



Celebrus Technologies plc

Interim Results

for the six months ended 30 September 2025

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Agenda

- Operational Highlights
- Financial Highlights and Review
- Business Strategy
- Customer Stories
- Outlook

Operational highlights

- **Key wins**
 - New logos: a fintech platform and a financial services firm.
 - Upsells included a key bank in the US.
 - New logos: already exploring expansions, demonstrating our ability to land and expand in accounts.
- **Celebrus platform improvements**
 - Improvements in mobile environments.
 - Enhancements to our analytics.
 - The ability to build audience lists and activate them in paid media.
 - Updated identity and profile capabilities.
- **Marketing**
 - Content creation to continue to build more awareness and support prospecting efforts.
 - Marketing in today's privacy landscape is a challenge, but we continue to innovate our approach.
- **Security**
 - Added SOC2 to our list of ongoing certifications for the Celebrus platform.

Financial highlights

From 1 April 2025, the Group introduced a number of changes to its commercial contractual arrangements with customers, which impact accounting for contracts including the definition of cost of sales, the segmentation of revenue type and the move to straight line revenue recognition of future license revenues. Financial and operating metrics in respect of the prior periods are restated to reflect those changes.

- **Celebrus Annual recurring revenue (“ARR”)**
 - Increased to \$15.6m (H1 FY25: \$12.9m, FY25: \$13.6m)
- **Total Revenue**
 - \$10.4m (H1 FY25: \$17.2m, FY25: \$38.7m)
- **Celebrus software revenue**
 - \$4.1m (H1 FY25: \$5.7m, FY25: \$13.3m)
- **Software gross profit margin**
 - 93.1% (H1 FY25: 95.4%, FY25: 95.6%)
- **Loss before tax**
 - Adjusted: \$1.4m (H1 FY25: profit of \$1.0m, FY25: profit of \$8.7m)
 - Statutory: \$2.3m (H1 FY25: \$0.3m, FY25: \$7.3m)
- **EPS**
 - Adjusted diluted: loss of 3.51 cents
 - (H1 FY25: earnings of 2.55 cents, FY25: 18.24 cents)
 - Diluted basic loss of 5.68 cents
 - (H1 FY25: earnings of 0.61 cents, FY25: earnings of 15.78 cents)
- **Cash position**
 - \$27.3m (H1 FY25: \$25.9m: FY25: \$31.5m) with no debt
- **Interim dividend**
 - 0.98 pence per share, up 3.2% (H1 FY25: 0.95 pence)

Income statement

\$'000	H1 FY26	H1 FY25	FY25
Celebrus Software	4,112	5,664	13,272
Non-Celebrus managed services	2,617	2,901	5,560
Professional Services	1,132	2,638	3,742
Hardware revenues	2,489	6,016	16,101
Revenue	10,350	17,219	38,675
Cost of Sales	(1,567)	(5,698)	(8,148)
Gross profit	8,783	11,521	30,527
<i>GP%</i>	84.9%	66.9%	78.9%
<i>Software GP%</i>	93.1%	95.4%	95.6%
Operating expenses	(10,624)	(11,141)	(22,897)
Finance income (net)	446	658	1,044
Adjusted PBT	(1,395)	1,038	8,674
Amortisation/SBP etc	(862)	(788)	(1,333)
Profit before tax	(2,257)	250	7,341
Tax	(3)	-	(948)
Attributable to equity holders	(2,260)	250	6,393
Earnings per share (cents)			
Basic earnings	(5.68)	0.63	16.20
Diluted earnings	(5.68)	0.61	15.78
Adjusted Basic earnings	(3.51)	2.63	18.73
Adjusted Diluted earnings	(3.51)	2.55	18.24

