

FLASH NOTE

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Q3'25 adj. EBITDA close to expectations

Vercom's Q3'25 results turned out to be close to our expectations and market expectations on revenue, adj. EBITDA and EBIT. The slightly lower net profit result is due to a higher negative result on financial activities (exchange rate difference) and effective tax rate.

Quarterly snapshot

Consolidated, IFRS (PLN, mn)	Reported			Expected		Reported		Reported	
	Q3'24	Q3'25	y/y	Erste	Cons.	vs. Erste	vs. Cons.	1-3Q'24	1-3Q'25
Revenues	145.1	116.5	-19.7%	115.0	115.6	1.3%	0.8%	365.6	341.4
Communications platforms	135.2	105.8	-21.8%	104.4	-	1.4%	-	335.6	309.3
Complementary services	9.9	10.8	8.9%	10.7	-	1.1%	-	30.0	32.0
EBITDA	28.5	31.4	10.1%	30.8	30.8	2.2%	2.2%	78.8	93.0
Adj. EBITDA	28.5	35.2	23.4%	34.5	-	2.2%	-	78.8	100.8
EBIT	24.5	27.7	12.9%	26.6	26.9	4.0%	3.2%	66.7	81.5
Net income	19.4	19.9	2.7%	21.9	21.5	-8.8%	-7.3%	54.1	65.0
EBITDA margin	19.7%	27.0%		26.8%	26.6%			21.5%	27.2%
Adj. EBITDA margin	19.7%	30.2%		30.0%	-			21.5%	29.5%
EBIT margin	16.9%	23.8%		23.2%	23.2%			18.2%	23.9%
Net income margin	13.4%	17.1%		19.0%	18.6%			14.8%	19.0%

Revenue declined by 20% y/y to PLN 117mn in Q3'25. By country, revenue in Poland decreased by 44% y/y to PLN 52mn in Q3'25 (decrease as a result of lower volume of SMS channel sales), in the Czech Republic increased by 20% y/y to PLN 18.5mn, and in the Other segment it rose by 28% y/y to PLN 45.6mn in Q3'25. The number of customers in the quarter increased by 11.1tsd (compared to 4.3tsd in Q3'24 and 2.4tsd in Q2'25), and the company had 111.5tsd customers at the end of Q3'25 (+22% y/y).

Gross profit rose by 15% y/y to PLN 64mn in Q3'25, and gross profit margin increased by 16.6pp y/y to 54.9% in Q3'25 (+0.9pp q/q). The estimated impact of exchange rates on gross profit on sales in Q3'25 is approximately PLN -1.4mn (total impact for the period 1-3Q'25 = approximately PLN -3.6mn).

SG&A costs increased by 15% y/y to PLN 36mn in Q3'25 (+11% q/q), and SG&A costs mark-up increased by 9.4pp y/y to 31.0% in Q3'25. Increase in G&A (+12% y/y) as a result of recognizing ESOP costs. After adjusting for ESOP costs, G&A expenses decreased by 7% y/y. Expected increase in the marketing budget in Q4'25 due to the upcoming peak of the sales season.

The balance on financing activities amounted to PLN -2.3mn in Q3'25 vs. PLN -0.9mn in Q3'24. Effective tax rate was at 20% in Q3'25 (+3.4pp y/y).

OCF was at PLN 29.4mn in Q3'25 vs. PLN 25.1mn in Q3'24, while OCF/EBITDA ratio was at 83% in Q3'25 and 88% in Q3'24.

Number of paying customers – 11.5tsd customers acquired in Q3 alone, 3x more than the average for the previous 4 quarters. This significant improvement is due to several factors: 1) shortening the verification process for new customers using AI; 2) optimization of the customer service

process, translating into increased conversion across all subscription plans; 3) changes to the freemium plan - reduction of the maximum number of subscribers from 1tsd to 500 and shortening of the trial period from 30 to 14 days (accounting for approx. 50% of new customers). In Q3'25, the company also maintained high growth in the number of new MailerLite account registrations (70% y/y). In October, the company maintained a similar pace of customer acquisition as in Q3'25.

