



**Q3 2022
& 9M 2022 revenue**

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Wednesday 26th October 2022

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All accounting data on an annual or half year basis is presented in the form of audited consolidated information. However, all accounting data on a quarterly basis is presented in the form of unaudited consolidated information. In Solocal results presentation and Solocal press release, Solocal Group isolates continuing operations from discontinued operations. Financial performance indicators are commented on the scope of continuing activities. Financial statement presented for 2022 and Q3 2022 are reviewed in the light of the 30th Septembre 2022 scope of continuing operations. Due to rounding, numbers presented throughout this and other documents may not add up precisely to the total provided.

All detailed financial indicators and data are published in the Consolidated Financial Statements Report as of 31st December 2021, available on www.solocal.com (Investors and shareholders).



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Q3 2022 Highlights

- **Flat Q3 2022 revenue amounting to €99.6 million vs. Q2 2022**
 - Order intake impacted by difficulties in recruiting and retaining the salesforce
 - Flat ARPA at c. €1,340

- **Strengthening of the Executive Committee with the appointment of David Gillaux as Chief Operating Officer**

- **Successful launch of the new offer Booster Notoriété**

- **2022 Outlook confirmed**
 - c. €405 million expected revenue
 - c. €115 million recurring EBITDA
 - c. €30 million operating free cash flows¹



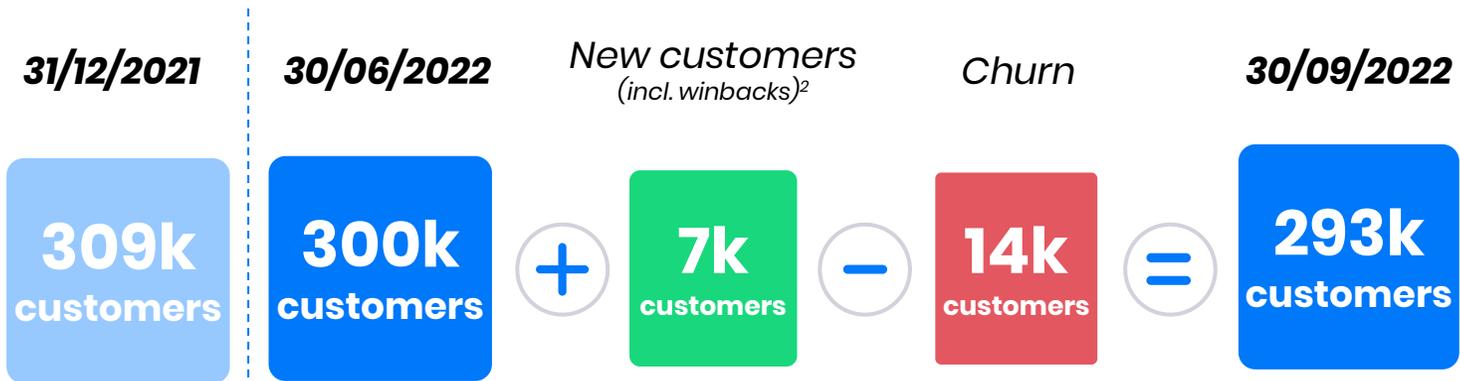
Business update

Hervé Milcent

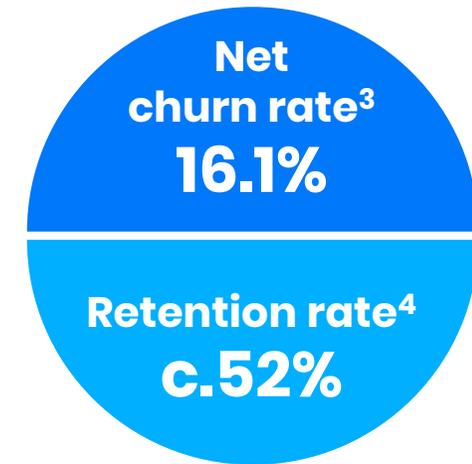
Chief Executive Officer

Slight decrease in the customer base in a year characterised by large cohorts effect

