



Virtual investor event
30 March 2022 at 11.30 EET

The event is held mainly in Finnish. Slides are in English.

Agenda



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Opening words from the Chair of the Board of Directors, Joakim Fagerbakk

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Decisions taken by Avidly Plc's AGM 2022, Salla Tuominen (secretary of the Board of Directors, chair of the AGM 2022)

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CEO's review, Jesse Maula

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Questions and discussion

Instructions for participation via Zoom



- ▲ The event will be held mainly in Finnish
- ▲ Presentation slides are available in English at <https://investors.avidlyagency.com/en/agm-2021>
- ▲ Event recording will be added to the IR site later
- ▲ You can ask questions via chat in Finnish or English (they will show to all participants)





1

Opening words from the Chair Joakim Fagerbakk





2

Decisions taken by Avidly Plc's AGM 2022

Salla Tuominen



Decisions taken by Avidly Plc's AGM 2022




> The AGM adopted the financial statements 2021, which include the consolidated financial statements (agenda item 7)

> The AGM resolved that the profit based on the adopted balance sheet for the financial year that ended on 31 December 2021 shall be transferred to an account for profit/loss and that no dividend shall be paid from the distributable funds (agenda item 8)

> The AGM discharged the members of the Board of Directors and the CEO from liability for the financial year 2021 (agenda item 9)

> The AGM resolved that four (4) members shall be elected to the Board of Directors of Avidly Plc for the incoming term (agenda item 10)

Decisions taken by Avidly Plc's AGM 2022



The AGM resolved that the remuneration for the Board shall remain the same as earlier (agenda item 11) (chair 4,000 e/month, co-chair 3,000 e/month and member 2,000 e/month. The travel expenses of members of the Board shall be compensated in accordance with Avidly Plc's travel policy



The AGM re-elected Åsa Arvidsson, Joakim Fagerbakk, Juha Mikkola and Ville Skogberg as members of the Board of Directors of Avidly Plc for a term that expires at the end of the next Annual General Meeting (agenda item 12)

Resolutions by the Board of Directors



In its organising meeting held after the Annual General Meeting, the Board of Directors elected Joakim Fagerbakk as its Chair and Juha Mikkola as its Deputy Chair

Board members



**Åsa
Arvidsson**



**Joakim
Fagerbakk**
(chair)



**Juha
Mikkola**
(deputy chair)



**Ville
Skogberg**

Decisions taken by Avidly Plc's AGM 2022



- The AGM resolved that the auditor's remuneration and reimbursements shall be paid as reasonably invoiced and approved by Avidly Plc (agenda item 13)
- The general meeting elected Jari Paloniemi, Authorised Public Accountant, as the Auditor and Veikko Terho, Authorised Public Accountant, as the Deputy Auditor of Avidly Plc (agenda item 14)
- The AGM decided to authorise the Board of Directors to resolve upon the acquisition of the company's own shares in one or more instalments (at maximum 536,960 shares, corresponding to approximately a maximum of 10 percent of all shares in Avidly Plc), (agenda item 15)
- The AGM resolved to to authorize the board of directors to resolve upon one or more share issues without payment and/or share issues against payment (at maximum 1,800,000 shares, corresponding to approximately a maximum of 25 percent of all shares in Avidly Plc post issue(s)), (agenda item 16)



3

CEO's review Jesse Maula





Avidly's 2021 performance and 2022 focus areas

CEO Jesse Maula
CFO Hans Parvikoski



1 Segment and Half-year Performance

2 FY 2021 Performance

3 Way forward in 2022

4 Questions and discussion



Revenue increased by 20 percent to 30.0 million euros and
operating profitability improved



Focus area highlights in 2021

The main OKR categories



PROFITABLE GROWTH

Growth:

- ▲ Organic revenue growth was 20.0% against the target of over 10% annually.
- ▲ Our gross profit, measuring the volume of our own operations, grew by 15.8%.
- ▲ The Digital 22 Online acquisition announced in December 2021 did not impact 2021 figures, but paves the way for M&A-based growth in 2022.

Profitability:

- ▲ Adjusted operating result, which describes the operational performance of our business, was 1,074 thousand euros (337 in 2020), a change 219%.

