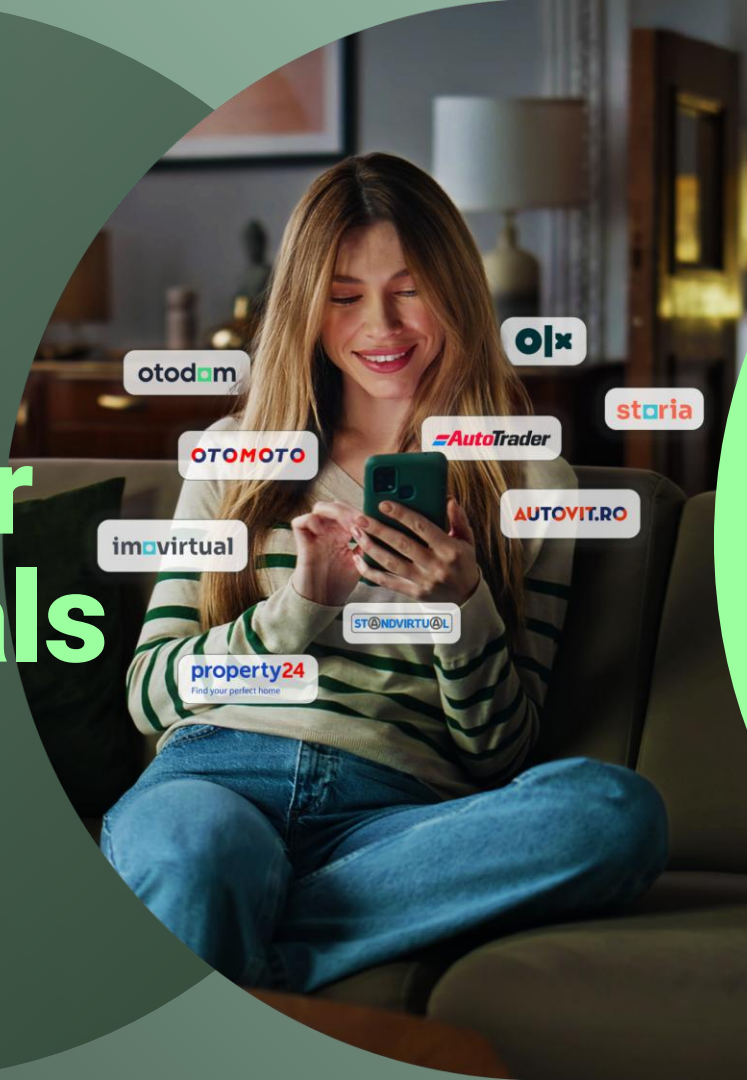




# Unlocking the power of verticals

20.02.2025



# Forward looking statements

This report contains forward-looking statements as defined in the United States Private Securities Litigation Reform Act of 1995 concerning our financial condition, results of operations and businesses.

These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond our control and all of which are based on our current beliefs and expectations about future events. Forward-looking statements are typically identified by the use of forward-looking terminology such as "believes", "expects", "may", "will", "could", "should", "intends", "estimates", "plans", "assumes" or "anticipates", or the negative thereof, or other variations thereon or comparable terminology, or by discussions of strategy that involve risks and uncertainties.

These forward-looking statements and other statements contained in this report regarding matters that are not historical facts involve predictions. No assurance can be given that such future results will be achieved. Actual events or results may differ materially as a result of risks and uncertainties facing us and our subsidiaries. Such risks and uncertainties could cause actual results to vary materially from the future results indicated, expressed or implied in such forward-looking statements.

There are a number of factors that could affect our future operations and could cause those results to differ materially from those expressed in the forward-looking statements including (without limitation): (a) changes to IFRS and associated interpretations, applications and practices as they apply to past, present and future periods; (b) ongoing and future acquisitions, changes to domestic and international business and market conditions such as exchange rate and interest rate movements; (c) changes in domestic and international regulatory and legislative environments; (d) changes to domestic and international operational, social, economic and political conditions; (f) labour disruptions and industrial action; and (g) the effects of both current and future litigation.

