

Evoluție indicatori operaționali și financiari 2020 - 2025



BusinessLeague în 2025

876 magazine au colaborat cu **5,689 afiliați**:

60,649 de relații de colaborare active (cu trafic)

61,367,268 clickuri (*trafic exclusiv non-brand, cumpărat majoritar la Cost Per Click de către afiliați, de la platforme precum Google, Meta, Bing, TikTok etc.*).

19.316 relații de colaborare productive (cu vânzări)

2,281,635 vânzări online

€137,107,411 plus TVA

€8,379,887 comisioane afiliați

€2,697,887 comision % 2P

€434,467 abonamente

Total cost magazine: €11,512,241 euro = 8,4% din valoarea vânzărilor generate.





Indicatori operaționali în focus 2020-2025

1. Trafic intermediat (nr. click-uri)
2. Valoare vânzări generate (euro fără TVA)
3. Număr vânzări generate
4. Comisioane afiliați (euro fără TVA)
5. Comision platformă (euro fără TVA)
6. Abonamente
7. Magazine active (clienți plătitori) (au primit trafic)
8. Magazine productive (au primit vânzări)



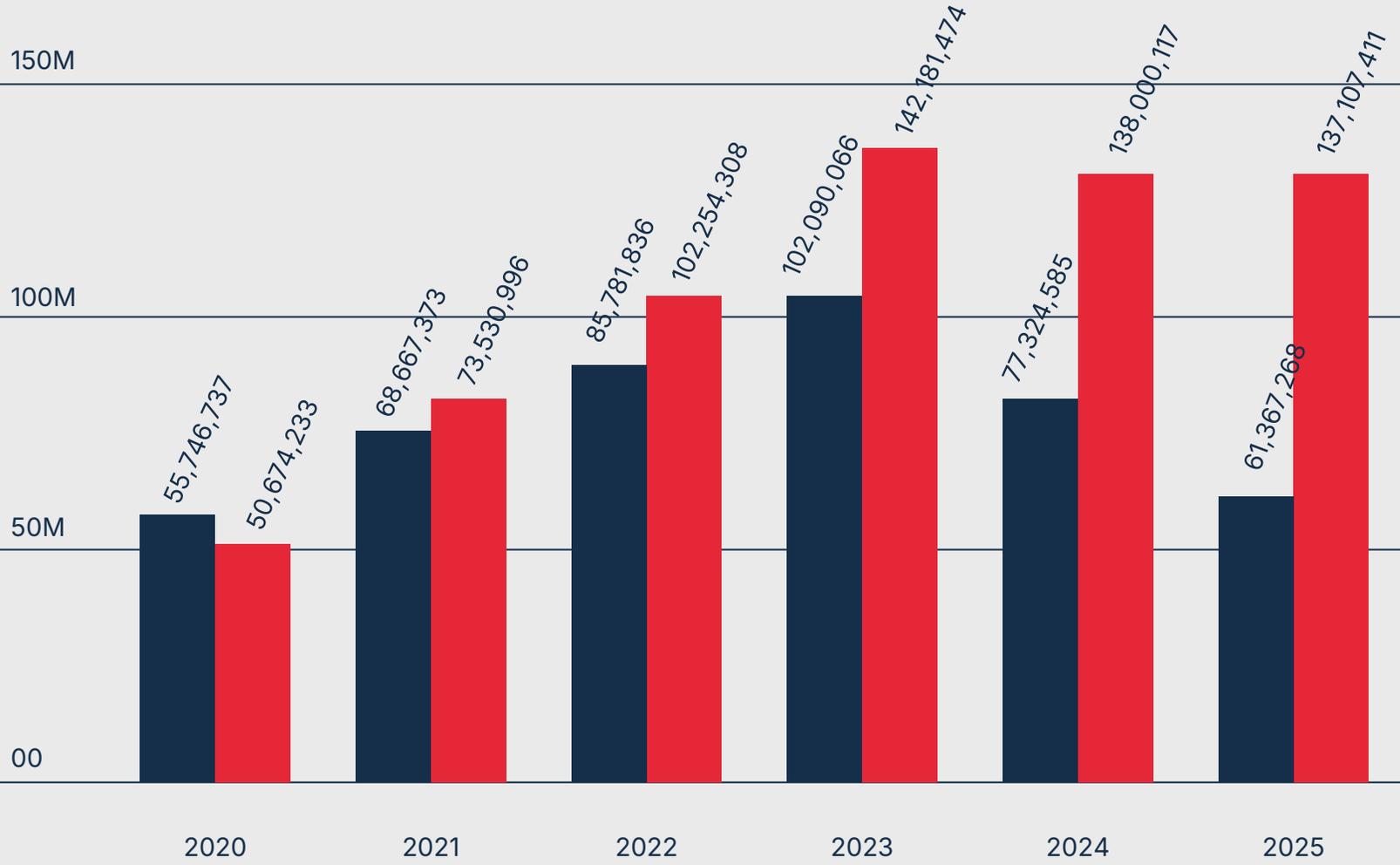
Indicatori în focus 2020-2025

	2020	2021	2022	2023	2024	2025	
Click-uri	55,746,737	68,667,373	85,781,836	102,090,066	77,324,585	61,367,268	
Valoare vânzări generate	€ 50,674,233	€ 73,530,996	€102,354,308	€142,181,474	€138,000,117	€137,107,411	
Număr vânzări	1,019,065	1,390,266	1,955,447	2,858,913	2,429,825	2,281,635	
Comision afiliați	€3,411,041	€4,693,723	€6,251,575	€8,346,853	€8,074,256	€8,379,887	
Comision platformă	€944,254	€1,298,347	€1,683,323	€2,336,118	€2,480,355	€2,697,887	
Abonamente	€182,172	€229,357	€270,934	€375,138	€383,975	€434,467	
Magazine active	1,013	839	879	688	734	876	
Magazine productive	783	712	761	673	722	822	



