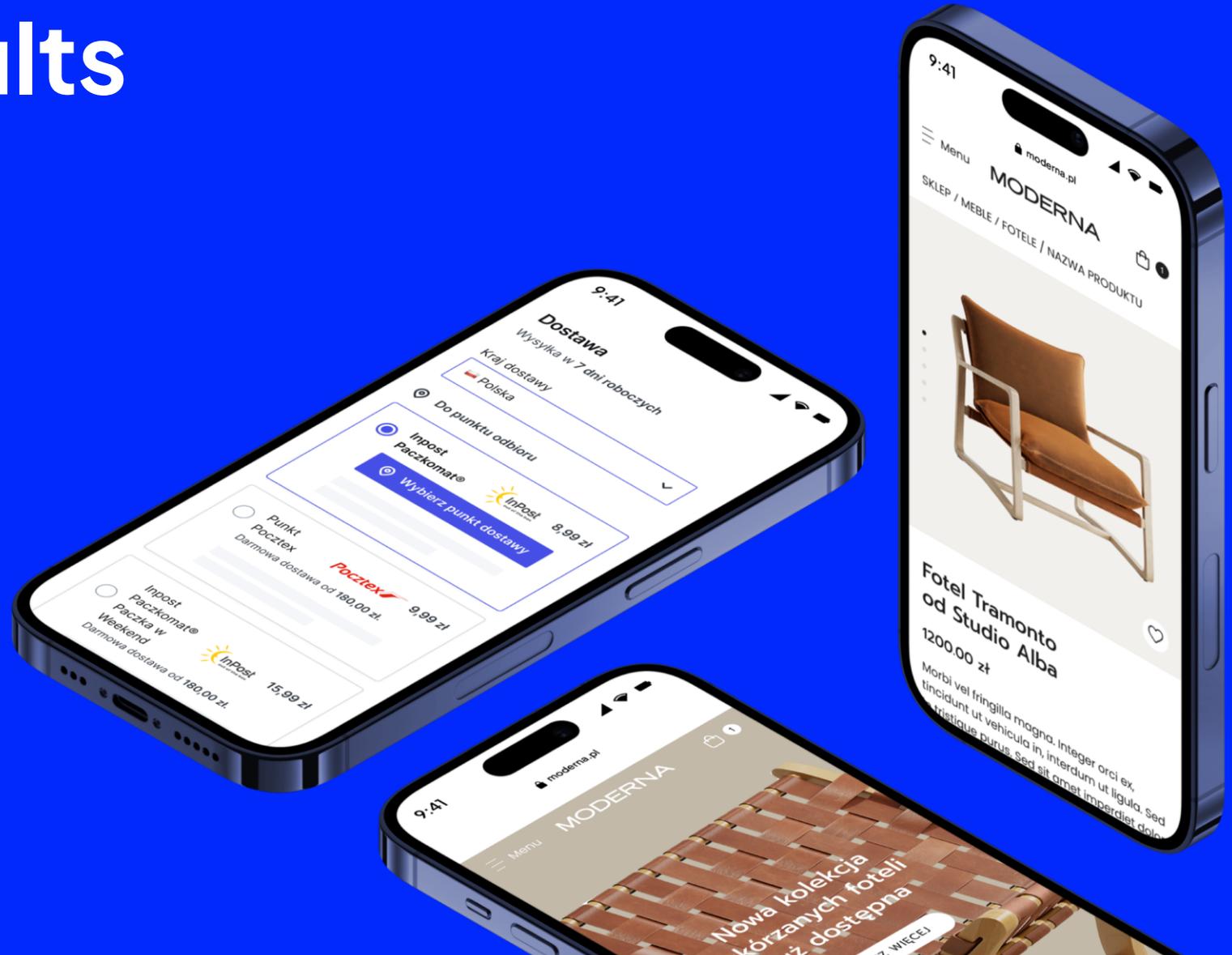


Preliminary financial results

Q4 2025 &
FY 2025



shoper

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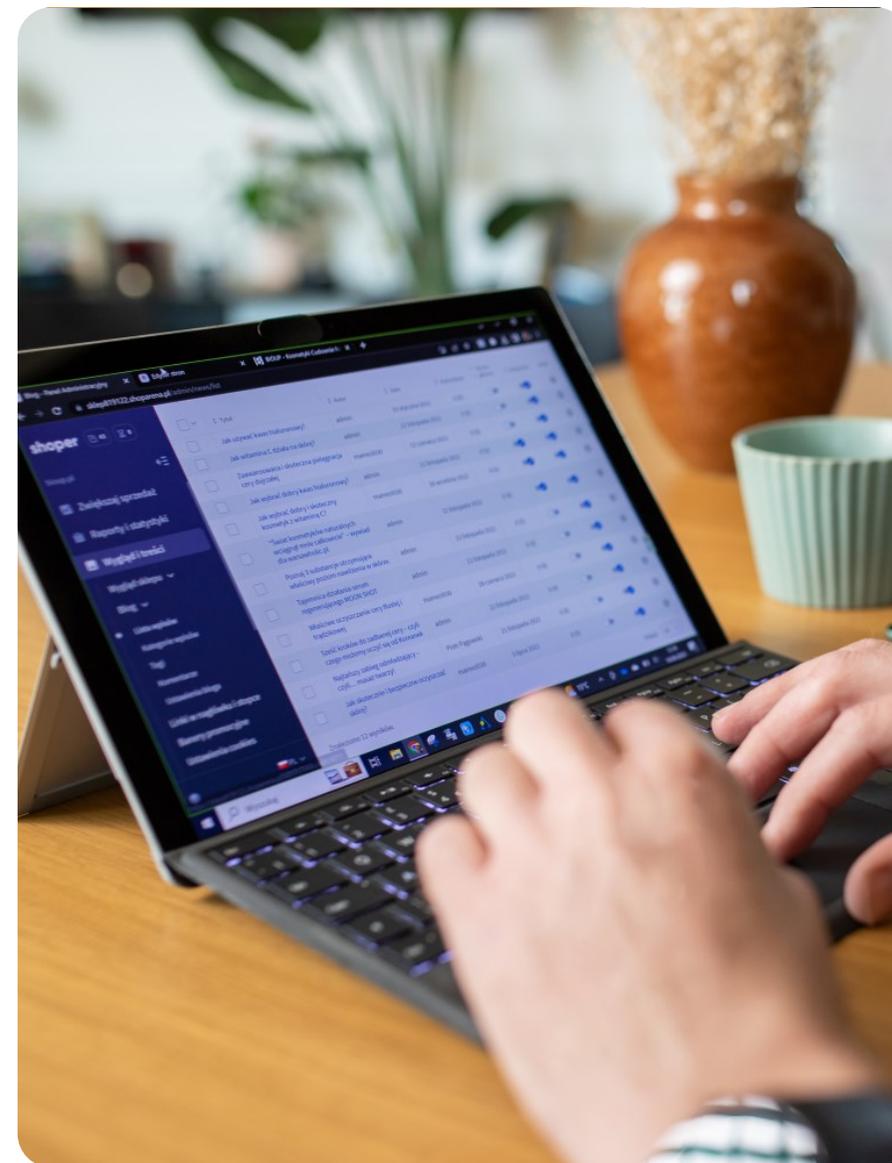
