



2Performant announces a 37.5% year-over-year turnover increase for the first half of 2020

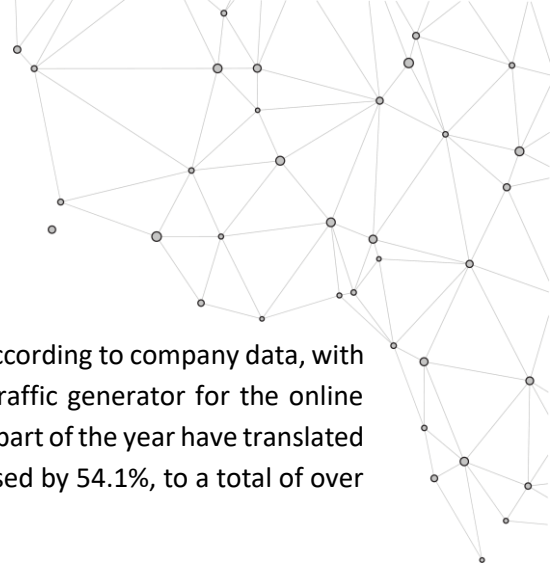
- **The 2020 1st semester turnover registers a 37,5% increase and reaches 9 million lei**
- **Important gains even before the pandemic, with +26,8% in the first trimester, then with +48% in the second trimester, on account of the acceleration of eCommerce during the state of emergency**
- **During the same period, the EBITDA indicator rose by 129% compared to the first semester of 2019**
- **In 2020, the company has made important investments in scaling the technology, in training, in remote work competency, and is getting ready for its listing at the Bucharest Stock Exchange.**

The Romanian tech company **2Performant**, the Romanian affiliate-marketing market leader whose shares will be traded on the AeRo market of the BSE starting this year, has reported a **37.5% YOY turnover increase for the first semester of 2020, exceeding 9 million lei**. At the same time, on account of important traffic increases, **the company has generated, over this period, greater sales for its clients by 54.1%, with a total value of over 27 million euros (VAT included)**. Additionally, in early July, the company has announced its intention to list on the AeRo market of the Bucharest Stock Exchange in the second half of 2020.

2Performant has been registering important gains since the beginning of the year, as a result of sustained business efforts in the past few years. Among them: significant investments in technology, the development of the sales and support capacity, the consolidation of a strong community of affiliates, advertisers, and influencers, but also the diversification and increase of revenue sources and improvements in the pricing strategy. These all resulted in a higher increase in net income when compared to the increase in revenue. At the same time, the general context generated by the pandemic has led to a strong acceleration of the eCommerce market which has translated into important increases for the players in this segment. For **the first trimester of 2020**, the company reported a 26.8% year-over-year turnover increase to 4.2 million lei, whereas in **the second trimester** of 2020 the increase is of **48%** to over 5 million lei. Compared to the same period of last year **the EBITDA indicator** rose in the first semester by **129%**.

Through the affiliate and influencer marketing technology, embodied by the 2Performant platform, businesses can call on partners, affiliates, and influencers to increase their sales, in a system that pays





based only on performance, in this case, the number of sales generated. According to company data, with a monthly average of 5 million clicks, 2 Performant is the largest local traffic generator for the online stores in Romania. Therefore, the significant traffic increases from the first part of the year have translated into greater sales through the platform for the online stores: these increased by 54.1%, to a total of over 27 million euros (VAT included).

„The results reported in the first semester of 2020 along with the excellent feedback that we got when we announced our intention to list on the stock exchange, are a confirmation that there are significant market opportunities for our company, which allows us to proceed with our development strategy for the business. We have a 37% increase in our turnover for the first half of this year while keeping operational costs only slightly above the level of the previous year. At the same time, we continued to invest in our proprietary technology, we consolidated the relationships between our users, and we’ve extended our client service and support capacity. The results show that we find ourselves in a time of efficiency and scalability, which is typical for a technology company. Our focus right now is to invest as much as possible in the development of our business, from internal resources, as well as external ones, especially since we’re expecting an important evolution of the industry in the years to come, and we want to be ready to take advantage of this trend, as we always have.”, **says Bogdan Aron, 2Performant CFO & Partner.**