Q3 2022 customer base evolution¹



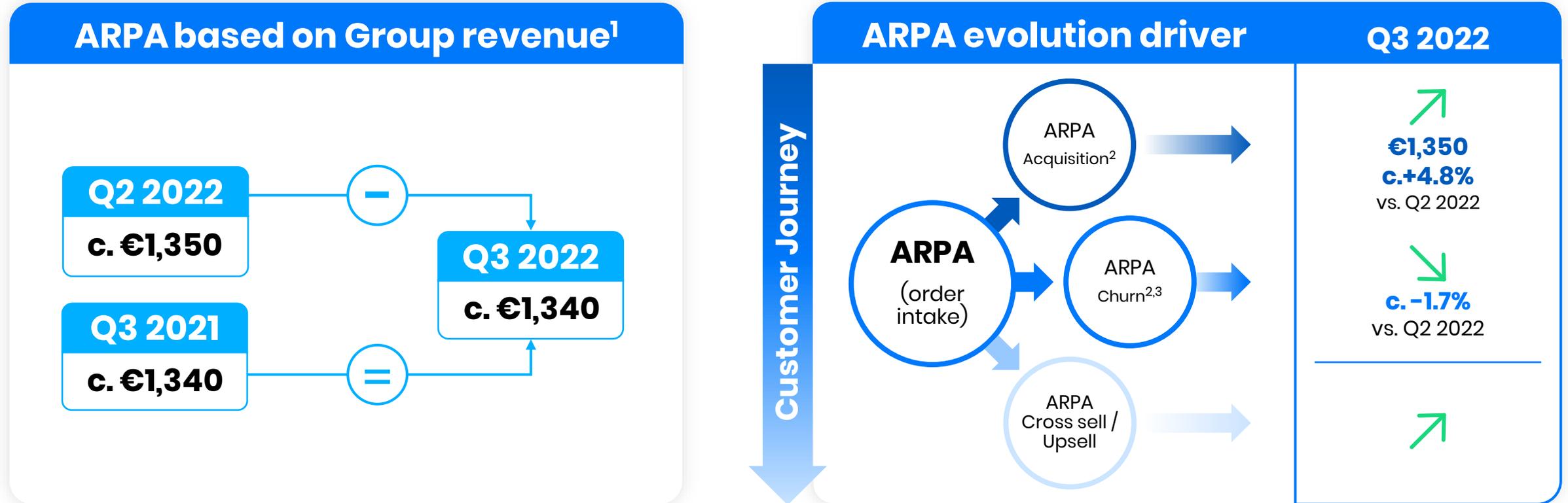
Churn analysis in Q3 2022



Number of new customers impacted by difficulties in recruiting the salesforce & August “holiday season”

Churn & retention rates impacted by customer portfolio clean-up campaign since the beginning of the year and intensified in Q3 2022 with the aim to enhance customer satisfaction

Flat ARPA quarter after quarter as a solid pillar of future growth



**ARPA based on Group revenue flat quarter after quarter
Growth in “Acquisition ARPA” based on order intake illustrating the strategy of value creation vs. volume**

¹ARPA: Average Revenue per Advertiser, based on the last twelve months order intake for Solocal SA

²Based on order intake, Solocal SA customer base

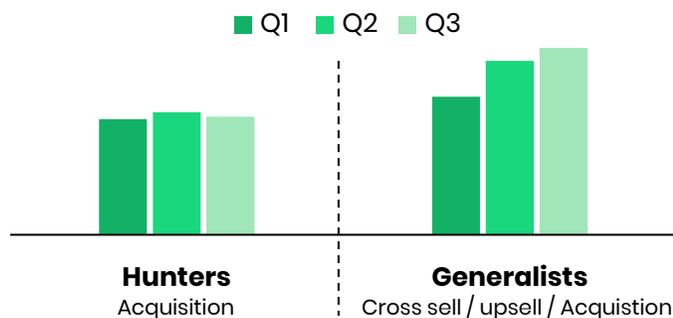
³12 months equivalent

Overview of recent developments

Salesforce

Field salesforce's improvement challenge

Salesforce productivity¹



- Q3 hunters' productivity affected by recent seniority combined with low summer activity

