



Celebris Technologies plc

FY24 Final Results
Year ended 31 March 2024

09 July 2024

Bill Bruno, CEO
Ash Mehta, CFO

Strong second
half and further
ARR progress

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1

Ongoing investment into innovation of the Celebrus platform...

...such as Celebrus Digital Analytics, Bot Detection Machine Learning, and digital identity enhancements.

2

Key customer wins ...

... included new logos in Healthcare (US), Finance, and Retail plus strong upsells to existing customers.

3

Continued investment into Sales and Marketing ...

... included shifting the Sales team members to focus on specific verticals, and emphasis on Customer Success and onboarding.

4

Several new partnerships ...

... in technology and solution integrator categories to further our value proposition in the market.

5

Further investments into people development...

... and employee satisfaction

6

Completion of the refocus process ...

...of the Group to a software business, which is now ready for the next stage of growth.

1

ARR up 20.9% to £20.2m

... **92%** of Software revenues
(FY23: 89%)

2

Revenue

Total up **52.7%** to **£32.6m** (FY23: £21.4m)
Software revenues up **14.7%** to **£22.0m**
(FY23: £19.1m)

3

Gross profit %

52.7% (FY23: 60.2%) due to higher level
of low margin hardware revenues.
Software revenue gross profit % of
72.2% (FY23: 68.8%)

4

Profit before tax

Adjusted: **£6.0m** (FY23: £3.8m)
Statutory: **£5.6m** (FY23: £2.4m)

5

EPS and Dividend

Adjusted diluted of **10.71p** (FY23: 7.74p)
Basic diluted of **9.87p** (FY23: 5.18p)
Final dividend of **2.23p** making **3.15p**
total, up **4%**

6

Cash

Year-end cash of **£30.7m** but
normalised cash balance of **£24.7m**
(excluding hardware creditors)

What do we do for our customers?

Bill Bruno, CEO



Improving the
relationships
between brands
and consumers
via **better data.**





Marketing

First-party data collection, contextualization and activation. Built on top of the Celebrus first party, real-time identity graph.



Fraud

True fraud prevention with advanced data modeling and signals, enhanced by behavioral biometrics.



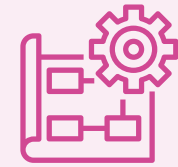
Partner activation

Amplifies your tech stack with contextualized, first-party visitor profiles fed to various platforms for use in those environments.



CX Vault

The only no-party contextualization solution built to power engagement regardless of opt-in.



