

To: *Bursa de Valori București*  
*Autoritatea de Supraveghere Financiară*

## Current report no. 16/2023

According to Law nr. 24/2017 regarding issuers of financial instruments and market operations, ASF regulation nr. 5/2018 regarding the issuers of financial instruments and market operations and/or the Bucharest Stock Exchange Rulebook for Multilateral Trading System.

<b>Date of report</b>	21.03.2023
<b>Name of the Company</b>	2Performant Network S.A.
<b>Registered Office</b>	6 – 8 Corneliu Coposu Boulevard, Unirii View Building, Floor 2, (office) ResCo-working09, 3rd District, Bucharest, Romania
<b>Phone</b>	+40 374 996 354
<b>Email</b>	investors@2performant.com
<b>Fiscal Code</b>	26405652
<b>Registration nr. with Trade Registry</b>	J40/493/2010
<b>Subscribed and paid share capital</b>	1,239,926 lei
<b>Total number of shares</b>	12,399,260
<b>Symbol</b>	2P
<b>Market where securities are traded</b>	MTS AeRO Premium

**Important events to be reported:** Launching of Pay for Performance

The management of 2Performant Network S.A. (hereinafter referred to as the “Company”) informs the market about the launching of Pay for Performance (P4P), the only service in the local eCommerce market through which online stores can outsource their Google Ads promotion to specialists in the 2Performant ecosystem, without having to assume the promotion budget of those campaigns. In this way, the 2Performant affiliates in charge of campaign strategy and implementation assume the initial investment, while the online shops only pay for the sales generated by those ads.

Nowadays, more than 60% of the online marketing budgets invested by advertisers nationwide are directed to the Google Ads channel, according to IAB Romania's data. Through Pay for Performance, online shops will work with specialists who assume the entire advertising budget, the investment being made by them, not by the owners of the businesses they promote.

The Pay for Performance service is available as of March 21, 2023, for online shops in Romania, including those already enrolled in the 2Performant platform. Signing up to P4P also offers a full audit of the promotional opportunities by the project's performance marketing specialists. This assessment helps advertisers to set achievable targets and an optimal cost per order for their business.

More details about the Pay for Performance service are available [HERE](#).

CHIEF EXECUTIVE OFFICER

Dorin Boerescu