



D4t4 Final Results

For the year ended 31 March 2023

Significant ARR growth

**Improved go-to-market approach
beginning to deliver**

 **d4t4 solutions**





Disclaimer

This presentation and associated materials have been prepared by and are the sole responsibility of the group. The directors of the group have taken all reasonable care to ensure that the facts stated herein are true to the best of their knowledge, information and belief.

This document does not constitute a recommendation regarding the shares of the group. Prospective investors are encouraged to obtain separate and independent verification of information and opinions contained in the presentation materials as part of their own due diligence and on the basis of information which has been publicly announced by or on behalf of the group to a Regulatory Information Service (as defined in the AIM Rules) prior to or on the date of these presentation materials. Actual results may differ from those expressed in such statements, depending on a variety of factors. Past performance of the group cannot be relied on as a guide to future performance.

Forward Looking Statement

This document contains certain forward-looking statements. The forward-looking statements reflect the knowledge and information available to the group during the preparation and up to the publication of this document. By their very nature, these statements depend upon circumstances and relate to events that may occur in the future and thereby involve a degree of uncertainty. Therefore, nothing in this presentation document should be construed as a profit forecast by the group.

By attending the presentation and retaining the presentation materials,
you agree to be bound by the foregoing restrictions.





D4t4 FY23 Final Results

1. Strategy and Operations
2. Financial Results
3. Strategy in action, and Outlook



Operational highlights

- Unified the Celebrus brand
- Direct sales channel, performing well
- Addition of several new customers and strong upsell (including fraud) into existing customers
- Prickly Cactus performed well and has been integrated into our Customer Success team
- Launch of CX Vault, the first-of-its-kind “no party” cookie-less data, and launch of CDI for Salesforce
- Enhancement of Celebrus’ Digital Identity Verification capabilities
- Growth in pipeline value of 27%.





Financial highlights

- ARR up 19% to £16.7 million (FY22: £14.0 million).
- Software revenues up 9.6% to £19.1 million (FY22: £17.5 million).
- ARR as percentage of Software Revenue increased to 89% (FY22: 80%).
- Software revenues GP% of 68.8% (FY22: 67.8%).
- Adjusted PBT of £3.8 million (FY22: £3.3 million).
- Full year dividend of 3.03p (FY22: 2.92p), an increase of 3.8%.
- Cash balance £17.2m (FY22: £11.4m) and no debt.





1. Strategy and Operations



Improving the relationships between brands and consumers via better data.





The Celebrus Platform

Celebrus Solution

Identity graph, tagging free first party data collection, real-time, data model, 100% data ownership

Consumer Insight



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 modelling and signals, enhanced by behavioral biometrics.

CDI for Salesforce



Amplifies your tech stack with contextualized, first party visitor profiles fed to your Salesforce Marketing Cloud instance in real time.

CX Vault



The only no-party data capture, contextualization, and activation solution built to power engagement regardless of opt in.

Web Analytics



Powerful web analytics platform that gives you 100% data ownership. Available in customer environment or Celebrus Cloud.