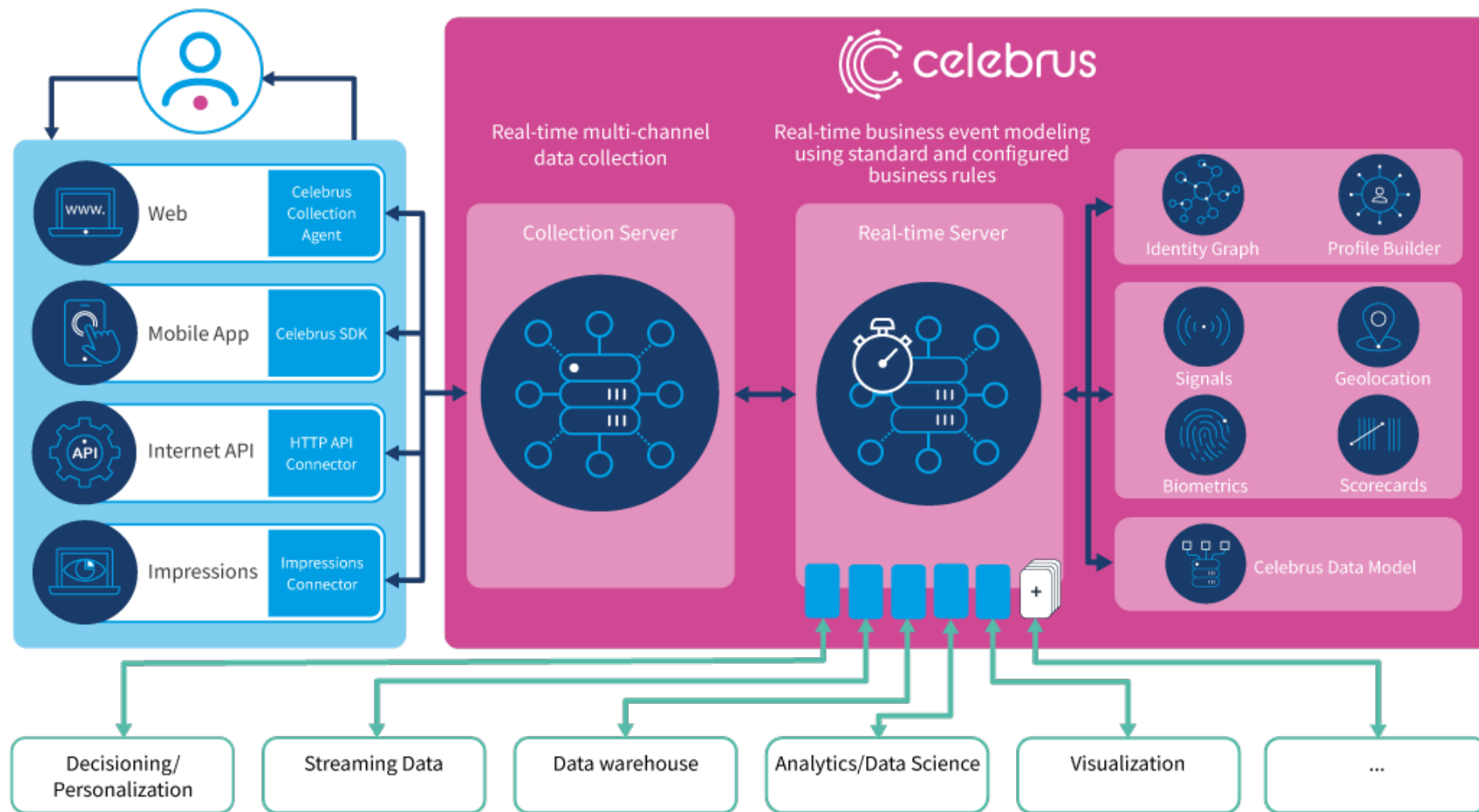
Analytics

Powerful digital analytics and self-service platform that gives brands 100% data ownership.

Celebrus Core Platform

Identity graph, tagging-free, real-time, data model, 100% data ownership, compliance

A typical installation for customers



There are two ideal personas we look for:

1

People/Brands that have hit a point of frustration/failure and know or hope there is a better way to achieve their goals.

2

People/Brands who perhaps have not hit the point of failure but are open-minded and recognize there is probably a better way.

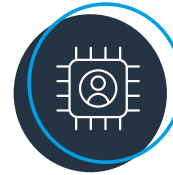
The common gaps we come across:

- Knowing their consumers (Digital Identity)
- Bad/incomplete digital data
- Inability to get digital data into other systems in a timely and structured manner
- Compliance

Retail

Speed to value

- A gift experience retailer signed on with Celebrus just ahead of a key campaign they run every year.
- They needed to start building customer identities to provide a more tailored experience to increase customer spend and satisfaction.
- Utilizing Celebrus Cloud, and Celebrus' systematized implementation methodologies, we enabled this customer to begin data capture within 48 hours after signature.



There was a desire to quickly get the Celebrus Digital Identity solution up and running for the campaign, which was set to kick off a few days after signature on the agreements. This would assist the retailer in starting to build identities of their visitors enabling the Celebrus first party data to recognize those visitors on their return even months or a year later, and provide a more tailored customer experience at that time, with the objective of increasing customer spend and satisfaction



Utilizing Celebrus Cloud, and Celebrus' systematized implementation methodologies, we enabled this customer to begin data capture within 48 hours after signature.

This marks the shortest time to value in Celebrus' history and highlights the power of Celebrus and Celebrus Cloud for our customers.