Telesales

- Telesales is fully rolled-out and efficient

Large Account

- Delay in delivery of Connect Réseau offer launched in Q3 2022

Customer satisfaction

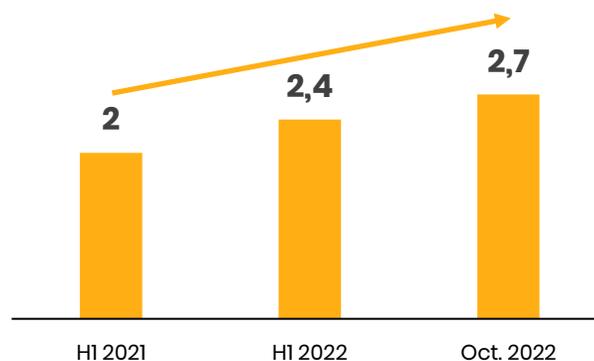
New approach

- Dedicated team for a new approach
- Handle customer requests in a quick, efficient and transparent manner

Accelerated improvement in Trustpilot rating

- Efforts to be continued in the long term but first encouraging effects

Solocal Trustpilot rating²



Offers

Redesign of the advertising offer

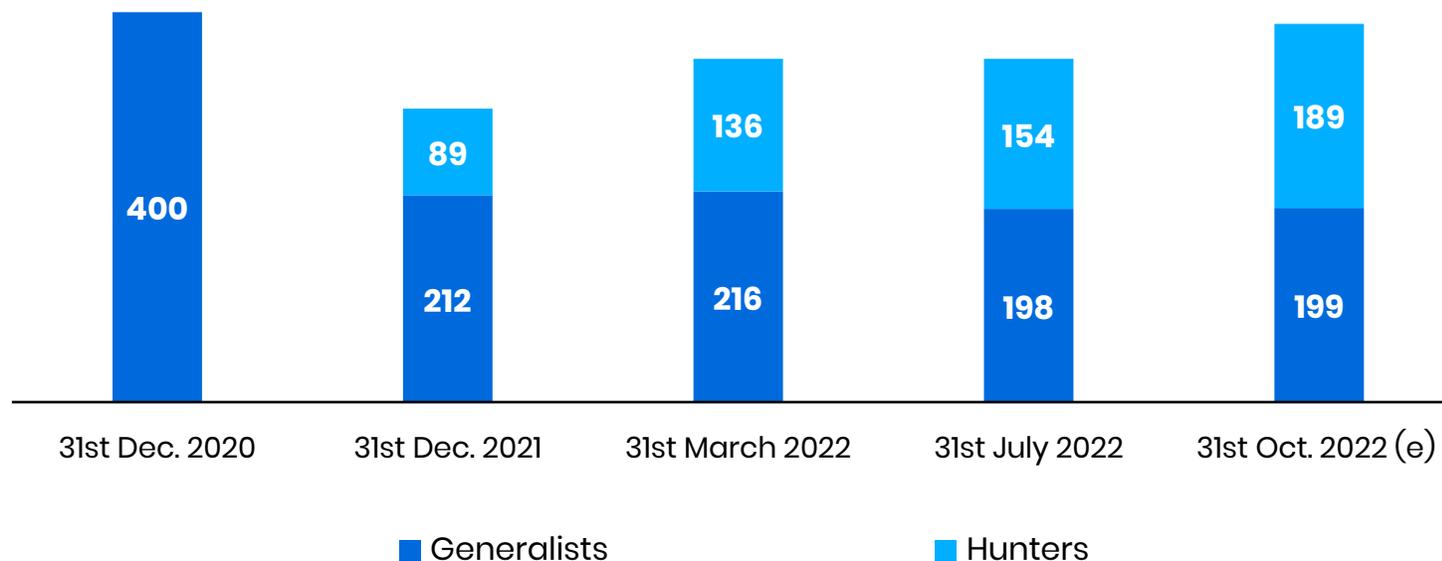
- Booster Notoriété: successful launch in Q3 2022
- Booster Traffic: to be launched in 2023

Large accounts offer innovation

- Connect Réseaux: Q3 2022
- Connect Réseaux ranking: Q1 2023
- SaaS platform: 2023 project