We have moved into the next phase of execution

Focus on selling software

Direct Sales Channel

Branding simplification

Partners
Packaged features

Strengthen employee base

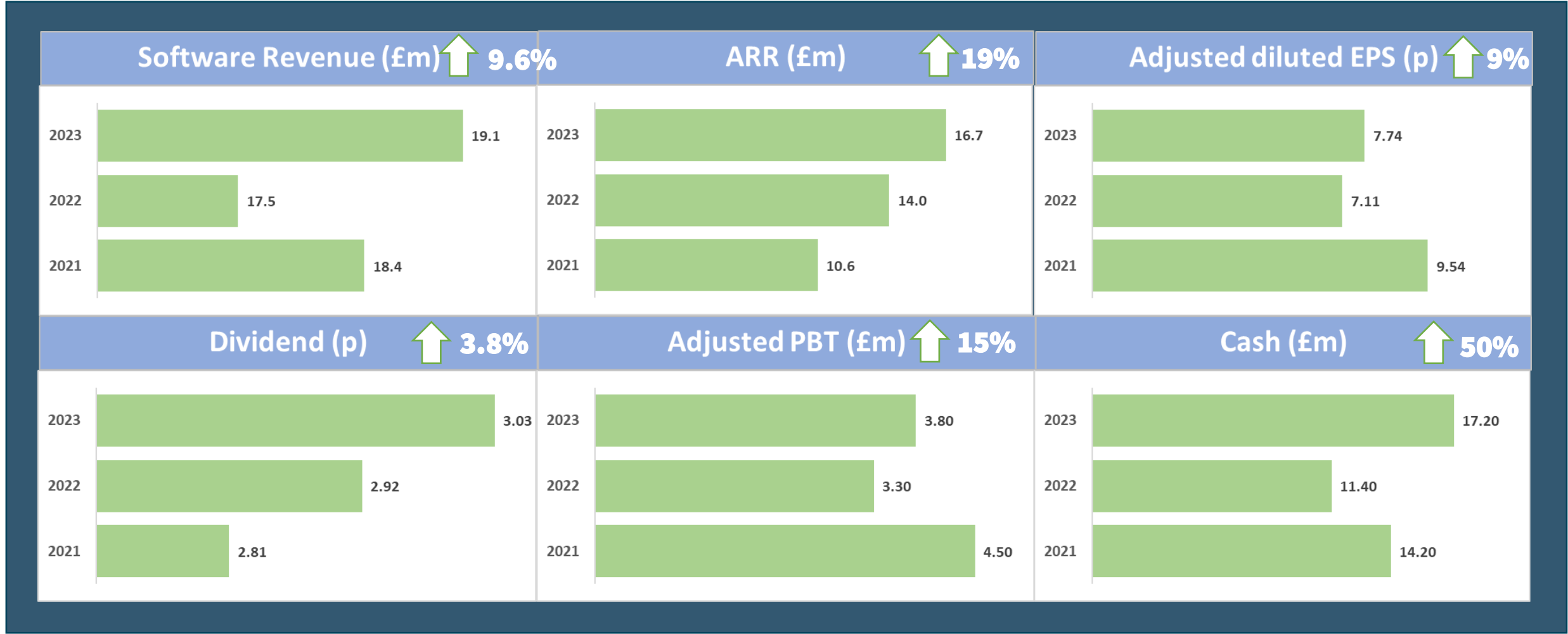
Ongoing Innovation





2. Financial Results

Key metrics





Income statement

- Software revenues up 9.6% to £19.1 million (FY22: £17.5 million)
- ARR as percentage of Software Revenue increased to 89% (FY22: 80%)
- Gross profit margin of 60.2% (FY22: 51.9%) increased due to a greater proportion of higher margin Celebrus software revenue
- Software revenues GP% of 68.8% (FY22: 67.8%).
- Adjusted PBT of £3.8 million (FY22: £3.3 million)
- Proposed final dividend of 2.15p (FY22: 2.07p), making a total dividend for the year of 3.03p (FY22: 2.92p), an increase of 3.8%.

	2023 £'000	2022 £'000
Software revenues	19,142	17,458
Third party revenues	2,227	7,001
Revenue	21,369	24,459
Cost of sales	-8,497	-11,755
Gross Profit	12,872	12,704
<i>GP%</i>	60.2%	51.9%
Operating expenses	-9,433	-9,439
Finance income (net)	337	1
Adjusted PBT	3,776	3,266
Amortisation/SBP etc.	-1,385	-1,503
Profit before tax	2,391	1,763
Tax	-274	-68
Attributable to equity holders of the parent	2,117	2,769
Earnings per share (p)		
Basic Earnings per share	5.29	4.21
Diluted Earnings per share	5.18	4.14
Adjusted Basic Earnings per share	7.90	7.24
Adjusted Diluted Earnings per share	7.74	7.11



Consolidated statement of financial position

- PPE reduced due to reallocation of property to current assets.
- The UK property is on the market, and the UK office will relocate to a leased office.
- Trade debtors
 - Mar-22 all collected during the year.
 - Mar-23; £4.8m of £4.9m collected.
 - No bad debt issues.
- Cash balance of £17.2m following cash collections less £6.2m of dividends paid in year

