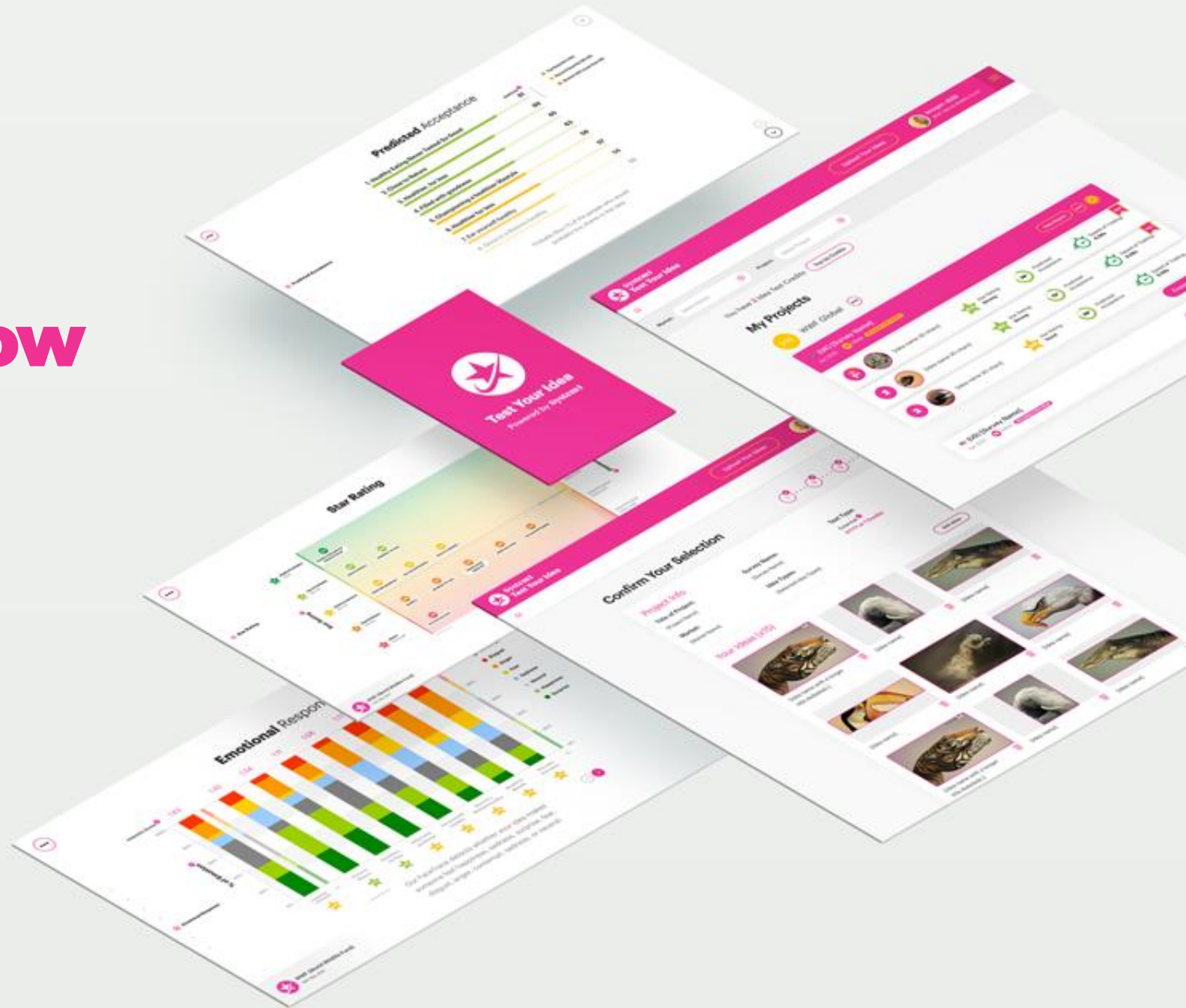


System1

Interims Roadshow 2023

Helping the world's largest
advertisers make confident
creative decisions





James Gregory

Chief Executive Officer

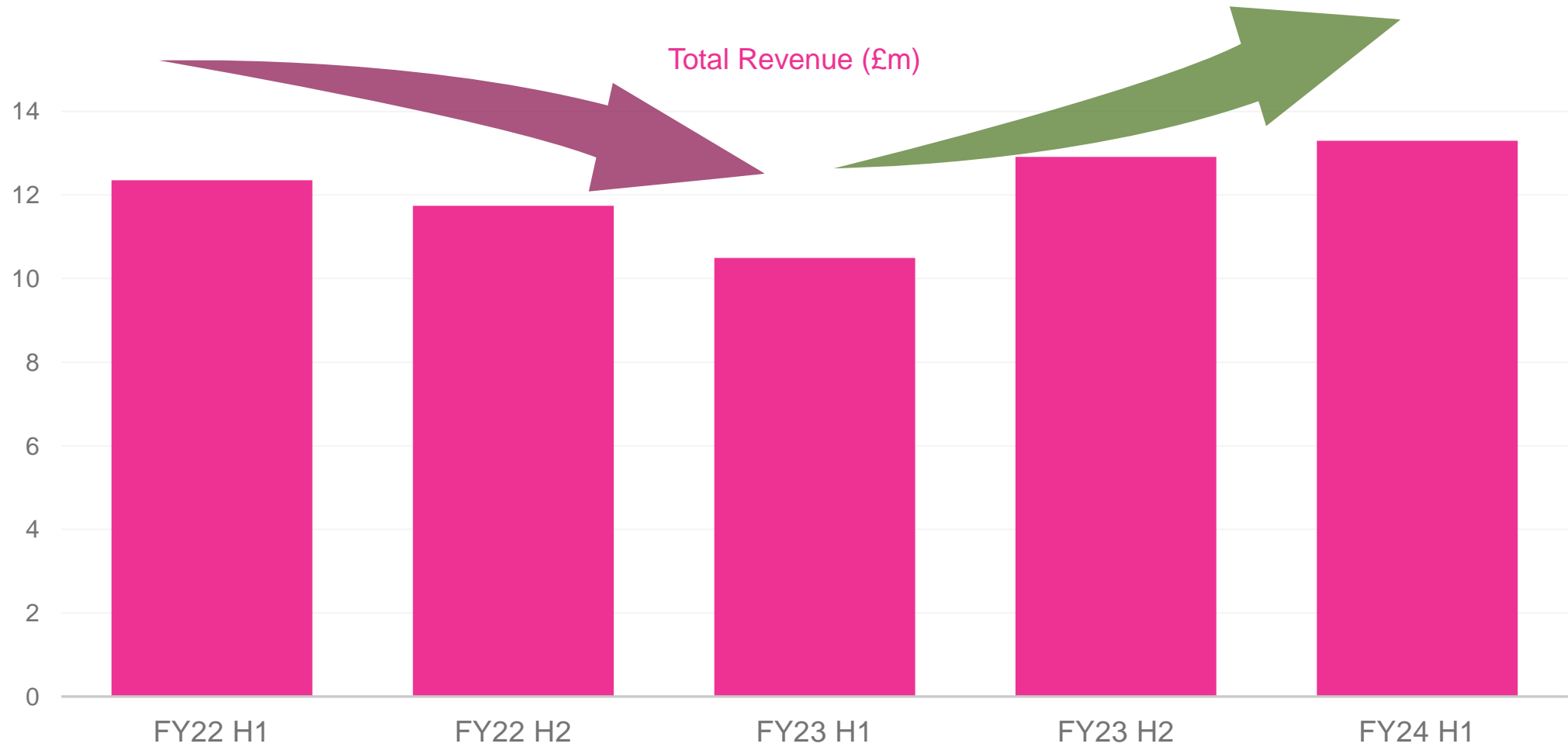


System 1

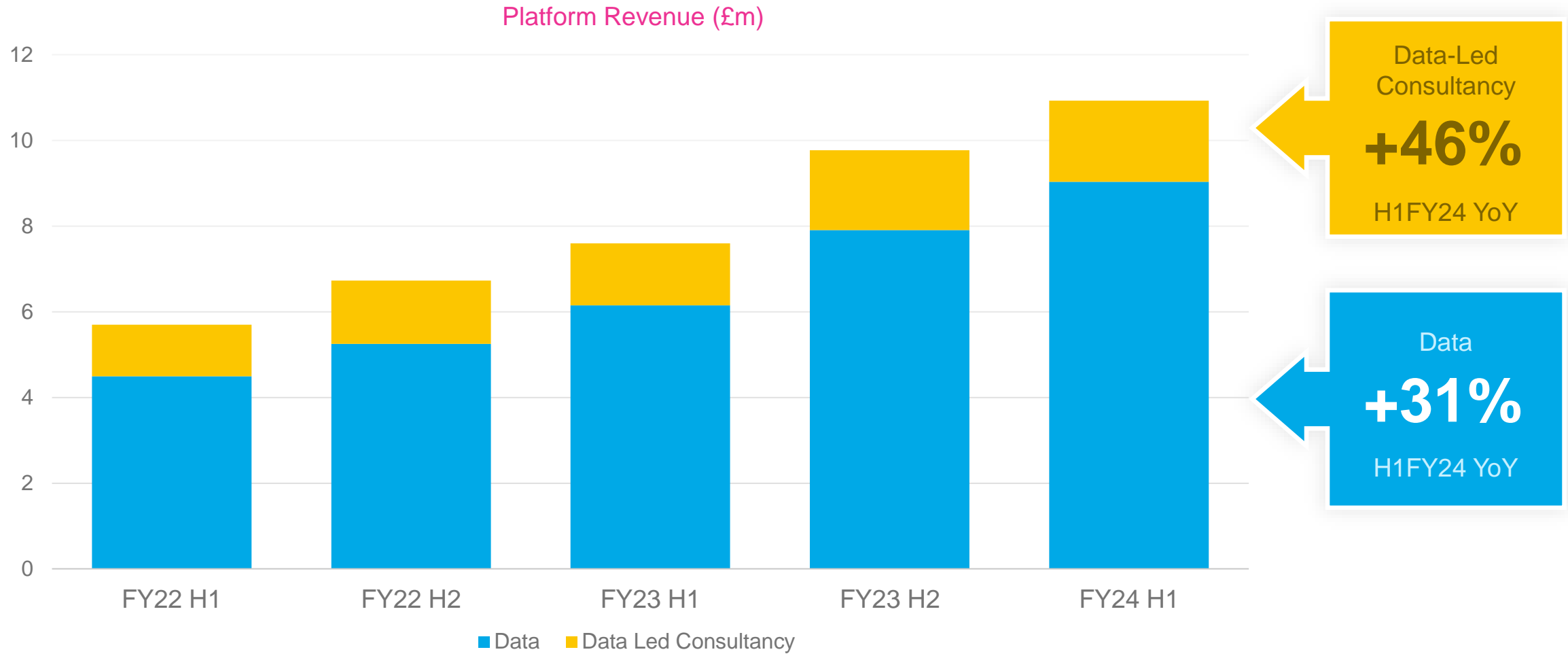
H1 Highlights

- ★ Platform revenue up 44% on H1 last year
- ★ 136 new platform clients in H1 and improved retention