Healthcare

Customer Success in “Land and expand”

- A large healthcare organization in the US selected Celebrus to build a digital patient data model compliant with local regulations including HIPAA
- Our Customer Success team engaged with this customer to implement the first phase and based on that quick success, we continued to work with the customer on adding more websites.
- Within the first year, this customer chose to expand to all websites well ahead of the original schedule and has elected to use our workbooks for analytics internally.



The digital landscape for this organization is hundreds of specific and targeted websites, but the original plan created by the customer was to deploy on only a subset of those as they believed the workload involved for all websites would be too great. Our Customer Success team engaged with this customer to implement the first phase and based on that quick success, we continued to work with the customer on adding more websites. Within the first year, this customer chose to expand to all websites well ahead of the original schedule and has elected to use our workbooks for analytics internally.



This was one of our original “land and expand” deals upon standing up a direct sales team and involving our new customer success team. This program illustrates not only the rapid speed of deployment of Celebrus, but also the customer focus of our team to engage effectively with customers to meet their needs.

Insurance

Real time analytics for better decisioning

- Originally, Celebrus was brought on to power better decisioning with our digital identity and profile building solutions via a Celebrus Cloud deployment.
- The project delivered the ability for this insurer to make cross-channel decisions based upon what was happening on digital media in milliseconds powered by Celebrus data.
- We were then able to offer Celebrus Digital Analytics (CDA) to replace their legacy reporting and analytics systems.



The project delivered the ability for this insurer to make cross-channel decisions based upon what was happening on digital media in milliseconds powered by Celebrus data. As the success of that project continued, the customer also started to explore other areas where the Celebrus data could be useful but needed a solution to be able to analyse and report that data.



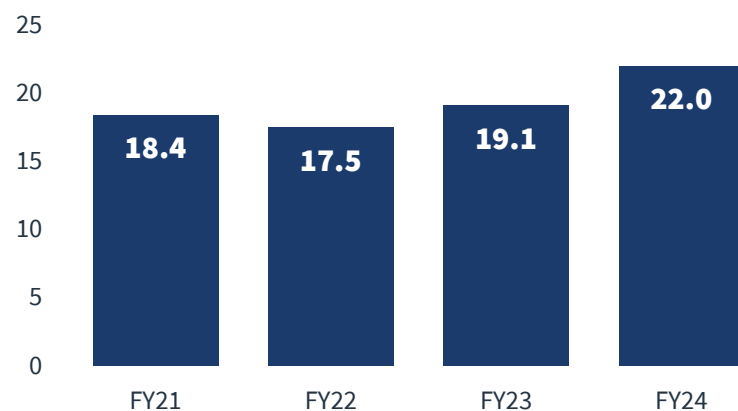
We were able to offer Celebrus Digital Analytics (CDA), part of the Celebrus platform, to replace their legacy reporting and analytics systems. CDA was able to be implemented in a very short time and at a fraction of the cost of a third party solution. This success was due to the great relationship that our Professional Services, Sales, and Customer Success teams build with customer and the value focused approach we take every day in the field

