

ABOUT CLIQ

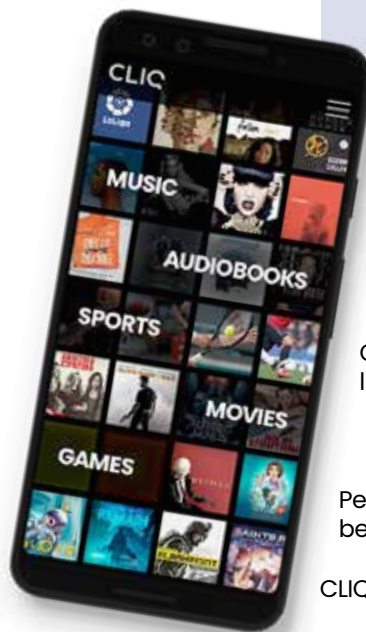
CLIQ Digital is a global **streaming provider** specialising in performance marketing of **mass market entertainment** products. The company provides members unlimited access to **music, audiobooks, games, sports, movie and series content**



- ★ Founded in **2005**
- 🌐 **30+** operating countries
- 🏢 **Headquarters** in Düsseldorf
- Offices** in: Amsterdam, Barcelona, London, Paris, Florida, Toronto
- 👥 **168** employees, **34** nationalities

BUSINESS MODEL

CLIQ Digital is appealing to a niche in the rapidly growing entertainment market for digital streaming services, namely **value-orientated consumers**



CLIQ's business model centres on the selling of membership-based digital entertainment via performance marketing.

In addition, CLIQ also offers ad-funded, digital marketing services.

CLIQ's membership-based service offers two product lines:

- multi-content portals such as www.cliqdigital.com
- single-content portals such as scream-stream.com

Performance marketing is used to on-board new members and thus make every € marketing spend profitable.

CLIQ licences all content, facilitating excellent cost control.

CLIQ is growing organically by increasing its profitable marketing spend and continuously expanding its content as well as via M&A.

Key differentiators:

POSITIONING

- Multi-content portals addressing the mass market with 1 portal for 5 categories
- Single-content portals addressing niche markets
- Targeting value-orientated consumers
- Attractive pricing model

CONTENT

- Licenced, not owned
- More local than global focus
- Content cost is either a fixed amount, revenue-based or pay-per-use

MARKETING

- Approaching members via performance marketing
- Proprietary predictive analysis business intelligence tool
- Brand marketing

SERVICE

- One-stop shop
- Unlimited access to a wide choice from multiple categories
- No-nonsense cancellation policy

ECONOMICS

- Profitable membership already within the first six months
- Every marketing € spent is generating a profit
- 7-8 months' average membership duration

KEY FINANCIALS

OUTLOOK FY 2022

MEMBERS

>2m

+54% Y/Y

SALES

>€250m

+67% Y/Y

EBITDA

>€38m

+40% Y/Y

MARKET CAP

€200m
(per 01/08/2022)



168

Employees
38% female
62% male

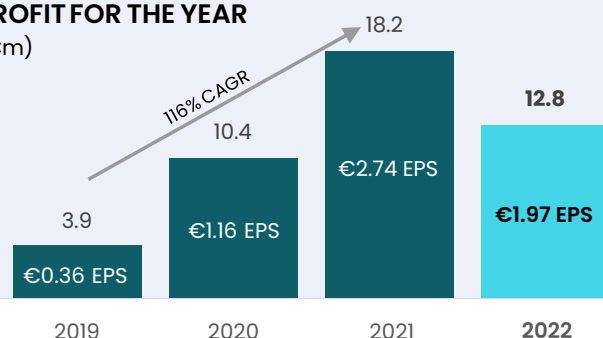
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Operating countries

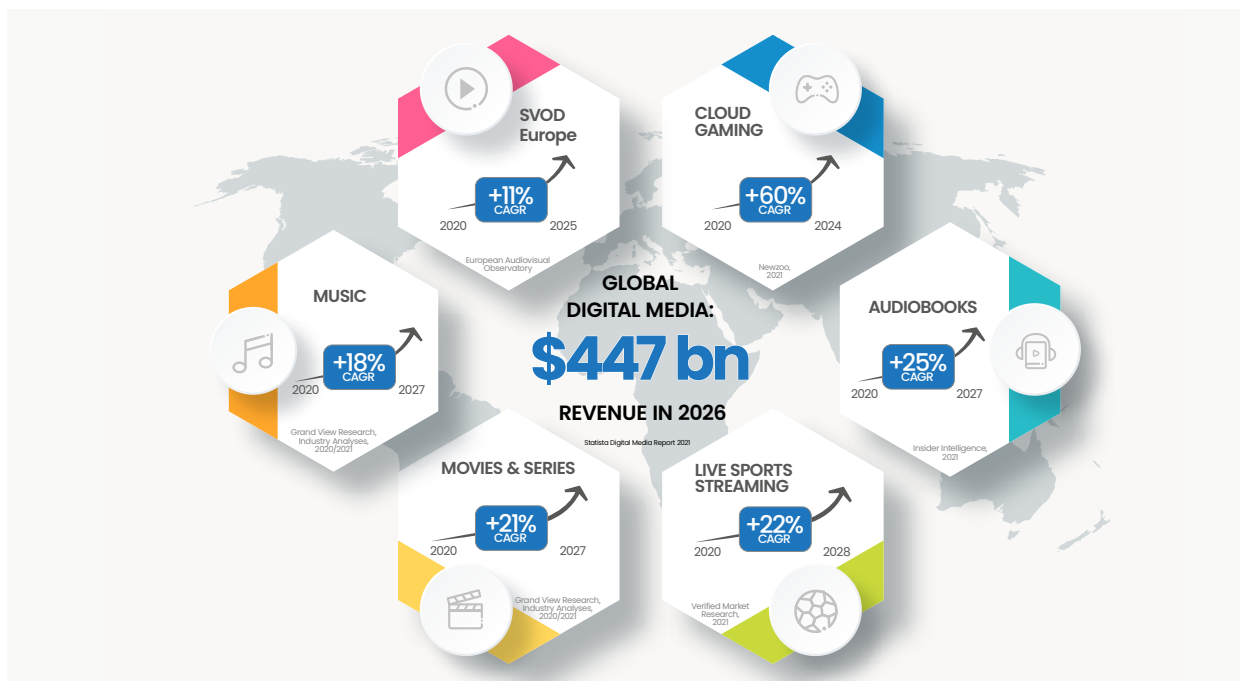
40% PAYOUT RATIO

2021 Dividend paid:
€1.10

PROFIT FOR THE YEAR (€m)



MARKET DEVELOPMENT



PRESS CONTACT

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