BEST PLACE TO WORK

- ▲ eNPS 20 (19 in 2020)
- ▲ Leadership model development and OKR model introduction
- ▲ Main HR framework improvements
 - ▲ Career paths and harmonizing role descriptions
 - ▲ Skills-mapping and capability analysis
 - ▲ New onboarding and recruitment processes
- ▲ Competence mentor program launched
- ▲ Different wellness initiatives in Avidly countries.
- ▲ Introduction of internal, monthly newsletter.

THOUGHT LEADERSHIP

- ▲ HubSpot Global Partner of the year status in 2021 for the third time in a row
- ▲ 2022 Premier Partner status in the Google Partners programme
- ▲ Bronze medal in the Effie Finland competition (SAKA). Äänekoski Energy was also shortlisted.
- ▲ The Sustainability Communication Research Tool (FIBS) was one of the finalists in the Finnish Comms Awards
- ▲ Increased number of both inbound leads and open job applications
- ▲ Service offering: foresight and insight services relaunched
- ▲ Launch of Tomorrowtalks
- ▲ Soft-launch of Avidly Academy
- ▲ Avidly brand renewal and own marketing actions

Focus area highlights in 2021

The main OKR categories



MOST LOYAL CUSTOMERS

- ▲ Avidly measures its client satisfaction regularly. In December, NPS in Finland was 60 and on Group level close to 60.
- ▲ The share of continuous services increased to 47 % (42 %) in 2021.
- ▲ In Finland, the average length of continuous services (MaaS, Marketing as a Service) was 5 years at the end of 2021.
- ▲ Churn developed to right direction and we got very excited new clients.

ONE AVIDLY

- ▲ Improved brand recognition
- ▲ New crystallized service offering: Avidly Growth Platform
- ▲ The first version of Avidly Way launched
- ▲ Redesigning Group's management team: new CTO, CXO and COO roles
- ▲ Redesign of Avidly tech organization - one international team
- ▲ Avidly Finland restructuring - new leadership model from 2022 onward
- ▲ Avidly Sweden and Norway's restructured to operate as one entity
- ▲ Avidly Germany restructuring - new leadership from March 2022 onward
- ▲ Cross-studio collaboration processes crystallized leading to increase in the number of cross-boarder projects
- ▲ BI & ERP roll-outs



SEGMENT & H1 and H2 2021 PERFORMANCE



2021 KEY FIGURES BY REPORTING SEGMENTS



	FINLAND	OTHER COUNTRIES	Group eliminations and unallocated	GROUP TOTAL
Revenue	23.7 (+20.1%) meur	7.1 (+26.2%) meur	-0.8 meur	30.0 meur +20.0%
Gross profit	15.9 (+13.6%) meur	6.0 (+24.1%) meur	-0.3 meur	21.6 meur +15.8%
Adjusted operating result	1.1 meur	0.0 meur	0.0 meur	1.1 meur, +218.7%, margin 3.6%
Average headcount	185	52		237

H1 & H2 2021



H1 2021

Revenue	15.2 M€
Gross Profit	11.3 M€
EBITDA	0.7 M€
Operating Profit	-0.1 M€
Adjusted Operating Profit	0.8 M€
Net Result	-0.2 M€

H2 2021

Revenue	14.7 M€
Gross Profit	10.3 M€
EBITDA	0.9 M€
Operating Profit	0.0 M€
Adjusted Operating Profit	0.3 M€
Net Result	0.0 M€

*Adjusted operating profit = Operating profit (EBIT) adjusted for acquisition costs and allocated depreciations of acquired businesses as well as expense associated with the share-based incentive scheme pursuant to IFRS



A year of very rapid organic growth, investments in business development, and a favorable operating environment

