Stockholm 2024-06-11

AGM DoohClick 2024 Review of 2023 and outlook for 2024.

Dear Shareholder,

A few words on our development last year and how 2024 has kicked off.

In 2023, the business performance has shown steady growth in key areas such as UK, Mainland Europe and USA. The revenue has increased by +18% 2023 vs 2022, now operating clients in 12 markets indicating a positive trajectory. The revolving ARR (Annual Recurring Revenue) had grown by 19,6% in December 2023 compared to December 2022.

Our market share has also expanded, reflecting successful strategies implemented throughout the year. Customer satisfaction remains high, with an increase in referred customers and positive feedback. Operational efficiency has improved through streamlined processes, reducing overheads and the adoption of new technologies. Our development route map is robust and in line with OOH Media requirements. Overall, the business in 2023 was optimistic, with a strong foundation for continued growth and success that showed tangible results in Q4 2023.

The leadership team travelled extensively beating the DoohClick Drum and were present at most key OOH events including ISE Barcelona, WOO Forum Dubai, WOO Lisbon, OAAA Nashville and DPAA Summit New York. It was evident that our brand building and general awareness as a business has catapulted DoohClick significantly evidenced by the reception and interest received. Any opportunity to meet clients in person we feel is essential at this stage in reinforcing our points of difference and better understanding of our client's needs.

2024 has already started positively with new OOH client wins in new markets such as Croatia, Sweden and the UK. Working closely with our friends at Absen on ISE Barcelona has already proved a success and we were representing at WOO Capetown South Africa to expand our foothold in what has turned out to be a good market for DoohClick. We are planning to continue in our new streamlined state to be highly visible at more key events.

The different OOH markets had a varied growth of 5-11% last year.
Overall the economic outlook for 2024 is cautiously promising with several positive indicators. Latest reports suggest OOH spend in the USA has now surpassed pre -covid levels. Let's hope this continues!

Retail is an area of increasing interest as this little-known area and fast-growing untapped opportunity, as owners begin to look to optimise in store screens using data. Therefore, very satisfying that we were able to sign one of Scandinavia's major retail optical outlets recently which hopefully we can use to build upon this success.

For DoohClick then we thankfully remained cautious, keeping to our belief of maintaining low overheads, investment in product improvement, building on established and forging new relations with partners. All this coupled with continuing building the brand and making ourselves highly visible and relevant – punching above our weight!

Who we are and our brand DNA remain our key credentials.

Sales and Marketing Progress

Together with expansion in Europe, we also saw success with new clients in the USA, Middle East and Africa. This was very satisfactory as not only does this prove the increasing power of our brand and legacy, it also gives us valuable stepping stones into new key growth markets.

I also want to remind you that if you wish to buy or sell shares in our company, please contact Monitor Capital Markets who is handling the OTC-trading in our shares. johannes.hellstrom@monitorcm.se +46 (0)8 598 440 03.

Kind regards

Jonas Glad
CEO