Focus on Field salesforce: main driver of the acquisition

Field Salesforce (number of FTEs)



Salesforce transformation

- Generalists: positive trend on Xsell / Upsell
- Hunters: acquisition impacted by high turnover, due to a very competitive labour market, which weighs on productivity (ramp-up)

→ **60% of acquisition generated by field sales**

Success of new measures with the objective of hiring 190 hunters to be reached by the end of October



Q3 2022 9M 2022 revenue

Olivier Regnard

Chief Financial Officer

Overview of Solocal revenue

	 Connect¹	 Websites²	 Booster³	TOTAL
9M 2022	€108.1 m	€46.3 m	€146.4 m	€300.8 m
9M 2021	€93.7 m	€47.8 m	€180.7 m	€322.2 m
Change	+15.3%	-3.0%	-19.0%	-6.6%

¹ Connect = Access, Essentiel, Premium, Marketing Digital, Vocal, MDOffline

² Websites = Essentiel, Premium, Privilege, Websites DIY Websites

³ Booster = Display / Adhesive, Booster Contact, Booster Site, Social, Local impact, Ranking

Flat Q3 2022 revenue quarter on quarter

	Q2 2022	Q3 2022	Change QoQ	Q3 2021	Change YoY
Revenue (in million euro)	99.7	99.6	-0.1%	107.6	-7.5%
Incl. Renew ² (in %)	51%	53%		35%	
Incl. Acquisition (in%)	49%	47%		65%	

	June 2022	Sept. 2022	Change
Order backlog ¹ (in € million)	240.0	234.5	-2.3%

Revenue¹ down by **-7.5% YoY**, as a result of:

- Salesforce performance below expectations but progressively improving vs. last year
- Low performance of large account
- Unfavourable product mix (websites vs. booster contact) and phasing

→ **Increased contribution of the renew within Group revenue**

Flat order backlog³: -2.3% vs. 30th June 2022

→ • August “holiday season” leading to very low order intakes

Level of order intake at a comparable level vs. 2021

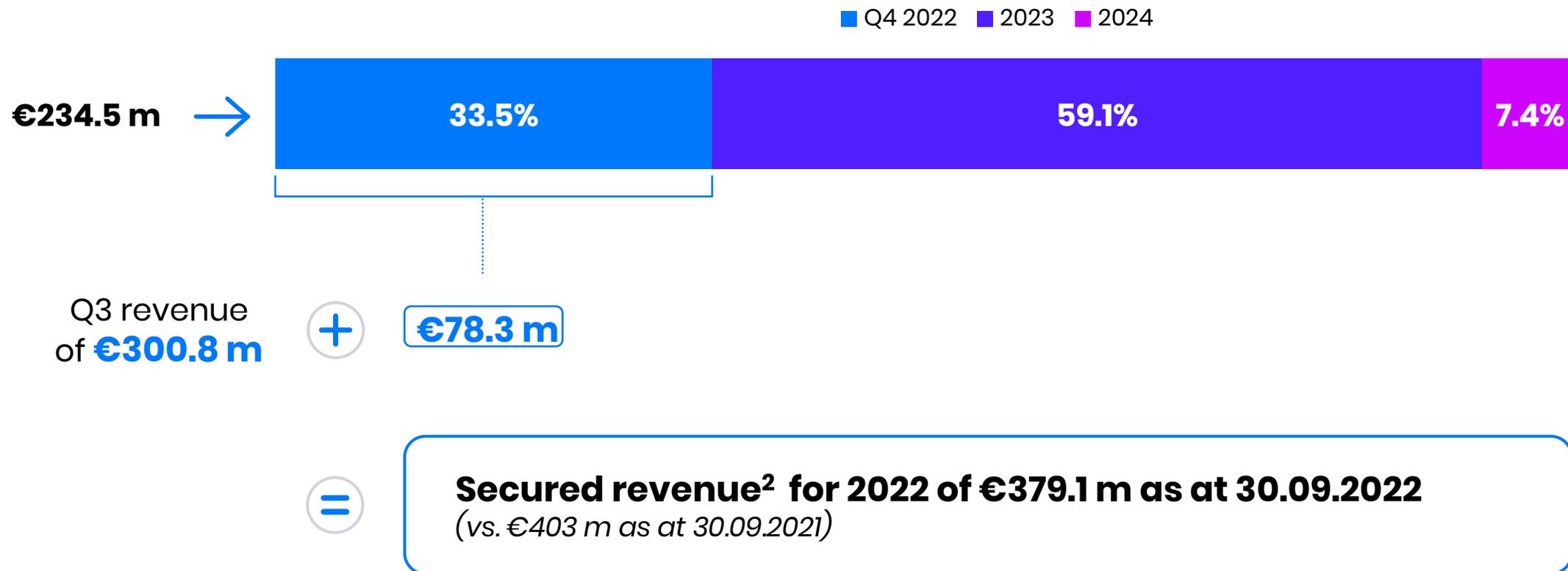
¹ % calculation based on Solocal SA order intake in value terms

