

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

## Current report no. 19/2023

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>	04.04.2023
<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>	1,303,304.3 lei
<b>Total number of shares</b>	13,033,043
<b>Symbol</b>	2P
<b>Market where securities are traded</b>	MTS AeRO Premium

### **Important events to be reported:** Update on 2Performant activity January - March 2023

The management of 2Performant Network S.A. (hereinafter referred to as the "Company") shares with the market updates about the Company's activity in the period between January and March 2023.

Between 01.01.2023 and 31.03.2023, the 2Performant platform was used by 6,039 unique users, a decrease of 49% compared to Q1 2022. The main category was represented by affiliates, which reached 5,068 users, a 52% decrease compared to Q1 2022. They sent 24.5 million clicks to online stores in the 2Performant platform (+20% vs. Q1 2022), resulting in 647 thousand online sales (+59% vs. Q1 2022) worth 28.8 million euro excluding VAT (+40% vs. Q1 2022). The commissions generated amounted to 1.7 million euro, a 34% increase compared to Q1 2022.

The yield of affiliate marketing budgets remains very high, with every 1 euro invested by stores in commissions bringing sales of 16.8 euro. The conversion rate in Q1 2023 was 2.6%, compared to the 2% registered in Q1 2022, while the average sale value decreased by 12% to 44.5 euro excluding VAT. The average earnings of affiliates are on an upward trend, with 6.98 euro per 100 clicks (EPC), which represents a 12% increase over the same period of 2022.

The results generated by 2Performant users are updated daily on the official website of the Company <https://2performant.com/statistics/> where trends in online shopping behavior are displayed both at the network level and broken down by major industries.

CHIEF EXECUTIVE OFFICER

Dorin Boerescu