Click-uri vs Valoare vânzări

■ Click-uri ■ Valoare vânzări



Evoluție 2020-2025

Comision % 2P & Abonamente

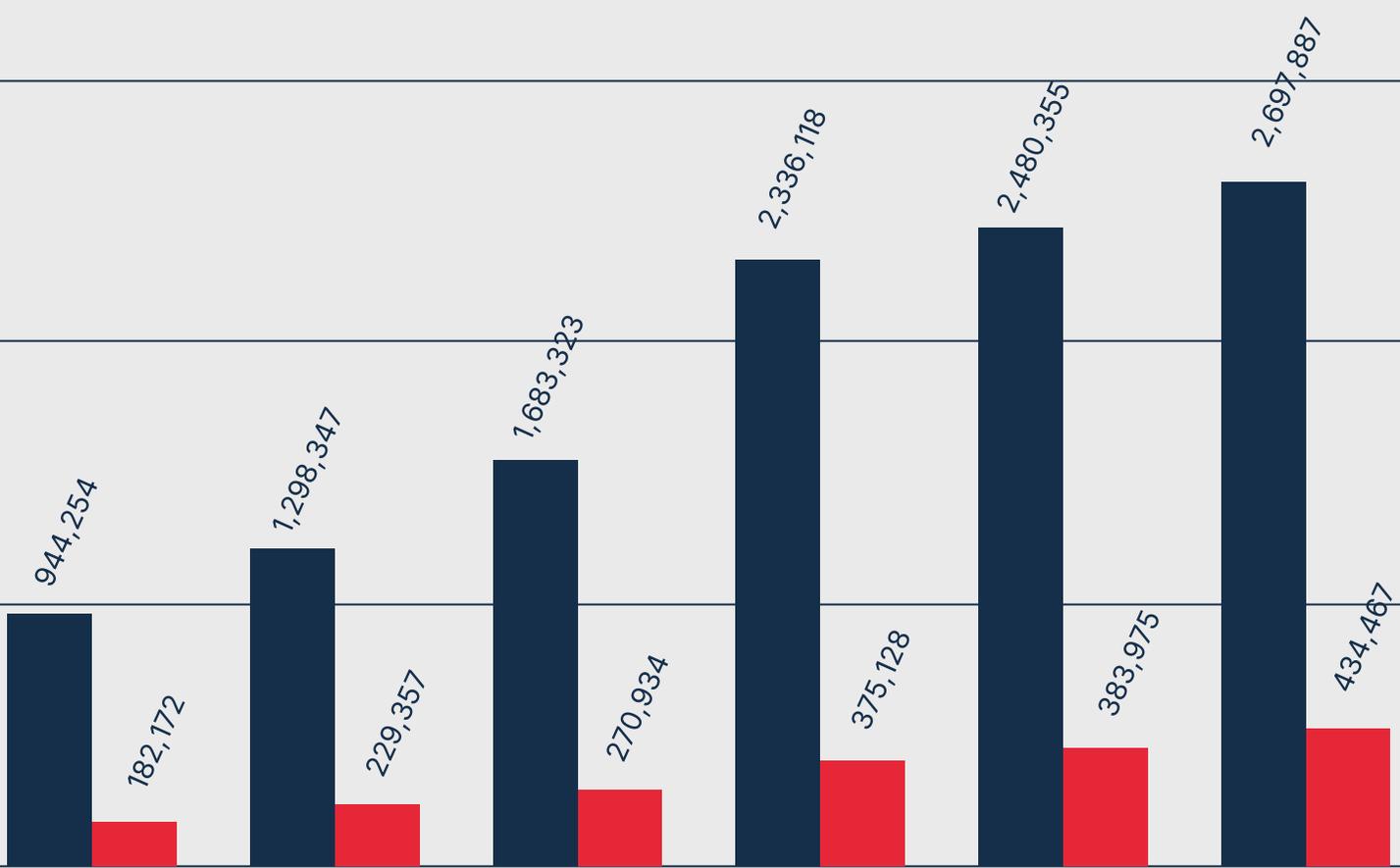
■ Comision % ■ Abonamente

3M

2M

1M

00



Evoluție venituri 2P
2020-2025



Indicatori qualitativi 2020 - 2025

2Performant							2026
Indicatori calitativi	2020	2021	2022	2023	2024	2025	
Rată conversie clicks => sales	1.83%	2.02%	2.28%	2.80%	3.14%	3.72%	
Coș mediu (plus TVA)	€49.73	€52.89	€52.34	€49.73	€56.79	€60.09	
Nr. vânzări/magazin	1,006	1,657	2,225	4,155	3,310	2,605	
Comision mediu 2P/vânzare	€0.93	€0.93	€0.86	€0.82	€1.02	€1.18	
Comision % 2P/valoare vânzări	1.86%	1.77%	1.64%	1.64%	1.80%	1.97%	
Abonament mediu magazin	€179.83	€273.37	€308.23	€545.26	€523.13	€495.97	
Comision mediu 2P/magazin	€932.14	€1,547.49	€1,915.04	€3,395.52	€3,379.23	€3,079.78	
Venit mediu total 2P/magazin	€1,111.97	€1,820.86	€2,223.27	€3,902.36	€3,575.75	€3,575.75	
Comisioane afiliați/valoare vânzări	6.73%	6.38%	6.11%	5.87%	5.85%	6.11%	
Comision afiliat/vânzare	€3.35	€3.38	€3.20	€2.92	€3.32	€3.67	
Comision 2P/comision afiliați	27.68%	27.66%	26.93%	27.99%	30.72%	32.19%	



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2020-2025



