

# Leading HR Technology platform in Europe



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 reach their full potential, and creates world-class technologies shaping the future of the HR market.

## Two strong pillars for sustainable growth

### Job Classifieds

Proven, highly profitable and scalable revenue streams.  
Strong market position with continuous demand.

### HR Software

Recurring revenue & high customer retention.  
Less cyclical, providing stability in volatile markets.  
Scalable SaaS business model.



Pracuj.pl is **no. 1 Job Classifieds platform in Poland** with leading position in White Collars and significant growth potential in Blue and Pink Collars



Grupa Pracuj is best-positioned to benefit from post-war market recovery, **with Robota.ua being the largest job classifieds platform in Ukraine**



softgarden is a **leading Talent Acquisition Suite (TAS) in DACH** region supported by unique multiposting offering, which builds strong client loyalty due to fragmentation of local Job Classifieds market



eRecruiter is **no. 1 Applicant Tracking System in Poland** with strong synergies with Pracuj.pl



Kadromierz is a **market leader in shift management in Poland** with growth potential supported by the GP ecosystem

## Investment highlights

**Stable foundation:** market leadership in segments with high entry barriers and strong brand recognition

**Proven profitability:** dual-engine model combining high-margin Job Classifieds with steadily expanding SaaS HR Software

**Financial strength:** efficient monetization, recurring revenues, and disciplined cost structure driving strong cash generation

**Innovation at the core:** over a decade of in-house AI development fueling product innovation, platform integration, and automation

**Focused M&A strategy:** selective HR Software acquisitions with an opportunistic approach to Job Classifieds when aligned with strategic development.

**Experienced leadership and governance:** agile organization with effective change management and long-term strategic vision

### Strategy 2030:

- PLN 1.4 bn revenue driven by organic growth
- Adjusted EBITDA margin > 40%
- HR Software share to grow to ~50% of Group revenues

Selective M&A complementing organic growth, focused on post-hire HR Software, which represents 90% of the HR Tech market value in Poland & DACH

More Information: <https://ir.grupapracuj.pl/en>

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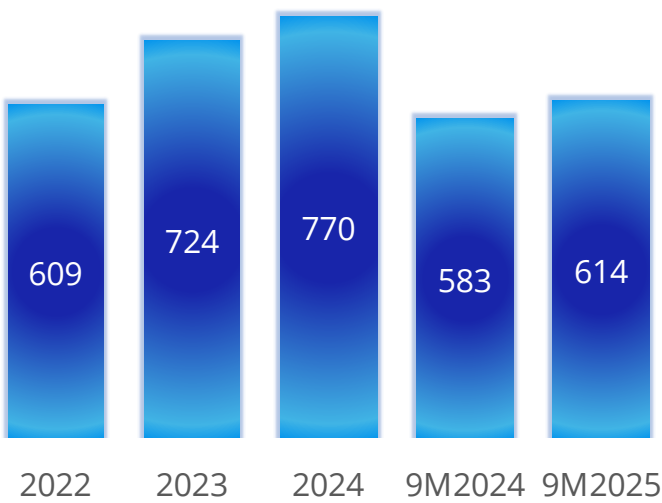
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## H1 2025 revenue breakdown

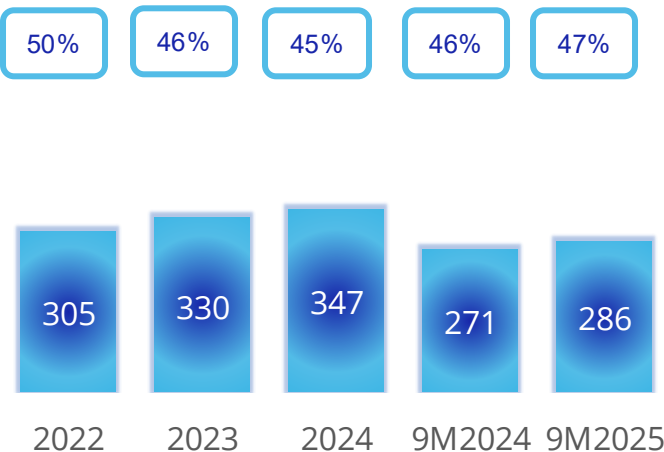
73% Job Classifieds

27% HR Software

Revenue (in PLN m)



Adjusted EBITDA (in PLN m) <sup>(1)</sup>



Adjusted net profit (in PLN m) <sup>(2)</sup>



## Dividend policy

In the medium-term perspective, the Management Board's intention is to recommend dividend payments at a level of at least 50% of the Company's net profit for a given financial year, subject to the Company's financial standing, market conditions, and current investment needs.

|      | Dividend value<br>mPLN | Dividend per<br>share PLN | Dividend<br>payout | Net<br>debt/equity |
|------|------------------------|---------------------------|--------------------|--------------------|
| 2024 | 136.5                  | 2.0                       | 60%                | 0.17               |
| 2023 | 136.5                  | 2.0                       | 73%                | 0.44               |
| 2022 | 102.4                  | 1.5                       | 62%                | 0.93               |
| 2021 | 136.5                  | 2.0                       | 53%                | (0.55)             |

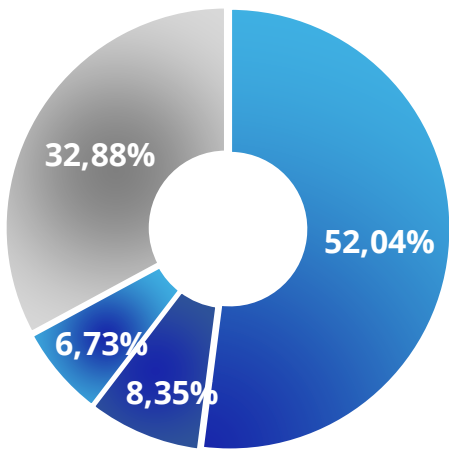
## Shareholder's structure of Grupa Pracuj

■ Przemysław Gacek

■ Fundacja Rodzinna<sup>(3)</sup>  
MANageWell

■ TCV Luxco Perogie S.à r.l.<sup>(4)</sup>

■ Free float



(1) Adjusted EBITDA defined as operating profit plus amortization, adjusted by recognized, but also reversed but previously recognized, write-downs in permanent value of assets and by the costs of programmes for payment in the form of shares, costs of the public offering, and costs related to acquisitions, indicated in the consolidated report on total income. (2) Excluding revaluation of shares in Beamey Inc.. (3) directly or indirectly through Frascati Investments sp. z o.o., which is controlled by Przemysław Gacek, and reflecting shares held by persons as to whom there is a presumption of an understanding referred to in Art. 87(1)(5) of the Act on Public Offerings and Conditions for Introduction of Financial Instruments into an Organized System of Trading and on Public Companies. (4) entity controlled by Maciej Noga.