	2023 £'000	2022 £'000
Goodwill and other intangibles	10,252	10,254
Property, plant and equipment	607	4,012
Other assets	1,154	232
Non-current assets	12,013	14,498
Trade and other receivables	7,576	27,958
Property asset held for sale	3,000	0
Cash and cash equivalents	17,155	11,430
Current assets	27,731	39,388
Trade and other payables	-2,300	-7,198
Deferred revenue	-9,383	-14,200
Current liabilities	-11,683	-21,398
Non-current liabilities	-716	-603
Net assets	27,345	31,885
Share capital and premium	4,174	4,174
Other reserves	5,827	6,671
Retained earnings	17,344	21,040
Net assets	27,345	31,885



Cashflow

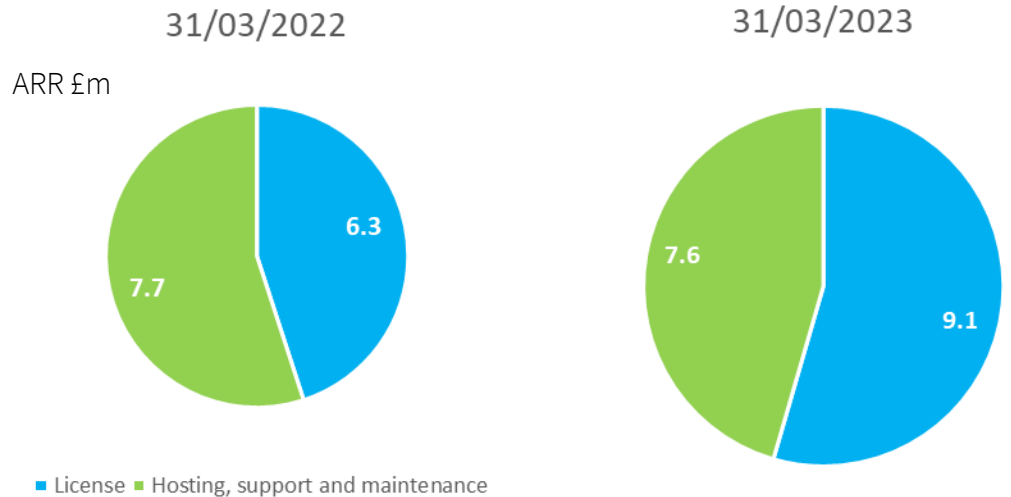
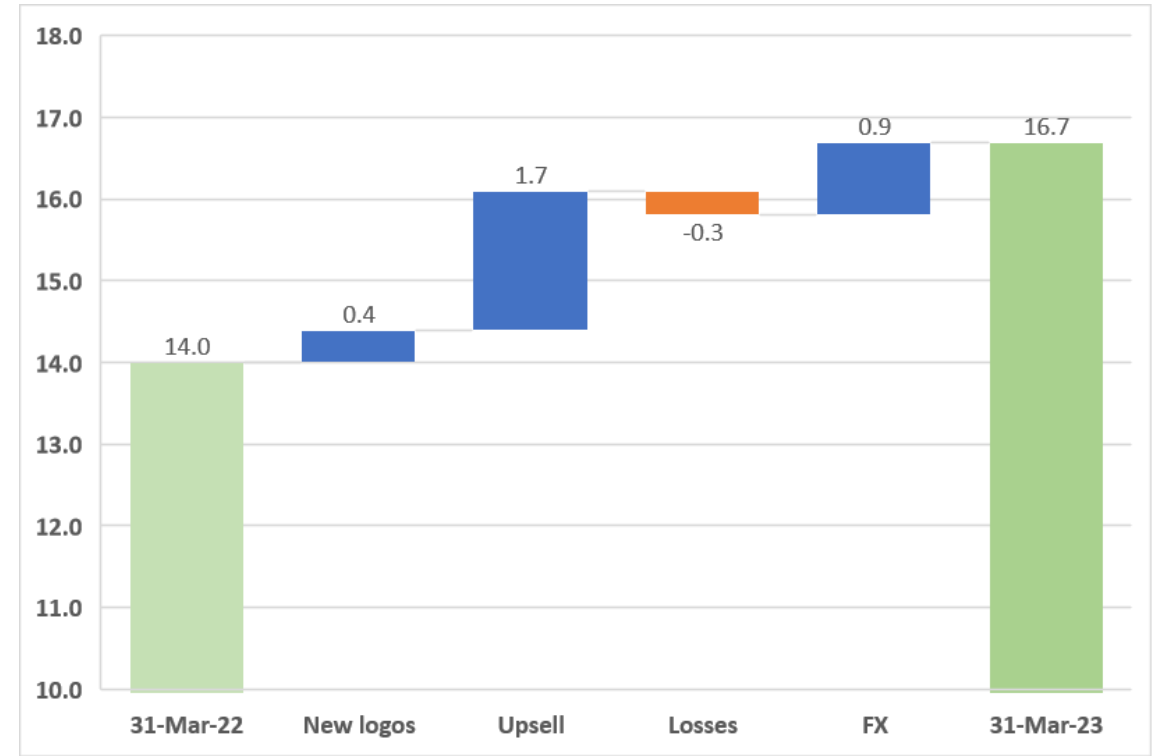
- Movement in working capital of £9.7m.
- Capitalised development costs minimal at £0.2m with R&D costs of £2.0m in the Income Statement.
- Investing activities are modest – low capex requirement in the business.
- Financing outflows for dividend ...
- ... and share buyback scheme which is being used to offset share option / LTIP dilution.