Am îmbunătățit toate unit economics relevante.



Am automatizat și eficientizat procesele de achiziție clienți, suport, client service.



Am finalizat și validat platforma + modelul de business



Lider de piață în România, unde putem crește accelerat în următorii ani într-un ritm predictibil.



Am identificat o piață cu potențial strategic care ne este accesibilă: Irlanda. Am demarat un pilot de 3 luni în care ne-am propus 10 magazine active și 1.000 de vânzări generate.



Rezultate financiare 2020 - 2025

RON	2020	2021	2022	2023	2024	2025
Turnover	20,282,448	25,747,882	35,066,198	46,361,151	48,055,232	48,038,515
Operating revenue	21,385,314	27,258,559	38,905,526	52,379,584	56,791,275	55,165,853
Affiliates commissions	14,812,862	18,887,477	26,240,335	34,530,851	35,033,942	35,040,491
Gross margin	6,059,964	7,371,543	9,505,340	12,359,190	13,884,217	14,032,961
Operating expenses	20,415,503	27,928,661	38,489,507	51,430,711	58,012,756	55,935,816
EBITDA	1,667,623	489,256	1,316,638	2,426,299	1,901,334	3,672,145
Gross Profit	959,861	-699,939	365,941	987,078	-1,357,488	-1,416,032
EBITDA margin	8.22%	1.90%	3.75%	5.23%	3.96%	7.64%
Gross margin / Turnover	29.88%	28.63%	27.11%	26.66%	28.89%	28.53%



