

To: *Bursa de Valori București*  
*Autoritatea de Supraveghere Financiară*

## Current report no. 22/2022

According to Law nr. 24/2017 regarding issuers of financial instruments and market operations, ASF regulation nr. 5/2018 regarding the issuers of financial instruments and market operations and/or the Bucharest Stock Exchange Rulebook for Multilateral Trading System.

<b>Date of report</b>	04.07.2022
<b>Name of the Company</b>	2Performant Network S.A.
<b>Registered Office</b>	6 – 8 Corneliu Coposu Boulevard, Unirii View Building, Floor 2, (office) ResCo-working09, 3rd District, Bucharest, Romania
<b>Phone</b>	+40 374 996 354
<b>Email</b>	investors@2performant.com
<b>Fiscal Code</b>	26405652
<b>Registration nr. with Trade Registry</b>	J40/493/2010
<b>Subscribed and paid share capital</b>	1,239,926 lei
<b>Total number of shares</b>	12,399,260
<b>Symbol</b>	2P
<b>Market where securities are traded</b>	MTS AeRO Premium

### **Important events to be reported:** Update on 2Performant activity April – June 2022

The management of 2Performant Network S.A. (hereinafter referred to as the “Company”) shares with the market updates about the Company’s activity in the period between April and June 2022.

Between 01.04.2022 and 30.06.2022, the 2Performant platform was used by 12,281 unique users, an increase of 61.76% compared to Q2 2021. The main category was represented by affiliates, which reached 11,004 users, an increase 71.94% compared to Q2 2021. They sent 18.7 million clicks to online stores in 2Performant platform (+29% vs. Q2 2021), resulting in 393K online sales (+36,6% vs. Q2 2022) worth 21.6 million euro (+49% vs Q2 2021) excluding VAT. The commissions generated amounted to 1.35 million euro, an increase of 44.1% compared to Q2 2021.

The 2Performant platform, through which thousands of affiliates collaborate with hundreds of online stores, is used extensively by users, generating 3,132,201 impressions of the platform, of which the affiliate interface is the main share, with over 2.65 million impressions in the mentioned interval. The yield of affiliate marketing budgets remains very high, every 1 euro invested by stores in commissions bringing sales of 16 euro.

The conversion rate in Q2 2022 was 2.1%, compared to 2% registered in Q2 2021, while the average sales growing 9.3%, up to 54.92 euro excluding VAT. The average earnings of affiliates are also on an upward trend, with 7.24 euro per 100 clicks (EPC) which represents an increase of 11.8% over the same period of 2021.



The results generated by 2Performant users are updated daily on the official website of the Company <https://2performant.com/statistics/> where trends in online shopping behavior are displayed both at the network level and broken down by major industries.

CHIEF EXECUTIVE OFFICER

Dorin Boerescu