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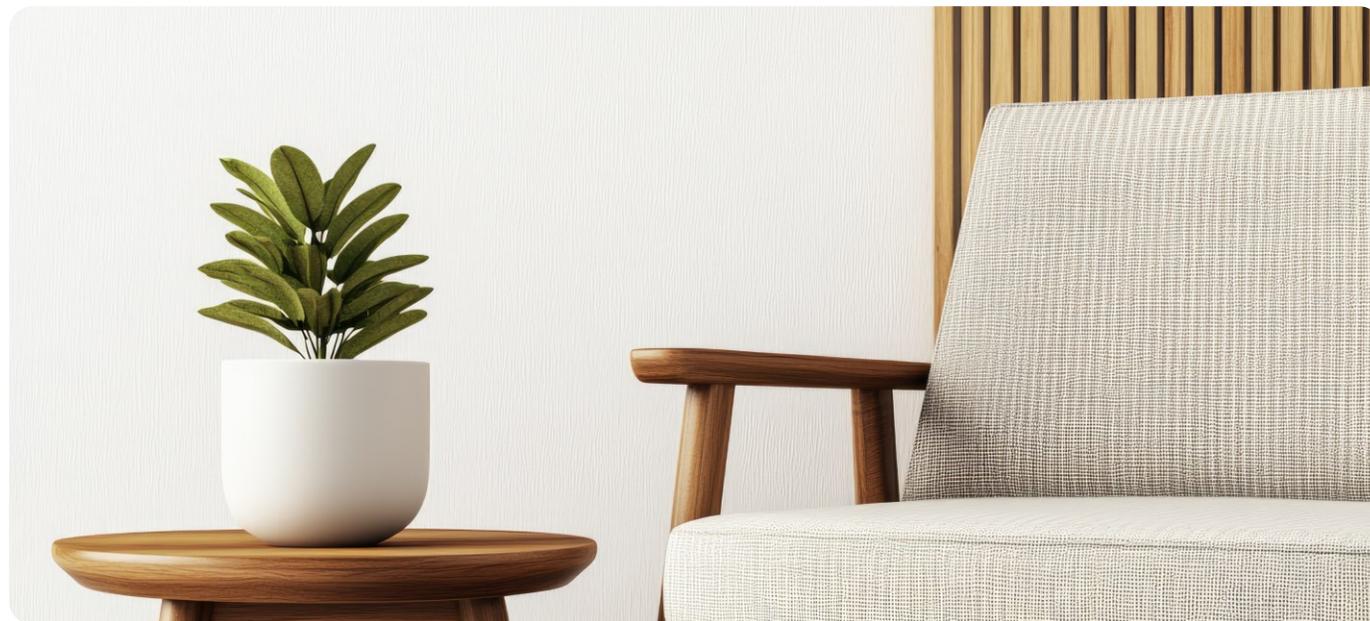
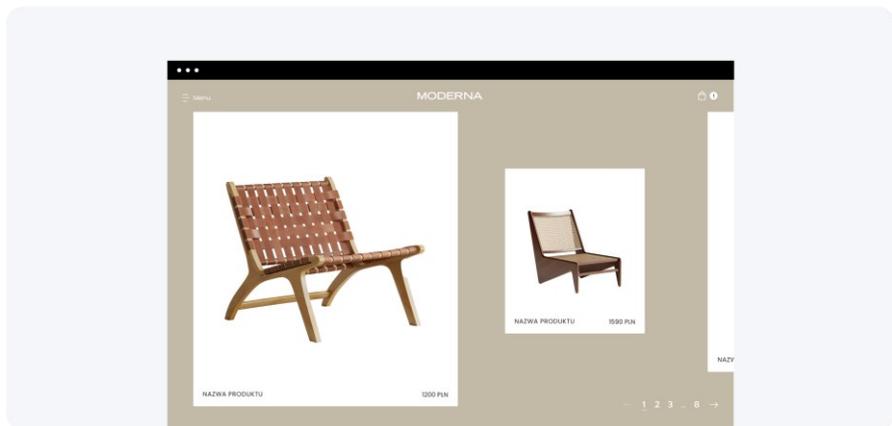
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Agenda



