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Grupa Pracuj hits a record number of clients, delivering growth in a demanding market

In the third quarter of 2025 Grupa Pracuj generated consolidated revenue of PLN 205m, more than 6% higher year-on-year. The Group is effectively expanding its client base in Poland, continuing double-digit growth in monthly recurring revenue in Germany, and noting dynamic sales growth of over 20% in Ukraine.

The adjusted EBITDA¹ in the past quarter was over PLN 97m, with margin exceeding 47%, while the Group earned a consolidated net profit in the period of PLN 66 million, 7% higher than a year before.

Year-to-date through the first nine months, Grupa Pracuj achieved consolidated revenue of over PLN 614m (+5% y/y), adjusted EBITDA of PLN 286m (+6% y/y), and net profit of PLN 188m (+15% y/y).

“All of Grupa Pracuj’s businesses are continuing to grow despite the slowdown in the recruitment market,” said **Przemysław Gacek, CEO of Grupa Pracuj**. “This is the effect of our consistently implemented strategy. Scaling through the e-commerce channel and self-serve solutions, backed by smart pricing models, are enabling us to expand our market reach. The Pracuj.pl job board is actively used by 61.5 thousand employers. Our technological competencies and market intelligence translate into solid business results. The Ukrainian platform Robota.ua is growing at over 20% y/y despite the ongoing war, driven by strong demand for labour accompanied by a shortage of candidates and gradual convergence of prices and salaries to Western levels. In turn, our German company softgarden reporting double-digit growth in monthly recurring revenue, despite market stagnation, confirms the resilience of the SaaS-based solutions.”

The **Grupa Pracuj CEO** added: “The strategy of increasing the market reach is not only reinforcing our resilience to business cycles but also acts as leverage. The record-high client base gives us the capacity for significant acceleration when the market rebounds and recruitment activity grows. Certain signs of an improving economic cycle are already visible in Poland and Germany, but it will be necessary to wait for confirmation of this trend.”

Pracuj.pl attracts a record number of customers

In 3Q 2025 Grupa Pracuj generated revenue on the Polish market of PLN 142.6m (+4.9% y/y), and year-to-date through the end of September PLN 432.4m (+5.3% y/y).

Most of the revenue of Grupa Pracuj in Poland is generated by Pracuj.pl. Despite the continuing modest demand on the labour market, the number of recruitment projects published on the platform in the first nine months of 2025 grew by 1.4% y/y, to 387 thousand, accompanied by an increase in the average price of recruitment projects of 1.9% y/y. The number of employers actively using Pracuj.pl at the end of September reached the record-high level of 61.5 thousand (+3% y/y) - two-thirds of these are customers using recruitment services in the e-commerce channel.

Rafał Nachyna, COO of Grupa Pracuj, explained: “In the third quarter we continued the growth in tools for online sales and the pricing model using artificial intelligence. In the first nine months of this year, the e-commerce channel accounted for about 17% of the value of Pracuj.pl sales, while the postings whose prices were set in real time with support of AI generated about PLN 13m in sales.”

¹ Adjusted EBITDA means operating profit plus amortization, adjusted by the costs of share-based programmes, costs related to acquisitions, and costs of restructuring in acquired companies, indicated in the consolidated report on total income.

The AI-backed solutions implemented by Pracuj.pl are also supporting employers in creating tailored listings, which consequently are reaching candidates more effectively. About 10% of the postings published on the platform included AI-generated content, while 6.5% included AI-suggested salary.

eRecruiter has new functionalities, while Kadromierz is achieving dynamic revenue growth

Grupa Pracuj is also enjoying a steady increase in the number of customers using eRecruiter, the most often selected recruitment management system in Poland. As of the end of September 2025 it was actively used by 2,270 employers, 9.5% more than a year before. eRecruiter's monthly recurring revenue (MRR) rose to PLN 4.3m, i.e. +9.8% y/y.

"In the last quarter, eRecruiter gained new functions," said **Rafał Nachyna**, "including AI Assistant, which supports the analysis of applications, creating summaries and automating communications with candidates. This solution has translated into further growth in users' working efficiency and constitutes a key element of our strategy for growth of HR Software products."

In turn, Kadromierz, a state-of-the-art system for managing work schedules, acquired by Grupa Pracuj in March of this year, generated an increase in MRR of 46% y/y, to about PLN 687 thousand in September 2025.

German softgarden equipped with a new scalable acquisition channel

Revenue from the German segment, Grupa Pracuj's second-largest market in the results it achieves, amounted to PLN 45.6m in 3Q 2025 (+5.4% y/y), and year-to-date PLN 135.3m (+1.5% y/y). This is mainly revenue from softgarden's Talent Acquisition Suite, also offering a multiposting service, i.e. automated publication of job offers across numerous recruitment platforms.

