cyber_Folks Group

We are the European leader in e-commerce technology



The complete e-commerce workflow in a single ecosystem.

Customer

Communication and marketing	SMS/RCS	Email notifications	OTT channels	Push notifications	
Storefront and checkout	Online store	Marketplace	AI agents	Social Commerce	
App store	Partner apps	Proprietary apps	Vibecoding apps		
Integrations	Payments	Digital Ads	Multichannel sales	Logistics	Cross-border	AI Connectors
Backend	PIM	OMS	Data Lake / AI OPS	WMS	e-commerce engine
Infrastructure	Hosting	Domains	Server	SSL certificates	

Merchant

A comprehensive technology ecosystem for every segment.

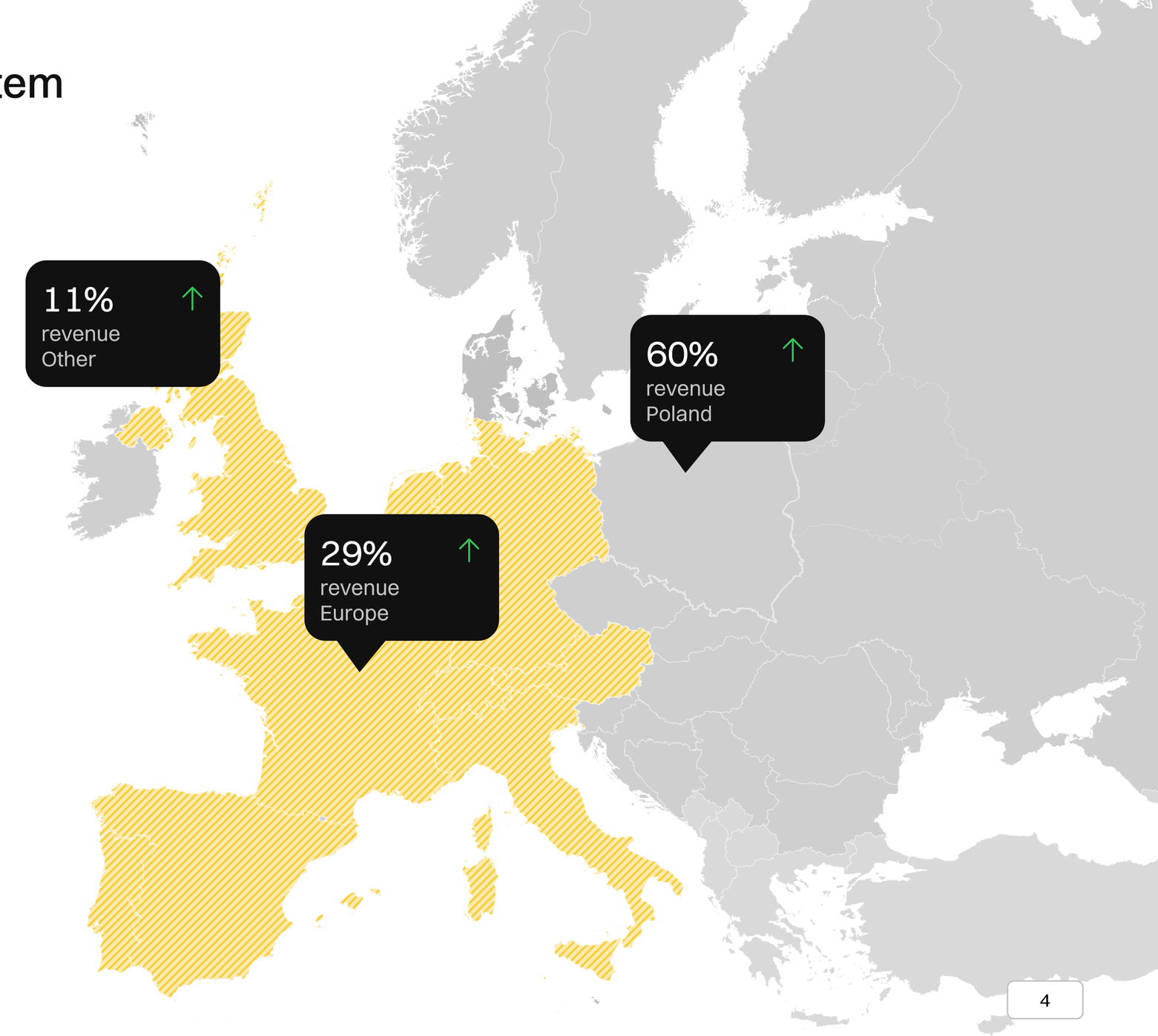
	Small	Medium	Enterprise
Communication and marketing	mailerlite		messageflow™
Storefront and checkout	PRESTASHOP + shoper		Sylius
App store	cyber_Folks™ + PRESTASHOP + shoper + Sylius		
Integrations	apilo		SellRocket by SellIntegro
Backend	PRESTASHOP + shoper		Sylius
Infrastructure	cyber_Folks™		

We are building the largest ecosystem for online businesses in Europe.