01

Highlights

02

Preliminary financial
results Q4&FY 2025

03

Summary

01 Highlights

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04

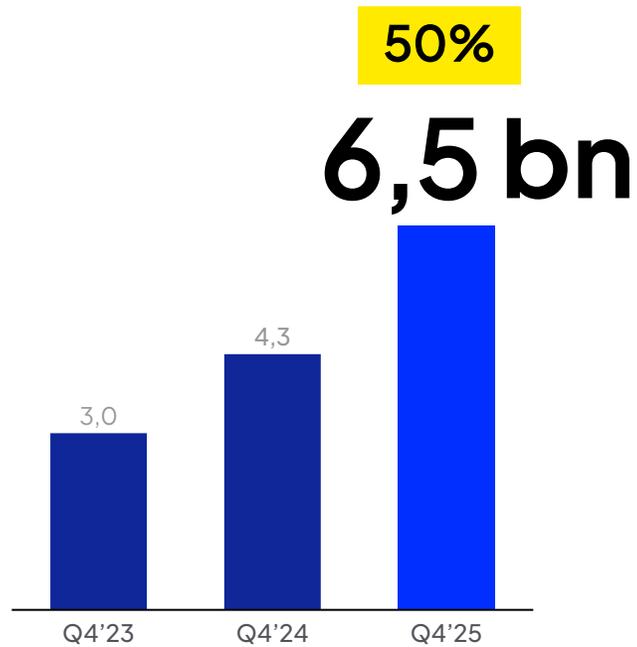


Zarejestruj się Zaloguj się



Key highlights Q4 2025

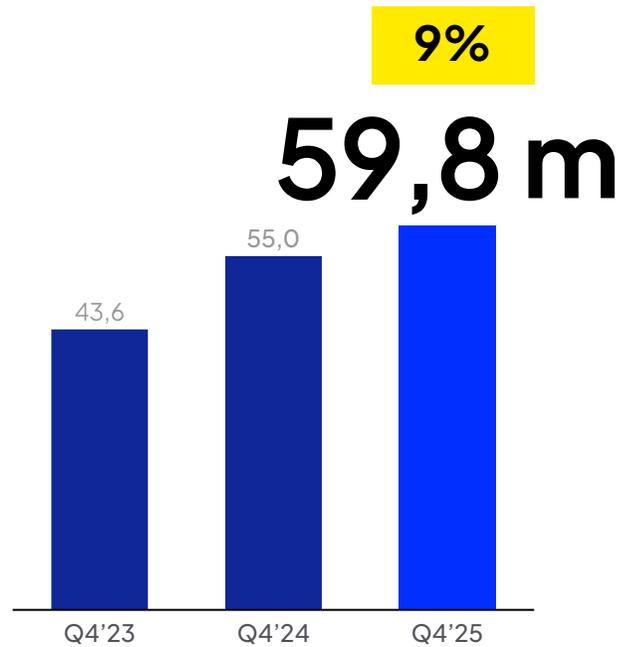
GMV omnichannel



Spectacular growth in GMV

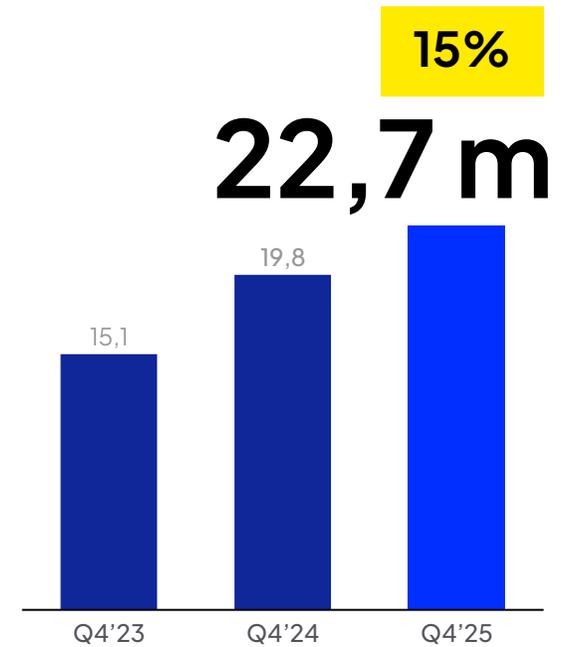
* comparison of selected financial results Q4 2025 to Q4 2024

Revenue



Purely organic revenue growth

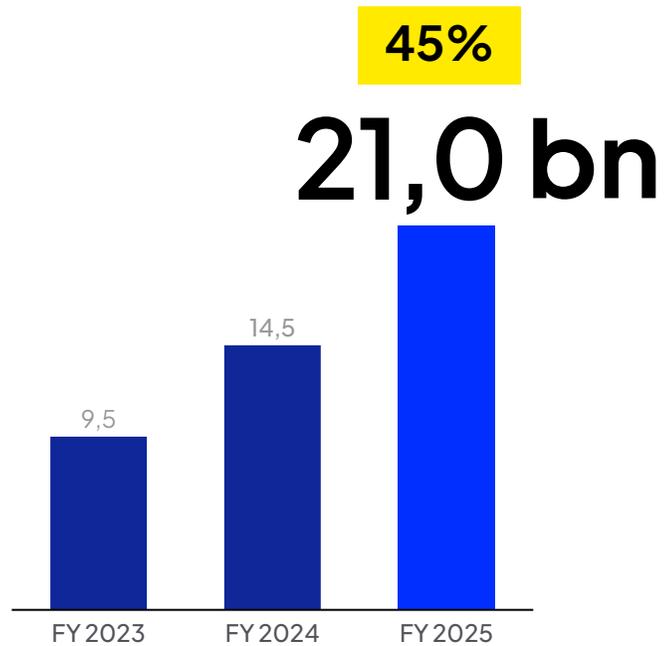
EBITDA (adjusted)