- ★ New partnerships launched with Pinterest, Finecast, JC Decaux and Teads with more to come
- ★ Increased focus on non-TV formats with the launches of TYA Digital, TYA Audio and upcoming Innovation product launches
- ★ Gross profit margin increased to 87.8%
- ★ Statutory profit before tax £0.9m
- ★ £6.3m Net Cash as at 30 September 2023
- ★ Diluted and basic earnings per share 4.9p

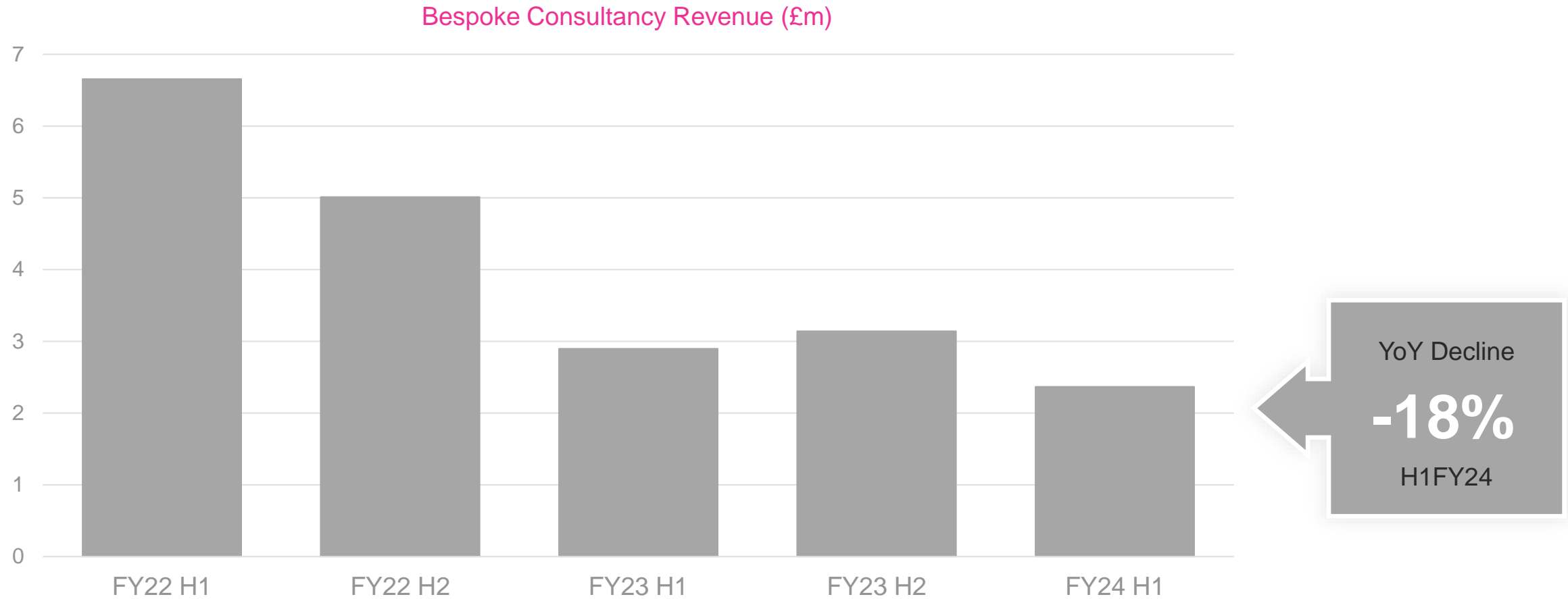
We are **back on track** ... with a winning formula



