



D4t4 Final Results

For the year ended 31 March 2022

Unlock new possibilities with
limitless, compliant first-party data

 d4t4 solutions





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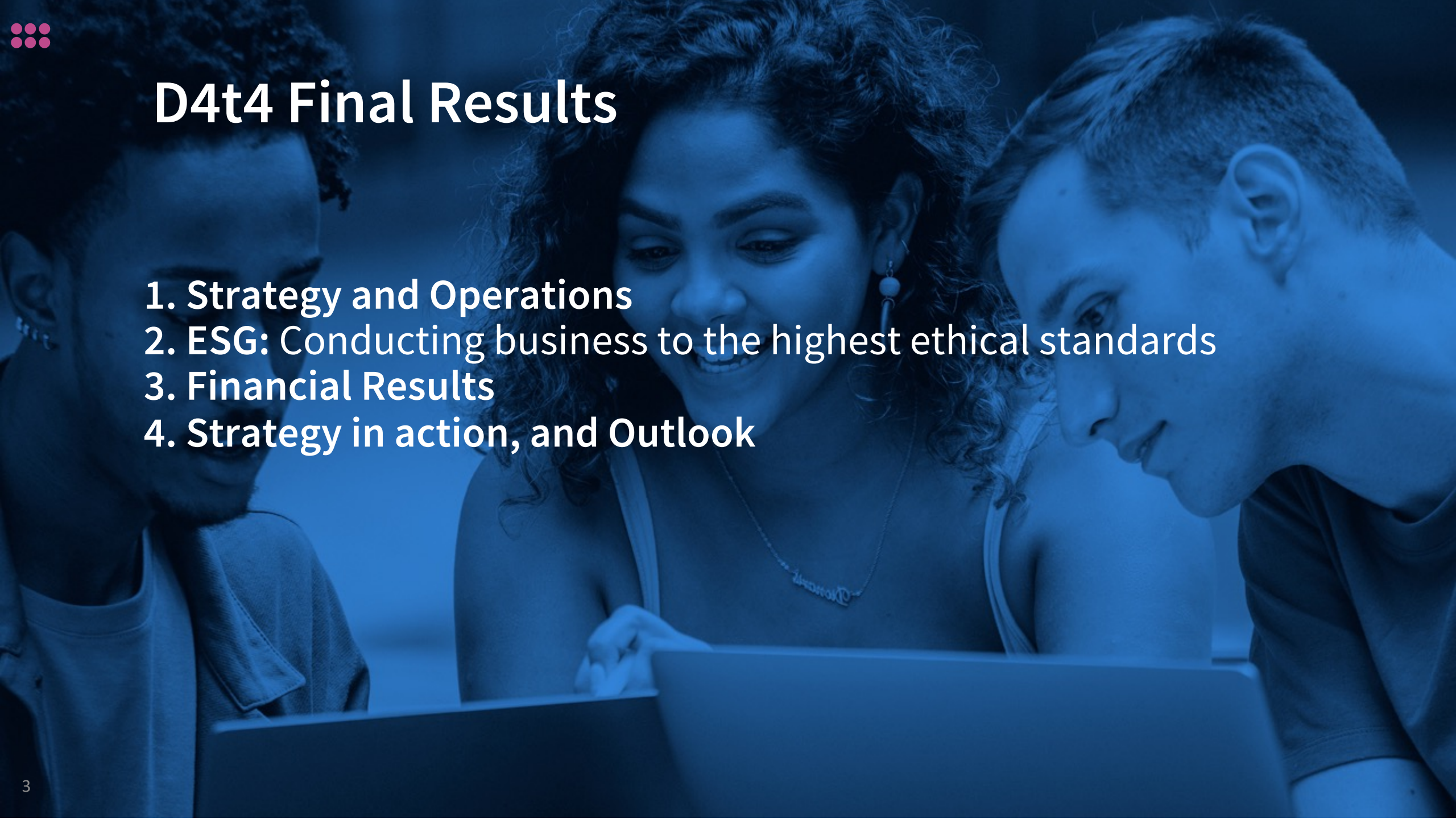
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D4t4 Final Results

