



# INTERIM REPORT

## FIRST HALF 2021

Berlin, 18 August 2021

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# LETTER TO THE SHAREHOLDERS

Dear Shareholders,

In recent years, the digital advertising market has grown to become the world's most important channel for advertising.

At the same time, it has undergone a major transformation: Automated trading of digital advertising space is now widely used, so that the majority of digital advertising budgets are traded in real time - programmatically.

This is particularly true with regards to the mobile advertising spend for display advertising - in this segment, around 70 % of all advertising spend is already traded automatically.

In order to benefit from this massive change in the purchasing process of digital advertising, YOC Group introduced the powerful supply-side platform (SSP) **VIS.X®** to the market three years ago.

This positions our company as a developer of high-performance software in the advertising technology market.

The unique selling point of the **VIS.X®** platform is the trading of non-standardized, highly effective advertising formats. Only this makes it possible to make YOC's proprietary high-impact advertising formats available and scalable in programmatic trading.

In the past second quarter of 2021, YOC Group was able to report revenue growth of 42 % year-on-year to EUR 4.2 million (Q2/2020: EUR 3.0 million). After a first quarter of 2021 with moderate growth, which was still characterized by a restrained spending volume of some advertisers due to lockdown measures in some markets, YOC Group revenues in the first half of 2021 total EUR 7.7 million (H1/2020: EUR 6.3 million).

Revenue growth in the first six months of the current financial year 2021 was thus increased by around 22 % compared to the same period of the previous year.

Due to the further increase in profitability of our increasingly automated activities, operating earnings before interest, taxes, depreciation and amortisation (EBITDA) rose by EUR 0.2 million to EUR 0.8 million in the first half of 2021 (H1/2020: EUR 0.6 million).

The net profit for the period increased disproportionately by EUR 0.5 million to EUR 0.4 million (H1/2020: EUR -0.1 million).

The significant increase in earnings power will thus continue in the current fiscal year 2021.

Parallel to the operationally positive development, the exercise of the conversion right of Eiffel Investment Group SAS (formerly Alto Invest SA) from the convertible bond issued in 2018 took place at the end of the first quarter. As a result, bonds with a nominal amount of EUR 1.5 million were converted into shares of YOC AG more than one year before their original maturity on 31 July 2022.

These 187,500 no-par value shares were transferred to Eiffel Investment Group SAS in April 2021 with the addition of 4,000 YOC shares held in treasury. As a result, the share capital of the company and the total number of voting rights of YOC AG increased by 183,500 to a total of 3,476,478 shares and voting rights, respectively.

In this context we are pleased to announce that another long-term institutional shareholder has shares with a stake of 5.39 % in YOC AG.

We redeemed the remaining total of 6,325 convertible bonds with a total nominal amount of EUR 50,600 in July 2021 in accordance with § 6 (2) of the bond conditions and have since repaid them to the subscribers of the bond.

Dear shareholders, we are positive about the future and are consistently pursuing our strategic mission to achieve a better advertising experience for everyone with the **VIS.X®** platform.

A key part of this strategy will therefore continue to be increasing investment in innovation.

In this way, we are effectively expanding our competitive position and laying the foundation for further increasing the value of the Company.

The growth trend of our company, driven by our **VIS.X®** technology platform, will continue.

I would like to thank you for the trust you have placed in us and look forward to working with you in the future.

May you and your families remain healthy!

Best Regards,



Dirk-Hilmar Kraus

CEO

# YOC AT A GLANCE

	6M/2021	6M/2020 (ADJUSTED)	CHANGE IN TOTAL	CHANGE IN %
<b>REVENUE AND EARNINGS (IN KEUR)</b>				
Total Revenue	7.697	6.286	1.411	22
National	4.399	4.003	396	10
International	3.298	2.283	1.015	44
Gross Profit Margin (in %)	41,7	38,9	2,8 PP	7
Total Output	8.241	6.581	1.660	25
EBITDA	780	577	203	35
EBITDA Margin (in %)	9,5	8,8	0,7 PP	8
Earnings after Tax	441	-103	544	529
Earnings per Share (diluted in EUR)	0,13	-0,03	0,16	533
Earnings per Share (basic in EUR)	0,13	-0,03	0,16	533

## EMPLOYEES

Average Number of Employees <sup>1)</sup>	49	46	3	7
Number of Employees at end of June	49	44	5	11
Total Revenue per Employee (in kEUR)	159	137	22	16
Total Output per Employee (in kEUR)	170	143	27	19

## FINANCIAL POSITION AND LIQUIDITY (IN KEUR)

Total Assets	5.949	7.200 <sup>2)</sup>	-1.251	-17
Cash Flow from Operative Activities	64	-251	314	125

When using rounded amounts and key figures, differences may occur due to commercial rounding.

1) Based on permanent employees on full-time

2) as of 31 December 2020

# BUSINESS MODEL AND TECHNOLOGY

## BUSINESS MODEL

### A BETTER ADVERTISING EXPERIENCE FOR EVERYONE

In recent years, the digital advertising market has grown to become the world's most important channel for advertising.

At the same time, it has undergone a major transformation: automated trading of digital advertising space is now widely adopted, with the majority of digital advertising budgets being traded in real time – programmatically.

As one of the first mobile advertising companies, YOC used its 20 years of expertise to introduce the powerful **VIS.X®** platform to the market.

By providing this proprietary trading platform, YOC enables an optimal advertising experience for advertisers, media providers (publishers) and users of the mobile internet and mobile applications.

The company thus positions itself as a developer of high-performance software in the market for advertising technology and optimally serves the needs of the parties involved with **VIS.X®**:

- Advertisers are given the opportunity to increase awareness of their brand or products in combination with high-quality advertising inventory by using **VIS.X®** and YOC high-impact advertising formats.
- Mobile Internet users receive relevant, interesting advertising messages without being disturbed in their reading flow.
- Partners on the supply side, renowned providers of premium media content (premium publishers) offer a global media reach in the form of mobile Internet portals as well as mobile applications and benefit from the high monetization of the platform **VIS.X®**.

Unlike any previous platform in the market, the **VIS.X®** platform has been specifically designed to deliver innovative and particularly attention-grabbing advertising at scale.

As a result, the company has secured a competitive position in the advertising technology market.

YOC benefits sustainably from the global shift from traditional to digital advertising spend while ensuring that all involved parties – advertisers, publishers and users of the mobile internet or mobile applications – receive an ideal advertising experience that fits their needs.

### INVESTING IN INNOVATION

The **VIS.X®** platform and YOC's proprietary advertising formats differentiate YOC's offering in the international digital advertising technology market.

To sustain this advantage, the company consistently invests in the further development of its platform and products.

Thereby the company aims at continuously improving its software that our partners are offered a comprehensive, efficient and innovative way to trade highly effective advertising media in combination with the best advertising spaces in an automated manner.

In this way, the company is effectively expanding its competitive position.

Recent examples of the success of this strategy include the launch of the unified management interface to control the entire **VIS.X®** platform, the development of the **VIS.X®** SDK to monetize mobile applications, and the market launch of the YOC Branded Takeover advertising product line.

YOC Group will consistently pursue its strategic mission of providing a better advertising experience for everyone with the **VIS.X®** platform and continuously invest in the development and enhancement of its offering and further innovations.