Very high EBITDA profitability

Highlights FY 2025

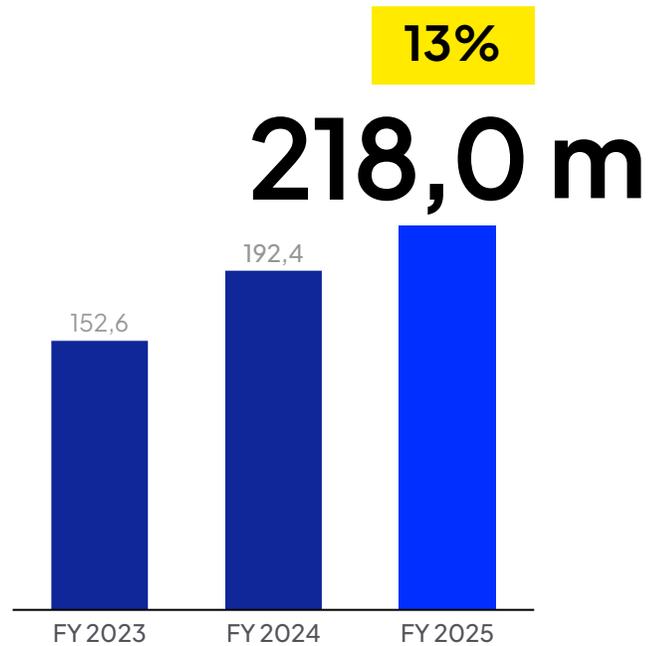
GMV omnichannel



Impressive growth of GMV

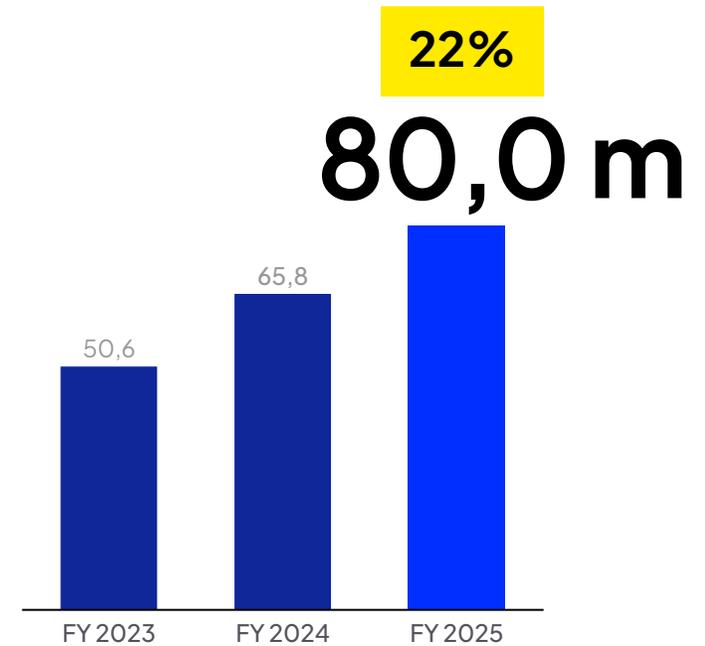
* comparison of selected financial results 2025 do 2024

Revenue



Strong, purely organic revenue growth

EBITDA (adjusted)