1. **Strategy and Operations**
2. **ESG: Conducting business to the highest ethical standards**
3. **Financial Results**
4. **Strategy in action, and Outlook**



Operational highlights

- Launch of Celebrus FDP and enhancements to CDP
- Key wins & upsells
- Prickly Cactus acquired & integrated
- Started building direct sales channel
- Strong development of pipeline
- Investment into systems infrastructure
- Enhanced corporate governance & first ESG report
- Numerous key hires at senior level





Financial highlights

- ARR up 32% to £14.0 million (2021: £10.6 million)
- Revenues up 7.3% to £24.5 million (2021: £22.8 million)
- ARR% of total revenue increased to 57% (2021: 47%)
- Gross profit margin of 51.9% (2021: 62.4%)
- Adjusted PBT of £3.3 million (2021: £4.4 million)
- Diluted Adjusted EPS of 7.1p (2021: 9.5p)
- Proposed final dividend of 2.07p (2021: 2.00p), making a total dividend for the year of 2.92p (2021: 2.81p), an increase of 3.9%
- Year-end cash position £11.4 million (2021: £14.2 million), increased to free cash of £26.5 million as at 30 June 2022.
- Proposed special dividend of 12.5p per share.





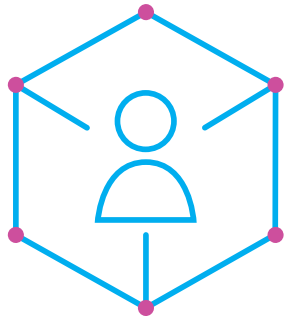
1. Strategy and Operations

A photograph of three people (two men and one woman) looking at a laptop screen. The image is overlaid with a blue tint. The text is centered over the image.

We capture and connect data that
activates cross-channel experiences and
powers customer analytics



Our products and services



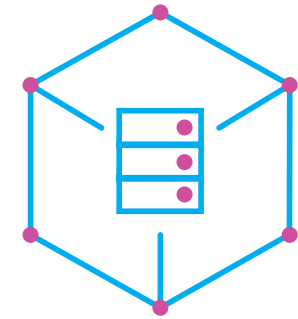
Celebrus Customer Data Platform (CDP)

Capture, contextualise, and activate data in real-time



Celebrus Fraud Data Platform (FDP)

Don't just manage fraud – prevent it



Celebrus Customer Data Management (CDM)

Turn raw data into actionable insight





Investment case

Market-leading proprietary software

- Customer Data Platform (CDP)
- Fraud Data Platform (FDP)
- Customer Data Management (CDM)

Presence in growth sectors

- Fraud Detection and Prevention
- Digital Transformation
- Data Activation Management

Blue-chip customer base

- International customers
- 27 countries

Proven management team

- Strong management team
- Track record of success

Stable and growing

- Annual Recurring Revenue
- Churn rate <2%

Profitable with a strong balance sheet

- Profitable
- Cash generative
- Dividend paying





Our strategy and differentiators

**Annual
Recurring
Revenue**

**Building
for scalability**

**Culture
Engagement and
empowerment**

Grow
CDP and FDP
software revenues

**Innovate
and differentiate**

**Diversify
our route to market**



Key hires



VP Global Sales



VP Marketing



**Director of
Managed Services**



Chief Security Officer



Head of HR, People & Culture





Robust systems to support growth

System	Status
Contract Management System	Implemented January 2022
Customer Relationship Management System	Implemented March 2022
Software License Manager	Implemented April 2022
HR System	Implemented June 2022
Finance System	Go-live October 2022