Financial results

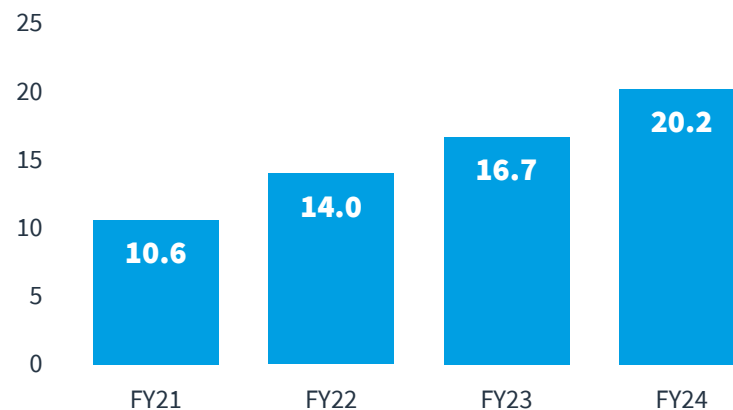
Ash Mehta, CFO



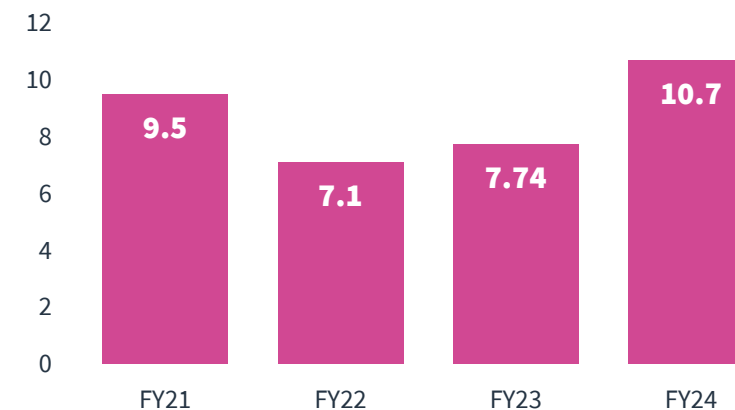
Software Revenue (£m)



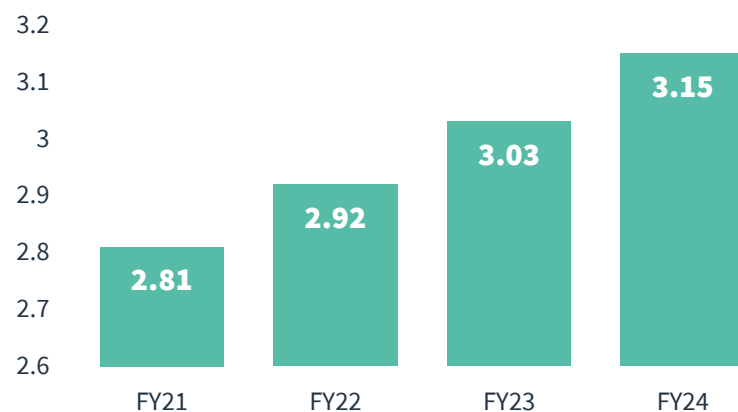
Annual Recurring Revenue (£m)



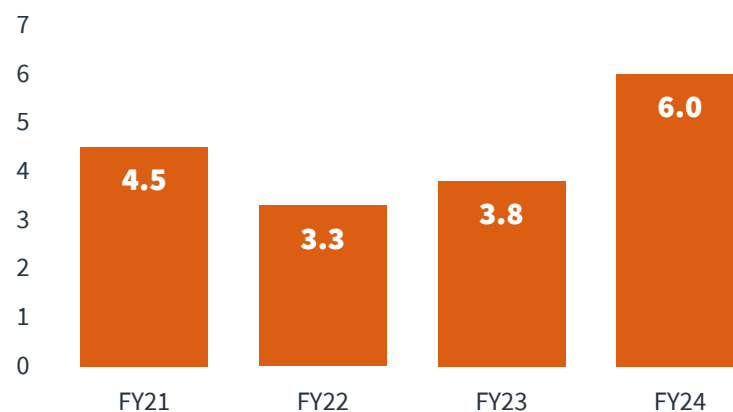
Adjusted diluted EPS (p)



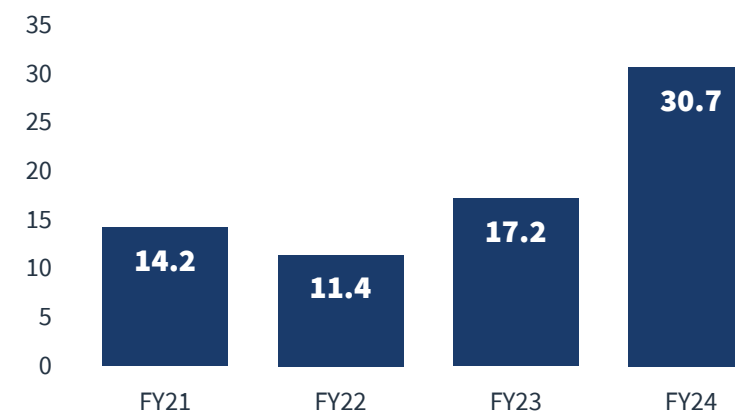
Dividend (p)