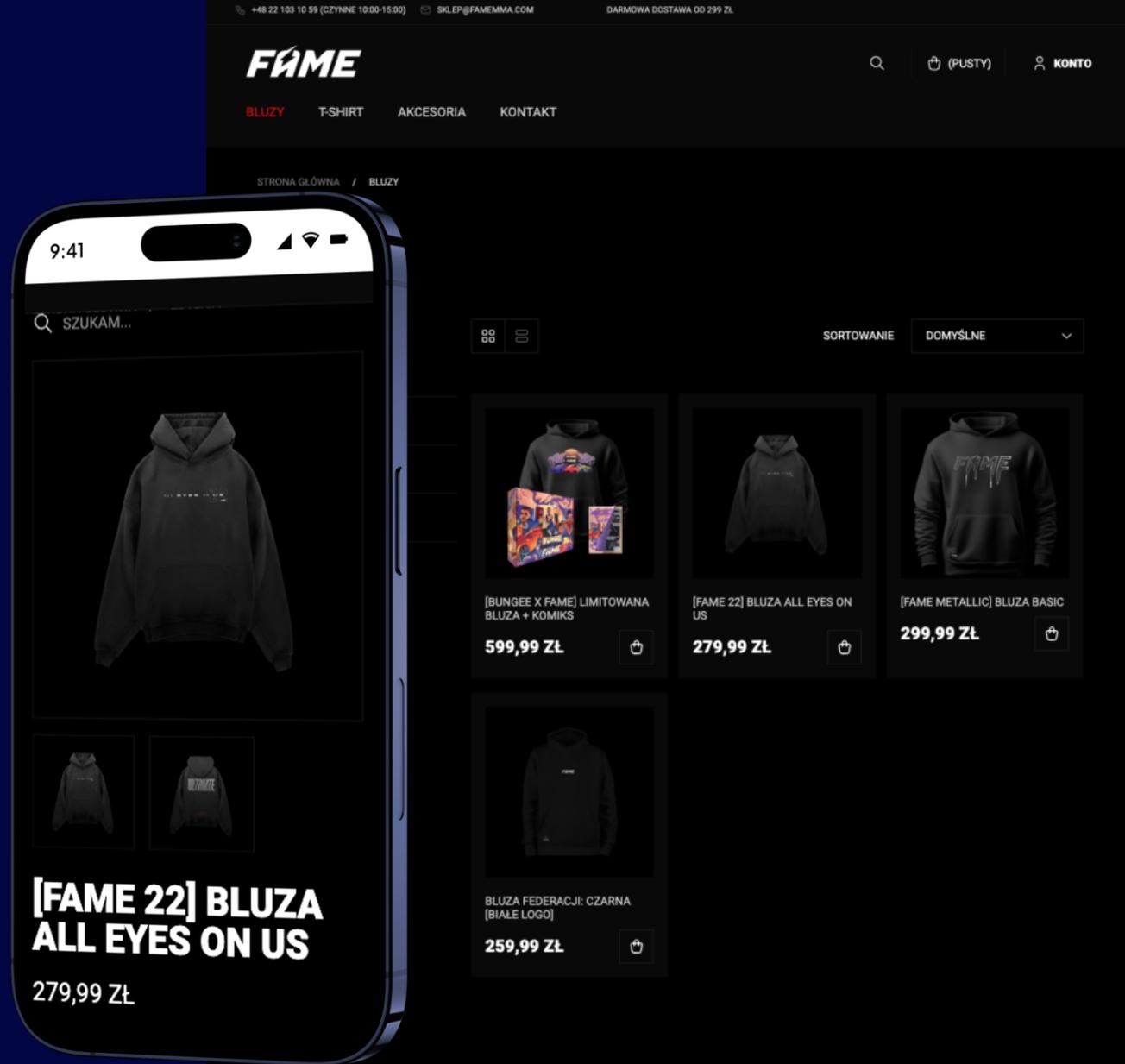
Very high EBITDA profitability

02

Preliminary financial results

Q4&FY 2025

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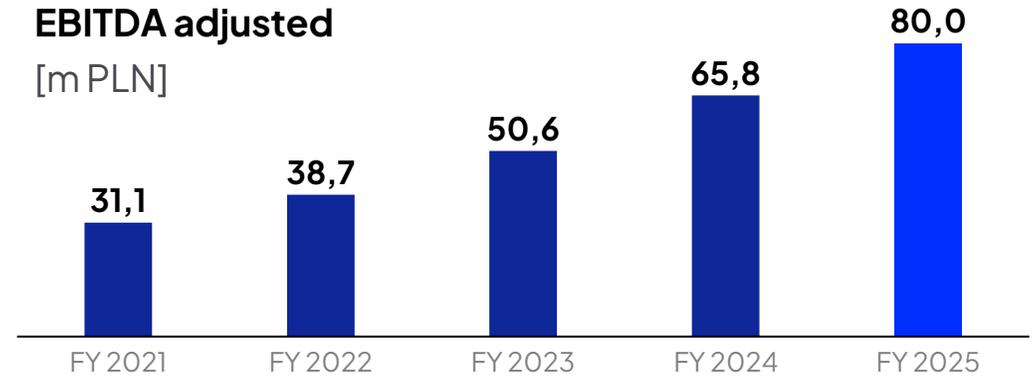
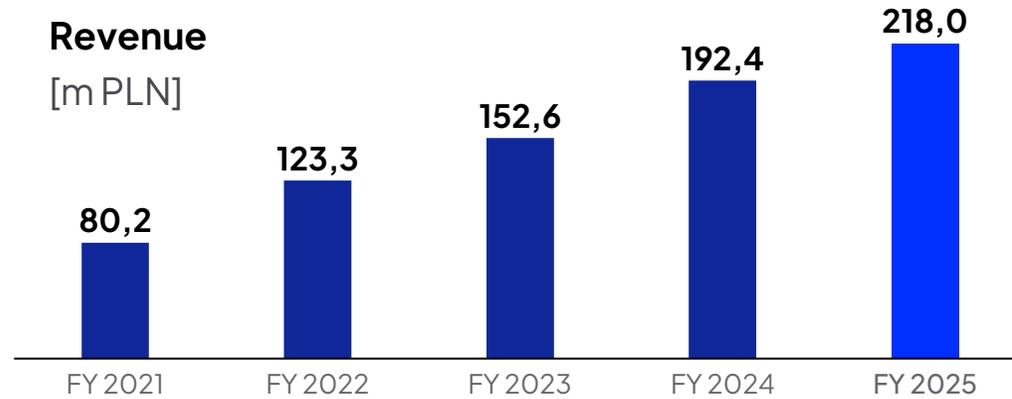