The forward-looking statements contained in the report speak only as of the date of the report. We are not under any obligation to (and expressly disclaim any such obligation to) revise or update any forward-looking statements to reflect events or circumstances after the date of the report or to reflect the occurrence of unanticipated events. We cannot give any assurance that forward-looking statements will prove correct and investors are cautioned not to place undue reliance on any forward-looking statements.

# OLX Today



**9**  
markets



**9**  
brands



**29M**  
app monthly  
active users\*



**64M**  
daily active  
listings\*



**+27M**  
secondhand items  
traded on OLX  
platforms in FY25\*\*

\*Based on data collected from April 2024 until January 2025.

\*\*Estimation from February of 2024 until January 2025 based on Pay & Ship transactions.

# OLX Core

Enhancing monetization and profitability by:

- Providing specialized experience to pro sellers (enhancing monetization)
- Cross-listing between horizontals and verticals
- Fostering vibrancy of the horizontal in favour of the verticals



**Motors**



**Real Estate**



**Jobs**

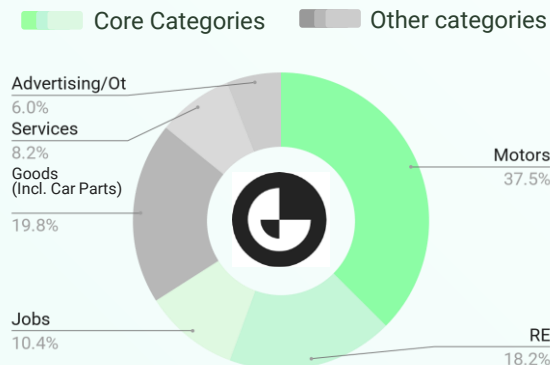


**Car Parts**  
(emerging pathway)

# Focused on our largest, most profitable and fastest-growing categories

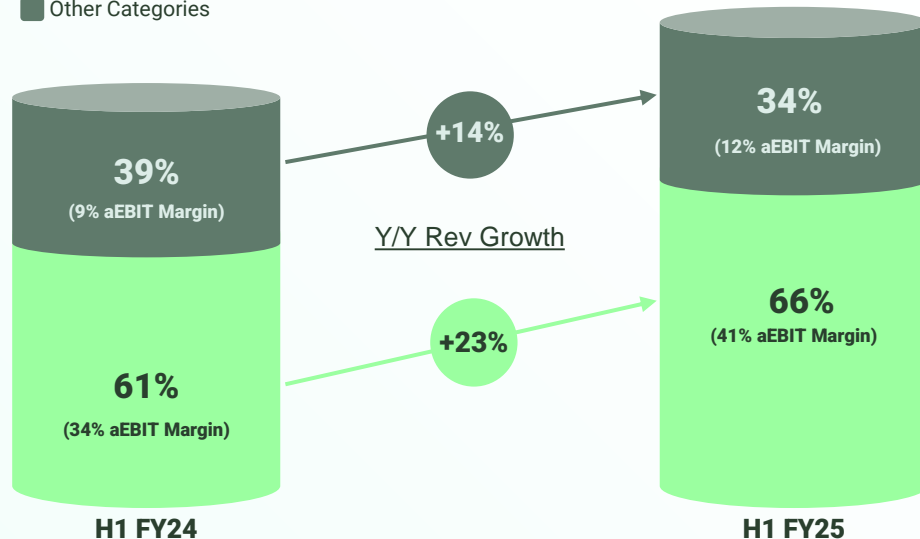
*Motors, Real Estate, and Jobs*

## H1 Revenue breakdown by category (USDm)



## Core categories growing as % of revenue

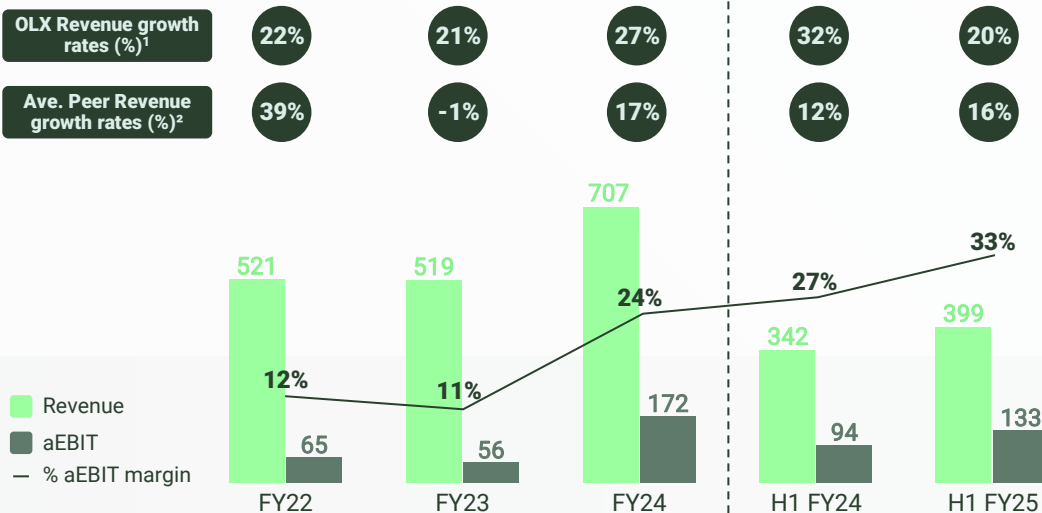