² Calculated with the migration effect until Q1 22

³ Calculated as order backlog at end of previous period + order intake of the quarter – revenue of the quarter

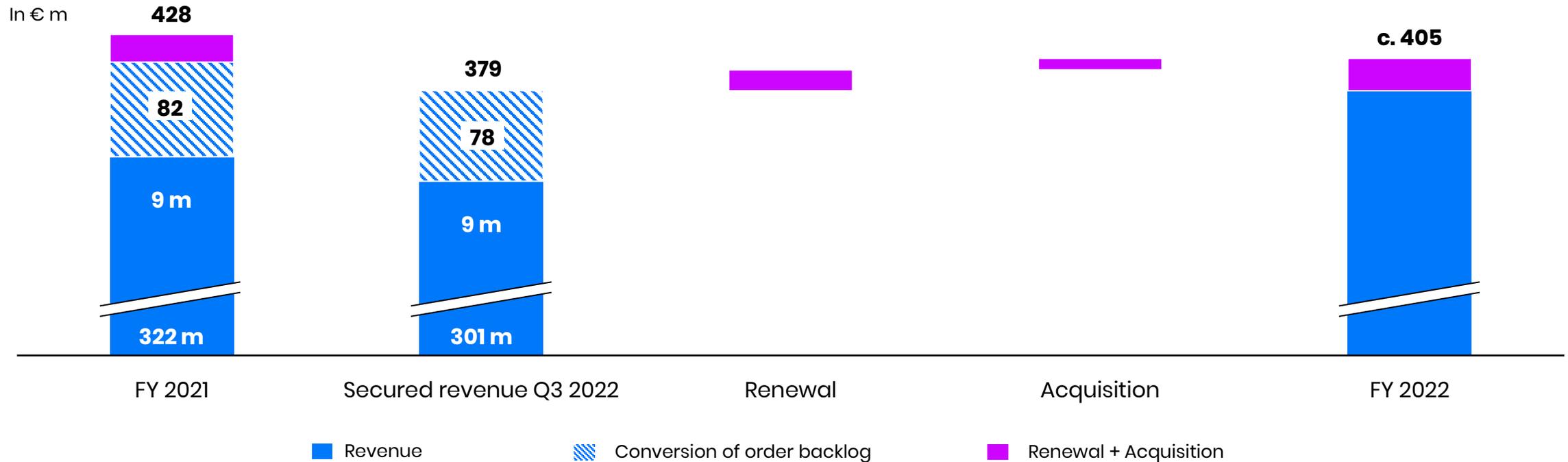
Order backlog¹ of €234.5 m & €379.1 m of secured revenue for 2022

Phasing of the conversion of the €234.5 m order backlog into revenue



Outlook 2022

FY 2022 Revenue bridge



2022 Outlook confirmed

- c. €405 million expected revenue
- c. €115 million recurring EBITDA
- c. €30 million operating free cash flows¹



Conclusion

Hervé Milcent

Chief Executive Officer

Key take aways

→ **Q3 2022 revenue still impacted by difficulties in salesforce hiring & retention**

→ **Improvement of portfolio offers**

→ **Tangible signs of rebuilding trust**

→ **2022 Outlook confirmed**

- c. €405 million expected revenue
- c. €115 million recurring EBITDA
- c. €30 million operating free cash flows¹



Q&A