07

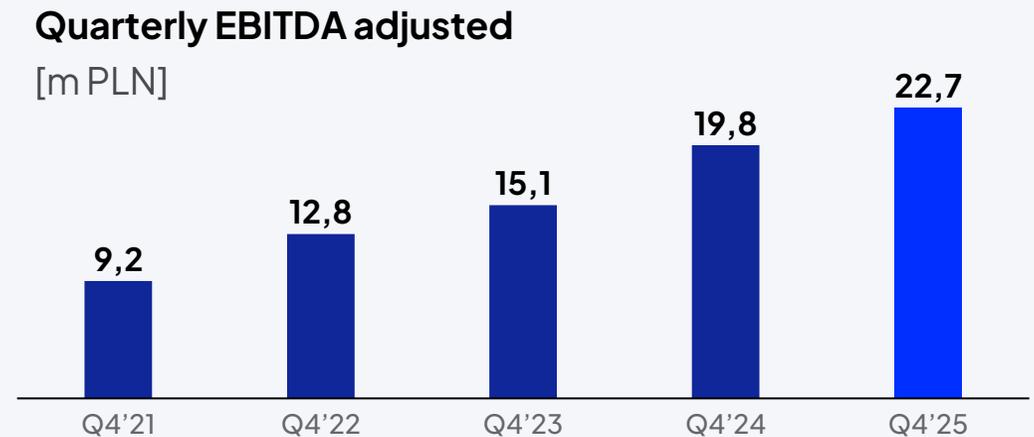
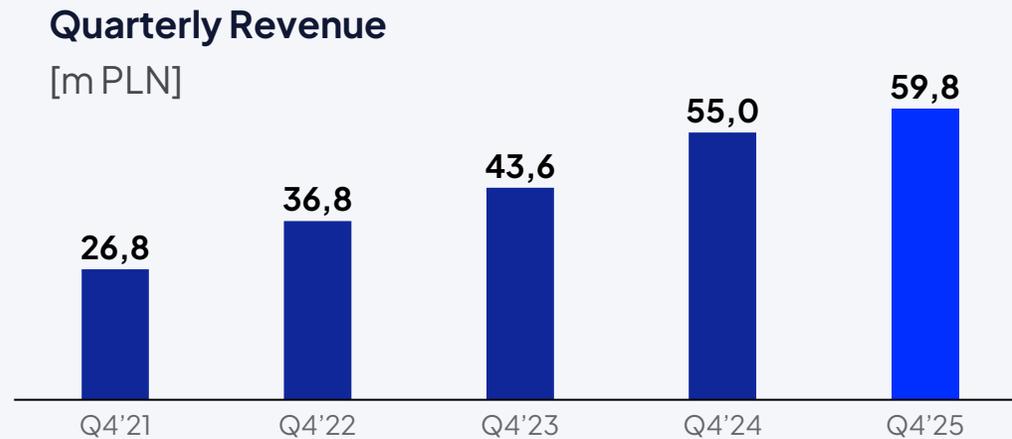
Dbamy o Twoją prywatność

Consistent growth in earnings

LTM



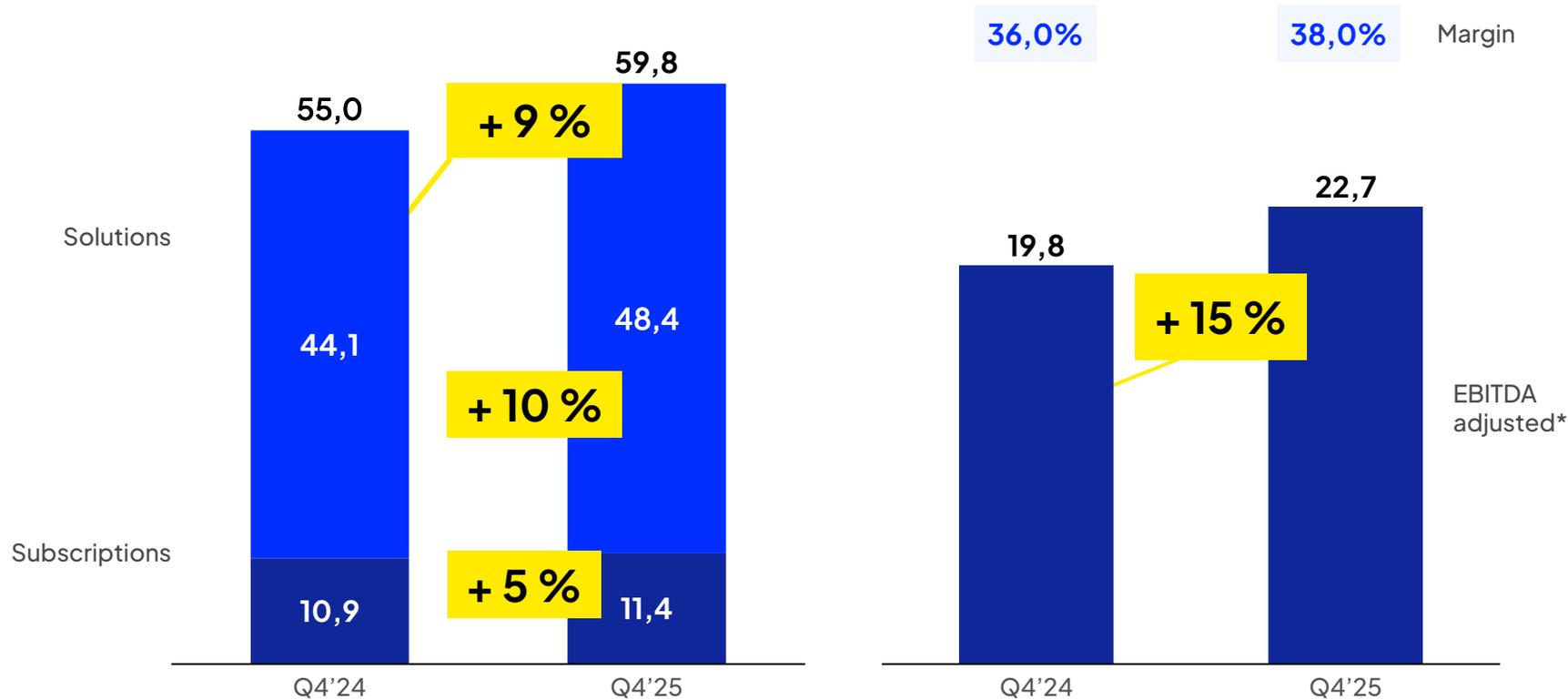
Q4



Consistent improvement in profitability

Revenue
[m PLN]