Legend: ■ Core Categories ■ Other Categories



# Revenue growth rates above peer levels

## while aEBIT margin expansion continues

### OLX Classifieds Revenue (USDm) and aEBIT Margin



### Long-term ambition

**20%<sup>+</sup>\***  
Revenue Growth

**50%<sup>+</sup>\***  
aEBIT margin

1. Revenue Growth rates in Local Currency, excluding M&A

2. Source: Bloomberg, based on peer equivalent periods. In FY22: Peer growth was higher than OLX as peers came out of Covid. AutoTrader grew 72% and Rightmove 59%. Both of them dropped 30% the year before that.

\*Long-term ambition based on the company's best estimates.

# 01

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# Motors





# Powerful **Motors** **portfolio** across all markets

## Leading brands by awareness\*

	1st brand	2nd Brand
Poland		
Romania		
Portugal		
South Africa		

\*Spontaneous brand awareness

\*\*Ranking is based on the average number of Monthly Active Users in the period of Jul'23-Jun'24 for Desktop, mWeb and app data. Source: Desktop, mWeb - SimilarWeb and App - data.ai. OLX ranking in categories is based on internal data of the MAU in each category, which are adjusted by each particular channel to SW and Data.ai level by internal methodology. If there are both vertical and horizontal brands of OLX Group servicing the same market, traffic on both is combined for the calculation purposes.

## Leading destination to buy and sell cars\*\*

#1

Poland, Romania, Portugal,  
South Africa, Uzbekistan and  
Bosnia and Herzegovina