- Celebrus Software Revenue
 - \$4.1m; lower due to straight line revenue recognition
- GP%
 - Headline GP% of 84.9%, improved on prior year due to lower hardware sales.
 - Software GP% 93.1% reflecting change in accounting policy to produce a truer GP%.
- Opex
 - Tight control continues following headcount reductions in H1.
- Interest income
 - \$0.5m (H1 FY25: \$0.7m) due to continued proactive cash management, but lower cash balance in FY26 vs FY25.
- Adjusted PBT
 - Loss of \$1.4m (H1 FY25: profit of \$1.0m), due to straight line revenue recognition.
- Adjusted diluted EPS
 - loss of 3.51 cents (H1 FY25: earnings of 2.55 cents)
- Interim dividend
 - of 0.98 pence per share declared; a 3.2% increase over the comparative period last year (0.95 pence)
- Annual recurring revenue
 - Under the new definition of ARR, total ARR increased during the period to \$20.8m (H1 FY25: \$17.8m, FY25: \$18.8m).
 - Celebrus ARR increased to \$15.6m (H1 FY25: \$12.9m, FY25: \$13.6m), an increase of 14.7% in H1, and 20.9% YoY.

Consolidated statement of financial position

\$'000	Sep-25	Sep-24	Mar-25
Goodwill and other	14,730	14,771	14,212
Property, plant and equipment	1,414	2,011	1,626
Non current assets	16,144	16,782	15,838
Inventories	0	338	0
Trade and other receivables	4,410	6,589	9,366
Assets held for sale	0	4,018	0
Cash	27,255	25,855	31,541
Current assets	31,665	36,800	40,907
Trade and other payables	(3,074)	(2,929)	(5,482)
Deferred income	(4,931)	(11,903)	(7,128)
Current liabilities	(8,005)	(14,832)	(12,610)
Non current liabilities	(1,404)	(1,684)	(1,531)
Net assets	38,400	37,066	42,604
Share capital and premium	5,465	5,465	5,465
Other reserves	5,722	6,851	6,416
Retained earnings	27,213	24,750	30,723
Shareholders' funds	38,400	37,066	42,604

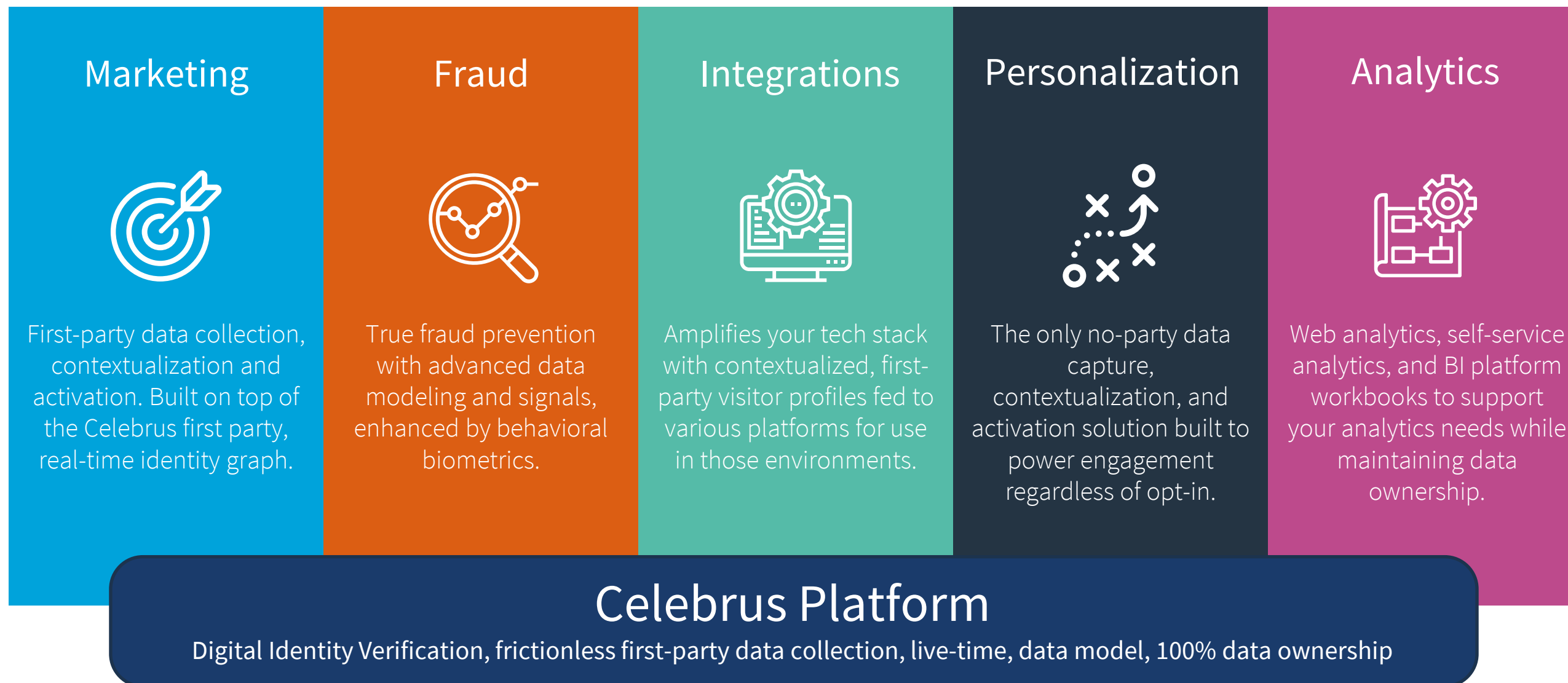
- Strong balance sheet
- PPE
 - reflects the IFRS16 lifetime value of leases entered into, in the UK and India during FY24, along with leasehold improvements.
- Trade debtors and other receivables of \$4.4m
 - good billing and collection in the period, and no bad debts.
- UK freehold property was sold in Mar-25.
- Deferred income reduced to a normalized H1 level.
- Cash balance of \$27.3m and no debt
 - The majority of cash is held in US Dollars.
- Net assets of \$38.4m.