Rezultatele financiare defalcate pe trimestre 2020 - 2022

	2020				2021				2022			
RON	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Turnover	4,249,409	4,998,718	4,434,168	6,600,153	5,481,710	5,302,519	5,858,872	9,104,781	8,378,512	7,640,967	7,726,935	11,319,784
Operating revenue	4,493,425	5,223,906	4,748,288	6,919,695	5,827,340	5,645,521	6,281,538	9,504,160	9,090,586	8,839,784	8,687,765	12,287,391
Affiliates commissions	3,097,316	3,709,642	3,206,489	4,799,415	3,979,500	3,824,897	4,301,758	6,781,322	6,327,057	5,713,511	5,660,261	8,539,506
Gross margin	816,312	1,526,900	1,347,345	2,369,407	855,878	1,627,132	1,666,207	3,222,325	1,584,642	2,284,542	1,925,268	3,710,887
Operating expenses	4,685,666	4,858,367	4,787,727	6,083,744	6,790,160	5,819,705	6,667,699	8,651,097	10,114,612	8,641,062	9,007,781	10,726,052
EBITDA	-40,224	531,914	142,076	1,033,857	-722,567	86,865	-70,837	1,195,795	-858,343	395,261	-137,097	1,916,817
Gross Profit	-192,241	365,539	-39,439	826,002	-962,820	-194,431	386,162	71,150	-1,021,332	151,651	-389,325	1,624,947
Personnel expenses	656,220	679,902	845,354	1,033,210	1,089,623	1,158,789	1,254,357	1,449,377	2,025,959	1,786,007	2,173,999	1,952,546
EBITDA / Turnover	-0.95%	10.64%	3.20%	15.66%	-13.18%	1.64%	-1.21%	13.13%	-10.24%	5.17%	-1.77%	16.93%
Profit / Turnover	-4.52%	7.31%	-0.89%	12.51%	-17.56%	-3.67%	6.59%	0.78%	-12.19%	1.98%	-5.04%	14.35%