#2

Ukraine, Bulgaria  
and Kazakhstan





# Motors has significant headroom in profit share whilst improving its value proposition

## Motors Category Revenue (USDm)

Revenue growth rates (%)<sup>1</sup>

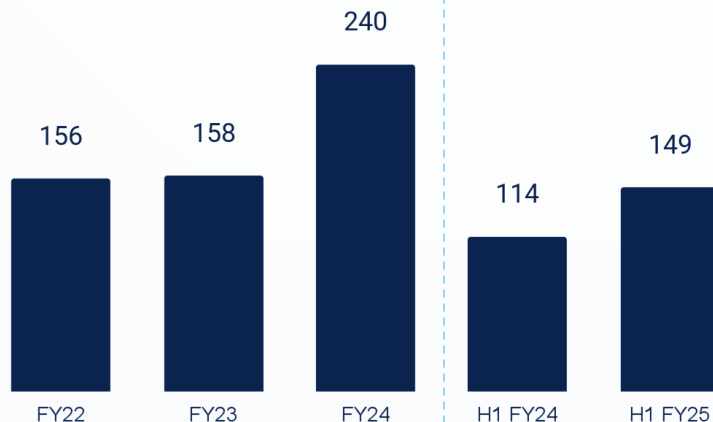
23%

21%

44%

46%

27%

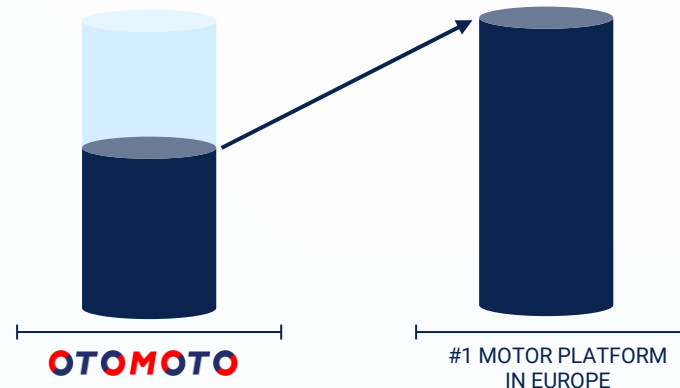


## Average take rate of dealers gross profit

~4-5%

8%

PROFIT SHARE



Source: Simon Kucher & Partners

# Motors has **4 Growth Drivers**



Offer a **Great Core Experience**, Best-in-class Monetization and Horizontal 2 Vertical Boost

Increase participation in the Dealer Value Chain with **Dealer Tools**

Develop **Transactional Services** (Financing, Insurance)

Become for **New Cars** what we are for Used



02

# Real Estate

# Powerful **Real Estate portfolio** across all markets

## Leading brands by awareness\*

	1st brand	2nd Brand
Poland		otodom
Romania		
Portugal	#1	imovirtual
South Africa	property24	

## Leading destination to buy and sell properties\*\*

#1

Poland, Romania, Ukraine,  
Portugal, South Africa,  
Uzbekistan and Bosnia and  
Herzegovina

#2

Bulgaria and  
Kazakhstan

\*Spontaneous brand awareness

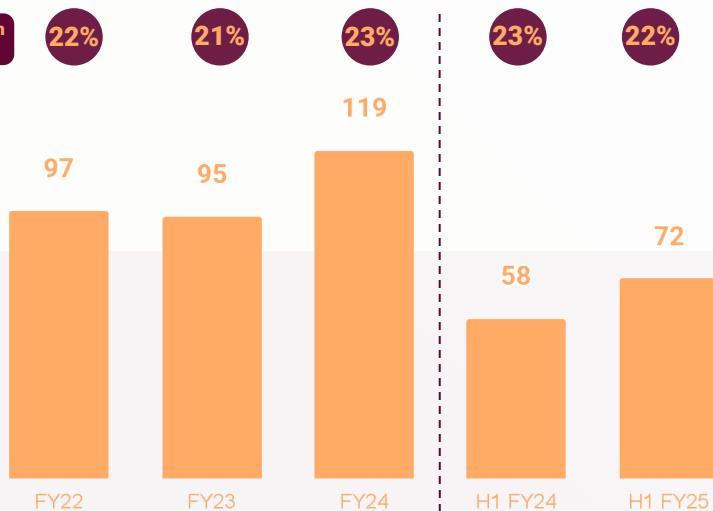
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# We have significant monetization headroom and are gearing up to **accelerate growth**

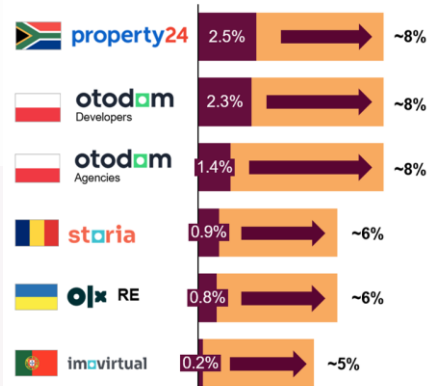
## Real Estate Category Revenue (USDm)