## TECHNOLOGY

### VIS.X® PLATFORM

With the market launch of the Supply Side Platform (SSP) **VIS.X®** at the beginning of 2018, YOC established itself as a provider of high-quality advertising technology (ad technology) and operator of a scalable trading platform.

While the platform was already extensively used by media partners in financial year 2019, both the functional scope and the trading volume reached a significant level for the company.

As a full-stack platform, **VIS.X®** manages three important variants of trading of digital advertising inventory: fully automated trading in the Open Market, advanced trading in the Private Marketplaces and guaranteed trading in direct trading via its own technology.

The platform always achieves the best result for the supply, demand and the user side by combining all available advertising formats with an auction including the demand of all market participants.

The unique selling point of the **VIS.X®** platform is the trading of non-standardized, highly effective advertising formats.

This is what enables YOC's proprietary high-impact advertising formats to be accessible and tradable in programmatic trading.

In addition, the platform was provided with further technical features that clearly differentiate the platform and contribute to its success and scaling:

### UNIVERSAL AD UNIT

The concept of the Universal Ad Unit makes it possible to offer all available advertising formats on any placement within a mobile website or within a mobile application.

Thanks to this technology, the **VIS.X®** platform selects the ideal ad format in real time by evaluating the profitability and benefit for the appropriate advertising campaign.

Available are standard formats for wide application as well as YOC's high-impact ad formats for maximum user experience and cost-effectiveness.

### ADVANCED PRICING MODELS

The **VIS.X®** platform provides mobile advertising buyers with maximum flexibility in the choice of pricing model.

In addition to the common Cost Per Mille (CPM) and purchasing via a Cost Per Click (CPC) model, advanced pricing models can be selected on the platform.

These include viewable CPM (vCPM), in which advertising delivery is only billed if the ad is actually seen by the user. For video advertising, purchasing can also be optimized for fully viewed videos as part of a Cost Per Completed View model (CPCV).

### MODERN MACHINE LEARNING

In each auction of an ad slot on the **VIS.X®** platform, a machine learning model is applied that can predict the probabilities of viewability, clicks, and potential view-through.

This model learns independently based on ongoing data analysis and thus continuously optimizes quality and reliability.

The obtained predictions are incorporated in real time and modulate the probabilities and prices of an ad delivery accordingly.

### FRAUD PROTECTION

All advertising formats traded on the platform are subjected to manual and automated security checks. Especially in automated trading, it blocks advertisements that are inappropriate or illegal.

In addition, the Fraud Protection Algorithm identifies ads that could run malicious programs on users' end devices and removes them before they are displayed. This ensures user safety and a consistently high quality of ads for publishers.

### TRADING IN THE OPEN MARKET PLACE (OMP)

The Open Market Place represents a free, world-wide trading place where advertising inventory can be traded in large quantities among many participants in an extremely scalable manner.

Here, the **VIS.X®** platform combines the supply and demand side in an auction and awards the highest bidder.

The offer of **VIS.X®** differentiates itself on the one hand by a very high quality of advertising inventory and on the other hand by full transparency. This creates a secure trading environment for buyers and at the same time enables them to make a targeted selection of advertising space.

### TRADING IN THE PRIVATE MARKETPLACE (PMP)

Trading in the Private Marketplace allows buyers of advertising inventory to access YOC high-impact advertising formats via the **VIS.X®** platform.

Various additional trading criteria can be defined and set for trading in the form of deals, allowing buying market participants to acquire exactly the advertising inventory that fits the advertisers' goals.

Unlike in the Open Market, buyers in private trading receive a preferred award on the offered inventory.

## DIRECT TRADE

In 2020, the **VIS.X®** platform was enhanced with the possibility of direct trading. In addition to providing all the features available in Private Marketplaces, exclusive trading allows buyers to purchase a volume guarantee for a specific campaign.

This allows various campaign targets, especially for branding advertising, to be managed even more effectively.

## MOBILE WEB AND IN-APP

In a first step, the **VIS.X®** platform was optimized specifically for trading advertising space on the mobile Internet – the fastest-growing platform among digital media.

Thus, the platform is able to serve the most important channel for Internet users and to efficiently trade advertising spaces either in combination with or without YOC's high-impact advertising formats. The use of YOC's own advertising formats has a special added value in this channel due to the usage type and screen size. Advertisers reach the potential customer with their message and achieve extraordinary attention while not disturbing the users in their actual reading flow.

The positive perception of users of advertising formats developed by YOC ultimately leads to increased acceptance and impact of the advertising message compared to normal forms of advertising. In 2020, this offering was also made available in the in-app environment with the launch of the **VIS.X®** Software Development Kit (SDK). It enables mobile app developers to benefit from the value created by the **VIS.X®** platform, helping them to improve the advertising utilization and revenues of their mobile apps.

The **VIS.X®** SDK was specially designed to make YOC's attractive advertising formats displayable and, above all, deliverable within mobile applications on the one hand, and to keep integration as simple as possible on the other.

Thanks to the advantages of the **VIS.X®** SDK, YOC is opening up a new market for the platform, which will noticeably increase the growth of the total available advertising inventory of the **VIS.X®** platform.

## MANAGEMENT AND REPORTING SYSTEM

The **VIS.X®** platform is controlled centrally and offers all the necessary functions to handle and control trading in a granular manner. This enables a particularly effective work and process flow for users and administrators.

## REPORTING SYSTEM

The **VIS.X®** platform has a versatile and high-performance reporting system, which enables a detailed analysis of trading activities.

Historical and daily values can be broken down and analyzed across all channels.

A detailed evaluation on the level of inventory, advertising media, buyers and platforms as well as corresponding graphical representations of the activities provide clarity and decision-making support for the market partners of the **VIS.X®** platform.

In parallel, trends and changes can be detected quickly and easily by displaying previous trading periods.

This enables YOC's partners to gather their own analyses.

## MANAGEMENT OF ADVERTISING INVENTORY

The management interface offers complete management of traded inventory of integrated publishers, their mobile websites or apps, as well as individual ad spaces.

The platform offers granular control options to configure the available ad formats, define price points and determine the trading channels.

These setting variants allow the optimal combination of revenue and user experience to be realized within the framework of trading.

## DEAL AND ORDER MANAGEMENT

The core of the **VIS.X®** platform is the management of all current and new deals within private marketplaces as well as direct advertising campaigns.

The user interface allows the configuration of various targeting options, which define the specific addressing of the desired target group.

Depending on the selected pricing model, the platform's integrated algorithm automatically optimizes the ideal quantity and timing.

## AUTOMATED BILLING

The system is seamlessly integrated with the company's ERP system. Orders and delivery data from direct sales and programmatic trading are automatically captured and synchronized with the accounting system.

This enables highly scalable accounting and thus supports the growth of the **VIS.X®** platform.

# MANAGEMENT REPORT ON THE INTERIM CONSOLIDATED FINANCIAL STATEMENTS

## BUSINESS DEVELOPMENT OF YOC GROUP IN THE FIRST SIX MONTHS OF 2021

YOC AG is a technology company and develops software for the digital advertising market.

With the help of our programmatic trading platform **VIS.X®** we enable an optimized advertising experience for advertisers, publishers and users of the mobile internet and mobile applications.

As one of the pioneers of mobile advertising, the company has been on the market since 2001 and has been listed in the Prime Standard of Deutsche Börse since 2009. The company's headquarters are located in Berlin. The company operates further offices in Dusseldorf, Hamburg, Vienna and Warsaw.