Adjusted PBT (£m)



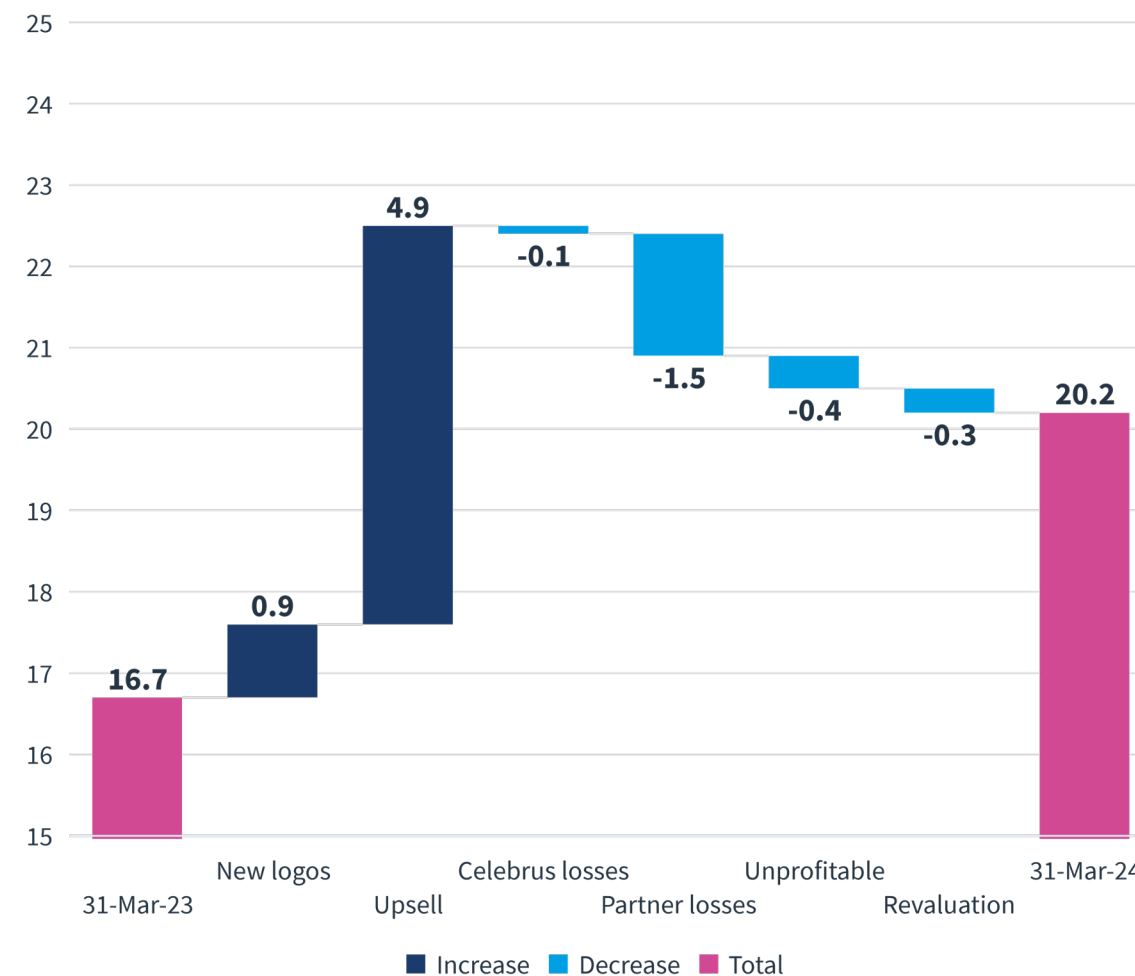
Cash (£m)



Commentary

- High Upsell value, £4.9m, due to engaged customers
- Losses of £1.5m from our partners losing the customer.
- Low loss of direct customers, £0.1m
- Reduction of £0.4m due to unprofitable customers being terminated, after attempts to increase pricing.
- Revaluation loss due to large proportion of ARR being in USD, and FX rates moving during the year.