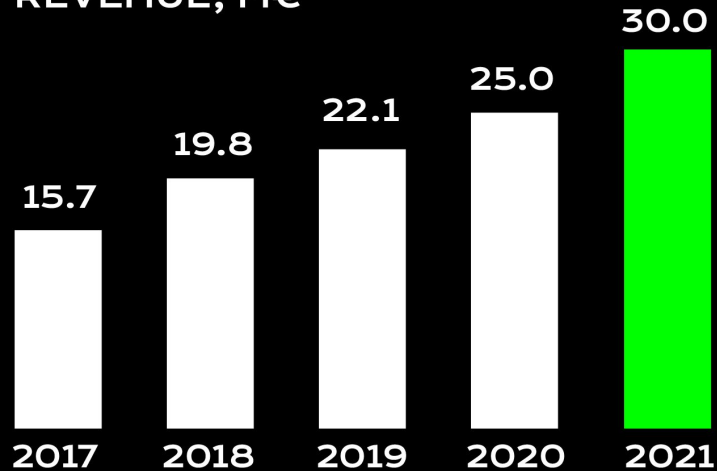
FY 2021 PERFORMANCE



Revenue increased by 20.0% to 30.0 M€



REVENUE, M€

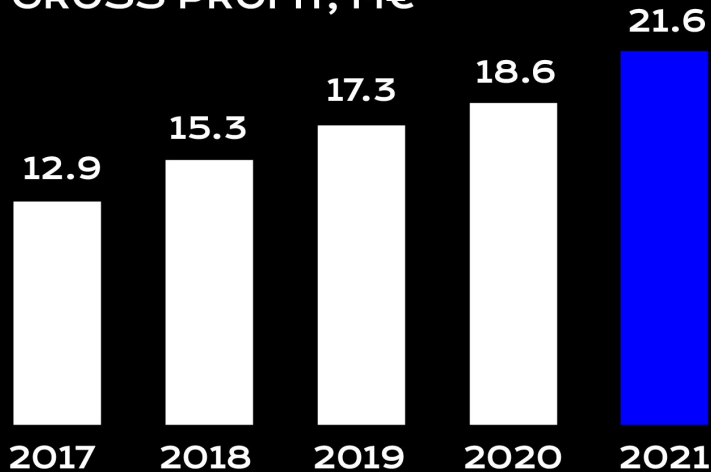


- ▲ Finland 23.7 M€, +20.1%
- ▲ Other countries 7.1 M€, +26.2%
- ▲ Favourable operating environment
- ▲ High demand for digital services
- ▲ The outbreak of the COVID19 pandemic in the spring of 2020 is partly reflected in the 2020 comparison figures

Group gross profit up by +15.8% to 21.6 M€



GROSS PROFIT, M€

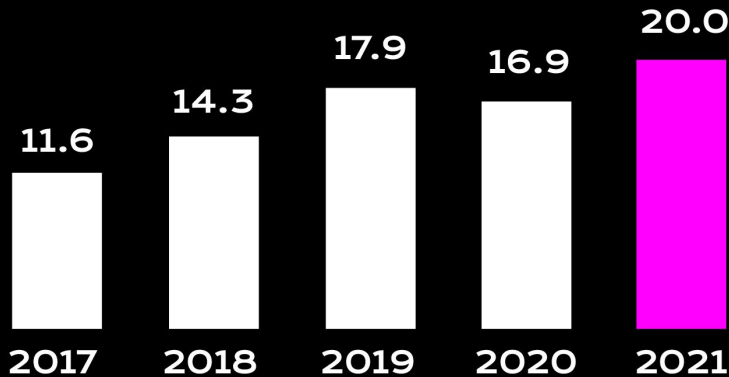


- ▲ Finland 15.9 M€, + 13.6%
- ▲ Other countries 6.0 M€, +24.1%
- ▲ Continuous services approx.
47% from gross profit (42% in 2020)

Operating expenses in 2021



OPERATING EXPENSES, M€



- ▲ Reported operating expenses increased by 18.0%,
 - ▲ incl. Personnel Expenses and Other Operating Expenses, excl. Materials and services and Depreciations
- ▲ Comparable operating expenses increased by 13.5%
 - ▲ adjusted for the expenses associated with the share-based incentive scheme pursuant to IFRS 2
- ▲ Comparable employee benefit expenses increased by 16.9% against Gross Profit growth of 15.8%
- ▲ Other operating expenses at the 2020 level (+0.1%)

Adjusted operating result increased to 1.1 M€ (0.3M€).