Due to the marginal business volume as well as the particular challenges triggered by the Corona crisis, YOC Group discontinued its activities in the Spanish market in financial year 2020. In accordance with the requirements of **IFRS 5**, this necessitates the separate presentation of discontinued operations and the adjustment of the previous year's figures for better comparability. The liquidation of the Spanish company and the associated deconsolidation resulted in income of EUR 0.2 million (H1/2020: EUR -0,15 million).

In the first six months of the current financial year 2021, YOC Group increased **revenues at Group level** excluding discontinued operations to EUR 7.7 million (H1/2020: EUR 6.3 million). With an **increase in sales** of 22 % compared to the same period of the previous year, the YOC Group thus managed to steer through the economic

consequences of the lockdown measures in the context of the COVID 19 pandemic comparatively smoothly and to resume its growth momentum in particular since the second quarter of 2021.

In the **national market**, sales increased by 10 % compared to the same period of the previous year. Sales revenue from **international business activities** increased by 44 % in the first six months of 2021.

With an increase in trading volume of around 60 % compared to the same period of the previous year, the company's proprietary technology platform **VIS.X®** in particular contributed to this development. The **VIS.X®** trading platform enables programmatic (automated) trading of YOC's high-impact advertising products and positions the company as a provider of advertising technology (Ad Technology). In parallel with this development, the share of sales accounted for by ad tech products developed in-house continued to increase.

The company's **gross profit margin** increased from 39 % in the first half of 2020 to a level of 42 %.

**Earnings before interest, taxes, depreciation and amortization (EBITDA)** improved significantly by EUR 0.2 million to EUR 0.8 million (H1/2020: EUR 0.6 million).

**Net income for the period at Group level** (including Corporate Functions) increased disproportionately by EUR 0.5 million to EUR 0.4 million (H1/2020: EUR -0.1 million). Thus, the steady improvement of **profitability** continued in the first six months of the current fiscal year 2021.

Parallel to this development, the conversion right of Eiffel Investment Group SAS (formerly Alto Invest SA) from the convertible bond issued in 2018 was exercised in March 2021.

As a result, bonds with a nominal amount of EUR 1.5 million were already converted into shares of YOC AG more than one year before their maturity on 31 July 2022. These 187,500 no-par shares were transferred to Eiffel Investment Group SAS in April 2021 with the addition of 4,000 YOC shares held in treasury. The **share capital** of the company and the total number of voting rights of YOC AG increased by 183,500 to a total of 3,476,478 shares and voting rights, respectively.

## DEVELOPMENT OF THE RESULTS OF OPERATIONS

The following comments on the results of operations do not include the activities of the subsidiary YOC Spain S.L., which were terminated in financial year 2020. The earnings component of the Spanish subsidiary in financial year 2020 is therefore reported under discontinued operations due to the separate presentation in accordance with **IFRS 5**. The previous year's figures have been adjusted accordingly to improve comparability.

## REVENUE TREND AND OVERALL PERFORMANCE

In the first half of 2021, the Group recorded **revenue growth** of 22 % to EUR 7.7 million (H1/2020: EUR 6.3 million).

The introduction of the **VIS.X®** technology platform in the financial year 2018 leads to a sustainable positive business development.

At EUR 8.2 million, the Group's **total operating performance** is EUR 1.6 million above the level of the previous year (H1/2020: EUR 6.6 million).

## GROSS PROFIT

Due to the significantly increased share of sales of the **VIS.X®** technology platform, the **gross profit margin** was increased to 42 % in the reporting period (H1/2020: 39 %).

In the context of the development of the past years, which was characterized by an increasing focus on technology as well as the proprietary YOC advertising product lines, the gross profit ratio of the company improved steadily.

The further increase in the gross profit ratio represents an important building block for scaling and thus for the further positive development of the company.

## PERSONNEL EXPENSES AND DEVELOPMENT

The **average number of employees** (excluding the Management Board) of YOC Group was 49 (H1/2020: 46 employees).

As of 30 June 2021, YOC Group had 49 **permanent employees** (30 June 2020: 44 permanent employees).

In the first half of 2021, **personnel expenses** amounted to EUR 2.2 million (H1/2020: EUR 1.6 million). The comparative increase in personnel expenses is mainly due to the utilisation of the possibilities created by the respective states of the European Community to reduce working hours (short-time work) in order to reduce personnel expenses in the previous year.

In the current financial year 2021, YOC Group was able to retain top performers and recruit new qualified employees for key positions. The company was thus able to effectively counteract the shortage of skilled workers.

## OTHER OPERATING EXPENSES

In the first six months of the current fiscal year 2021, **other operating expenses** of EUR 0.8 million were nearly at the level of the previous year (H1/2020: EUR 0.6 million).

The cost control measures implemented in recent years are thus continuing to have an effect.

## EBITDA

**Earnings before interest, taxes, depreciation and amortization (EBITDA)** improved by EUR 0.2 million year-on-year to EUR 0.8 million (H1/2020: EUR 0.6 million).

## EARNINGS AFTER TAXES CONTINUING OPERATIONS

In the first half of 2021, YOC Group recorded **scheduled depreciation and amortization** of EUR 0.4 million (H1/2020: EUR 0.3 million).

The **financial result** amounted to EUR -0.1 million (H1/2020: EUR -0.2 million).

**Taxes on income** totalled EUR 0.1 million (H1/2020: EUR 0.05 million).

As a result, **earnings after taxes** amounted to EUR 0.2 million (H1/2020: EUR 0.05 million).

## EARNINGS AFTER TAXES DISCONTINUED OPERATIONS

Due to the low business volume as well as the special challenges triggered by the Corona crisis, YOC Group discontinued its activities in the Spanish market in the financial year 2020.

In accordance with the requirements of **IFRS 5**, this necessitates the separate presentation of **discontinued operations** and the adjustment of the previous year's figures for better comparability.

The liquidation of the Spanish company and the associated deconsolidation resulted in income of EUR 0.2 million (H1/2020: EUR -0,15 million).

## CONSOLIDATED NET INCOME AFTER TAXES OF THE YOC GROUP

The Group ends the first half of 2021 with a **consolidated profit after tax** of EUR 0.4 million (H1/2020: EUR -0.1 million).

Thus, the steady improvement of the **profitability** continued in the current fiscal year 2021.

# DEVELOPMENT OF THE FINANCIAL POSITION AND RESULTS OF OPERATIONS

## CASH-FLOW

As of the balance sheet date, YOC Group's **cash and cash equivalents** amounted to EUR 0.1 million.

In addition, the company has working capital lines with its principal banks totalling EUR 0.6 million.

## OPERATING CASH FLOW

**Operating cash flow** is calculated using the indirect method. The starting point for the calculation is earnings after tax of EUR 0.4 million (H1/2020: EUR -0.1 million).

The operating cash flow includes all cash transactions in the financial year that are not attributable to investing or financing activities.

In the reporting period, operating cash flow amounted to EUR 0.1 million (H1/2020: EUR -0.3 million). In addition to earnings after tax, this resulted from the business-related change in working capital.

## CASH FLOW FROM INVESTING ACTIVITIES

The **cash outflow from investing activities** totalling EUR 0.5 million (H1/2020: EUR 0.4 million) primarily comprises internal development costs eligible for capitalization in connection with the further development of the Company's technological platforms and innovative products, as well as external development costs.