Revenue growth rates (%)<sup>1</sup>



## Long-term potential<sup>2</sup>

Entity Median Commission share, %



Source: Simon Kucher & Partners

# Real Estate has **5 Growth Drivers**



**Upgrade monetization model** (based on property value)

Empower **agents** and **C2C**

**Product enhancement**  
(AI, Search, mobile app)

**Strengthen ecosystem**  
(exchange between horizontal and vertical)

**Geo-expansion**  
(Ukraine)





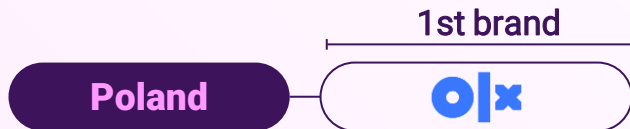
03

# Jobs

# Real potential **for** **growth** in **Jobs**



## Leading brands by awareness\*



## Leading destination to find jobs and the best candidates\*\*

**#1** Poland and  
Bulgaria

**#2** Romania, Portugal,  
Uzbekistan, Kazakhstan  
and Bosnia and  
Herzegovina



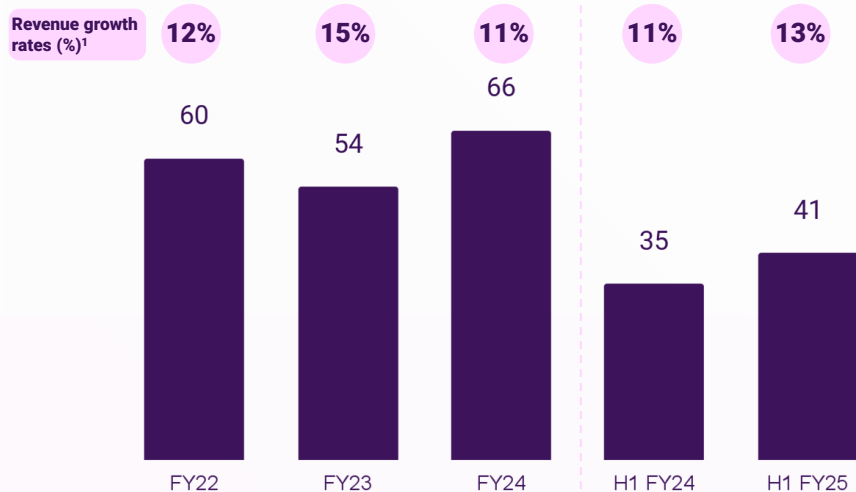
*\*Spontaneous brand awareness*

*\*\*Ranking is based on the average number of Monthly Active Users in the period of Jul'23-Jun'24 for Desktop, mWeb and app data.  
Source: Desktop, mWeb - SimilarWeb and App - data.ai. OLX ranking in categories is based on internal data of the MAU in each category,  
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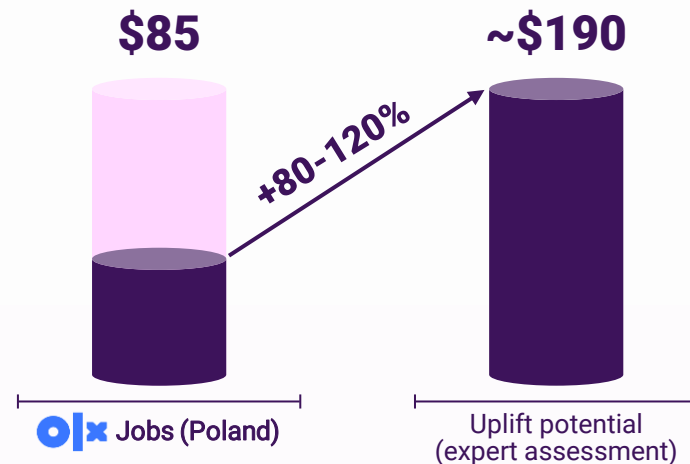
# Solid growth

with potential to accelerate

## Jobs Category Revenue (USDm)



## Monthly cost per listing, USD



Source: Simon Kucher & Partners

# Jobs has **4 Growth Drivers**

New  
monetization  
strategy

Explore **new partnerships**  
(e.g. psychometric tests)

Advance in the  
**Grey Collar**  
market



## **Product enhancement with AI:**

- ✓ Much superior experience to candidates and companies
- ✓ More monetization opportunities



# OLX has built significant AI experience over 6+ years **and is driving the future**

More than 53 AI use cases optimizing every aspect of the user experience



01

Efficiency in processes and cost with 97% automation in moderating ads.



