

# Pro forma 2023

## Income Statement

KEUR	2023 Jan-Mar	2023 Apr-Jun	2023 Jul-Sep	2023 Oct-Dec	2023 Jan-Dec
Net sales reported	59,870	67,801	66,570	72,298	266,538
<i>Reclassifications</i>					
Cost of services sold, net revenue	-23,844	-24,876	-24,635	-25,622	-98,977
<b>Net sales</b>	<b>36,026</b>	<b>42,925</b>	<b>41,935</b>	<b>46,676</b>	<b>167,561</b>
Cost of sales reported	-23,930	-25,155	-25,185	-26,095	-100,365
<i>Reclassifications</i>					
Cost of services sold, net revenue	23,844	24,876	24,635	25,622	98,977
Operating expenses related to platform	-5,050	-4,902	-4,751	-4,360	-19,063
<b>Cost of sales</b>	<b>-5,136</b>	<b>-5,181</b>	<b>-5,301</b>	<b>-4,833</b>	<b>-20,450</b>
<b>Gross profit</b>	<b>30,890</b>	<b>37,744</b>	<b>36,635</b>	<b>41,843</b>	<b>147,111</b>
Gross margin, %	85.7%	87.9%	87.4%	89.6%	87.8%
Sales and Marketing Expenses	-11,892	-11,986	-10,806	-11,108	-45,792
Research and Development Costs	-7,570	-6,439	-6,243	-6,054	-26,306
General and Administrative Expenses	-10,256	-12,441	-10,678	-11,800	-45,175
Other operating income/expenses	-261	-541	323	-654	-1,133
<b>Operating profit/loss before amortization (EBITA)</b>	<b>910</b>	<b>6,337</b>	<b>9,230</b>	<b>12,226</b>	<b>28,704</b>
Amortization and impairment on acquisition related items	-8,069	-8,044	-27,152	-419,897	-463,162
Items affecting comparability	-2,970	-3,990	-3,452	-3,806	-14,218
<b>Operating profit/loss (EBIT)</b>	<b>-10,129</b>	<b>-5,696</b>	<b>-21,374</b>	<b>-411,477</b>	<b>-448,676</b>
Net financial expenses	-1,990	-1,905	-2,988	-2,551	-9,433
<b>Profit before taxes</b>	<b>-12,119</b>	<b>-7,601</b>	<b>-24,362</b>	<b>-414,029</b>	<b>-458,110</b>
Income tax expense	3,737	3,316	4,337	-1,493	9,896
<b>Net income</b>	<b>-8,381</b>	<b>-4,285</b>	<b>-20,025</b>	<b>-415,522</b>	<b>-448,213</b>

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## Distribution of net sales

Net sales by region, KEUR	2023 Jan-Mar	2023 Apr-Jun	2023 Jul-Sep	2023 Oct-Dec	2023 Jan-Dec
Americas	22,501	26,859	26,828	30,430	106,617
EMEA	10,912	13,121	11,689	13,173	48,895
APAC	2,613	2,945	3,418	3,073	12,049
<b>Total</b>	<b>36,026</b>	<b>42,925</b>	<b>41,935</b>	<b>46,676</b>	<b>167,561</b>

Net sales by business segment, KEUR	2023 Jan-Mar	2023 Apr-Jun	2023 Jul-Sep	2023 Oct-Dec	2023 Jan-Dec
Cint Exchange	29,280	34,553	32,516	33,170	129,520
Media Measurement	6,745	8,371	9,419	13,505	38,041
<b>Total</b>	<b>36,026</b>	<b>42,925</b>	<b>41,935</b>	<b>46,676</b>	<b>167,561</b>

## Expense by type of cost

KEUR	2023 Jan-Mar	2023 Apr-Jun	2023 Jul-Sep	2023 Oct-Dec	2023 Jan-Dec
Personnel costs	-9,818	-10,112	-9,523	-9,375	-38,829
Other external expenses	-2,074	-1,874	-1,282	-1,733	-6,964
<b>Total Sales and Marketing Expenses</b>	<b>-11,892</b>	<b>-11,986</b>	<b>-10,806</b>	<b>-11,108</b>	<b>-45,792</b>
Personnel costs	-3,712	-3,250	-2,862	-2,717	-12,540
Other external expenses	-1,866	-1,128	-1,342	-1,256	-5,592
Depreciation of capitalized development cost	-1,992	-2,061	-2,039	-2,081	-8,174
<b>Total Research and Development Costs</b>	<b>-7,570</b>	<b>-6,439</b>	<b>-6,243</b>	<b>-6,054</b>	<b>-26,306</b>
Personnel costs	-4,408	-5,819	-3,836	-4,724	-18,787
Other external expenses	-5,074	-5,862	-6,073	-6,139	-23,148
Other depreciation	-775	-760	-769	-937	-3,240
<b>Total General and Administrative Expenses</b>	<b>-10,256</b>	<b>-12,441</b>	<b>-10,678</b>	<b>-11,800</b>	<b>-45,175</b>