In property, plant and equipment, additions and disposals are roughly balanced.

## CASH FLOW FROM FINANCING ACTIVITIES

The **cash flow from financing activities** of EUR -0.3 million (H1/2020: EUR -0.1 million) results from the repayment of loan and lease liabilities.

# SUMMARY STATEMENT ON THE EARNINGS, FINANCIAL AND ASSET SITUATION

The concentration of our activities on our **VIS.X®** trading platform and the associated implementation of strategic measures led to an increased volume of business for YOC Group.

With an **increase in sales** of around 22 % compared to the same period of the previous year, YOC Group thus managed to steer through the economic consequences of the lockdown measures in the context of the COVID 19 pandemic comparatively smoothly.

Especially in the second quarter of 2021, we were able to resume our growth momentum more strongly.

In the first half of 2021, the company further expanded its profitability and achieved **operating earnings before interest, taxes, depreciation and amortization (EBITDA)** of EUR 0.8 million (H1/2020: EUR 0.6 million).

The Group ended the first six months of the current financial year 2021 with a **net profit** for the period of EUR 0.4 million (H1/2020: EUR -0.1 million).

YOC Group's **total assets** decreased to EUR 5.9 million (31 December 2020: EUR 7.2 million) due to seasonal factors.

# OPPORTUNITIES, RISKS AND OUTLOOK

## OPPORTUNITIES AND RISKS

As an internationally oriented service company, YOC Group operates in a dynamically developing market, which naturally entails company-specific, industry-specific and financial risks.

The main risks are market and competition risks, technological risks, liability risks, personnel risks, planning risks, organisational risks and financial and treasury risks. These risks can result both from the company's own actions and from external factors.

YOC Group has taken measures to identify and reduce such potential risks in good time. For this purpose, an appropriate risk management system has been set up, in the context of which risks are recorded, evaluated and continuously monitored at regular intervals by means of a company-wide risk inventory.

YOC Group's risk policy, as defined by the Management Board, continues to be an integral part of the company's corporate policy as part of its efforts to achieve sustainable growth, increase the value of the company and secure its continued existence in the long term.

To this end, the necessary risks are consciously taken, taking into account the risk-return ratio, in order to be able to exploit the market opportunities offered and to exploit the potential for success inherent therein. Forward-looking risk controlling as part of the internal control system enables opportunities and risks to be identified and assessed at an early stage so that appropriate responses can be made in good time and efficient management ensured for the success of the company.

The measures to be taken as part of risk management are implemented in the operating units.

## OUTLOOK

Mobile internet usage is highly established in people's everyday life. The wide range of possibilities as well as the mass of content made available online is having an impact on the continuously increasing daily Internet consumption of consumers.

In order to remain relevant to this target group, both publishers and advertisers must provide attractive information and entertainment offerings.

For publishers, this means not overwhelming their users with advertising and ideally even offering them added value with creative formats.

For advertisers, on the other hand, this means knowing their target group precisely and addressing them creatively. Against this background, the demand for creative and highly effective formats takes on even greater relevance.

Rich media formats, i.e. those that allow the integration of diverse media such as video, audio or HTML5, generate higher interaction rates than standard banners and therefore lead to a higher and more positive brand perception.<sup>1</sup>

For some years now, the Company has been positioning itself in this business area with its product lines and features and expects to participate in market growth by providing interactive and high-impact advertising formats in the programmatic environment.

In the European context, the market currently offers hardly any supply-side platforms that can meet the demand for mobile programmatic advertising in conjunction with high-impact advertising products.

Further reservations arose from the concern of many advertisers that their ads might appear in negatively tainted environments.

This shows all the more the relevance of secure premium environments and, above all, their transparency.

Against this background, YOC saw a corresponding need for action: with the launch of the new proprietary supply side platform **VIS.X®** in 2018, YOC not only offers highly effective advertising formats, but can now also trade and deliver them platform-based via programmatic sales channels.

By connecting numerous publishers and their inventory, the company also covers the strong demand for brand safety, i.e., safe advertising environments, and will thus participate in the further expansion of programmatic trading in Europe in the future.

The Executive Board is focusing in particular on further increasing the programmatic platform business and thus implementing the defined corporate strategy. For this purpose, it is necessary that all YOC locations adapt the new market positioning and implement all sufficient tasks.

With its own technology platform **VIS.X®**, the company gains a sustainable competitive advantage as well as independence from third-party providers through programmatic trading of highly effective advertising products.

Expectations for the current fiscal year 2021 are positive despite the ongoing Corona pandemic.

Compared to the previous year, it should be possible to significantly increase both sales and operating profit. We assume that it will be possible to gradually contain the pandemic in Europe in the further course of the year.

We do not expect a comparative slump or shock in the advertising industry, which occurred in the second quarter of 2020, even if the pandemic continues.

However, the Company's sales forecast is based on the assumption that the nationwide provision and administration of suitable vaccines will progress. In addition, the forecast for further business development is based on the assumption that, at least in the second half of 2021, no further lockdown measures will be necessary in the core markets relevant to us.

Overall, YOC Group anticipates **rising sales revenues** in the range of EUR 17.0 million to EUR 18.0 million with a continued disproportionately low increase in the cost structure. Based on this revenue forecast, the company expects a further increase in **operating earnings before interest, taxes, depreciation and amortization (EBITDA)** to EUR 1.75 million to EUR 2.25 million in financial year 2021.

As a consequence, the **consolidated profit after tax** for the financial year 2021 should reach a level of EUR 0.75 million to EUR 1.25 million.

Since 01 July 2021, YOC AG has additional liquidity leeway due to the provision of working capital lines by the principal banks in the total amount of EUR 0.6 million.

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1) According to Nielsen/YOC (2020): The effectiveness of high-impact ad formats, [Online] <https://insights.yoc.com/nielsen-brand-awareness>

# INTERIM CONSOLIDATED FINANCIAL STATEMENTS

## STATEMENT OF COMPREHENSIVE INCOME Q2/2021 (UNAUDITED)

All figures in EUR

	Q2/2021	Q2/2020 (ADJUSTED)
Revenue	4.193.734	2.952.674
Own work capitalised	141.552	115.969
Other operating income	117.040	49.630
<b>Total output</b>	<b>4.452.326</b>	<b>3.118.273</b>
Expenses for goods and services	2.397.838	1.805.727
Personnel expenses	1.123.737	596.268
Other operating expenses	472.411	268.860
<b>Earnings before interest, taxes, depreciation and amortization</b>	<b>458.340</b>	<b>447.418</b>
Depreciation and amortisation expenses	201.144	165.375
<b>Earnings before interest and taxes</b>	<b>257.195</b>	<b>282.043</b>
Financial expenses	51.896	80.612
Financial result	-51.896	-80.612
<b>Earnings before taxes</b>	<b>205.299</b>	<b>201.431</b>
Income taxes	41.682	-29
<b>Net income continuing operations</b>	<b>163.617</b>	<b>201.460</b>
Net income discontinued operations	0	-71.347
<b>Net income</b>	<b>163.617</b>	<b>130.113</b>

### EARNINGS PER SHARE

Earnings per share basic	0,05	0,04
Earnings per share diluted	0,05	0,04

### EARNINGS PER SHARE CONTINUING OPERATIONS

Earnings per share basic	0,05	0,06
Earnings per share diluted	0,05	0,06

### CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

Net income	163.617	130.113
Net other comprehensive income to be reclassified through profit or loss in subsequent periods:		
Unrealised gains/losses from foreign currency translation	-8.767	1.516
<b>Total other comprehensive income</b>	<b>-8.767</b>	<b>1.516</b>
<b>Total comprehensive income</b>	<b>154.850</b>	<b>131.629</b>

When using rounded amounts and key figures, differences may occur due to commercial rounding. The previous year's figures were adjusted due to the application of IFRS 5 "Non-current Assets Held for Sale and Discontinued Operations".