2. **ESG:** Conducting business to the highest ethical standards



ESG: Conducting business to the highest ethical standards

FY22 Key actions

Set up
ESG committee with
employees involved

Appointed
experts to conduct
carbon audit

ESG effort
focus formulated by
employee survey

Involvement
in various social
projects

Clear actions
to drive our ESG
agenda

Reviewed
and updated key
governance policies





ESG: Next steps

FY23 Plans

Seek ways
to reduce carbon
footprint in India

Uplift
employee engagement
in projects

Focus activities on
UN SDGs
employees chose

Implement
electric car
scheme and
sensor lighting

Help staff
to reduce personal
carbon footprint

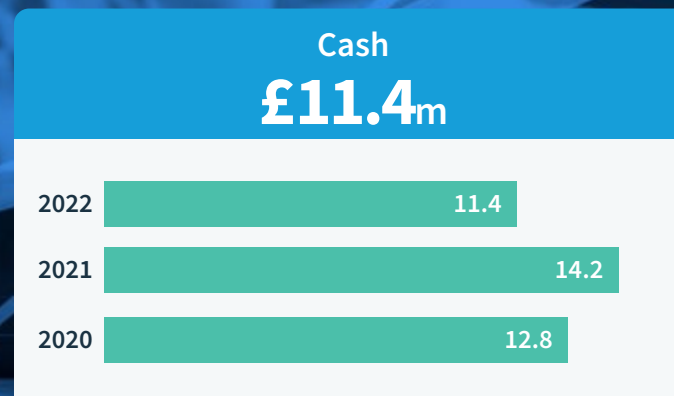
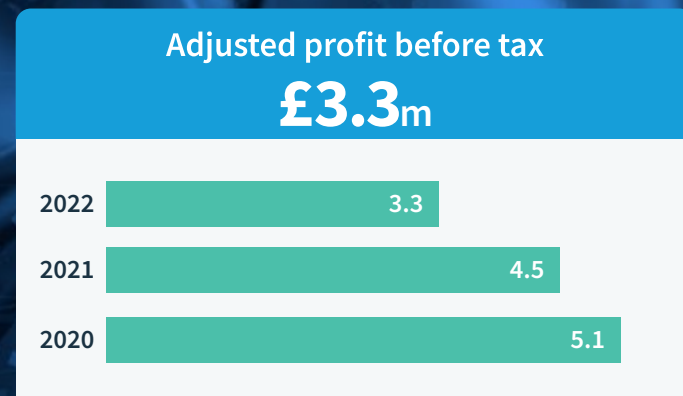
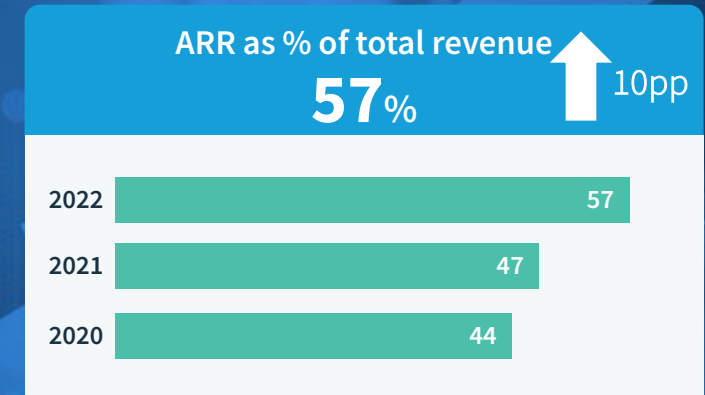
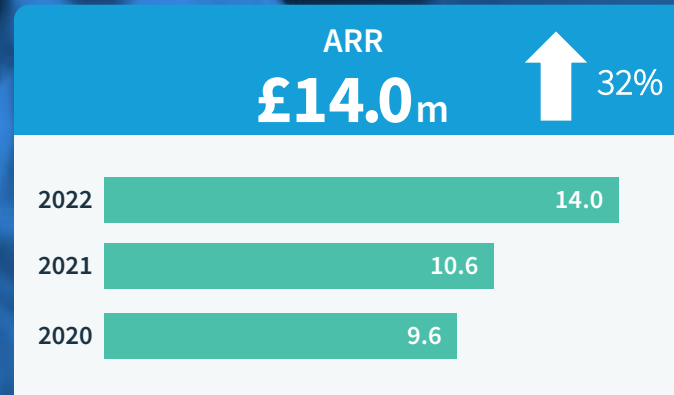
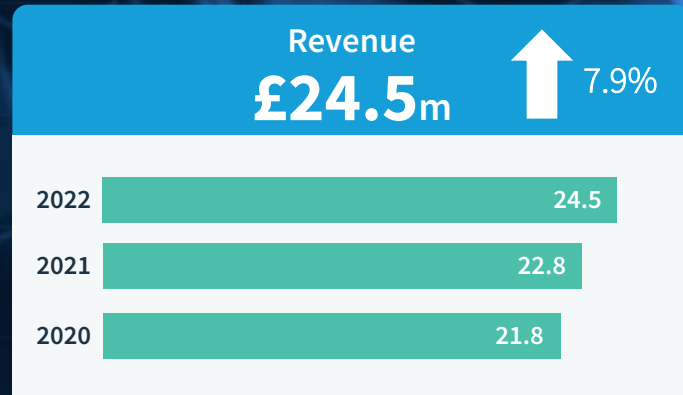
Understand
better our workforce
diversity





