Warsaw, 25 August 2026

Grupa Pracuj: Accelerating revenue and EBITDA growth in the 2nd quarter of 2026

Grupa Pracuj generated consolidated revenue in the 2nd quarter of 2026 of over PLN 216m (+6% y/y). The driving force behind the growth was the 10% increase year-on-year in revenue from the job classifieds Pracuj.pl in Poland and Robota.ua in Ukraine. Monthly recurring revenue (MRR) in the HR Software area also rose, by 10% y/y in the Polish eRecruiter and 5% y/y in the German softgarden.

The adjusted EBITDA[1] of Grupa Pracuj in the past quarter reached PLN 103m (+12% y/y), thanks to the positive impact of operational leverage, cost discipline, and effective implementation of AI solutions. The group earned a consolidated net profit in the 2nd quarter of PLN 67m (+20% y/y).

Cumulatively, in the 1st half of the year Grupa Pracuj achieved revenue of PLN 425.5m (+4% y/y), adjusted EBITDA of PLN 200.7m (+6% y/y), and net profit of PLN 130.8m (+7% y/y).

“The second quarter brought a clear acceleration in the growth of our business and showed that the Grupa Pracuj 2030 strategy is working as planned, despite the demanding market environment,” said **Przemysław Gacek, CEO of Grupa Pracuj**. “On the Polish job classifieds market we see a revival in demand across all key segments, from Blue Collars and Pink Collars to the first signals of a rebound in IT specialist recruitment. This trend should be reinforced by our July acquisition of No Fluff Jobs, a platform with a strong position in senior IT recruitment. We are also consistently expanding our second pillar, HR Software. Here as well we are growing mainly organically, while remaining open to acquisitions complementing our HR tech offering.”

The CEO added: “Artificial intelligence remains a key accelerator of our strategy, and is increasingly contributing to the financial results of Grupa Pracuj. The AI solutions we implemented improve the accuracy of matching employers’ job offers to candidates, strengthen candidates’ engagement, and allow us to offer greater value for customers. We have strong in-house expertise enabling us to roll out solutions quickly and without a major increase in capital expenditure. AI streamlines our organization from the inside, improving operating efficiency and supporting the cost discipline that stands behind the results achieved in the 2nd quarter.”

Business in Poland drives Grupa Pracuj’s profit

Poland remains the biggest operating market of Grupa Pracuj in terms of the revenue and profit it generates. The group operates here both on job classifieds, expanding Pracuj.pl and theprotocol.it (and since recently also No Fluff Jobs, acquired in July from the Ringier Axel Springer Polska Group), as well as in the HR Software area, offering the eRecruiter recruitment management system and the Kadromierz tool for scheduling and time management – both available in a subscription model (SaaS).

In the 2nd quarter of 2026 Grupa Pracuj’s revenue from the Polish market rose to PLN 157.9m (+9% y/y), while the adjusted EBITDA of the Poland segment reached PLN 89.2m (+14% y/y). For the first half of the year overall, these figures were PLN 309.3m (+7% y/y) and PLN 176.0m (+11% y/y) respectively.

Pracuj.pl: rising recruitment activity of employers

On the Pracuj.pl platform, after a stable 1st quarter, in the 2nd quarter the activity of employers clearly accelerated – the number of recruitment projects rose by 5.5% y/y, to 135 thousand. The improvement was visible across all key categories of job postings: the Blue Collars segment (physical labour) and the Pink Collars segment (services, performed mostly by women) contributed significantly to this growth, while in

[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 White Collars category (office-based work) positive trends were noted specifically in job offers for IT specialists.

The acquisition of No Fluff Jobs in July of this year fits well with these trends, reinforcing the Grupa Pracuj portfolio in the IT recruitment segment – at the very moment when this market is exiting the post-pandemic correction and entering a phase of selective revival, focused around senior positions and AI-related skills.

The increase in the number of recruitment projects was also supported by further development of the eCommerce channel, enabling effective customer acquisition in the SME segment.

The average price of recruitment projects on Pracuj.pl rose in the 2nd quarter by nearly 5% y/y, and for the 1st half of 2026 as a whole by over 4% y/y.