Platform revenue continues to grow



Bespoke Consultancy has small decline and while managed, remains volatile



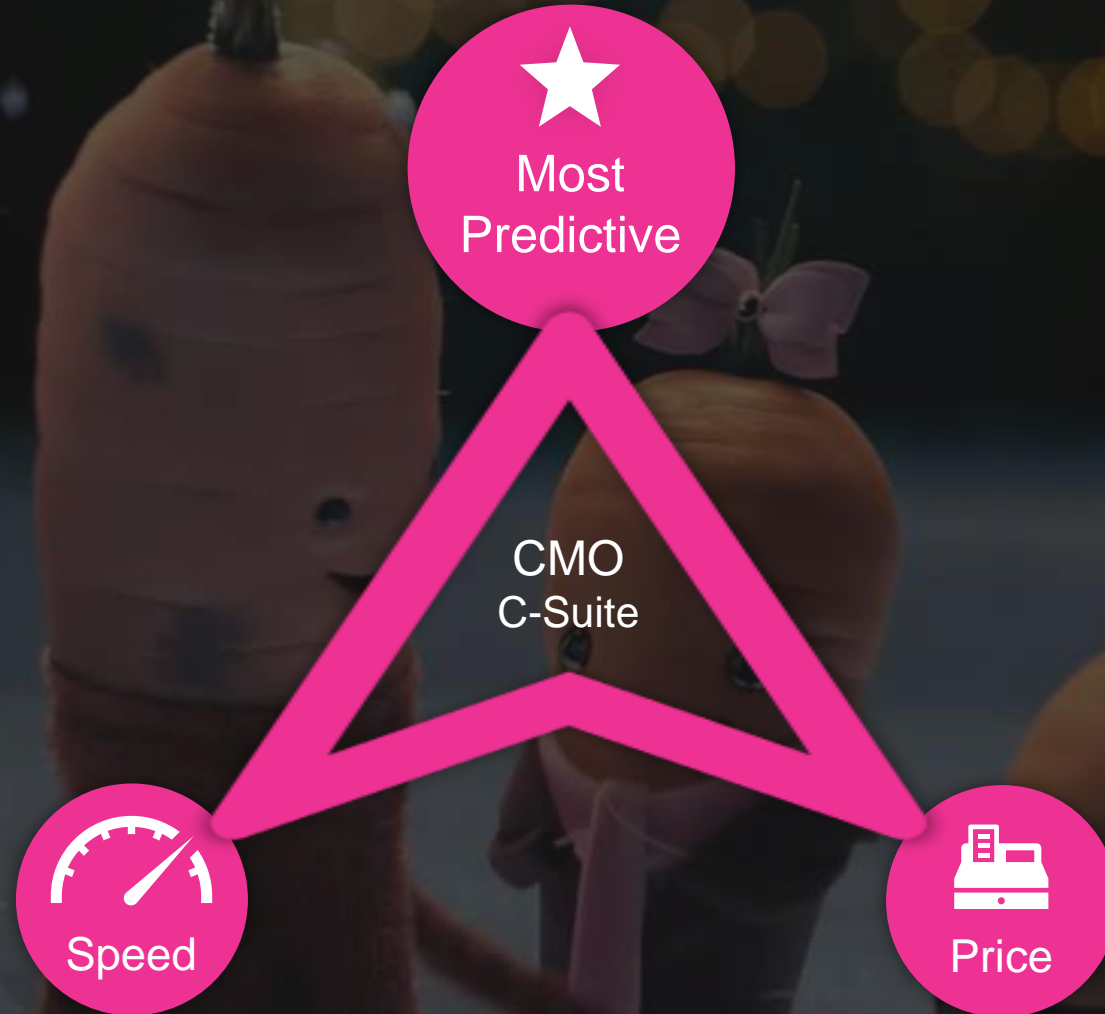


**We help the world's largest advertisers make
confident creative decisions
that lead to transformational business results**