EBITA, M€

EBITA = Operating result (EBIT)
plus allocated depreciation and
impairment of acquired businesses



ADJUSTED OPERATING RESULT, M€

Adjusted operating result = Operating profit (EBIT)
adjusted for acquisition costs and allocated depreciation
of acquired businesses as well as expenses associated with
the share-based incentive scheme pursuant to IFRS.

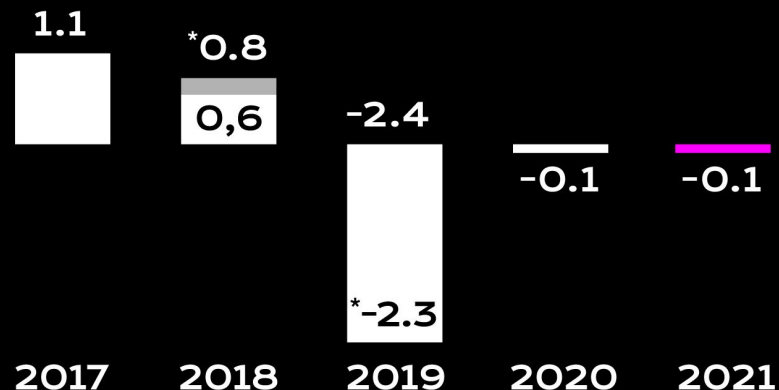


Operating result (EBIT) improved slightly, but remained negative at -0.1 M€



OPERATING RESULT, M€

* Adjusted for transaction costs

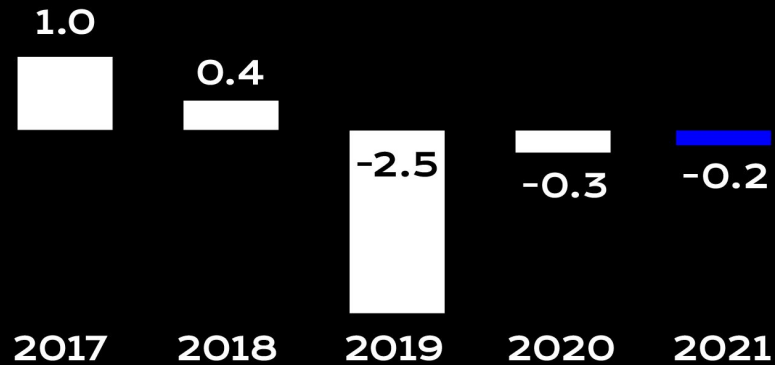


- ▲ Finland 1.0 M€, +516.8%
- ▲ Other countries -0.1 M€, -149.1%
- ▲ Group eliminations and adjustments -1.0 M€
 - ▲ the expense of 1.0 M€ associated with the share-based incentive scheme pursuant to IFRS 2

Net result and EPS improved from 2020



NET RESULT, M€



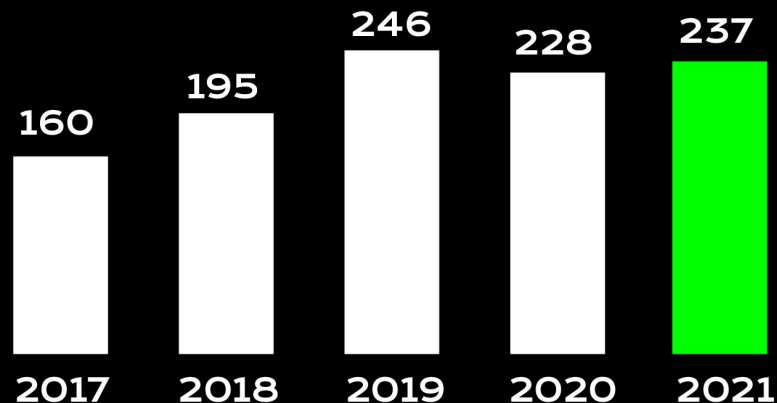
EPS, €



Avidly has been able to both retain and attract new top martech professionals



PERSONNEL ON AVERAGE



▲ The Group employed an average of 237 (228) people during the year.