# INTERIM CONSOLIDATED FINANCIAL STATEMENTS

## STATEMENT OF COMPREHENSIVE INCOME HI/2021 (UNAUDITED)

All figures in EUR

	6M/2021	6M/2020 (ADJUSTED)
Revenue	7.696.821	6.286.183
Own work capitalised	299.276	199.554
Other operating income	245.162	95.717
<b>Total output</b>	<b>8.241.259</b>	<b>6.581.454</b>
Expenses for goods and services	4.490.471	3.838.357
Personnel expenses	2.197.820	1.579.683
Other operating expenses	772.693	586.740
<b>Earnings before interest, taxes, depreciation and amortization</b>	<b>780.275</b>	<b>576.674</b>
Depreciation and amortisation expenses	384.614	338.057
<b>Earnings before interest and taxes</b>	<b>395.661</b>	<b>238.617</b>
Financial expenses	91.508	143.599
Financial result	-91.508	-143.599
<b>Earnings before taxes</b>	<b>304.153</b>	<b>95.018</b>
Income taxes	76.164	44.105
<b>Net income continuing operations</b>	<b>227.989</b>	<b>50.913</b>
Net income discontinued operations	213.475	-153.875
<b>Net income</b>	<b>441.464</b>	<b>-102.961</b>

### EARNINGS PER SHARE

Earnings per share basic	0,13	-0,03
Earnings per share diluted	0,13	-0,03

### EARNINGS PER SHARE CONTINUING OPERATIONS

Earnings per share basic	0,07	0,02
Earnings per share diluted	0,07	0,01

### CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

Net income	441.464	-102.961
Net other comprehensive income to be reclassified through profit or loss in subsequent periods:		
Unrealised gains/losses from foreign currency translation	-3.660	-3.689
<b>Total other comprehensive income</b>	<b>-3.660</b>	<b>-3.689</b>
<b>Total comprehensive income</b>	<b>437.805</b>	<b>-106.650</b>

When using rounded amounts and key figures, differences may occur due to commercial rounding. The previous year's figures were adjusted due to the application of IFRS 5 "Non-current Assets Held for Sale and Discontinued Operations".

# INTERIM CONSOLIDATED FINANCIAL STATEMENTS

## CONSOLIDATED BALANCE SHEET AS OF 30 JUNE 2021 (UNAUDITED)

All figures in EUR

	30/06/2021	31/12/2020
<b>ASSETS</b>		
<b>Non-current assets</b>	<b>2.450.635</b>	<b>2.321.366</b>
Property, plant and equipment	122.838	95.925
Intangible assets	1.685.713	1.470.286
Rights of use from leasing	642.083	755.155
<b>Current assets</b>	<b>3.498.710</b>	<b>4.878.688</b>
Trade receivables	3.194.333	3.873.929
Other financial receivables	186.058	134.151
Cash and cash equivalents	118.319	870.608
<b>Total assets</b>	<b>5.949.344</b>	<b>7.200.055</b>
<b>EQUITY AND LIABILITIES</b>		
<b>Equity</b>	<b>-2.249.886</b>	<b>-4.014.807</b>
Subscribed capital	3.476.478	3.292.978
Additional paid in capital	22.054.522	20.961.224
Retained earnings	-27.782.843	-28.224.307
Other comprehensive income from currency translation differences	1.957	5.617
Own shares	0	-50.319
<b>Non-current liabilities</b>	<b>1.449.497</b>	<b>3.228.107</b>
Provisions	77.403	83.831
Liabilities from leasing	533.968	622.662
Other financial liabilities	482.798	2.243.503
Tax liabilities	355.328	278.111
<b>Current liabilities</b>	<b>6.749.734</b>	<b>7.986.754</b>
Prepayments received	0	80.849
Trade payables	2.274.750	3.053.928
Other liabilities	536.494	667.657
Other financial liabilities	2.545.575	3.953.888
Liabilities from leasing	203.290	230.432
Provisions	1.189.625	0
<b>Total equity and liabilities</b>	<b>5.949.344</b>	<b>7.200.055</b>

Where rounded figures are used, differences may occur due to commercial rounding.

# INTERIM CONSOLIDATED FINANCIAL STATEMENTS

## CONSOLIDATED CASH FLOW STATEMENT HI/2021 (UNAUDITED)

All figures in EUR

	6M/2021	6M/2020
<b>Net income continuing operations</b>	<b>227.989</b>	<b>-124.026</b>
<b>Net income discontinued operations</b>	<b>213.475</b>	<b>21.065</b>
Depreciation and amortisation	384.614	341.136
Taxes recognised in the income statement	76.164	44.105
Interest recognised in the income statement	91.508	143.599
Other non-cash income and expenses	221.075	8.672
Result from deconsolidation	-213.475	0
<b>Cash-Earnings</b>	<b>1.001.349</b>	<b>434.551</b>
Changes in receivables and other receivables	627.690	1.013.587
Changes in liabilities, prepayments and other liabilities	-2.648.952	-2.501.318
Changes in provisions	1.183.197	920.404
Interest paid	-76.448	0
Interest paid from leasing	-23.147	-88.151
Income taxes paid	0	-29.853
<b>Cash flow from operating activities</b>	<b>63.689</b>	<b>-250.788</b>
Purchase of property, plant and equipment	-44.289	-20.232
Purchase of intangible assets	-73.384	-86.246
Outflow from development costs	-407.468	-270.452
Disposal of assets	0	1.802
<b>Cash flow from investing activities</b>	<b>-525.141</b>	<b>-375.128</b>
Repayment of lease liabilities	-115.837	-132.096
loan repayment	-175.000	-150.000
Issuance of loans	0	200.000
<b>Cash flow from financing activities</b>	<b>-290.837</b>	<b>-82.096</b>
<b>Net increase / decrease</b>	<b>-752.289</b>	<b>-708.013</b>
<b>Cash and cash equivalents at the beginning of the period</b>	<b>870.608</b>	<b>991.814</b>
<b>Cash and cash equivalents at the end of the period</b>	<b>118.319</b>	<b>283.802</b>

Where rounded figures are used, differences may occur due to commercial rounding.