EBITDA adjusted, Margin
[m PLN, %]



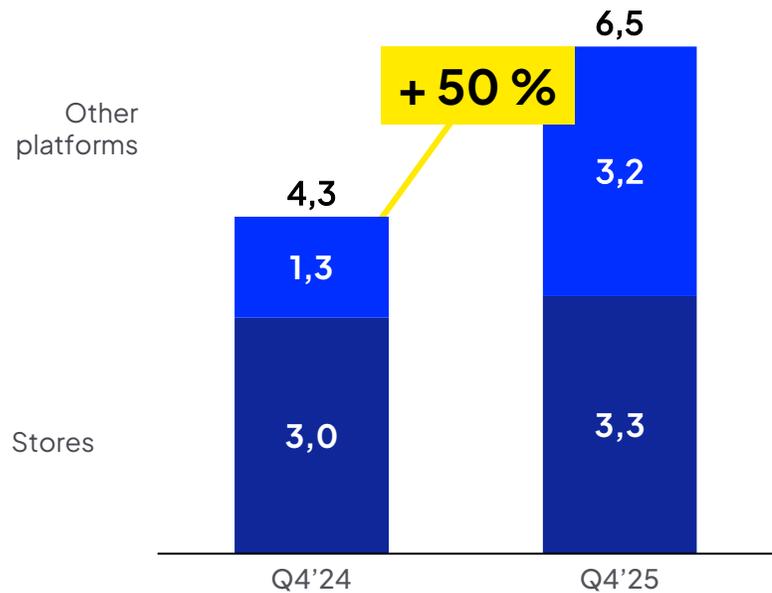
- Solutions segment with a 81% share in revenues
- Revenue growth rates lower compared to previous quarters, due to intentional reduction of digital advertising share in favor of higher-margin services
- EBITDA margin increased by 2,0 p.p. y/y to 38%
- Very high profitability compared to competitors

High GMV growth rate

OMNICHANNEL

GMV [bn PLN]

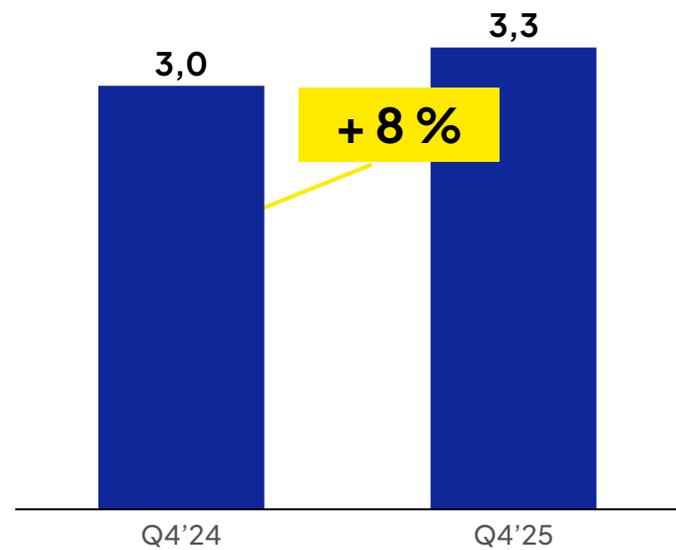
TAKE RATE	0,92%	- 0,35 p.p
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STORES

GMV [bn PLN]

TAKE RATE	1,84%	+ 0,02 p.p
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- Maintaining high GMV growth rates
- Record GMV Omnichannel growth due to rapid development of Apilo platform
- Decrease in omnichannel take rate due to very high GMV growth of other platforms with low take rate (0.1%) and huge upside potential
- Increase in store take rate to 1.84% (+0.02 p.p. y/y), despite lower growth in marketing services sales

Financial results achieved in Q4'25

<i>PLNm</i>	Q4'25	Q4'24	yoy	%
Revenue	59,8	55,0	4,8	9%
EBITDA adjusted	22,7	19,8	2,9	15%
margin	38,0%	36,0%	-	+2 p.p
Gross profit	16,4	17,0	-0,6	-3%
margin	27,5%	30,9%	-	-3,4 p.p
Net profit	13,6	13,8	-0,1	-1%
margin	22,8%	25,1%	-	-2,3 p.p
<i>PLN bn</i>				
GMV Omnichannel	6,5	4,3	2,2	50%
GMV Stores	3,3	3,0	0,2	8%

Adjustment for one-off events (0,25m PLN)

- Consistent improvement in EBITDA profitability
- Decrease in gross and net profit due to distorted Q4'24 base (the financial result balance was increased in the fourth quarter of 2024 by PLN 3.2 million as a result of a change in the valuation of liabilities)
- Over PLN 6.5 billion in turnover generated by Shoper merchants in the fourth quarter