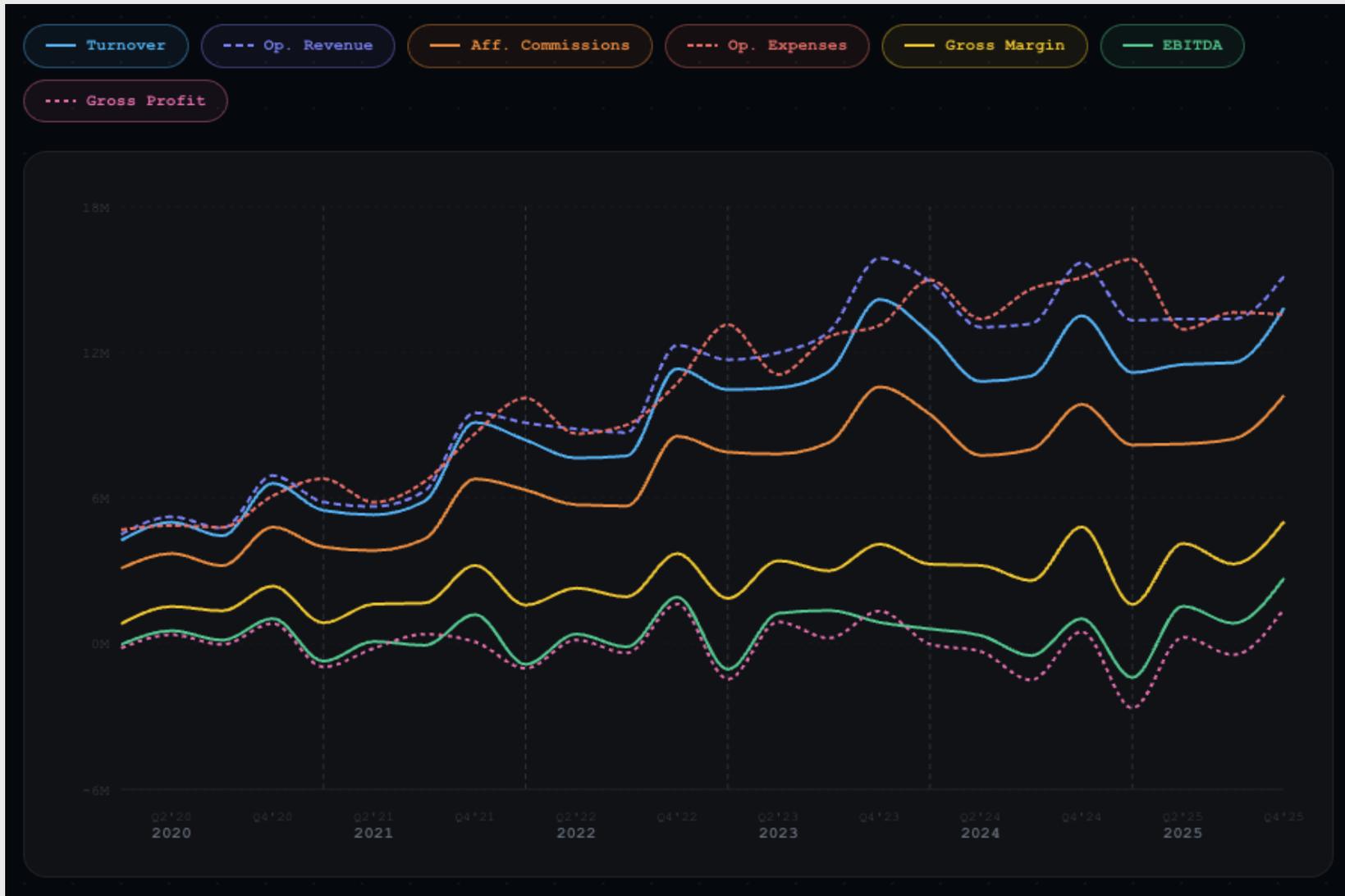


Rezultatele financiare defalcate pe trimestre 2023-2025

	2023				2024				2025			
RON	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Turnover	10,453,730	10,532,727	11,200,514	14,174,180	12,750,200	10,791,572	11,012,820	13,500,640	11,159,973	11,494,339	11,564,148	13,820,055
Operating revenue	11,684,453	11,980,769	12,843,874	15,870,488	14,906,371	13,029,178	13,172,069	15,683,658	13,310,045	13,361,407	13,361,799	15,132,602
Affiliates commissions	7,878,156	7,806,056	8,272,459	10,574,180	9,438,615	7,745,889	7,994,145	9,855,294	8,175,063	8,219,753	8,425,294	10,220,381
Gross margin	1,858,068	3,411,827	2,994,531	4,094,764	3,266,489	3,218,023	2,592,904	4,804,848	1,608,779	4,124,314	3,275,630	5,024,238
Operating expenses	13,136,918	11,078,766	12,634,594	13,103,007	14,976,028	13,364,183	14,598,104	15,074,441	15,822,555	12,933,284	13,636,065	13,543,912
EBITDA	-1,060,935	1,246,937	1,367,372	872,925	603,337	338,742	-495,276	1,027,869	-1,399,400	1,538,439	835,021	2,698,085
Gross Profit	-1,470,032	892,889	225,166	1,339,055	-24,334	-322,198	-1,500,652	489,697	-2,657,974	263,788	-461,588	1,438,842
Personnel expenses	3,152,909	2,475,141	2,615,734	2,435,226	2,834,253	3,052,847	2,887,318	3,467,867	2,929,762	2,862,503	2,637,580	2,119,104
EBITDA / Turnover	-10.15%	11.84%	12.21%	6.16%	4.73%	3.14%	-4.50%	7.61%	-12.54%	13.38%	7.22%	19.52%
Profit / Turnover	-14.06%	8.48%	2.01%	9.45%	-0.19%	-2.99%	-13.63%	3.63%	-23.82%	2.29%	-3.99%	10.41%



Rezultatele financiare defalcate pe trimestre

**3 etape distincte de evoluție:**

- 2020-2022: creștere și investiții
- 2023-2024: recalibrare și absorbție a șocurilor externe
- 2025: reorganizare și maturizare





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