# INTERIM CONSOLIDATED FINANCIAL STATEMENTS

## CONSOLIDATED STATEMENT OF CHANGES IN EQUITY AS OF 30 JUNE 2021 (UNAUDITED)

All figures in EUR

	SUBSCRIBED CAPITAL	ADDITIONAL PAID IN CAPITAL	RETAINED EARNINGS	OTHER COMPREHENSIVE INCOME FROM CURRENCY TRANSLATION	OWN SHARES	TOTAL
as of 01/01/2020	3.292.978	20.961.224	-28.535.893	-20.756	-50.319	-4.352.765
Net income	0	0	-102.961	0	0	-102.961
Currency translation differences	0	0	0	-3.689	0	-3.689
Comprehensive income	0	0	-102.961	-3.689	0	-106.650
as of 30/06/2020	3.292.978	20.961.224	-28.638.862	-24.445	-50.319	-4.459.424

	SUBSCRIBED CAPITAL	ADDITIONAL PAID IN CAPITAL	RETAINED EARNINGS	OTHER COMPREHENSIVE INCOME FROM CURRENCY TRANSLATION	OWN SHARES	TOTAL
as of 01/01/2021	3.292.978	20.961.224	-28.224.307	5.617	-50.319	-4.014.807
Net income	0	0	441.464	0	0	441.464
Currency translation differences	0	0	0	-3.660	0	-3.660
Comprehensive income	0	0	441.464	-3.660	0	437.805
Exercise of YOC convertible bond 2018-2022	183.500	1.093.297	0	0	50.319	1.327.116
as of 30/06/2021	3.476.478	22.054.522	-27.782.843	1.957	0	-2.249.886

Where rounded figures are used, differences may occur due to commercial rounding.

➤ No shares are held by non-controlling shareholders.

# NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

## GENERAL INFORMATION

YOC AG is a company based in Berlin, Greifswalder Straße 212, Germany, which operates as a internationally active as a provider of mobile advertising.

YOC AG is listed under the identification number WKN: 593273 / ISIN: DE0005932735 in the Prime Standard of the Frankfurt Stock Exchange.

## BASIS OF PREPARATION OF THE FINANCIAL STATEMENTS AND ACCOUNTING POLICIES

### Basis of preparation of the financial statements

The financial report of YOC AG as of 30 Juni 2021 complies with the requirements of the Securities Trading Act. The interim consolidated financial statements were prepared as condensed financial statements pursuant to IAS 34 and comply with Section 315a of the German Commercial Code (HGB) in accordance with the rules of the International Financial Reporting Standards (IFRS) of the International Accounting Standards Board (IASB) as adopted by the European Union and valid on the reporting date as well as the interpretations of the IFRS Interpretations Committee (IFRS IC) approved by the IASB.

The condensed and unaudited interim consolidated financial statements of YOC AG do not contain all the required and information required in the context of full consolidated presented in the full consolidated financial statements for the financial year.

It is therefore recommended that the interim report together with the consolidated financial statements 2020.

### Standards and interpretations required to be applied in the current fiscal year 2021

In the current fiscal year 2021, all standards whose application is mandatory as of 01 January 2021 have been observed.

### Published standards and interpretations whose application is not yet mandatory

The IASB has adopted the following standards which are fundamentally relevant to YOC AG or have been amended.

However, the application of these standards is not yet mandatory, as their adoption by the EU into European law has not yet been implemented.

The Management Board of YOC AG assumes that the listed standards and interpretations will be applied in the consolidated financial statements of the financial year in which their application is mandatory, provided that the relevant cases of application exist.

STANDARD	EFFECTIVE DATE	EXPECTED EFFECTS
IAS 16	01 January 2022	none
IAS 37	01 January 2022	in review
IFRS 3	01 January 2022	insignificant
IAS 8	01 January 2023	insignificant
IAS 1	01 January 2023	insignificant
IAS 1	01 January 2023	in review
IFRS 17	01 January 2023	none

## CONSOLIDATION PRINCIPLES

The consolidated financial statements include those companies which YOC AG controls.

Control of an investee is considered to exist when the group is exposed, or has rights to, variable returns from its involvement with the investee, and is able to apply its power of disposition over the affiliated company to affect those yields.

The inclusion of subsidiaries in the consolidated financial statements begins from the date on which YOC AG achieves control over the subsidiary.

It ends at the time at which control of the subsidiary is lost. The separate financial statements of the consolidated companies are prepared as of the reporting date of the consolidated financial statements.

All intercompany earnings and expenses as well as assets, liabilities and equity capital are eliminated in full.

## CONSOLIDATED COMPANIES

Due to the marginal business volume as well as the particular challenges triggered by the Corona crisis, YOC Group discontinued its activities in the Spanish market in financial year 2020.

The liquidation of the Spanish company took place on 31 March 2021 and was deconsolidated accordingly.

The scope of consolidation of YOC Group now comprises the following four companies:

FULLY CONSOLIDATED COMPANIES	SHARE IN %	HELD THROUGH NO.	BEGINNING SINCE
1. YOC AG, Berlin, Germany	-	-	-
2. YOC Mobile Advertising GmbH, Berlin, Germany	100 %	1	11/03/2009
3. YOC Central Eastern Europe GmbH, Vienna, Austria	100 %	1	01/06/2009
4. YOC Poland Sp. Z o. o., Warsaw, Poland	100 %	1	08/02/2019

## GENERAL ACCOUNTING AND VALUATION PRINCIPLES

YOC AG functions as the parent company of the group and directly holds a 100 % interest in all of the companies in the YOC Group.

The financial year for all subsidiaries coincides with the calendar year.

The consolidated statement of financial position is structured according to **IAS 1**, "Presentation of Financial Statements", and the principle of maturity.

Consequently, the statement items are divided into non-current and current assets or liabilities respectively.

Assets and liabilities are generally classified as current when they have a remaining term to maturity or turnover within the scope of ordinary business operations of less than one year.

Accordingly, assets and liabilities are classified as non-current when they remain within the company for more than one year.

The annual financial statements of the companies included in these consolidated financial statements are based on uniform accounting and measurement principles.

The consolidated financial statements are presented in Euros. For purposes of clarity and comparability, all amounts are generally (unless otherwise declared) stated in Mio. EUR or kEUR.

Minor rounding differences may occur as a result of commercial rounding of individual items and percentages.

The total income is presented in two separate statements: the income statement according to the expense's method and the statement of comprehensive income.

## EXPLANATORY NOTES ON SIGNIFICANT DEVELOPMENTS IN THE CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

### RESULT FROM DISCONTINUED OPERATIONS

Due to the low business volume as well as the special challenges triggered by the Corona crisis, YOC Group discontinued its activities in the Spanish market in the financial year 2020.

In accordance with the requirements of **IFRS 5**, this necessitates the separate presentation of **discontinued operations** and the adjustment of the previous year's figures for better comparability.

The liquidation of the Spanish company and the associated deconsolidation resulted in income of EUR 0.2 million (H1/2020: EUR -0.15 million).

### EARNINGS AFTER TAXES CONTINUING OPERATIONS

In the first half of 2021, YOC Group recorded **scheduled depreciation and amortization** of EUR 0.4 million (H1/2020: EUR 0.3 million).

The **financial result** amounted to EUR -0.1 million (H1/2020: EUR -0.2 million).

**Taxes on income** totaled EUR 0.1 million (H1/2020: EUR 0.05 million).

As a result, **earnings after taxes** (including Corporate Functions) amounted to EUR 0.2 million (H1/2020: EUR 0.05 million).

### CONSOLIDATED NET INCOME AFTER TAXES OF THE YOC GROUP

The Group ends the first half of 2021 with a consolidated **profit after tax** of EUR 0.4 million (H1/2020: EUR -0.1 million).

Thus, the steady improvement of the **profitability** continued in the current fiscal year 2021.

## SEGMENT REPORTING

Segment reporting is based on the internal management structure and the corresponding reporting.