3. Financial Results

Key performance indicators





Income statement

- Revenue up 7.3%
- Annual recurring revenue* (ARR) up 32% to £14.0m
- ARR as percentage of total revenue increased to 57% (2021: 47%)
- Gross profit margin lower due to large amount of 3rd party hardware/software [historic levels]
- Opex well controlled.
- Lower GP results in lower Adj.PBT
- Adj. diluted EPS of 7.11p, and final dividend of 2.07p making 2.92p for the full year (up 3.9%).

	2022 £'000	2021 £'000
Revenue	24,459	22,792
Cost of sales	(11,755)	(8,566)
Gross profit	12,704	14,226
GP%	51.9%	62.4%
Administration expenses	(11,000)	(11,234)
Other operating and finance income (net)	59	51
Profit before tax	1,763	3,043
Adjustments	1,503	1,401
Adjusted PBT	3,266	4,444
Attributable to equity holders of the parent	1,695	2,769
Earnings per share (p)		
Basic	4.21	6.88
Diluted	4.14	6.75
Adjusted basic	7.24	9.72
Adjusted diluted	7.11	9.54





Consolidated statement of financial position

- High trade debtor and trade creditors at year end relating to projects in progress.
- Trade debtors relate to two major partners paying just after year end for a number of end-clients.
- No bad debt issues.
- Cash balance of £11.4m has now increased to a free cash balance of £26.5m at 30 June 2022.
- Following board review of M&A opportunities and cash investment required for organic growth...
- .. the board is proposing a special dividend of 12.5p per share.
- We will maintain a regular dialogue with shareholders on potential uses for the cash

	2022 £'000	2021 £'000
Goodwill and other	10,486	9,568
Property, plant and equipment	4,012	4,141
Non-current assets	14,498	13,709
Trade and other receivables	27,958	13,905
Cash and cash equivalents	11,430	14,241
Current assets	39,388	28,146
Trade and other payables	(21,344)	(10,691)
Lease obligations	(54)	(83)
Current liabilities	(21,398)	(10,774)
Non-current liabilities	(603)	(195)
Net assets	31,885	30,886
Share capital and premium	4,174	4,173
Other reserves	6,671	6,679
Retained earnings	21,040	20,034
Equity	31,885	30,886





Cashflow

- Large negative movement in working capital reversed after the year end.
- Investing activities are modest – low capex requirement in the business.
- Financing outflows for dividend ...
- ... and share buyback scheme which is being used to offset share option / LTIP dilution.

