



D4t4 Interim Results

For the six months ended
30 September 2022

Unlock new possibilities with
limitless, compliant first-party data





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Operational highlights

- Launch of No-party data product, CX Vault™
 - a cookie-less solution to address customer needs as cookies continue to be restricted due to evolving regulations
- Release of CDP version 9.6
 - incorporating new Customer Experience and Productivity innovations
- Launch of Always-On Insights
 - new offering combining the capabilities of Pegasystems' Customer Decision Hub™ with Celebrus CDP
- Several key contract wins
 - including the sale of Celebrus CDP to a US-based health group, and upsell of Celebrus FDP biometrics functionality to an online retailer





Financial highlights

- Revenue of £8.1m (H1 FY22: £7.6m)
- Annual recurring revenue (“ARR”) increased to £15.8m (H1 FY22: £10.4m, FY22: £14.0m)
- Gross margin of 38.3% (H1 FY22: 53.2%)
- Adjusted loss before tax of £1.3m (H1 FY22: profit £0.1m)
- Adjusted diluted EPS loss of 4.49p (H1 FY22: profit of 0.22p)
- Strong cash position of £26.2m (H1 FY22: £16.1m: FY22: £11.4m) with no debt
- Interim dividend of 0.88p per share, up 3.5% (H1 FY22: 0.85p)





Income statement

- Revenue up 7.4% to £8.1m.
- Gross profit margin lower due to large amount of 3rd party hardware/software.
- Opex increased to £4.5m (H1 FY22: £3.9m) due to headcount additions and increased sales and marketing.
- Lower GP results in lower Adj.PBT.
- Annual recurring revenue (ARR) up to £15.8m.
 - £0.4m new wins.
 - £1.4m Exchange rate movement.
- Adj. diluted EPS loss of 4.49p (H1 FY21: profit 0.22p).
- Dividend of 0.88p up 3.5% (H1 FY21: 0.85p).

£'000

Revenue	8,133	7,575	24,459
Cost of sales	(5,016)	(3,547)	(11,755)
Gross Profit	3,117	4,028	12,704
GP%	38.3%	53.2%	51.9%
Administration expenses	(4,312)	(4,383)	(11,000)
Other operating and finance income (net)	139	30	59
(Loss) / Profit before tax	(1,056)	(325)	1,763
Adjustments	(207)	457	1,503
Adjusted PBT	(1,263)	132	3,266
Tax	(290)	48	(68)
Attributable to equity holders	(1,346)	(277)	1,695
(Loss) / Earnings per share (p)			
Basic	(3.35)	(0.69)	4.21
Diluted	(3.35)	(0.69)	4.14

Six months ended

	30-Sep 2022	30-Sep 2021	31-Mar 2022
Revenue	8,133	7,575	24,459
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Consolidated statement of financial position

- High trade debtor and trade creditor positions at year end have reversed.
- No bad debt issues.
- Cash balance of £26.2m, before the special dividend of £5.0m paid in Oct-22.
- We will maintain shareholder dialogue on potential uses for the cash.

£'000	30-Sep 2022	30-Sep 2021	31-Mar 2022
Goodwill and other	10,452	10,380	10,486
Property, plant and equipment	3,950	3,983	4,012
Non current assets	14,402	14,363	14,498
Trade and other receivables	4,210	4,905	27,958
Cash and cash equivalents	26,180	16,106	11,430
Current assets	30,390	21,011	39,388
Trade and other payables	(4,006)	(2,285)	(7,198)
Deferred income	(10,388)	(2,726)	(14,200)
Current liabilities	(14,394)	(5,011)	(21,398)
Non current liabilities	(651)	(240)	(603)
Net assets	29,747	30,123	31,885
Share capital and premium	4,173	4,173	4,173
Other reserves	6,456	6,730	6,672
Retained earnings	19,118	19,220	21,040
Current assets	29,747	30,123	31,885



Cashflow

- Positive movement in working capital of £16.4m.
- Investing activities are modest
 - low capex requirement in the business.
- Final dividend payment of £0.8m.
- Purchase of own shares of £0.4m.
- share buyback scheme being used to offset share option / LTIP dilution.