Accordingly, in addition to the **Corporate Functions**, the Group is divided into the following reportable regional operating segments:

- > **National**
- > **International**

For the purpose of forming the above reportable operating segments, the regions Austria and Poland are combined in the International segment, as they have comparable economic characteristics and are also comparable in terms of their products, services, customers, processes, structures and sales methods.

In the 2020 financial year, the structure of **segment reporting** was adjusted to enable improved comparability of the economic development of the **National** and **International segments**.

Programmatic sales were previously presented in the individual segments as intersegment sales and the corresponding cost of materials in the **Corporate Functions** segment. As part of the adjustment, programmatic sales are now presented as external sales in the respective segments and internal recharges have been eliminated.

The prior-year figures have been adjusted accordingly.

Due to the discontinuation of operations in the Spanish market and the associated application in accordance with **IFRS 5**, the region has been eliminated from the segment and the prior-year figures have also been adjusted.

Sales are calculated on the basis of the sales generated by the national companies in the respective countries. Intragroup sales between the segments are predominantly disbursements.

Intersegment sales within the respective segments are eliminated accordingly.

The **Corporate Functions** segment includes income and expenses that are incurred in the parent company and cannot be directly allocated to any operating segment. Intercompany revenues result from the recharging of costs for the use of the **VIS.X®** technology platform and other holding company operating services.

In the first six months of the current financial year 2021, YOC Group increased **revenues at Group level** to EUR 7.7 million (H1/2020: EUR 6.3 million).

With an increase in revenues of around 22 % compared to the same period of the previous year, YOC Group thus managed to steer through the economic consequences of the COVID 19 pandemic comparatively smoothly. Especially in the second quarter of 2021, the company was able to resume its growth momentum more strongly.

As before, there was no dependency on customer relationships pursuant to **IFRS 8**, whose revenues amount to at least 10 % of consolidated revenues, in the current financial year 2021.

The purchasing platforms connected to the company's own technology platform **VIS.X®** do not represent customers for YOC Group, as they merely serve as clearing houses for processing payment transactions.

**Earnings before interest, taxes, depreciation and amortization (EBITDA)** improved significantly by EUR 0.2 million to EUR 0.8 million (H1/2020: EUR 0.6 million).

In the **national segment**, **total revenue** amounted to EUR 4.4 million (H1/2020: EUR 4.0 million). **Operating earnings before interest, taxes, depreciation and amortization (EBITDA)** were at EUR 1.0 million (H1/2020: EUR 0.8 million).

**Revenues from international business** activities increased by 44 % to EUR 3.3 million (H1/2020: EUR 2.3 million). As a result, the segment contributed **operating earnings before interest, taxes, depreciation and amortization (EBITDA)** to of EUR 0.7 million (H1/2020: EUR 0.4 million).

**EBITDA** can be reconciled with earnings after taxes as follows:

RECONCILIATION (IN KEUR)	H1/2021	H1/2020
EBITDA	780	577
Depreciation and Amortisation	385	338
Financial Result	-92	-144
<b>Net Income before Taxes</b>	<b>304</b>	<b>95</b>
Taxes	76	44
<b>Net Income Continuing Operations</b>	<b>228</b>	<b>51</b>
Net Income Discontinued Operations	213	-154
<b>NET INCOME</b>	<b>441</b>	<b>-103</b>

As of 30 Juni 2021, **trade receivables** amounted to kEUR 728 (previous year: kEUR 524) in the **national region** and kEUR 957 (previous year: kEUR 541) in the **international region** and kEUR 1,509 (previous year: kEUR 856) in the **Corporate Functions**.

In addition, **liabilities** in the **national region** amounted to kEUR 1,112 (previous year: kEUR 1,023), **internationally** to kEUR 704 (previous year: kEUR 820) and in **Corporate Functions** to kEUR 459 (previous year: kEUR 428).

The following table shows the results of the individual segments. In accordance with the internal reporting structure, **earnings before interest, taxes, depreciation and amortization (EBITDA)** is used as the measure of earnings.

**SEGMENT REPORTING**

(in kEUR)

**01/01/2021 - 30/06/2021**

	<b>NATIONAL</b>	<b>INTER-NATIONAL</b>	<b>CORPORATE FUNCTIONS</b>	<b>CONSOLIDATION</b>	<b>YOC GROUP</b>
External revenue	4.403	3.294	0	0	7.697
Internal revenue	40	3	799	-843	0
<b>Total revenue</b>	<b>4.443</b>	<b>3.298</b>	<b>799</b>	<b>-843</b>	<b>7.697</b>
Own work capitalised	0	0	299	0	299
Other operating income	119	72	427	-373	245
<b>Total output</b>	<b>4.562</b>	<b>3.369</b>	<b>1.526</b>	<b>-1.216</b>	<b>8.241</b>
Costs of goods sold	2.558	1.913	863	-844	4.490
Personnel expenses	673	432	1.093	0	2.198
Other operating expenses	283	331	532	-373	773
<b>EBITDA</b>	<b>1.048</b>	<b>693</b>	<b>-961</b>	<b>1</b>	<b>780</b>

**SEGMENT REPORTING**

(in kEUR)

**01/01/2020 - 30/06/2020**

	<b>NATIONAL</b>	<b>INTER-NATIONAL</b>	<b>CORPORATE FUNCTIONS</b>	<b>CONSOLIDATION</b>	<b>YOC GROUP</b>
External revenue	4.012	2.274	0	0	6.286
Internal revenue	4	9	478	-492	0
<b>Total revenue</b>	<b>4.017</b>	<b>2.283</b>	<b>478</b>	<b>-492</b>	<b>6.286</b>
Own work capitalised	0	0	200	0	200
Other operating income	69	29	415	-417	96
<b>Total output</b>	<b>4.086</b>	<b>2.312</b>	<b>1.092</b>	<b>-909</b>	<b>6.581</b>
Costs of goods sold	2.473	1.274	605	-514	3.838
Personnel expenses	521	285	774	0	1.580
Other operating expenses	302	321	360	-396	587
<b>EBITDA</b>	<b>790</b>	<b>432</b>	<b>-646</b>	<b>1</b>	<b>577</b>

## EXPLANATORY NOTES ON SIGNIFICANT DEVELOPMENTS IN THE CONSOLIDATED BALANCE SHEET

### OTHER DISCLOSURES TO FINANCIAL INSTRUMENTS

The carrying amounts of cash and cash equivalents,

trade receivables, other current financial assets and other current financial liabilities approximate their fair values mainly due to the short maturities of these instruments.

For reasons of materiality, the fair value of these short-term balance sheet items is equated with their carrying amount.

The following table shows the carrying amounts, fair values and categorisation in accordance with IFRS 9.