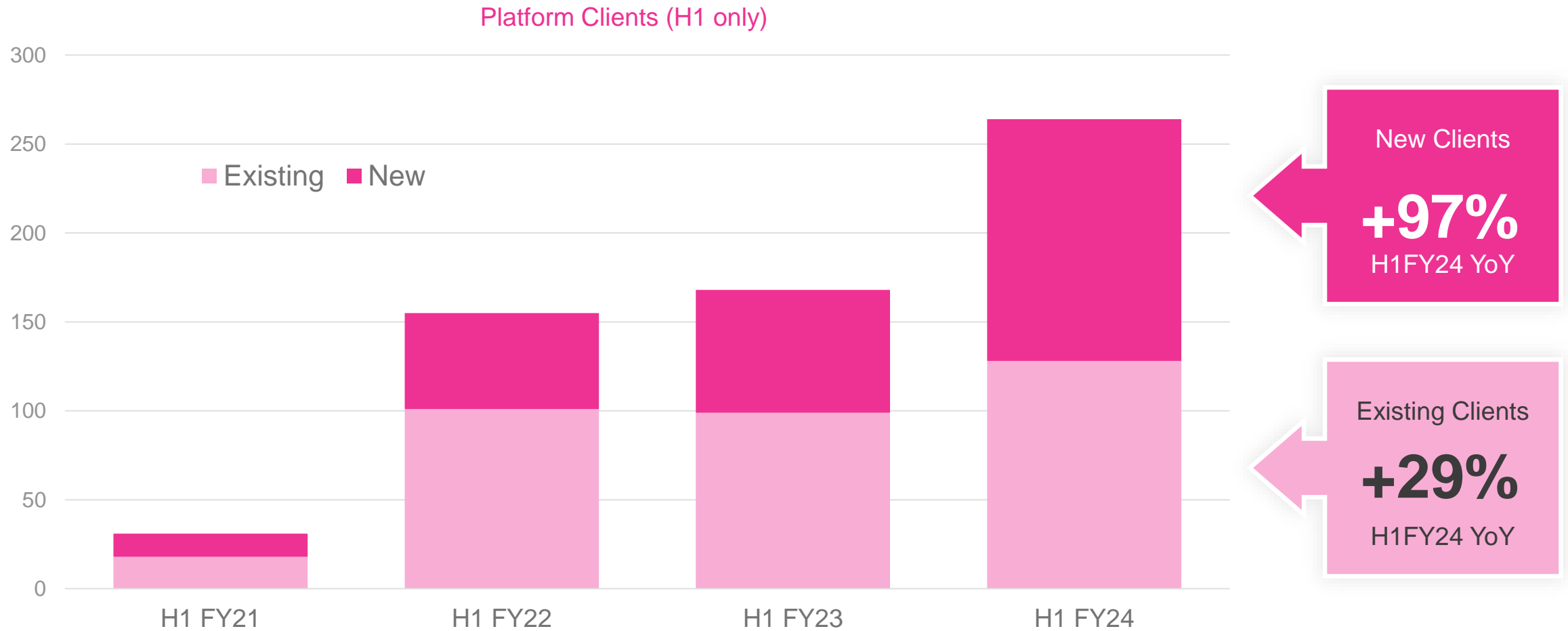
System1



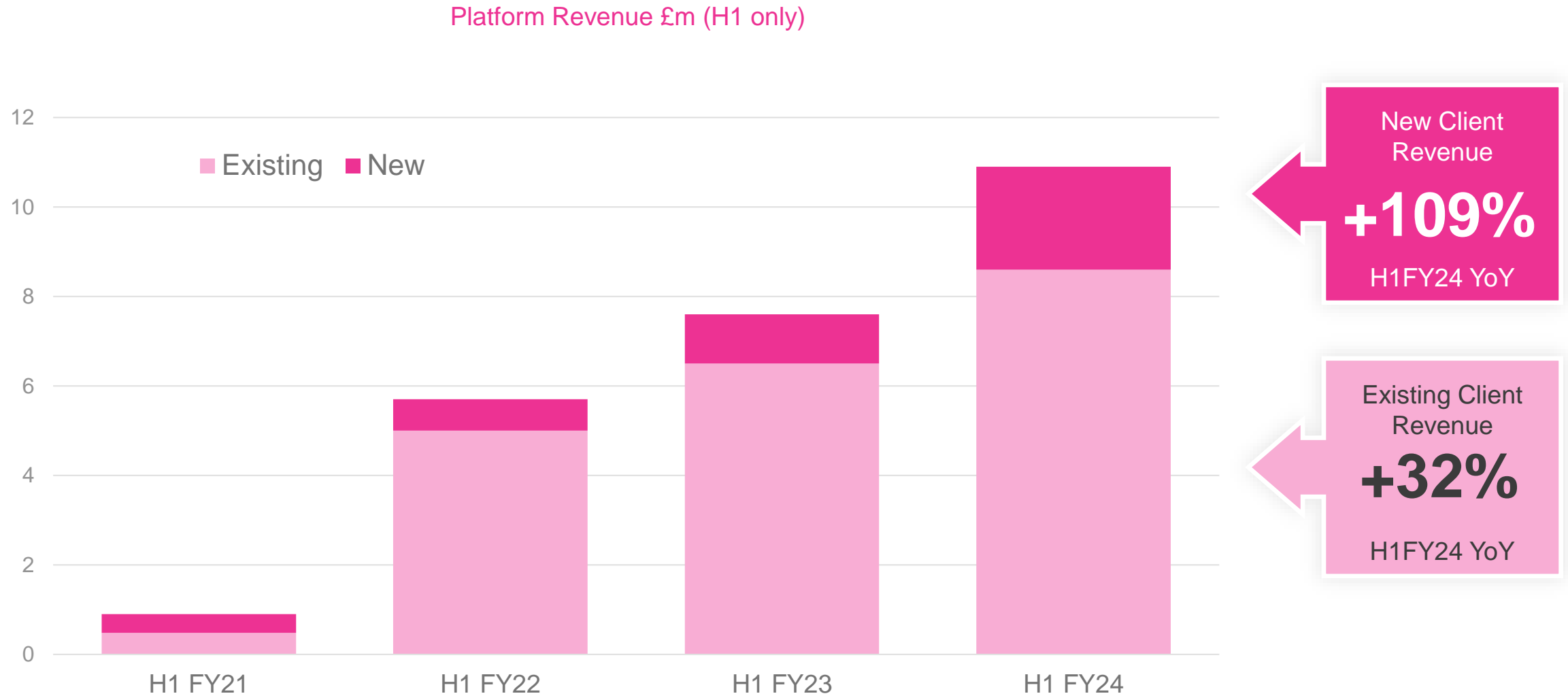
Our USP is predictiveness, translating emotion into business results