Cashflow

\$'000	H1 FY26	H1 FY25	FY25
Profit before tax	(2,257)	250	7,341
Movements in working capital	1,102	(9,674)	(14,833)
Depreciation and amortisation	455	414	875
Share-based payments	386	645	583
Tax paid	(934)	(1,919)	(2,096)
Other	(447)	(663)	(1,002)
Net cash generated used in operating activities	(1,695)	(10,947)	(9,132)
Purchase of plant/equipment and intangibles	(86)	(295)	(280)
Sale of Land and Buildings	0	0	3,972
Capitalization of development costs	(507)	(309)	(603)
Interest received	477	692	1,115
Net cash generated from / (used in) investing activities	(116)	88	4,204
Dividends paid	(1,237)	(1,124)	(1,614)
Purchase of own shares	(970)	(155)	(405)
Other	(325)	(92)	(318)
Net cash used in financing activities	(2,532)	(1,371)	(2,337)
Net decrease in cash and cash equivalents	(4,343)	(12,230)	(7,265)
Effect of FX and translation	57	(705)	16
Cash and cash equivalents at start of period	31,541	38,790	38,790
Cash and cash equivalents at end of period	27,255	25,855	31,541

- Net cash from operating activities
 - Outflow of \$1.7m which is a normal level, compared to previous periods which had customer-related hardware purchases.
- Net cash from investing activities
 - Lower capex on PPE
 - increased capitalization of development due to improved cost allocation.
- Net cash used in financing activities was \$2.5m (H1 FY25: \$1.4m)
 - the majority comprised of the final dividend for the prior year.
 - The share buyback program used \$1.0m and the 500,000 facility was completed in early October.
- The total decrease in cash in H1 was \$4.3m;
 - resulting in a closing cash balance of \$27.3m
- The Group remains debt-free.

The Celebrus Platform



Market Approach

Two popular topics in the field today:

- Digital Identity Verification
 - Key differentiator for our platform
 - 90%+ of our pipeline is driven by this
- AI Readiness
 - Many organizations are still figuring this out
 - Better data, better foundation
 - Our first churn model



What brands are missing.



Identity Case Studies

- **Gaming customer**
 - Historically, using solutions like Adobe, this customer was able to identify and remember 28-30% of their digital visitors.
 - Celebrus, over an 8-week period, has driven that recall up to 80%+ where people coming back to the site are known to Celebrus AND are attached to a rewards ID.
- **Auto Manufacturer**
 - We talk quite a bit about how Celebrus increases the “addressable audience” size for brands.
 - This customer looked to build a campaign based on who they knew digitally where email communications would go out to the base.
 - Their analysis of their data led to about 7,000 emails. When they were urged to dig into the Celebrus data, that number increased to 17,000.