**30/06/2021**  
**(IN KEUR)**

#### FINANCIAL ASSETS

Cash and cash equivalents
Trade receivables
Other financial assets

CARRYING AMOUNT	AT ATMORTIZED VALUE
--------------------	------------------------

118	118
3.194	3.194
186	186

#### FINANCIAL LIABILITIES

thereof long-term

Fixed rate borrowing
YOC Convertible Bond 2018 - 2022

430	430
53	53

thereof short-term

Trade payables
Fixed rate borrowing
Other financial liabilities

2.275	2.275
550	550
1.996	1.996

**30/06/2020**  
**(IN KEUR)**

#### FINANCIAL ASSETS

Cash and cash equivalents
Trade receivables
Other financial assets

CARRYING AMOUNT	AT ATMORTIZED VALUE
--------------------	------------------------

284	284
1.921	1.921
375	375

#### FINANCIAL LIABILITIES

thereof long-term

Fixed rate borrowing
YOC Convertible Bond 2018 - 2022

480	480
1.340	1.340

thereof short-term

Trade payables
Fixed rate borrowing
Other financial liabilities

2.271	2.271
750	750
1.868	1.868

## EXERCISE AND REPAYMENT OF CONVERTIBLE BOND

In 2018 convertible bonds with an aggregate nominal amount of EUR 1.56 million with a four-year term were issued and were convertible into a maximum of 193,825 ordinary shares of YOC AG.

On 30 March 2021, Eiffel Investment Group SAS (formerly Alto Invest SA) had declared the conversion of convertible bonds with a total nominal amount of EUR 1.5 million into a total of 187,500 no-par value shares of YOC AG.

YOC AG transferred these 187,500 no-par shares to Eiffel Investment Group SAS, adding 4,000 YOC shares held in treasury.

As a result, the share capital and the total number of voting rights of YOC AG increased by 183,500 to a total of 3,476,478 shares and voting rights in April 2021.

The remaining 6,325 convertible bonds have now been redeemed early. The early redemption was carried out in accordance with bond conditions § 6 paragraph 2 at 110 % on 31 July 2021.

31 July 2021 fell on a Saturday. Therefore, the redemption took place on 02 August 2021 ("Redemption Date"). The redemption was effected via Clearstream Banking AG step-by-step against derecognition of the bonds from the bondholders' securities accounts.

## EXPLANATION OF THE CASH FLOW STATEMENT

### CASH FLOW

As of the balance sheet date, YOC Group's **cash and cash equivalents** amounted to EUR 0.1 million.

In addition, the company has working capital lines with its principal banks totalling EUR 0.6 million.

### OPERATING CASH FLOW

**Operating cash flow** is calculated using the indirect method. The starting point for the calculation is earnings after tax of EUR 0.4 million (H1/2020: EUR -0.1 million).

The operating cash flow includes all cash transactions in the financial year that are not attributable to investing or financing activities.

In the reporting period, operating cash flow amounted to EUR 0.1 million (H1/2020: EUR -0.3 million).

In addition to earnings after tax, this resulted from the business-related change in working capital.

### CASH FLOW FROM INVESTING ACTIVITIES

The **cash outflow from investing activities** totalling EUR 0.5 million (H1/2020: EUR 0.4 million) primarily comprises internal development costs eligible for capitalization in connection with the further development of the Company's technological platforms and innovative products, as well as external development costs.

In property, plant and equipment, additions and disposals are roughly balanced.

### CASH FLOW FROM FINANCING ACTIVITIES

The **cash flow from financing activities** of EUR -0.3 million (H1/2020: EUR -0.1 million) results from the repayment of loan and lease liabilities.

### CASH AND CASH EQUIVALENTS

**Cash and cash equivalents** comprise cash on hand and bank balances as well as short-term investments with a maturity of up to 90 days that are subject to a low risk of fluctuation in value.

As of 30 June 2021 cash and cash equivalents totalled EUR 0.1 million.

## OTHER DISCLOSURES

### CONTINGENCIES, WARRANTIES, CONTINGENT LIABILITIES AND SIMILAR MATTERS

An exercise of 20,000 virtual stock options is linked to a takeover offer for the shares of YOC AG pursuant to Sections 29, 35 WpÜG with an indefinite term.

In addition, the service contract of Management Board member Dirk-Hilmar Kraus, which was renewed in March 2020 and runs until 31 March 2023, contains a one-off, performance-related remuneration conditional on a change of control following a takeover bid.

No resulting liabilities were recognized as of the reporting date.

There are no other contingent liabilities, warranties or similar obligations.

### EVENTS AFTER THE BALANCE SHEET DATE

No events with a significant impact on the net assets, financial position and results of operations occurred after the balance sheet date.

## REPORT ON RISKS AND OPPORTUNITIES

The financial instruments of YOC Group include trade receivables, cash and cash equivalents, other financial assets and trade payables and other liabilities.

All further information on the corporate, industry-specific and financial risks of YOC Group and their management is provided in detail in the risk report of the consolidated financial statements for the financial year 2020, which is part of the audit by the auditor of the annual financial statements.

## DISCLOSURES ON RELATIONSHIPS WITH RELATED COMPANIES AND PERSONS

Related parties within the meaning of IAS 24 are generally members of the Management Board and Supervisory Board of YOC AG and their family members as well as companies controlled by these persons.

In addition, persons in key positions and their close family members in accordance with IAS 24.9 are considered related parties.

Obligations of YOC AG in the amount of kEUR 180 to its Management Board member Mr Dirk-Hilmar Kraus have been subject to interest at 5 % p. a. since 01 January 2015 and are reported under non-current financial liabilities.

Furthermore, Mr Dirk-Hilmar Kraus has provided the Company with a loan in the amount of kEUR 100 in the course of 2019 to finance further growth of the Company. This loan bears interest at 6 % p.a. and is reported under current financial liabilities. This loan is due for repayment in July 2021.

Mr Dirk-Hilmar Kraus provided YOC AG with a loan in the amount of kEUR 200 in financial year 2020. This loan bears interest at 7 % p.a. and is due for repayment in January 2022.

In total, the loans provided to the company by Mr Dirk-Hilmar Kraus amounted to kEUR 480 as of the balance sheet date (31 December 2020: kEUR 480). These loans are not secured.

In the course of an agreement with the company's bank on an operating line of credit in the amount of EUR 0.5 million, Mr Dirk-Hilmar Kraus declared a temporary partial subordination in relation to the loans provided to YOC AG.

There were no other significant business transactions with related parties in the reporting period.

## DECLARATION OF CONFORMITY WITH THE GERMAN CORPORATE GOVERNANCE CODE

The annual declaration of compliance with the German Corporate Governance Code pursuant to **Section 161 of the German Stock Corporation Act (AktG)** was issued by the Management Board and the Supervisory Board in February 2021 and made permanently available to the shareholders of YOC AG on the website [www.yoc.com](http://www.yoc.com) in the section "Investor Relations".

## STATEMENT OF RESPONSIBILITY BY THE MANAGEMENT BOARD

I assure, to the best of my knowledge, and in accordance with the applicable reporting principles for interim financial reporting, the interim consolidated financial statements give a true and fair view of the assets, liabilities, financial position and profit or loss of the Group, and the interim management report of the Group includes a fair review of the development and performance of the business and the position of the Group, together with a description of the principal opportunities and risks associated with the expected development of the Group for the remaining months of the financial year.

Berlin, 18 August 2021



Dirk-Hilmar Kraus

The Management Board

# YOC LOCATIONS

## BERLIN

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YOC Mobile Advertising GmbH

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## VIENNA

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## DUSSELDORF

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## WARSAW

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# FINANCIAL CALENDAR 2021

## 06 - 07 SEPTEMBER 2021

Equity Forum - Fall Conference

## 17 NOVEMBER 2021

Interim Report Third Quarter 2021

## 22 - 24 NOVEMBER 2021

German Equity Forum

## 07 - 08 DECEMBER 2021

Munich Capital Market Conference

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