According to **Rafał Nachyna**, "In the third quarter of 2025 the softgarden product line was expanded to include 'Light Touch' - a self-service model, targeting SMEs. This offer is based on simple pricing packages, a free trial period, and high automation of the purchasing process, including customer service via an AI chatbot. After the launch of the free trial version of Light Touch in July of this year, the number of inquiries from potential customers in September was nearly twice as high as the previous monthly average in 2025."

As of the end of September 2025, softgarden services offered in the SaaS model were actively used by 1,878 companies, or 6.1% more than a year earlier. MRR grew by 11.3%, to PLN 8.4m.

Robota.ua holds no. 1 position in Ukraine

Grupa Pracuj generated revenue from the Ukrainian market in 3Q 2025 of PLN 16.7m (+22.3% y/y), and year-to-date PLN 46.5m (+20.5% y/y).

The Robota.ua platform maintained its leading position in the Ukrainian market in terms of job posting volume and the size of its active CV database, strengthening its standing amid the country's gradual economic recovery in wartime conditions.

According to the **Grupa Pracuj COO**, "During the third quarter of this year the number of applications in the Robota.ua service increased 19% y/y, which is particularly significant under the conditions of an ongoing shortage of candidates on the Ukrainian labour market. Effective marketing initiatives enabled us to build the biggest base of active CVs in Ukraine. Meanwhile, Robota.ua also developed its e-commerce sales channel, enabling customers to purchase recruitment services independently online. The e-commerce channel and further processes automation are key pillars of the strategy to expand the platform's reach and diversify revenue streams."

The total number of recruitment projects published on Robota.ua in the first nine months of this year reached 1 million, up 4.8% y/y, driven by the greater number of projects published in the "freemium" model,² supporting, among others, the government and NGOs during the intensification of Russia's military operations. There were 426 thousand paid recruitment projects, a slight decline compared to the same

² In the "freemium" model, each customer can publish one free job announcement per month.

period of 2024 (-3.9% y/y). At the same time, thanks to the introduction of new price lists at the start of this year, during the period in question the average price of recruitment projects in UAH rose by 36.4% y/y, and after conversion into PLN, +24.7% y/y.

Increased profit alongside growing revenue

Grupa Pracuj's combined revenue from all markets in the 3rd quarter of this year reached PLN 205.0m (+6.2% y/y), and year-to-date through the first nine months of 2025 reached PLN 614.2m (+5.4% y/y).

Grupa Pracuj is also noting a consistent increase in profit, reflecting its growing scale of operations and its cost discipline. Adjusted EBITDA in 3Q 2025 reached PLN 97.4m (+3.4% y/y), and the Group earned a consolidated net profit in the period of PLN 65.6m (+6.6% y/y). Year-to-date through the first nine months of 2025, adjusted EBITDA grew to PLN 285.8m (+5.5% y/y) and net profit rose to PLN 187.6m (+14.9% y/y).

The past quarter was also the first period in which the full effects were visible in the Grupa Pracuj financial results of the group's increase in May 2025 of its stake (from 33% to 52.7%) in the share capital of the company Work Ukraine TOV, which owns the recruitment platform Work.ua. The consolidated share in the profit of equity-accounted investees rose in the third quarter of this year to PLN 6.9m (+110% y/y), contributing positively to Grupa Pracuj's net result in the period.

Selected consolidated financial results of Grupa Pracuj

(PLN million)	3Q 2025	3Q 2024	Change y/y	9M 2025	9M 2024	Change y/y
Revenue from contracts with customers	205.0	193.0	+6.2%	614.2	582.5	+5.4%
Adjusted EBITDA	97.4	94.2	+3.4%	285.8	270.9	+5.5%
Adjusted EBITDA margin	47.5%	48.8%	-1.3pp	46.5%	46.5%	0.0pp
Net profit	65.6	61.6	+6.6%	187.6	163.3	+14.9%

Grupa Pracuj is a leading technology platform in the HR sector in Europe. It supports enterprises in recruitment, retention and development of their staff, helps users of its platforms find the right job enabling them to make full use of their potential, and creates world-class technologies shaping the future of the HR market.

The group's brands make up an advanced digital ecosystem for the HR industry. The key brands include Pracuj.pl, the largest Polish online recruitment service; Robota.ua, a leading online recruitment service on the Ukrainian market; eRecruiter, the leading Polish recruitment support system, offered in an SaaS model; softgarden, a leader of the talent acquisition suites market in Germany, also with a presence on other European markets; and Kadromierz, a state-of-the-art solution for planning and managing working time.

Grupa Pracuj has operated for 25 years in Poland, 19 years in Ukraine, and since 2022 also in Germany. The group has a total of about 1,200 employees. The company has been listed on the Warsaw Stock Exchange since December 2021.

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