Record levels of Platform clients in H1, both winning new and retaining more

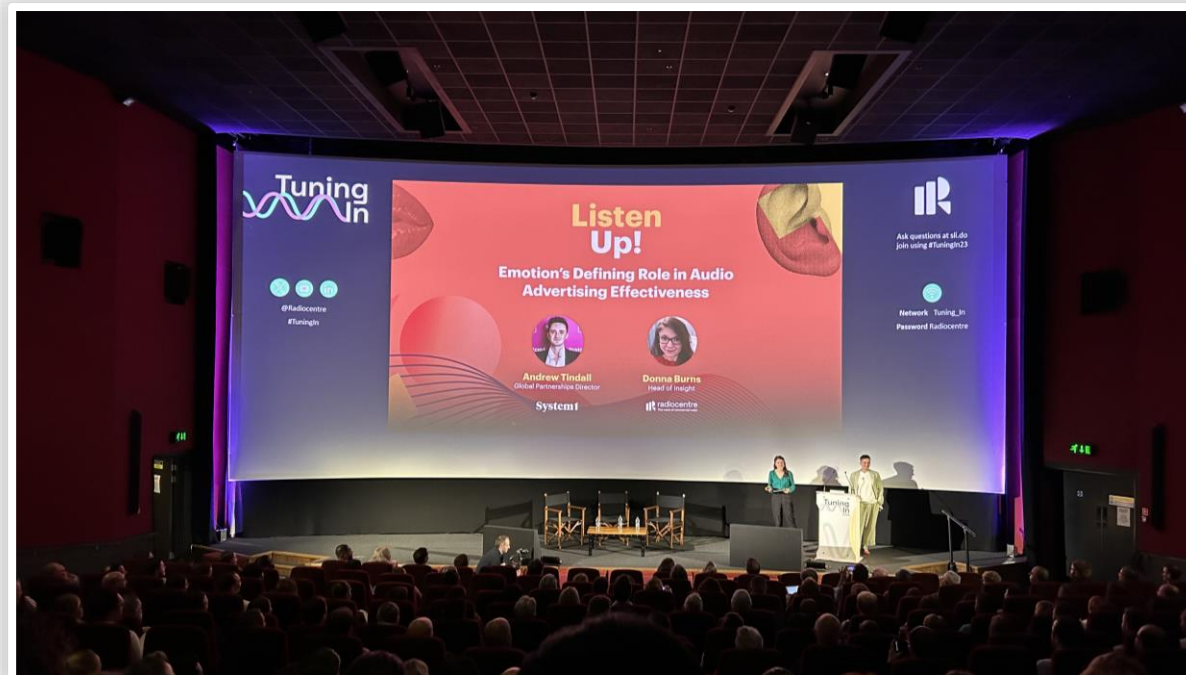


Record levels of Platform revenue in H1, from new and retained clients



In FY24 **we've added RadioCentre** to H1 partnerships with **Pinterest, Teads, Finecast and JCDecaux**