As **Rafał Nachyna, COO of Grupa Pracuj,** explained: "The steady growth in the average price of recruitment projects reflects the increasing value delivered to customers, thanks in part to the implemented AI solutions. Tools supporting natural-language job searches, personalized recommendations, candidate-fit assessment, and preparation of application documents increase the user engagement and the number of applications. On the employers' side, AI-based solutions streamline the creation and publication of job offers, and support the growth of the self-serve channel and the automation of sales and service processes."

eRecruiter and Kadromierz with a larger and larger customer base

eRecruiter, the leader among talent acquisition suites in Poland, also observed further growth. At the end of June this year, the number of customers actively using this system was nearly 13% higher than a year before, which was achieved through the migration of customers from HRlink and consistent winning of new customers from the SME segment. eRecruiter's MRR rose by 10% y/y, to nearly PLN 4.7m, mainly due to the increased customer base, low churn rate, and sales of additional modules and services to existing customers.

Kadromierz, a system for managing work schedules which joined Grupa Pracuj in March 2025, noted an increase in customer numbers of 26% y/y and MRR growth of 40% y/y, to PLN 922 thousand.

As **Rafał Nachyna** stressed: "eRecruiter is the most frequently chosen recruitment management system in Poland, which we are consistently developing towards a comprehensive platform – from automated job posting and application screening, through AI-based solutions, to the onboarding of new hires. Our affordable starting offer allows us to reach smaller firms that have not previously used tools of this class, and as the relationship develops, so does the range of modules they use, along with integrations within HR Marketplace – a digital hub for HR services. The deeper the system becomes embedded in a customer's everyday processes, the greater the value it delivers – which is reflected in a churn rate that remains clearly below market benchmarks."

softgarden: growth in subscription revenue, but a weak economic cycle drags down multiposting

Grupa Pracuj's second-largest operating market remains the DACH region (presented in the financial report as the Germany segment), where softgarden operates, offering a comprehensive talent acquisition suite in a SaaS model.

During the 1st half of 2026 softgarden's business remained under the pressure of the weak economy in Germany and the limited recruitment activity of enterprises. This most strongly impacted the multiposting service – automated publication of postings across numerous job portals – where the revenue fell significantly, reflecting the cyclical nature of the German recruitment market.

Despite the challenging market conditions, softgarden maintained a positive rate of growth in recurring subscription revenue – MRR rose 5% y/y, to over PLN 8.5m, mainly thanks to the increased value of services delivered to existing customers, while maintaining a low churn rate. The number of active softgarden customers at the end of this June was nearly 2% higher than a year earlier, which confirms the resilience of the SaaS model based on recurring revenue.

Consequently, the total revenue of the Germany segment in the 2nd quarter of 2026 reached PLN 39.7m, and in the 1st half of the year overall PLN 81.2m, which in both cases represents a decline of about 9% y/y. In the past quarter the adjusted EBITDA of this segment was PLN 8.3m (as compared to PLN 9.8m a year before), while through the first six months of the year this figure was PLN 13.7m (vs. PLN 21.4m in 1H 2025).

According to **Grupa Pracuj COO Rafał Nachyna**, “We are seeing the first effects of the efforts we are making to mitigate the impact of declining multiposting revenues on the result of the Germany segment. The rising share of subscription revenue increases the stability of softgarden's business model, and the improvement in margins from quarter to quarter confirms that we are heading in the right direction, although the macroeconomic environment in Germany remains demanding.”

Robota.ua with high, double-digit growth in prices of recruitment projects

Despite the ongoing war, Ukraine remains Grupa Pracuj’s fastest-growing market. In the 2nd quarter of 2026 the revenue from this market rose to PLN 18.6m (+19% y/y), and for the 1st half overall exceeded PLN 35m (+18% y/y). The adjusted EBITDA of the Ukraine segment rose even faster, at over PLN 5.4m in 2Q 2026 alone (+50% y/y), and year-to-date over PLN 11.1m (+30% y/y).