MCP (Model Context Protocol) – in Q3'25, a new MCP tool was launched, enabling the secure connection of AI tools such as ChatGPT to the MailerLite platform. The tool can be used to create campaigns, manage recipient groups, and analyze the results of completed mailings.

Q3'25 results review

P&L (PLN mn)	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25	YoY	QoQ
Revenue	145.1	130.6	110.8	114.1	116.5	-20%	2%
COGS	89.5	69.7	52.2	52.5	52.6	-41%	0%
Gross profit on sales	55.6	60.9	58.6	61.6	64.0	15%	4%
Selling costs	12.5	14.5	16.1	15.6	14.9	19%	-5%
G&A	18.9	18.6	17.9	17.1	21.3	12%	24%
Other income/costs	0.4	-1.2	0.2	0.2	-0.1		
EBITDA	28.5	30.8	28.8	32.8	31.4	10%	-4%
Adj. EBITDA	28.5	30.8	28.8	32.8	35.2	23%	7%
Operating profit (loss)	24.5	26.6	24.8	29.0	27.7	13%	-5%
Balance on financial activities	-0.9	-0.9	0.7	-2.5	-2.3		
Profit (loss) before tax	23.6	25.7	25.5	26.5	25.4	7%	-4%
Income tax	3.9	3.1	2.8	3.7	5.1	30%	38%
Net profit	19.4	22.4	22.5	22.6	19.9	3%	-12%
Gross margin	38%	47%	53%	54%	55%		
EBITDA margin	20%	24%	26%	29%	27%		
Adj. EBITDA margin	20%	24%	26%	29%	30%		
EBIT margin	17%	20%	22%	25%	24%		
Net profit margin	13%	17%	20%	20%	17%		

	Q3'24	Q4'24	Q1'25	Q2'25	Q3'25	YoY	QoQ
OCF	25.1	40.7	18.0	25.2	29.4	17%	17%
OCF/adj. EBITDA ratio	88%	132%	63%	77%	83%		
FCF	22.0	37.2	14.0	21.3	25.4		
Total Assets	594.9	626.4	603.1	559.0	552.6	-7%	-1%
Net debt (cash)	73.3	106.2	112.2	81.3	73.0	0%	-10%
Kapitał własny	375.5	419.9	423.5	381.9	377.3	0%	-1%

Opinion. **SLIGHTLY POSITIVE.** Vercom's Q3'25 results turned out to be close to our expectations and market expectations on revenue, adj. EBITDA and EBIT. The slightly lower net profit result is due to a higher negative result on financial activities (exchange rate difference effect = PLN 0.8mn) and effective tax rate. Revenue declined by 20% y/y, as a result of lower volume of SMS channel sales. This factor translated into an increase in gross margin y/y in Q3'25. The y/y growth rate of adj. EBITDA accelerated to 23% compared to 21% in Q2'25. VRC generated 17% higher OCF y/y, with an OCF/EBTIDA ratio of 83% in Q3'25 vs. 88% in Q3'24. The company recorded its highest q/q growth in new paying customers since the acquisition of MailerLite, at 11.5tsd (+22% q/q). This significant improvement is due to several factors: 1) shortening the verification process for new customers using AI; 2) optimization of the customer service process, translating into increased conversion across all subscription plans; 3) changes to the freemium plan - reduction of the maximum number of subscribers from 1tsd to 500 and shortening of the trial period from 30 to 14 days (accounting for approx. 50% of new customers). In Q3'25, the company also maintained high growth in the number of new MailerLite account registrations (70% y/y). In October, the company maintained a similar pace of customer acquisition as in Q3'25. These figures make us optimistic about the results for the coming quarters. We assume that investors will focus more on the pace of new customer acquisition rather than the minor deviations in net profit versus consensus, and therefore we expect a slightly positive market reaction to the Q3'25 results.

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