Financial results achieved in **FY 2025**

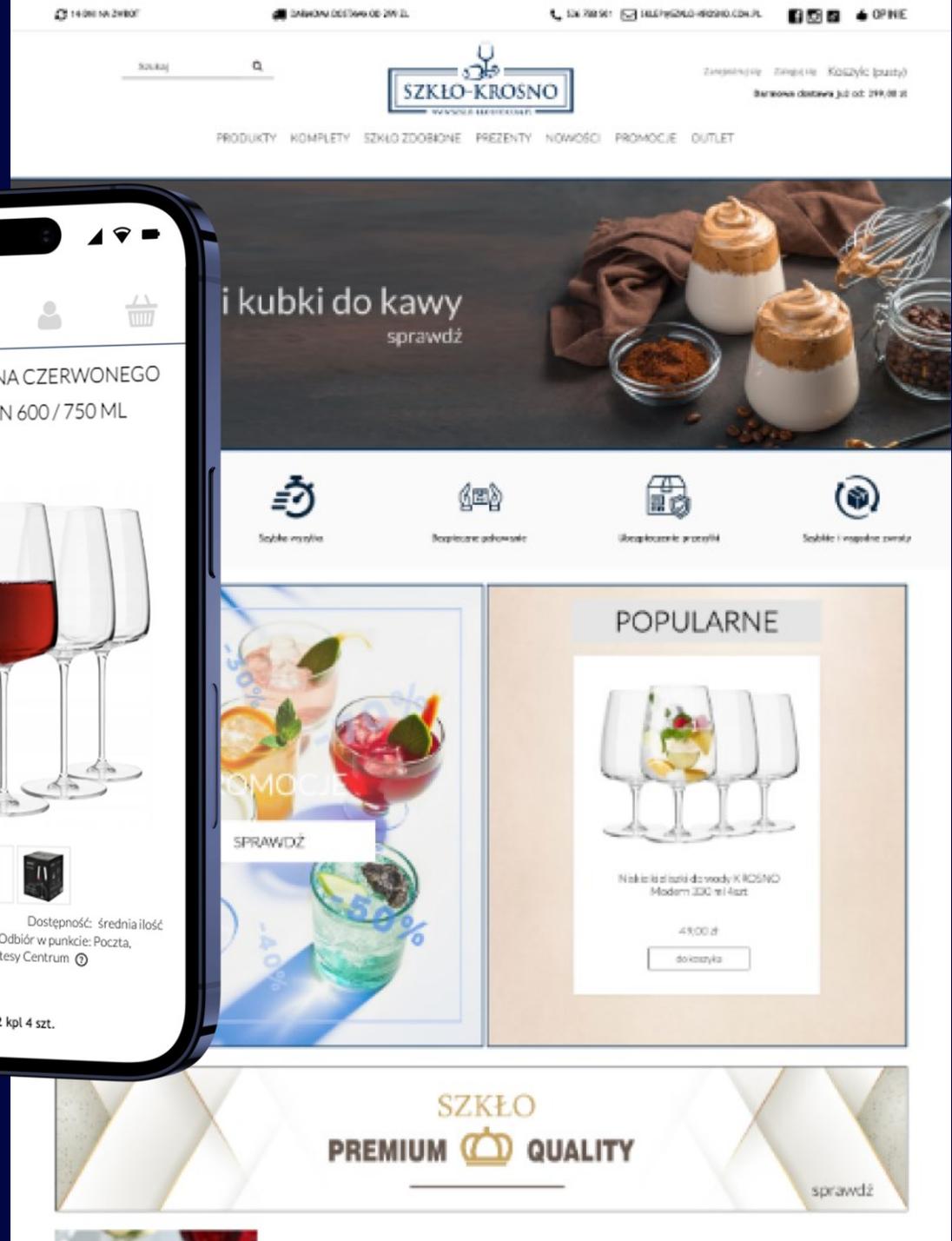
<i>PLNm</i>	FY 2025	FY 2024	yoy	%
Revenue	218,0	192,4	25,6	13%
EBITDA adjusted	80,0	65,8	14,2	22%
margin	36,7%	34,2%	-	+ 2,5 p.p
Gross profit	53,3	46,6	6,7	14%
margin	24,4%	24,2%	-	+ 0,2 p.p
Net profit	43,1	37,2	5,9	16%
margin	19,8%	19,3%	-	+ 0,5 p.p
<i>PLNbn</i>				
GMV Omnichannel	21,0	14,5	6,6	45%
GMV Stores	11,8	10,7	1,0	10%

Adjustment for incentive program costs (PLN 2.4 million) and one-off events (2,4m PLN)

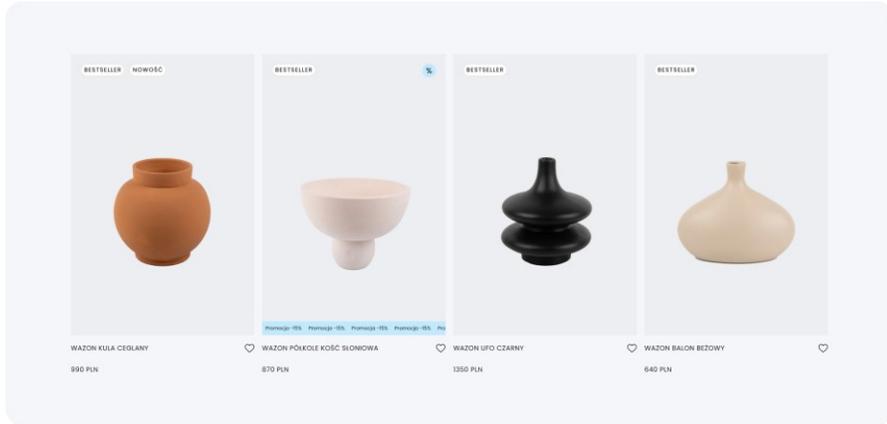
- High growth rates for all key financial and business ratios
- Similar growth rates in all quarters of this year
- Record turnover achieved by stores using the Shoper Platform

03 Summary

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Podsumowanie



01

Faster growth
than
competitors

02

Improving the high
profitability of EBITDA

03

Implementation of
AI solutions

04

New product
strategy

Upcoming events



Next conferences

18.03

FY 2025 Financial Statement

24.03

Roadshow
London

25.03

PKOBP Conference
London

31.03

WOOD's EME Conference
New York



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