	2022	2021
	£'000	£'000
Profit before tax	1,763	3,043
Movements in working capital	(3,724)	(776)
Depreciation and amortisation	697	674
Share-based payments	619	318
Other	(15)	79
Net cash generated from operating activities	(660)	3,338
Purchase of property, plant and equipment	(197)	(34)
Acquisition of subsidiary, net of cash acquired	(200)	–
Capitalisation of development costs	(242)	(195)
Interest received	22	25
Net cash used in investing activities	(617)	(204)
Dividends paid	(1,147)	(1,090)
Purchase of own shares	(377)	(868)
Other	(10)	293
Net cash used in financing activities	(1,534)	(1,665)
Net increase in cash and cash equivalents	(2,811)	1,469
Cash and cash equivalents at start of year	14,241	12,772
Cash and cash equivalents at end of year	11,430	14,241





4. Strategy in action, and Outlook





CDP: Multinational retail bank increases revenue

85%

reduction in time to
deploy personalisation

\$3m

incremental profit
from additional sales

\$12m

incremental revenue
from a single campaign





CDP: Insurer increases conversion by 24%



24%

increase in
conversion rates



\$↓

significant call-centre
cost reduction



↑CX

improved
customer experience



FDP: Identifying fraud and saving millions of dollars

20%

more fraud identified using
Celebrus FDP

\$mm

saved per month based on
enhanced models using our data

Four

more use cases identified to
explore in first 30 days





Outlook

- Delivering ARR growth
- Strong pipeline
- Market conditions moving in our favour
- Ongoing investment in sales & marketing
- Current trading as expected
- Confidence in strategy & ability to deliver