New Partnerships FY24

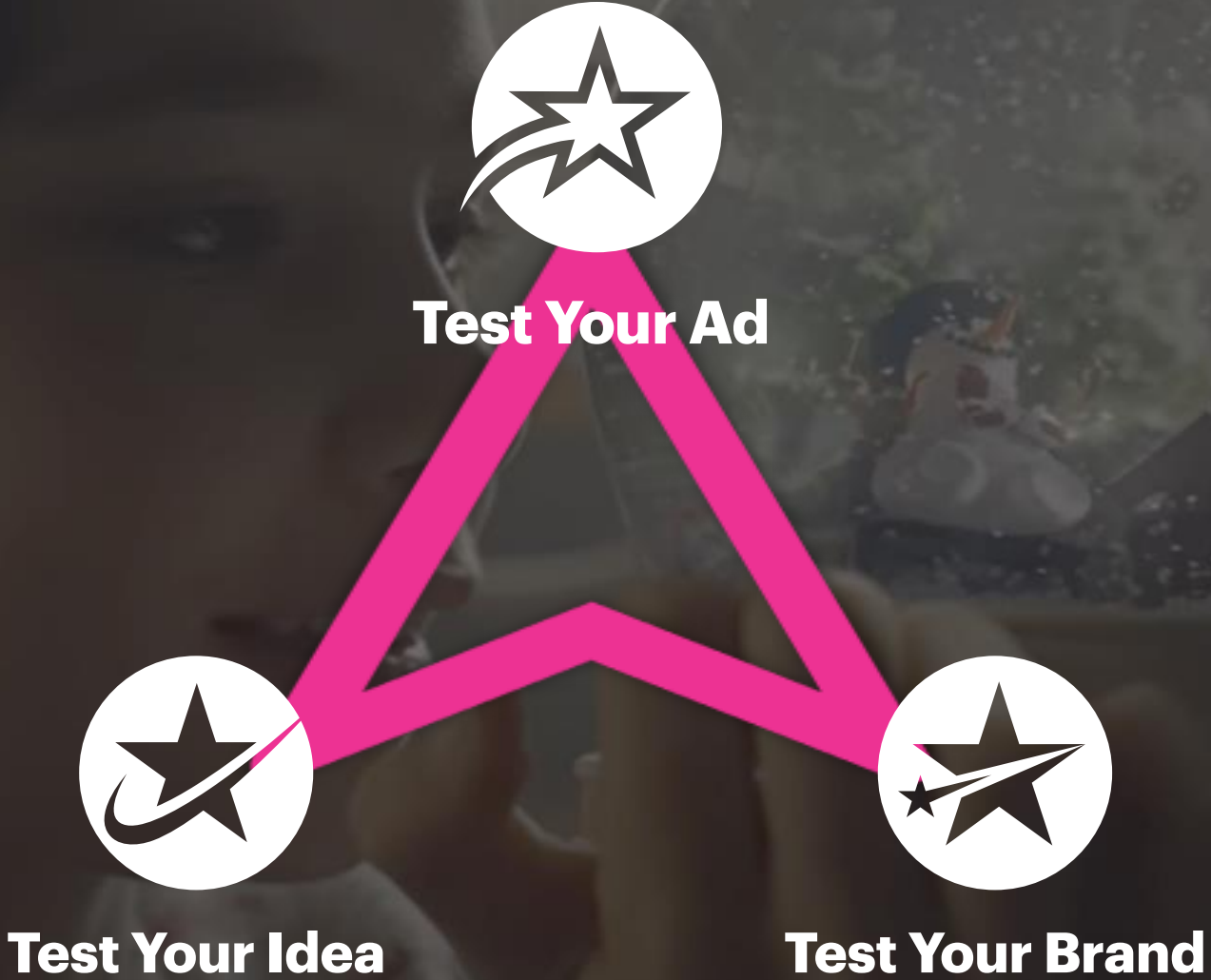


F:NECAST

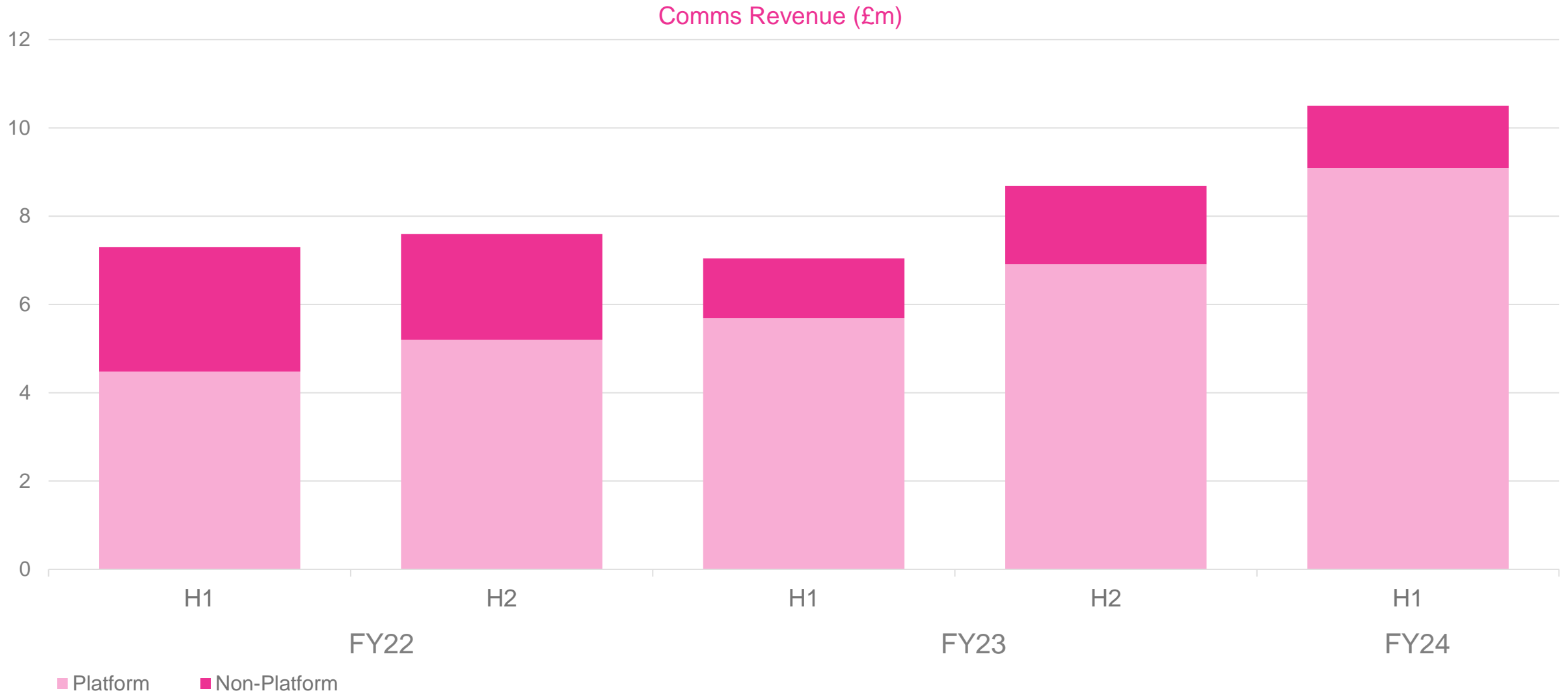


JCDecaux

We are leading with **Test Your Ad**, supported by **Test Your Idea** & **Test Your Brand**



We are seeing **strong growth in Platform Comms**



New formats allow testing of advertising **outside of TV**

Out of Home



Digital



We are working to **relaunch our Innovation Offer in 2024** with the aim to bring similar levels of growth seen in TYA

Five Steps to 5-Star Innovation System1

offer a solution to help you

Create with Confidence

at each stage of the
innovation development process
through our

Marketing Decision Platform

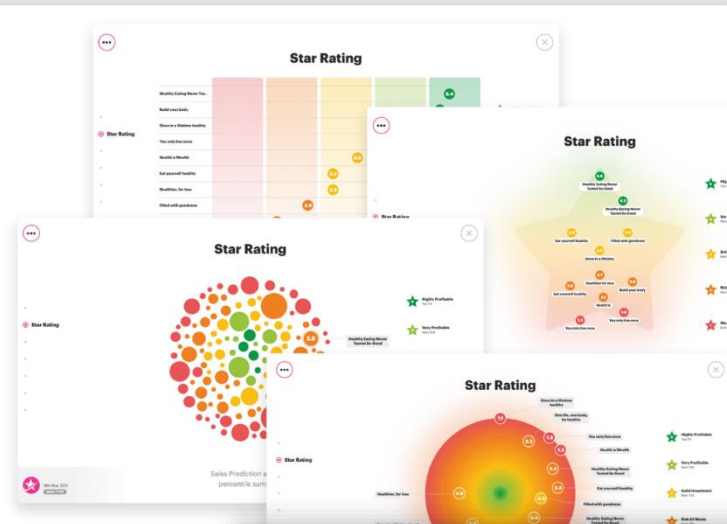


We are working to relaunch our Innovation Offer in 2024 with the aim to bring similar levels of growth seen in TYA



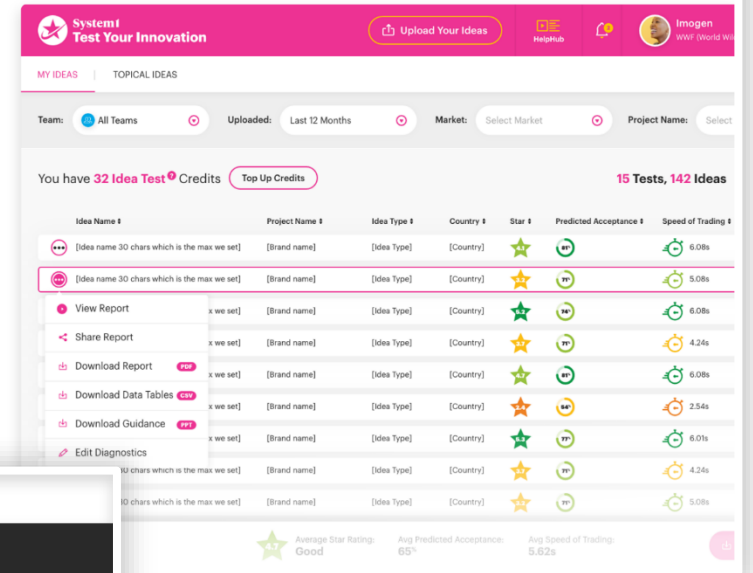
Make displays that are actionable instantly – get to the insights quick!

Customers can see what they like and what they don't like as quickly as possible.



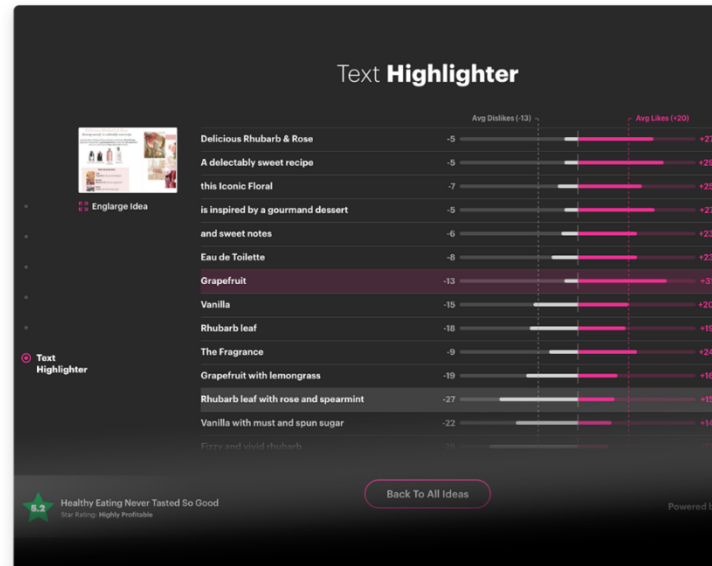
**80% Familiar
20% New**

Using the design language that works from TYA to make it instantly familiar for users of TYI.