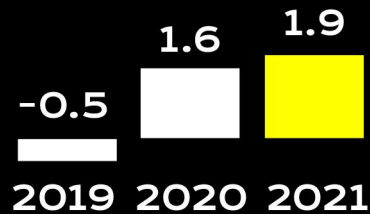
▲ The number of personnel increased following growth recruitment.

▲ The number of personnel at the end of December was 242 (223)

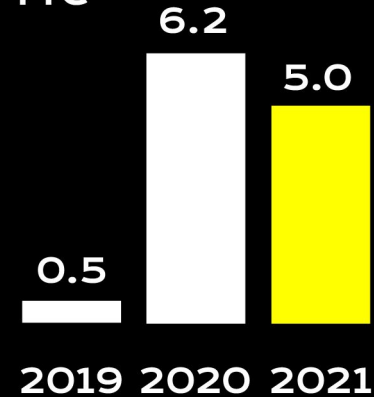
The cash flow from operating activities totalled 1.0 M€ (1.6M€)



**CASH FLOW
FROM
OPERATIONS,
M€**



**CASH AND
CASH
EQUIVALENTS,
M€**

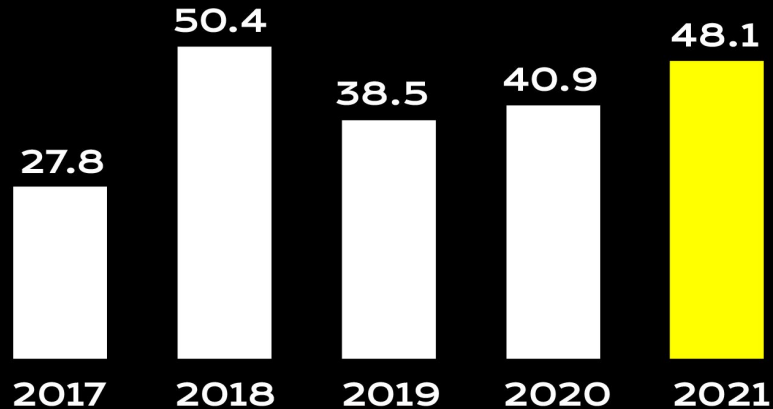


- ▲ Loans from Financial Institutions approx. 2,3 M€ (to be paid back in 2022-2024)

Equity ratio and gearing



EQUITY RATIO, %



▲ Equity ratio on a solid level 48.1%

▲ Gearing 6.2 %

▲ Gearing without IFRS related lease liabilities (=traditional gearing ratio) -19%

Consolidated Income Statement, IFRS



1,000 eur	2021	2020
REVENUE	29,972	24,970
Other operating income	86	258
Materials and services	-8,462	-6,579
Employee benefit expenses	-16,600	-13,558
Depreciation and amortization	-1,683	-1,785
Other operating expenses	-3,371	-3,368
Share of profit in associated companies	0	0
OPERATING PROFIT	-57	-61
Financial income and expenses	-212	-339
PROFIT BEFORE TAX	-269	-400
Income taxes	51	58
Profit for the period	-218	-342
ATTRIBUTABLE TO:		
Parent company shareholders	-218	-342
Minority shareholders	0	0

Consolidated Income Statement, IFRS



1,000 eur	2021	2020
Earning per share calculated from profit attributable to parent company shareholders, EUR		
Undiluted	-0.04	-0.09
Diluted	-0.08	-0.08
Consolidated statement of comprehensive income, 1,000 euroa		
Profit for the period	-218	-342
Items that may be reclassified to profit or loss in subsequent periods		
Translation differences	114	-38
Total comprehensive profit for the period	-104	-380
Total comprehensive income attributable to:		
Parent company shareholders	-104	-380
Minority shareholders	0	0