Our use of AI



- **Internal**

Across the business, we are using AI to build efficiency in several processes. This is being supported and applauded, and we are building recognition programs for great use cases.

- **Customers**

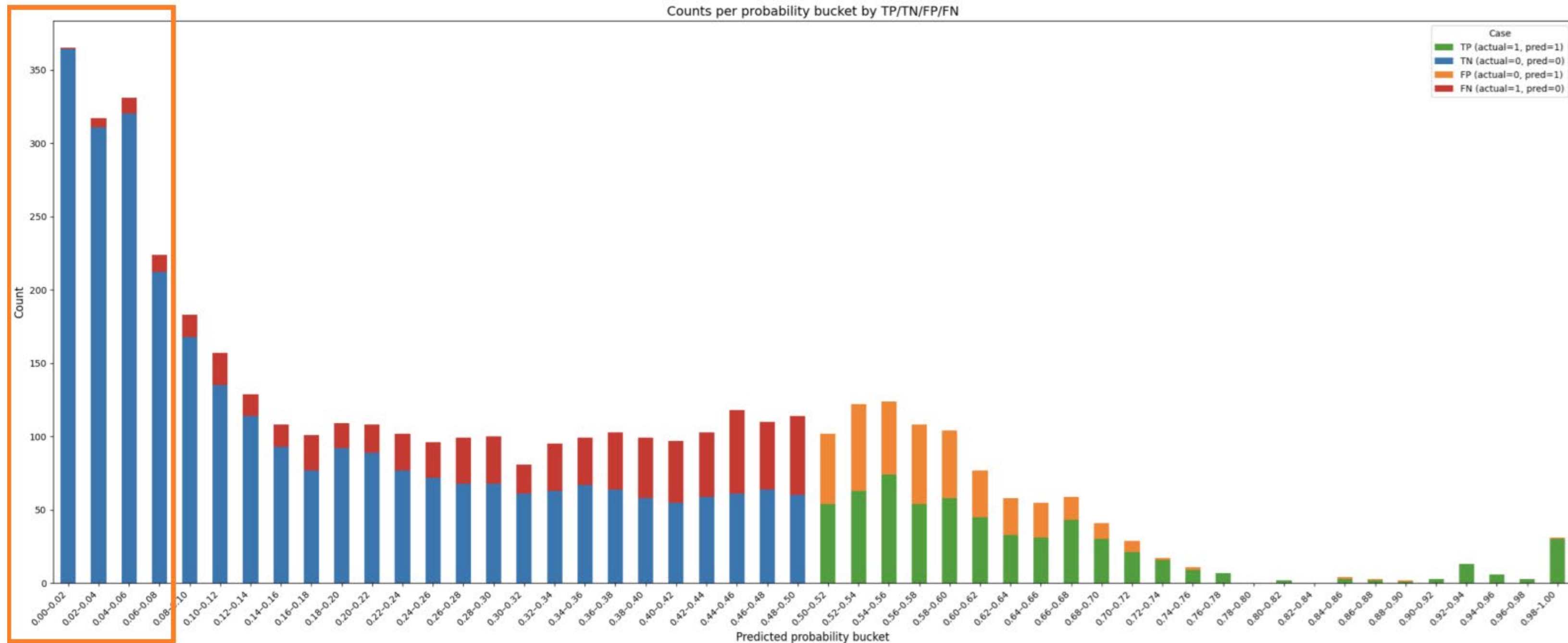
Several customers use Celebrus data and machine learning to feed into LLM, ML, and Predictive models. Generally, many customers and prospects are talking about “AI Readiness” as a strategic goal for them, which aligns with our strategic direction.

- **Product**

We have built many features in the past few years focused on automation, AI, and ML. Our data science and analytics team has built a churn model for a US Banking customer that we are looking to expand into other customers.