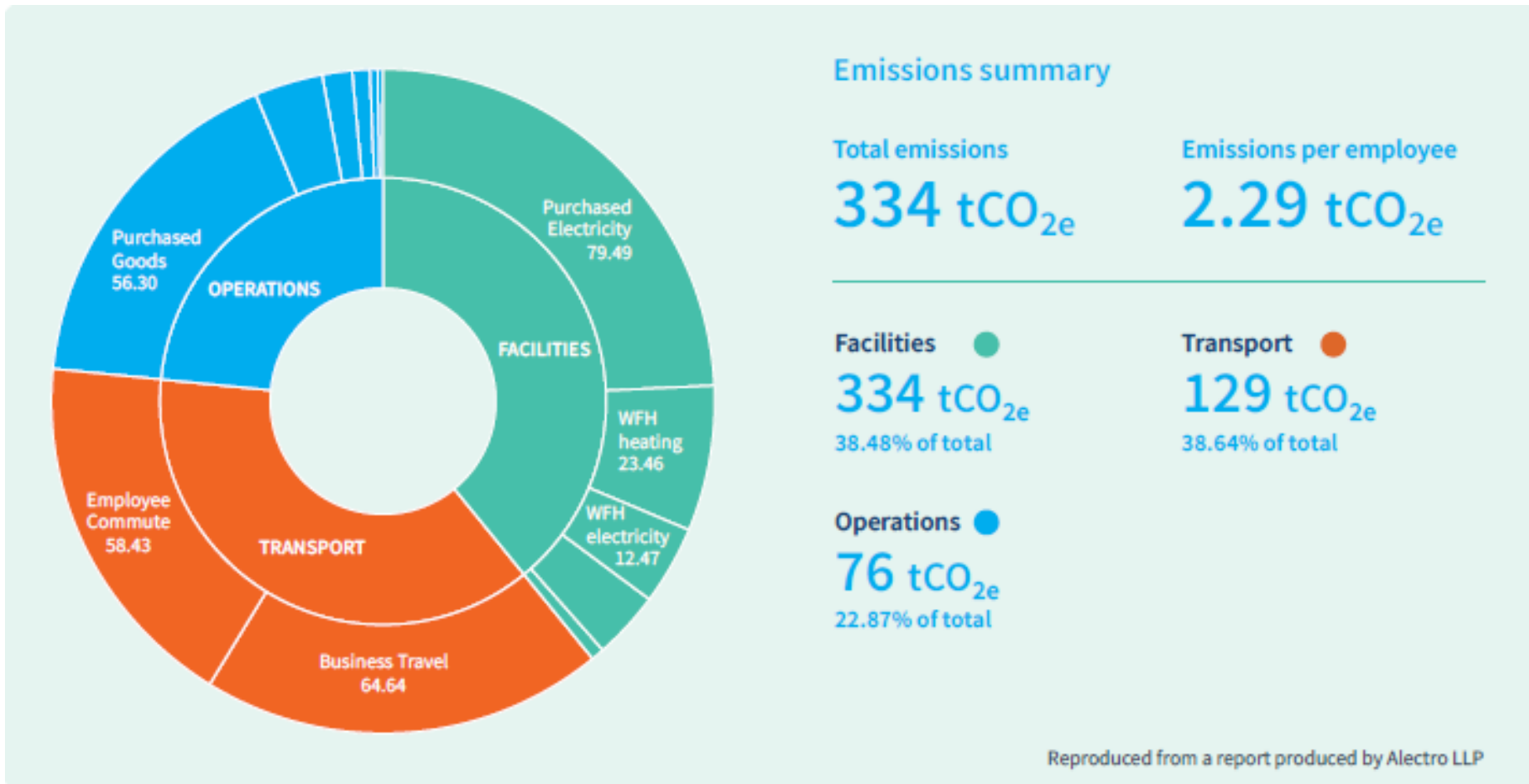




Appendix



ESG: Emissions summary



ESG: Employee survey

Summary	1	2	3	4	5
Our climate is changing	2%	1%	5%	31%	61%
Humans have had an appreciable contribution to climate change	2%	2%	13%	28%	55%
I'm confident in quantifying carbon emissions resulting from my lifestyle choices and actions	5%	15%	35%	29%	15%
Climate change is an important issue in my life	5%	4%	25%	40%	26%
It is important for me to be working for an organisation that takes responsibility for its actions relating to climate change	2%	4%	20%	37%	37%

Opinion categories: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

92%

of employees agree that the climate is changing

44%

of employees agree that they were confident quantifying emissions resulting from lifestyle choices and actions

74%

of employees agree that it's important to be working for a company that takes responsibility for its actions relating to climate change



2 Zero Hunger

End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



3 Good Health and Well-Being

Ensure healthy lives and promote well-being for all at all ages.



4 Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



13 Climate Action

Take urgent action to combat climate change and its impacts.



SUSTAINABLE DEVELOPMENT GOALS



ESG: Social initiatives

Lands End to John O'Groats cycle ride

In November 2021, a team of UK employees cycled on Gym bikes or through local neighbourhoods to raise funds in aid of Woking Hospice, a patient-led charity providing palliative care and end of life care to people who have advanced life-limiting illnesses. One of our colleagues spent time at this hospice before he passed away in early 2021.

The original target was to cover the 1,748 miles distance from John O'Groats to Land's End and back again by Christmas.

The results were outstanding, with the team not only passing the target but then going on to complete an amazing distance of 3,333 miles. That's just short of cycling by road from London to Cairo via Istanbul! This raised £1,637 for the hospice, in memory of our colleague.



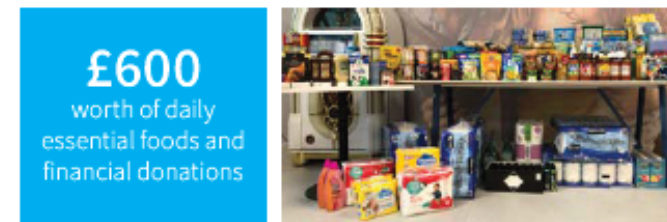
Polio vaccination

A team from our Indian office collaborated with The Rotary Foundation in Chennai, India which gave us the opportunity to contribute towards administering polio vaccine to 3,347 children across 14 booths. We called it "2 Dollars 2 Drops" because it costs about 2 USD (150 INR or 1.50 GBP) to vaccinate a child. Thanks to our employees, we were able to collect 10,250 INR for this cause and vaccinate 68 children.



UK food bank collection

The recent increase in the cost of living and energy around the world prompted our UK Team to coordinate a collection for a UK food bank run by the Trussell Trust. The company and employees made financial donations and donations of daily essential food and household products to the food bank for onward distribution to people squeezed by price rises. The total sum raised was approx. £600.



2022 Awards