Annual recurring revenue (£m)

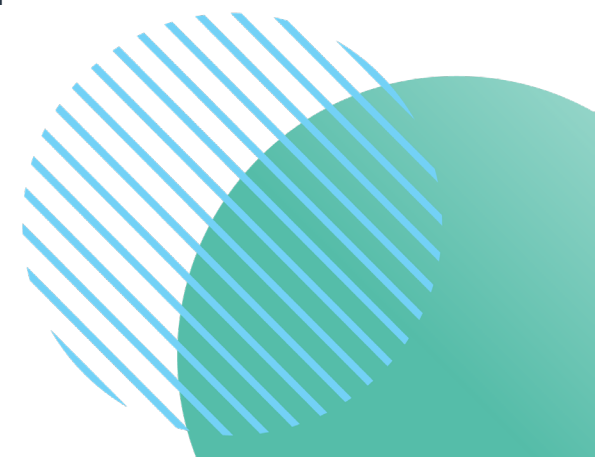


Income statement (1)

	FY24 £'000	FY23 £'000	Change
Software Revenues	21,961	19,142	+14.7%
Third party products	10,678	2,227	
Revenue	32,639	21,369	
Cost of Sales	(15,432)	(8,497)	
Gross profit	17,207	12,872	
<i>Gross profit%</i>	52.7%	60.2%	
<i>Software GP%</i>	72.2%	68.8%	+3.4 % points
Operating expenses	(11,763)	(9,433)	
Interest income (net)	590	337	
Adjusted PBT	6,034	3,776	+59.8%

Commentary

- Software revenue is a more useful and consistent indicator of the growth of the business.
- Cost of sales includes low margin third party hardware costs, and people costs.
- Software GP% continues to increase.
 - Additional new wins and upsells are largely high margin license revenue.
- Operating expenses rose during the year due to ongoing investment into sales and marketing as well as customer delivery.
- Cash is managed well generating a high level of interest income.

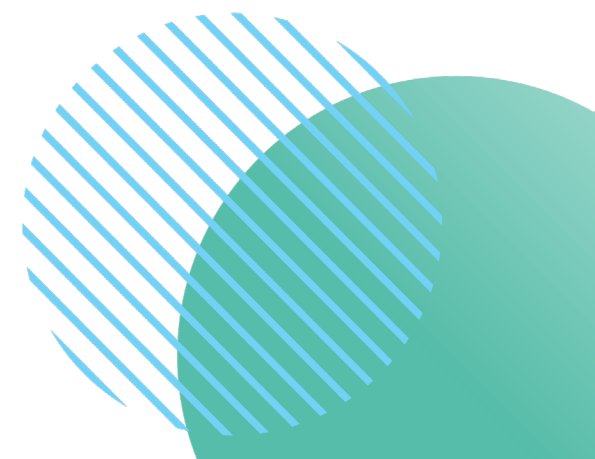


Income statement (2)

	FY24 £'000	FY23 £'000	Change
Adjusted PBT	6,034	3,776	
Amortisation, SBP charge, FX, restructuring costs	(455)	(1,385)	
Profit before tax	5,579	2,391	
Tax	(1,541)	(274)	
Attributable to equity holders of the parent (pence)	4,038	2,117	
Basic Earnings per share	10.15	5.29	
Diluted Earnings per share	9.87	5.18	
Adjusted Basic Earnings per share	11.01	7.90	
Adjusted Diluted Earnings per share	10.71	7.74	+38%