02

ML based pricing and VAS optimization will further enhance monetization and profitability



03

10+ Generative AI use cases live in the last 6 months; Multiple more GenAI experiments including **OLX Magic** this quarter



04

Recent GenAI example: Reducing effort to post an ad by 40% (Goods and Jobs)



05

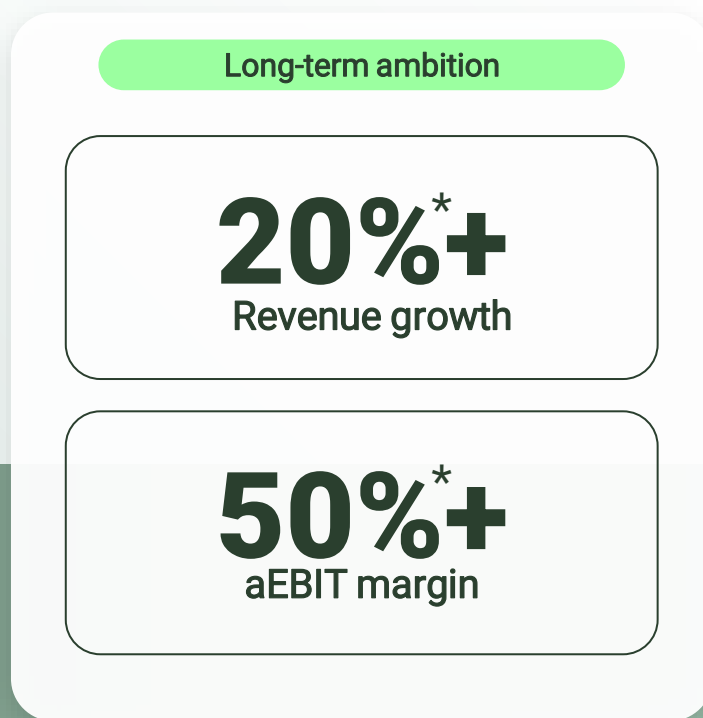
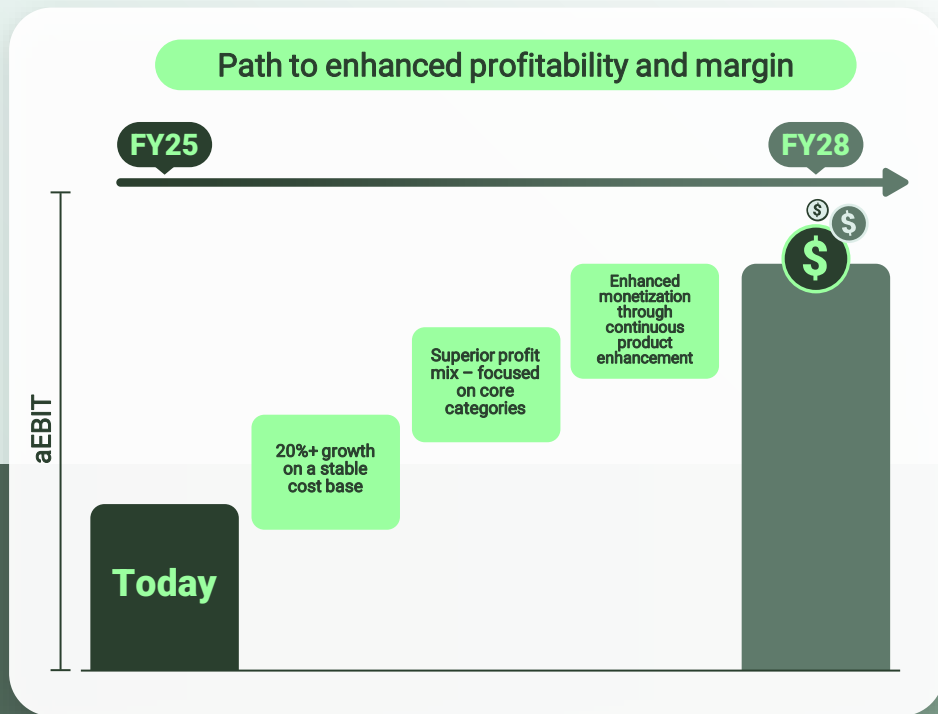
AI tool to measure marketing campaign efficiency generated 15% savings last FY



06



# Our ambition is to sustain strong revenue growth while enhancing profit margins for the O LX Group







**OLX**