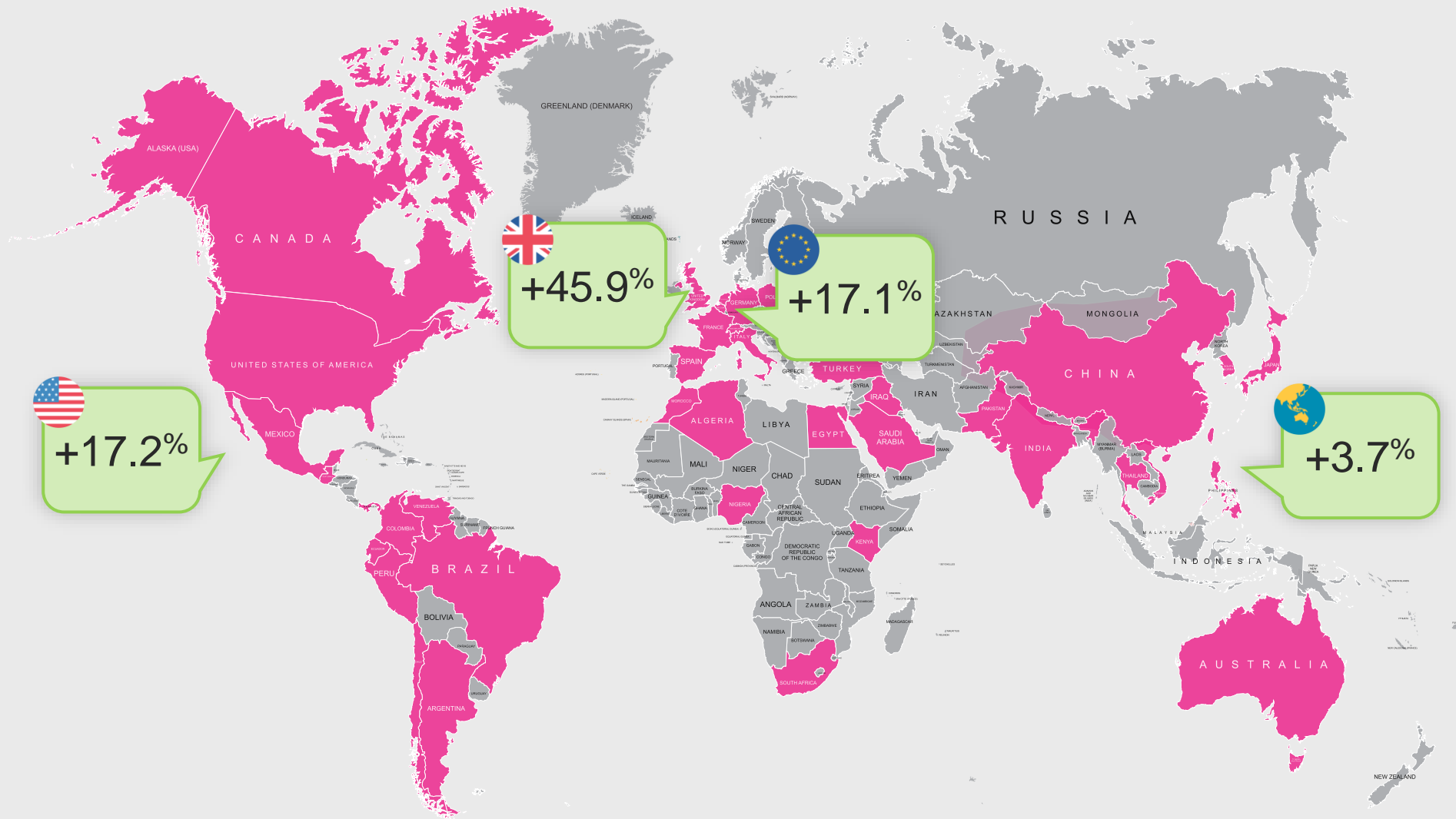


Make displays that are actionable instantly – get to the insights quick!

Customers can see what they like and what they don't like as quickly as possible.



Strong revenue growth in UK, Americas and Europe alongside stabilisation of business in APAC



We have a robust support structure & performance culture...



We reinvest the results of higher volumes & margins...

We've created a platform & proposition...

We scale up and are embedded throughout...

We're famous for predictions & improvements...

We make it easy for System1 to convert at the right time...

To help the world's largest advertisers to make confident creative decisions



Chris Willford

Chief Financial Officer



System 1

Profit turnaround versus H1 FY23 **shows benefit of our scalable business model**

	H1 FY24	Change £m	Change %
Revenue	13.3	+2.8	+27%
Cost of Sales	(1.6)	-0.3	-17%
Gross Profit	11.7	+3.1	+37%
Adjusted Operating Costs	(9.8)	+0.9	+10%
Adjusted Profit Before Tax	1.9	+2.3	nm
Statutory Profit Before Tax	0.9	+0.9	>1000%
Tax Charge	(0.3)	+0.1	+46%
Statutory Profit (Loss) After Tax	0.6	+0.8	nm

Our Key Performance Indicators **are moving in the right direction**

KPIs	H1 FY24	H1 FY23
Platform Revenue % total Revenue	82	73
Platform Revenue growth %	44	33
Gross Profit % Revenue	87.8	81.5
Adjusted EBITDA £m ¹	1.7	0.8
Adjusted EBITDA % Revenue	13	8
“Rule of 40” ²	57	42
Free cash flow ³	0.6	(2.7)
Net cash £m	6.3	5.7

¹ Statutory profit before taxation + share-based payments + interest, depreciation and amortisation