£'000	30-Sep 2022	30-Sep 2021	31-Mar 2022
Profit before tax	(1,056)	(325)	1,763
Movements in working capital	16,444	2,628	(3,723)
Depreciation and amortisation	379	336	697
Share-based payments	244	289	619
Other	230	163	(16)
Net cash generated from operating activities	16,241	3,091	(660)
Purchase of property, plant and equipment	(180)	(28)	(197)
Acquisition of subsidiary	-	(200)	(200)
Capitalisation of development costs	(118)	(123)	(242)
Interest received	134	11	22
Net cash used in investing activities	(164)	(340)	(617)
Dividends paid	(831)	(805)	(1,147)
Purchase of own shares	(436)	-	(377)
Other	(60)	(81)	(10)
Net cash used in financing activities	(1,327)	(886)	(1,534)
Net increase/(decrease) in cash and cash equivalents	14,750	1,865	(2,811)
Cash and cash equivalents at start of period	11,430	14,241	14,241
Cash and cash equivalents at end of period	26,180	16,106	11,430



Currency impact

	Deferred revenue			Currency		
	Reported	impact	Revised	Reported	impact	LFL
Sales	8.1	0.4	8.5	8.1	-0.3	7.8
Cost of Sales	-5.0		-5.0	-5.0	0.4	-4.6
Gross margin	3.1	0.4	3.5	3.1	0.1	3.2
<i>GM%</i>	<i>38.3%</i>		<i>41.5%</i>	<i>38.3%</i>		<i>40.4%</i>
Opex	-4.5		-4.5	-4.5	0.1	-4.4
Interest	0.1		0.1	0.1		0.1
Adjusted PBT	-1.3	0.4	-0.9	-1.3	0.2	-1.1

- Deferred revenue impact
 - Deferred revenue came into the Income statement at an historic rate of 1.35 rather than at the more favourable spot rate of 1.16.
- Constant currency basis:
 - Average USD/GBP rate of 1.24 during period (H1 FY22: 1.39).





Strategic Theme: Focus

Celebrus
CDP

Simplifying our messaging, our sales cycles, our pricing, and our demos

Celebrus
FDP

A few key wins, but the goal is to ramp up the market share

Celebrus
Cloud

An innovation of our Customer Data Management (CDM) division





Eliminating Gaps

Identity

Black
Boxes

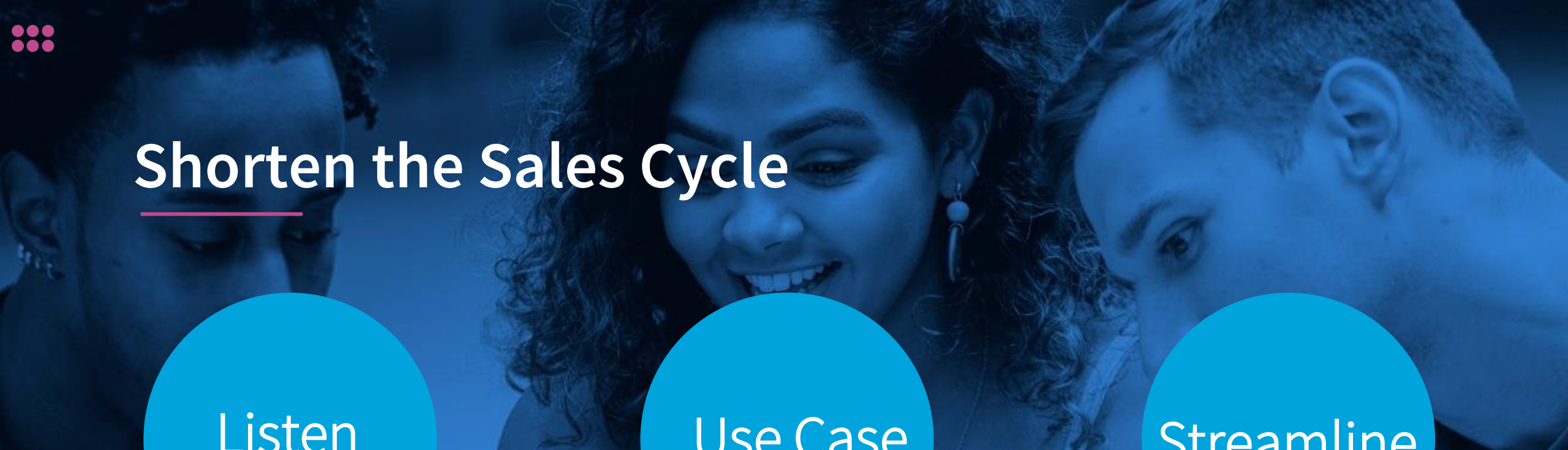
Compliance

Data

Cookie
Deprecation

Connectivity





Shorten the Sales Cycle

Listen

Use Case

Streamline

Whether indirect or direct, the goal is to get 15-20 min with the customer directly

Find the use case or the gap and sell that

Focus on the use case and keep it simple





Celebrus Identity

No-tag complete data capture

Identity Graph

Profile Builder

Cross-Domain Continuance

Zero-Gap Stitching

”We were going to build our own until we realized that Celebrus already had it figured out for us”