	2023	2022
	£'000	£'000
Profit before tax	2,391	1,763
Movements in working capital	9,698	(3,724)
Depreciation and amortisation	611	697
Share-based payments	856	619
Other	148	(15)
Net cash generated from operating activities	13,704	(660)
Purchase of property, plant and equipment	(173)	(197)
Purchase of intangible assets	(97)	0
Acquisition of subsidiary, net of cash acquired	0	(200)
Capitalisation of development costs	(247)	(242)
Interest received	373	22
Net cash used in investing activities	(144)	(617)
Dividends paid	(6,194)	(1,147)
Purchase of own shares	(1,488)	(377)
Other	(153)	(10)
Net cash used in financing activities	(7,835)	(1,534)
Net increase in cash and cash equivalents	5,725	(2,811)
Cash and cash equivalents at start of year	11,430	14,241
Cash and cash equivalents at end of year	17,155	11,430



ARR

- Up from £14.0m to £16.7m
- Contract win additions of £2.1m
- Losses of £0.3m equating to churn of 2.1%.
- Higher margin License ARR grew from £6.3m to £9.1m...
- ... taking proportion of total ARR up from 45.0% to 54.5%



A photograph of three young people (two men and one woman) looking at a laptop screen. The image is overlaid with a blue tint. The woman in the center is smiling and pointing at the screen. The man on the left is looking down at the screen, and the man on the right is looking towards the center. The background is blurred.

3. Strategy in action, and Outlook





Large health insurer increases upsell & cross-sell with multi-experience approach to customer engagement

85%

save rate with next-best-action recommendations

41%

web to call-centre conversion

27%

increase in online upsell and cross-sell





Multi-brand retailer saves £1m in identity theft fraud



Minutes

Multiple identity theft traceable
in minutes



Identified

Cross-brand customer fraud
identified and mitigated



£1m

Saving to our customer





Bank reduces Cost per customer acquisition

4.6x

increase in click-through rate
(CTR) YoY

1.6x

Increase in conversion rate

37%

savings in cost per customer
acquisition (CPA)





Outlook

- Growing need for better, real-time data to improve customer experience and build better relationships.
- Focus on new logo sales and maximizing existing customer base.
- Continued investment into sales and marketing activities, and product development.
- Maintain generation of healthy profits and cash.
- Group trading in line with expectations into FY24, with the US market showing particular strength
- The pipeline is diversified with opportunities in sectors such as retail, healthcare, leisure & travel etc.





Appendix



Investment case

Market-leading proprietary software

- Celebrus
 - Marketing
 - Fraud
- Celebrus Cloud

Presence in growth sectors

- Fraud Detection and Prevention
- Digital Transformation
- Generative AI

Blue-chip customer base

- Multi-sector
- Financial, Healthcare, Retail, Travel
- 27 countries

Proven management team

- Strong management team
- Track record of success

Stable and growing

- Annual Recurring Revenue
- Low churn rate

Profitable with a strong balance sheet

- Profitable
- Cash generative
- Dividend paying





ESG Update 2022/23



Emissions reduced
From
331t to 317t CO²

Employee survey
with very positive
results

Implemented
Employee electric
car scheme

**Materiality
Matrix**
produced for the
first time

**Greater
diversity**
of employee base

**CO2 reduction
planned**
from office moves
in UK and India in
2023