This growth was driven primarily by the pricing policy: the average price of recruitment projects on the Robota.ua platform rose in the 1st half of the year by 45% y/y when expressed in Ukrainian hryvnia, more than making up for the lower volume of paid projects. Meanwhile, the service continued to publish offers in the freemium model, supporting local employers and state institutions under the ongoing wartime conditions.

The total number of recruitment projects on Robota.ua in the 2nd quarter of 2026 was 344 thousand (-2% y/y), 132 thousand of which were paid projects (-8% y/y). For the 1st half of 2026 as a whole these figures were 660 thousand (-4% y/y) and 256 thousand (-9% y/y) respectively.

Grupa Pracuj COO Rafał Nachyna explained: “Ukraine is now the Group's fastest-growing market, and our business is doing very well there – both the revenue and the profitability of the segment are rising. Robota.ua remains the market leader in the number of job postings and the size of its active CV database, while the consistently expanded eCommerce channel allows us to effectively reach small and medium-sized firms. In this way, we are building a broad base of employers using the freemium offer, whom we will gradually convert into paying customers. This represents significant monetization potential for the future – all the more so given that job posting prices in Ukraine, relative to wages, remain clearly lower than in other European markets.”

Grupa Pracuj: high margins and growing EBITDA

Grupa Pracuj generated combined revenue on all markets in the 2nd quarter of 2026 of PLN 216.2m (+6% y/y), and in the 1st half of the year PLN 425.6m (+4% y/y). The increase in revenue was accompanied by improvement in the operating margin. The group’s adjusted EBITDA in the past quarter rose to PLN 102.9m (+12% y/y), and year-to-date through the first six months exceeded PLN 200.7m (+6% y/y).

Gracjan Fiedorowicz, CFO of Grupa Pracuj, commented: “Adjusted EBITDA in the second quarter exceeded PLN 100m for the first time in the Group's history, and the margin reached nearly 48% - this best illustrates how our business model is faring in a volatile market environment. This result reflects the positive impact of operating leverage, cost discipline, and the benefits of the AI solutions we have implemented. It confirms our confidence that the EBITDA targets set out in the GP 2030 strategy are realistic – under which adjusted EBITDA should reach at least PLN 400m in 2027, although hitting the PLN 1bn revenue level expected for that same year may prove challenging.”

Grupa Pracuj earned a consolidated net profit for the 2nd quarter of 2026 of PLN 67m (+20% y/y), and for the 1st half of the year PLN 130.8m (+7% y/y).

Among the factors contributing to the growth in Grupa Pracuj’s net profit in the 1st half of 2026 was the higher share in the financial result of units valued using the equity method, which reached PLN 14.1m (+35% y/y). This item includes the profit attributable to Grupa Pracuj of Work.ua, the Ukrainian co-leader of the recruitment market (alongside Robota.ua), in which the group has indirectly held a majority stake (52.7%) since 2025. In the 2nd quarter of 2026 alone this result was PLN 3.5m, down 22% y/y mainly due to expenditures on a broad marketing campaign by Work.ua, which temporarily impacted the results of that company.

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Selected consolidated financial results of Grupa Pracuj

(PLN million)	**Q2 2026**	Q2 2025	Change y/y	**H1 2026**	H1 2025	Change y/y
Revenue from contracts with customers	**216.1**	204.5	+5.7%	**425.5**	409.4	+3.9%
Adjusted EBITDA	**102.9**	91.9	+12.0%	**200.7**	188.6	+6.4%
Adjusted EBITDA margin	**47.6%**	44.9%	+2.7pp	**47.2%**	46.1%	+1.1pp
Net profit	**67.0**	55.6	+20.3%	**130.8**	121.9	+7.3%

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***Grupa Pracuj** is a leading tech platform in the HR sector in Europe. It supports enterprises in employee recruitment, retention and development, 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 jobs classified; Robota.ua, a leading online jobs classified 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 since 2000 in Poland, since 2006 in Ukraine, and since 2022 also in Germany. The group has a total of about 1,100 employees. The company has been listed on the Warsaw Stock Exchange since December 2021.

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