Commentary

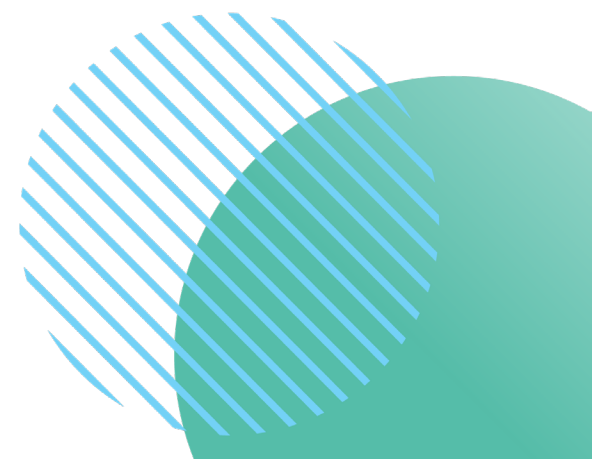
- Below the line items
 - Charges offset by FX gain on consolidation of £0.6m.
- Tax charge of 27.5% due to;
 - UK tax rate increased to 25% (FY23: 19%)
 - Lower eligibility and super-deduction rates for R&D tax credit claim
 - Losses in US to be set off against future years profits
- Adjusted diluted EPS of 10.71p
- Full year dividend of 3.15p, up 4%
 - Includes final dividend of 2.23p



	FY24 £'000	FY23 £'000
Profit before tax	5,579	2,391
Adjustments:	(549)	(1,143)
Working capital movements and tax	11,079	12,456
Operating activities	16,109	13,704
Interest income	607	373
Purchase of assets	(456)	(270)
Capitalised development costs	(315)	(247)
Investing activities	(164)	(144)
Dividend	(1,221)	(6,194)
Share buyback	(1,042)	(1,488)
Other	(117)	(153)
Financing activities	(2,380)	(7,835)
Cash movement	13,565	5,725
Cash at start of year	17,155	11,430
Cash at end of year	30,720	17,155

Commentary

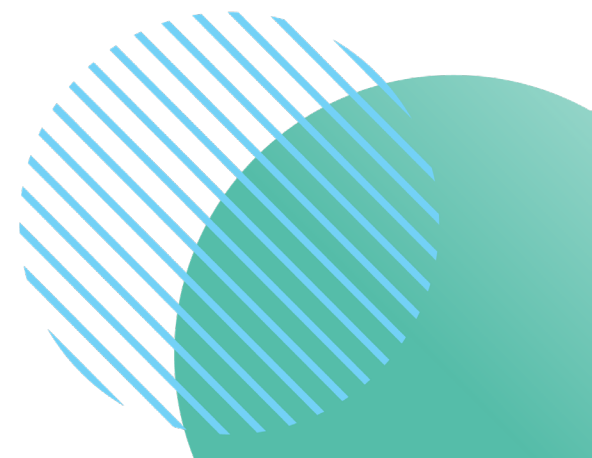
- Working capital managed well with no bad debts.
- Higher than usual purchase of assets due to office moves.
- Cash managed well producing high level of interest income.
- Limited share buyback scheme to mitigate dilutive effect of share options.
- Year-end balance of £30.7m includes £6.0m of payments to be made for third party hardware. (These were made in Q1 FY25). “Normalised” balance of £24.7m



	FY24 £'000	FY23 £'000
Intangibles	10,423	10,252
PPE	1,662	607
Other	473	1,154
Non-current assets	12,558	12,013
Inventories	3,691	-
Receivables	8,773	7,576
Cash	30,720	17,155
Current assets	43,184	24,731
Trade and other payables	(8,732)	(2,292)
Tax liabilities	(1,483)	(8)
Deferred income	(17,637)	(9,383)
Current liabilities	(27,852)	(11,683)
Non-current liabilities	(1,386)	(716)
Net assets	29,504	27,345

Commentary

- Property, plant and equipment increased
 - due to the IFRS16 new office lease assets
- Other NCA
 - Accrued income lower by £0.7m
- Inventories
 - Finished goods (third party hardware) in transit to customer
- Cash
 - Positive working capital movements
- Trade and other payables
 - Higher due to inventory payments due in Q1 FY25
- Tax liabilities
- Deferred income
 - Increased due to higher billings, as reflected in the cash balance



Outlook





Pipeline

The year has started with a growing pipeline and a good proportion of revenue for the financial year already contracted.



Investment

Continued investment into sales and marketing to drive organic growth whilst also considering acquisition opportunities.



Trading

Trading to date is in line with expectations for FY25.



A series of four concentric, light blue arcs on the left side of the slide, creating a partial circular pattern.

Thank you

www.celebrus.com