Consolidated Balance Sheet, IFRS



I,000 EUR	2021	2020
ASSETS		
Non-current assets		
Intangible rights	387	540
Goodwill	7,687	7,687
Buildings	1,998	2,483
Machinery and equipment	762	780
Other tangible assets	20	19
Investments in associated companies	315	316
Deferred tax assets	443	525
Total non-current assets	11,612	12,350
Current assets		
Work in process	584	645
Accounts receivables	3,163	3,278
Deferred tax assets	436	388
Other receivables	480	550
Prepayments and accrued income	796	563
Cash and cash equivalents	5,034	6,161
Total current assets	10,493	11,585
TOTAL ASSETS	22,105	23,935

I,000 EUR	2021	2020
EQUITY AND LIABILITIES		
Equity		
Share capital	322	322
Invested unrestricted equity fund	12,659	12,659
Retained earnings	-2,340	-3,189
Total equity	10,641	9,792
Non-current liabilities		
Financial liabilities	2,907	4,316
Deferred tax liabilities	171	209
Total non-current liabilities	3,078	4,525
Current liabilities		
Financial liabilities	2,789	3,249
Received advances	560	609
Accounts payable	1,166	1,174
Other liabilities	1,898	2,636
Accrued expenses and deferred income	1,973	1,950
Total current liabilities	8,386	9,618
Total liabilities	11,464	14,143
TOTAL EQUITY AND LIABILITIES	22,105	23,935



WAY FORWARD:

PROFITABLE GROWTH VIA MARTECH SERVICES





Avidly estimates that its revenue in 2022 will be between 34 and 36 million euros (revenue in 2021: 30.0 million euros) and that its adjusted operating result will increase (adjusted operating result in 2021: 1.1 million euros).

The adjusted operating result refers to the operating result (EBIT) that has been adjusted for the acquisition costs and allocated depreciation of acquired businesses as well as expenses associated with the share-based incentive scheme pursuant to IFRS.

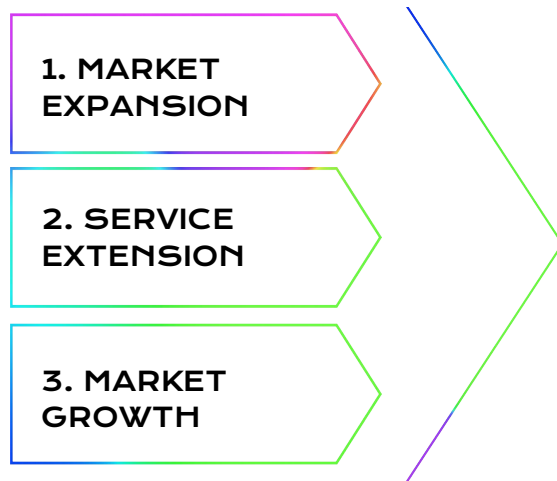
Avidly growth strategy - opportunity ahead



STARTING POINT

- A leading martech service provider in the the Nordic countries and the DACH area*
- One of the most international companies with holistic service offering
- A leading provider of HubSpot services
- Diversified and balanced customer base
- Innovative and experienced team that sees new opportunities
- Good financial position to pursue profitable growth

OPPORTUNITY AHEAD



KEY FOCUS AREAS IN DRIVING GROWTH

- Accelerate international growth
- Solve for the customer
- Invest in growth platform, people & networks
- Support digital transformation acceleration

Avidly's objectives and key results (OKRs)

Focus areas



FOCUS AREAS 2021-2022

1. Profitable growth
2. Best place to work
3. Thought leadership
4. Growth platform building
5. Loyal customer base

Summarizing

**In 2022 we continue to focus in
executing our strategy**



Long-term financial targets

	▶ 2021	▶ 2022	▶ 2023	▶ 2024	▶ 2025
REVENUE	↗	↗	↗	↗	Min. 50M€
Performance	✓ +20%				
EBITA*	Positive	↗	↗	↗	Min. 10% of revenue
Performance	✓ +121,000€				
TOTAL EXPENSES	Less than revenue growth	Less than revenue growth	Less than revenue growth	Less than revenue growth	Less than revenue growth
Performance	✓ +18%				
INVESTMENT FUNDING	Utilising the previous rights issues & loans	Utilising the previous rights issues & loans	Cash flow	Cash flow	Cash flow
Performance	✓ In target				

✓ = on track

✗ = off track



4

Questions and discussion





THANK YOU!