

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

Current report no. 37/2023

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.

Date of report	03.10.2023
Name of the Company	2Performant Network S.A.
Registered Office	6 - 8 Corneliu Coposu Boulevard, Unirii View Building, Floor 2, (office) ResCo-working09, 3rd District, Bucharest, Romania
Phone	+40 754 908 742
Email	investors@2performant.com
Fiscal Code	26405652
Registration nr. with Trade Registry	J40/493/2010
Subscribed and paid share capital	1,303,304.3 lei
Total number of shares	13,033,043
Symbol	2P
Market where securities are traded	MTS AeRO Premium

Important events to be reported: Update on 2Performant activity July - September 2023

The management of 2Performant Network S.A. (hereinafter referred to as the "Company") informs the investors about the updates on the Company's activity in the period between July and September 2023.

Sales intermediated by the 2Performant platform in Q3 2023 totaled 33.5 million euros excluding VAT (+38% vs. Q3 2022), generating affiliates commissions of 2 million euros (+31% vs. the same period in 2022). These results were achieved following the Company's intermediation of 684K online sales (+46% vs. Q3 2022), through 23.4 million clicks sent by affiliates to online stores on the platform (+15% vs. Q3 last year).

Due to the Company's focus on streamlining the ecosystem, the average results per category showed significant increases, with the average number of sales increasing by 125% per affiliate, 84% per customer, and 94% per active relationship, despite decreases in the number of affiliates (-35%), customers (-21%) and active relationships (-25%).

The yield of affiliate marketing budgets is up 5%, with every 1 euro invested by stores in commissions generating sales of 17.2 euros. The conversion rate in Q3 2023 was 2.9%, up from 2.3% in Q3 2022, and the average affiliate earning was 8.35 euros per 100 clicks (EPC), up 14% from Q3 2022. Average sales value decreased by 6% to 49 euros excluding VAT, in the context of high inflation, which influenced buyers' spending habits, as well as the increasing share of pharmaceuticals in total sales, where the average value sold is lower.



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 key industries.

CHIEF EXECUTIVE OFFICER

Dorin Boerescu