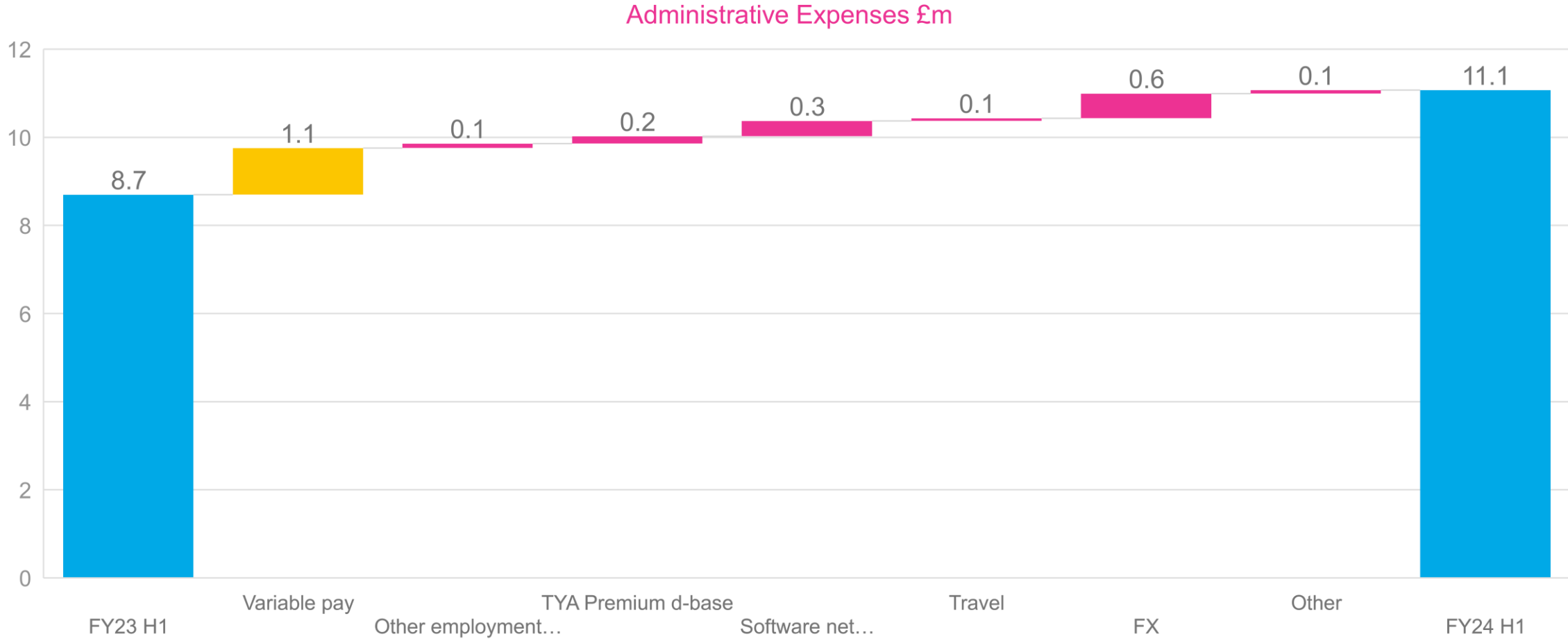
² Platform Revenue growth % + Adjusted Group EBITDA % Group Revenue

³ Cash flow after interest and before debt raising/reduction, buybacks/dividends

Medium Term **Goals**

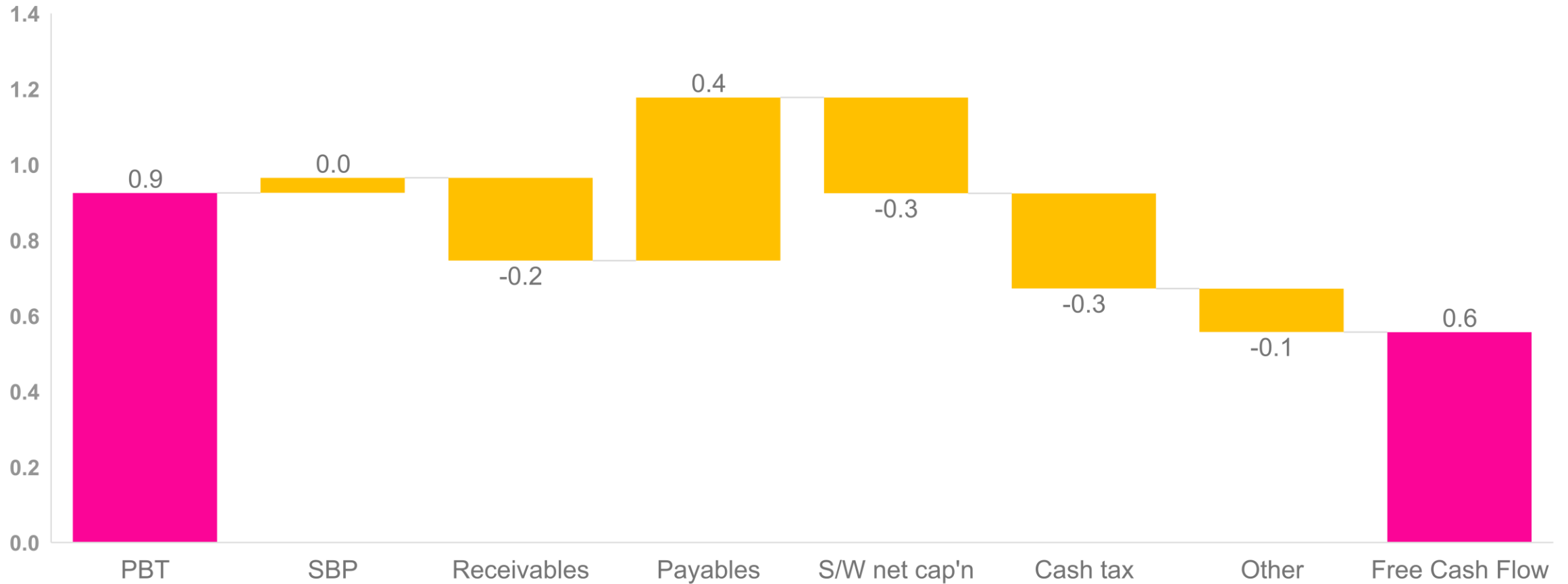
KPIs	H1 FY24	Goal at Scale
Platform Revenue % total Revenue	82	95%
Platform Revenue growth %	44	10-20%
Gross Profit % Revenue	87.8	>85%
Adjusted EBITDA % Revenue	13	>30%
“Rule of 40”	57	>40%

H1 overhead cost growth v last year **driven by performance-related pay**








Free Cash Flow | in line with our plan

Free cash flow H1 FY24 £m



Summary

We are back on track with a winning formula

-  Platform revenue growing strongly on new business wins
-  Record number of new client wins in H1
-  Revitalised Innovation proposition coming in 2024
-  Direct costs reduced through platform & supply chain efficiencies
-  Improved profitability and cash generation
-  Relentless focus on execution

System1

Thank you.

Questions & Answers