Chief Data Officer, Top 10 Global Bank





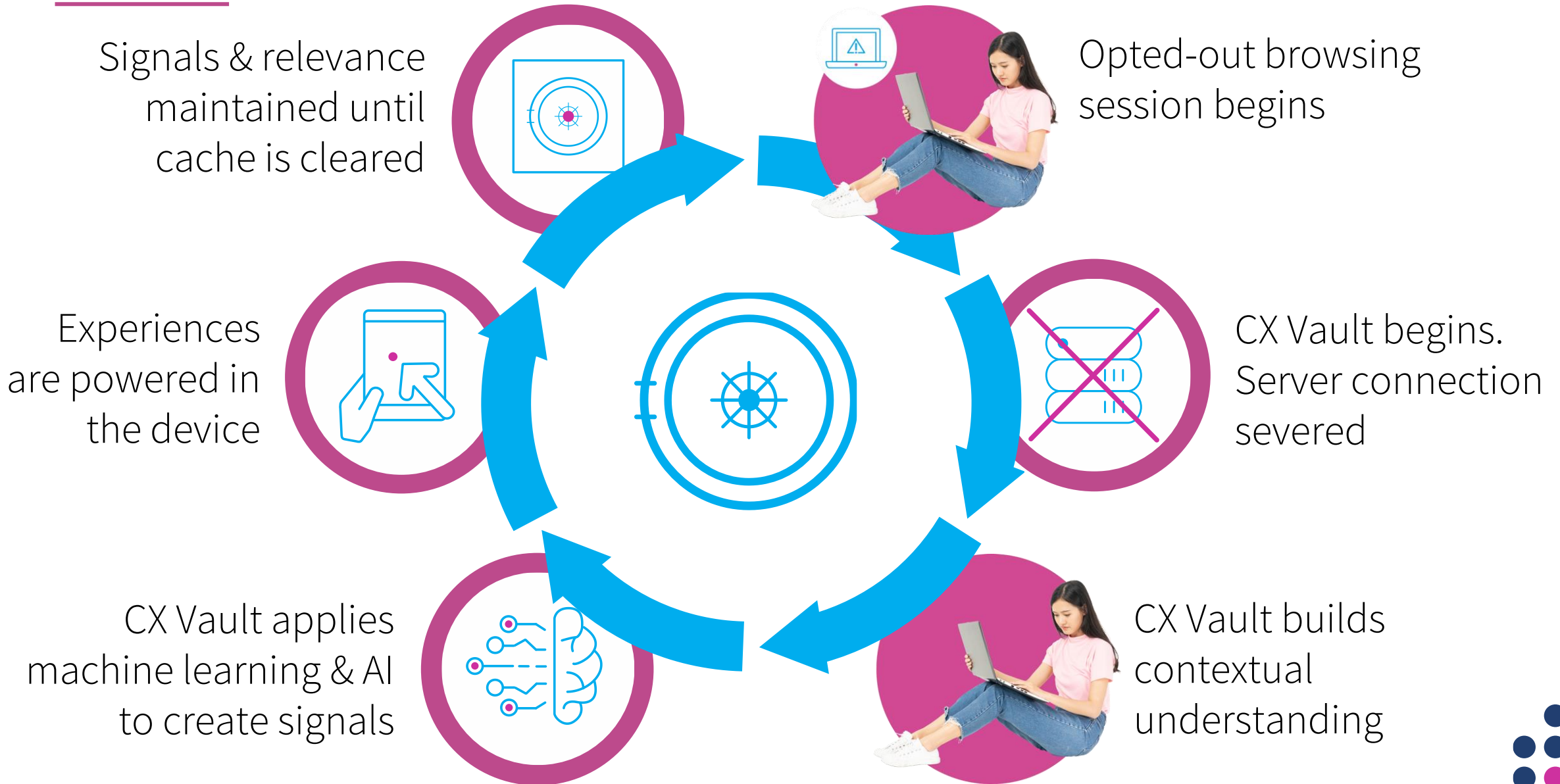
CX Vault – just pure relevance



- Unique **no-party data capture** contextualization and activation solution
- Giving customers the **relevancy** they crave plus the privacy they demand
- **No** tracking, **no** sharing, **no** cookies
- Powering engagement **regardless** of opt-in



CX Vault in action





Outlook

- Post period-end contract wins with Top 10 global bank.
- Recent launch of Celebrus CDI for Salesforce in the Salesforce AppExchange.
- Year to date contract progress and the high visibility of opportunities underpin full year expectations and continuing to drive incremental growth in ARR.





Questions?