The increases registered by 2Performant are reflected within its ecosystem as well, bringing about important benefits for its users. In the first half of 2020, 487.075 transactions were generated for the online stores in the 2Performant network, for a total of 27 million euros (VAT included), which represents a 54.1% increase. In parallel, and to all affiliates involved in campaigns with brands through the platform, the commissions generated registered increases of 38.1% and reached 2 million euros. At the same time, from the beginning of the year until now, over 26.7 million clicks have been registered on the platform. In the past three months, for every euro invested in affiliate marketing, the 2Performant clients have had sales of over 15 euros, which is very likely the best ROI that an online store can get through advertising. Also, the cost paid by the clients for every sale generated through 2Performant is 3.4 euros. In the top 10 advertisers on the platform for the first half of the year, taking into account the value of commissions generated, we find [elefant.ro](#), [libris.ro](#), [kitunghii.ro](#), [dyfashion.ro](#), [answer.ro](#), [nichiduta.ro](#), [depurtat.ro](#), [ookee.ro](#), [hervis.ro](#), [carturesti.ro](#). The 2Performant portfolio includes brands such as Decathlon, Vivre, Orange, iHunt, who were joined in 2020 by [epantofi.ro](#) (present on the platform through an international partnership with Tradedoubler from Poland), [depurtat.bg](#), [yves-rocher.ro](#), [DrMax.ro](#), [floridelux.ro](#), [sabion.ro](#).

Business trends against the background of the pandemic crisis





With a high growth potential, and directly connected to the development of online commerce and the evolution of digital marketing, 2Performant has managed, over time, to generate **over 5 million online transactions for these industries, which translates into over 209 million euros**. In a year, 2020, that started with a lot of uncertainties for many businesses against the backdrop of the crisis generated by the pandemic, the online commerce industry was among those that registered substantial growths, equal, according to statistics, to a 6-year leap into the future. 2Performant was ready to capture all of this growth, both in terms of the technology that it uses, but also at the level of resource management.

„**YOU are Performant**”, the 2Performant plan of measures for the adaptation of the online industry to the new reality, was launched for the very purpose of helping its clients perform well in this context, for them to more easily collaborate with their partners on the platform, by offering gratuities and support for the launching of affiliate programs for new clients, but also by supplementing functionalities for existing clients and consistent discounts for subscriptions for fast payments.

At the same time, the 2Performant team was already accustomed to working remotely, so, against the background of the work-from-home trend, it was rather more focused on improving work-from-home methods and caring for the team members. During this period, the support team has been extended, and recruitments were made for key positions within the company, as, for example, was Adriana Ionas, a specialist with a solid background in economy and working for top companies, who joined the 2Performant team as Finance Manager.

After **having invested over 1 million euros in its proprietary technology** in the past few years, and having greatly improved user experience, 2Performant has continued its policy of refining the tools it uses: several optimizations were made to ease the beginning phase of the collaboration between advertisers and affiliates, the dashboard has been improved, transparency in selecting affiliates has been greatly increased, messenger automation was introduced, a program application auto-approval function was implemented for affiliates.

This year, the company has also made important investments in the community, in content, and awareness. The Facebook group entitled „First steps in affiliate marketing”, which currently has 2500 members, has offered special live content in the form of several talks with well-known industry personalities, such as Cosmin Dărăban, Raluca Radu, or Cristian China-Birta. The online course „How to make money as a 2Performant affiliate” which had been launched on Udemy by the company’s CEO, Dorin Boerescu, to help more Romanians acquire digital skills, has exceeded 50.000 minutes of teaching students extremely useful information from this field. The 2Performant community has remained correctly informed and motivated by the live events conducted by Tiberiu Anghelina, Affiliate Network Manager, whilst those led by Costin Cocioabă, Influencer Marketing Manager, with public figures such as



Pavel Bartoș, Șerban Pavlu, Marius Manole, or Selly, have been thoroughly enjoyed and closely followed by the community of marketing and communication professionals.

A laudable initiative, called **AjutorSpitale** (HelpHospitals), is also linked to the 2Performant name; launched amid the state of emergency, it was the first platform in Romania aimed at bringing together the business community and its resources with the stringent pandemic needs of doctors and hospitals. Thanks to this initiative, over 300.000 euros were donated and over 350.000 sets of personal protection equipment were delivered to hospitals, a unique example of entrepreneurial involvement in the community.