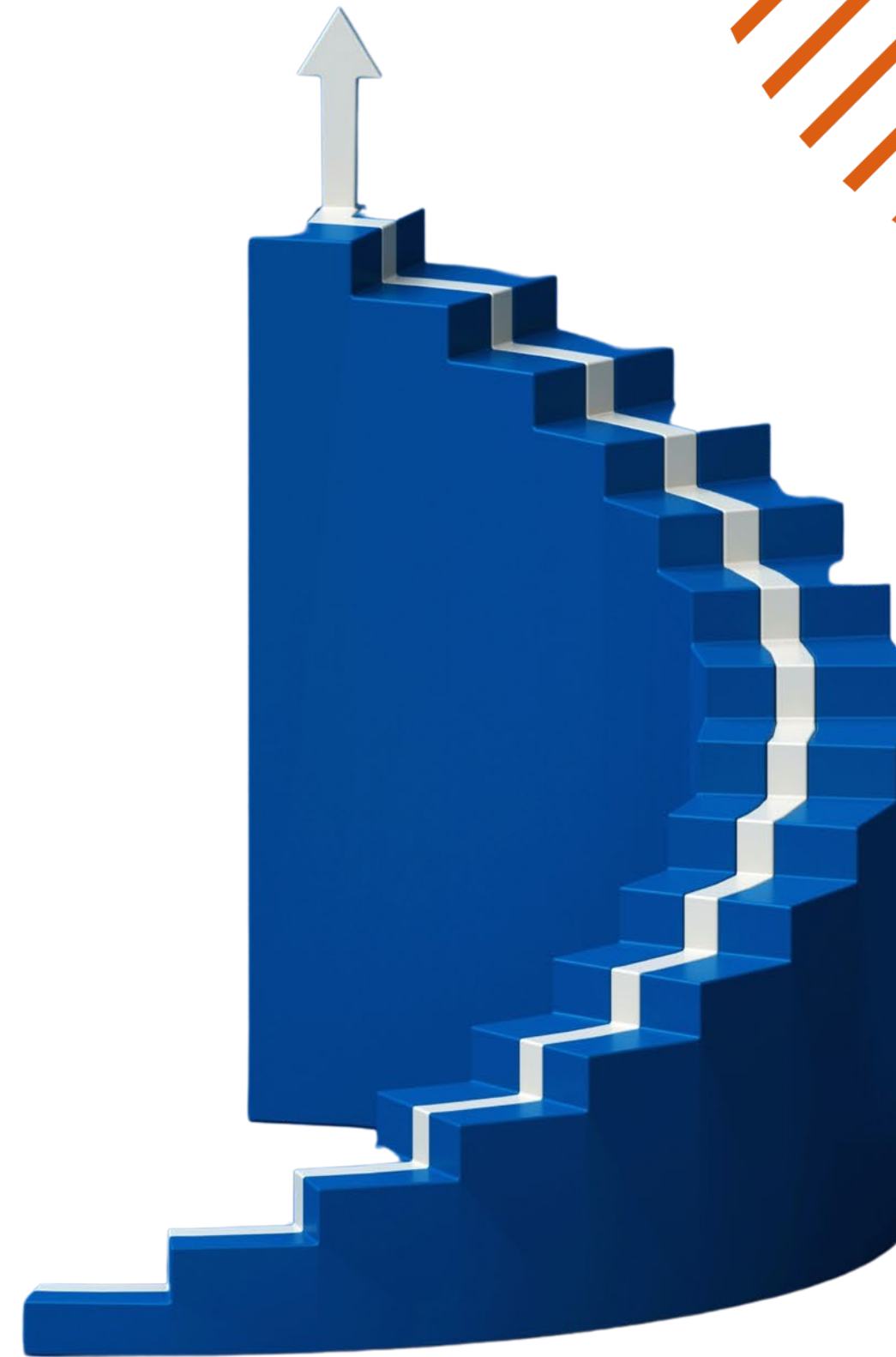
Churn Model - Results

- Built on the Celebrus data model, this is the output of the model that is predicting with certainty that people are going to abandon the application process.
- The blue bars indicate a successful prediction of a prospect who did not complete the funnel.



Outlook

- Focus for H2 FY26: growing and closing the late-stage pipeline
- The Board remains comfortable that the Group continues to trade in line with its expectations, however;
- Current market uncertainty with slower decisioning and tighter budgets, slowing down deal closure.
- We continue to monitor this closely, but we believe we are well placed to navigate these challenges.



Questions?





Thank You



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