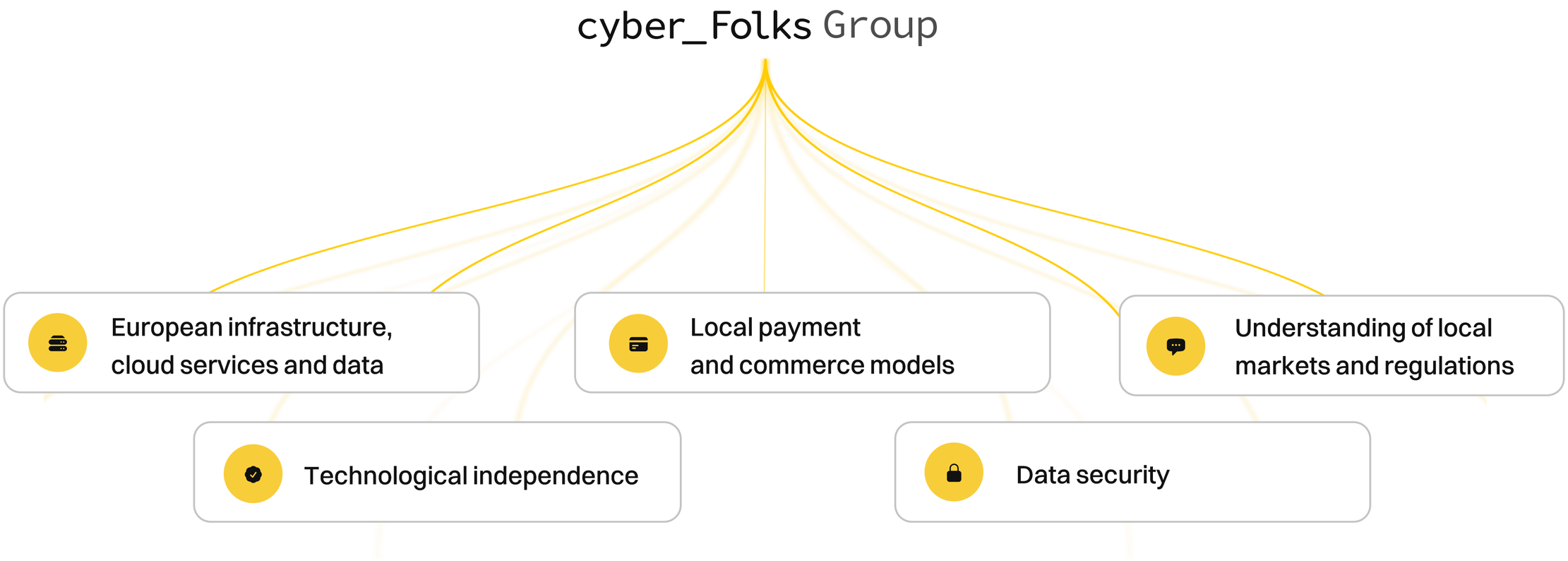
~PLN 170 bn
GMV

>PLN 1 bn
LTM revenue
CAGR 2017-2026: **36%**

>700 000
Customers worldwide



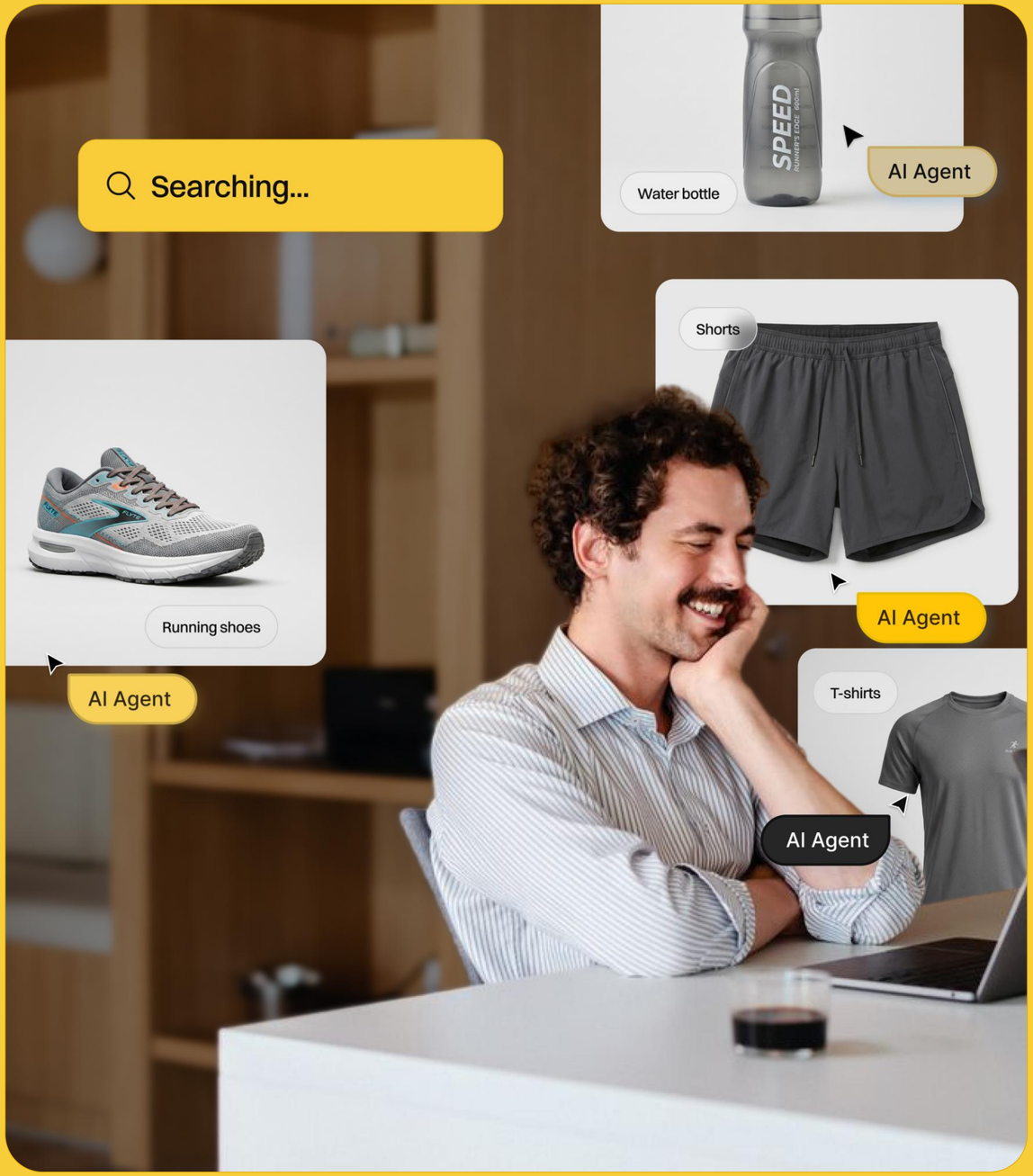
In an increasingly regionalised technology world, cyber_Folks' European DNA is becoming a lasting competitive advantage.



cyber_Folks is building European e-commerce infrastructure – an ecosystem of technology, data and services, tailored to local realities and technologically independent, which enables merchants to grow locally and scale internationally while retaining control of their own digital business.

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Agentic Commerce



AI Search is already changing the user's purchase journey, while Muse shows where Agentic Commerce is heading.

AI Search

Looking for running shoes under PLN 400

AI agents search store offers...

AI Search is becoming a new product discovery channel

- ChatGPT, Gemini and Claude already recommend products and stores today
- A growing share of the purchase process takes place within the AI interface
- AI models direct users to selected offers instead of presenting a list of links

AI agent



Running shoes PLN 359

Buy it

Muse buys

Meta has launched Muse, a shopping agent

Launch: September 8, 2026

- The agent searches for products, compares prices and completes the purchase on its own
- Works in the app, the browser and WhatsApp
- Payment executed with the user's consent

Alongside search engines and AI Search, the AI agent is another route to purchase – and each of them relies on the merchant for offer data and transaction handling.

Every new channel needs the same data from cyber_Folks.



The more sales channels there are, the greater the need to integrate them. cyber_Folks provides the technology that connects all channels and enables merchants to scale their sales.

Product data
Offer, specifications, variants

Prices and availability
Accurate in every channel

Payments
Checkout and authorisation

Logistics
Delivery, timelines, returns



The new agentic channel increases the number of possible purchase journeys. The biggest winners will be merchants selling across multiple channels, and companies that offer integration and management of multiple sales channels.

AI Search is becoming a new source of traffic and sales for cyber_Folks merchants.

97%

of stores recorded visits from AI Search

2x

YoY growth in the number of stores with significant AI Search traffic (>100 visits)

2.4x

YoY growth in visits from AI Search

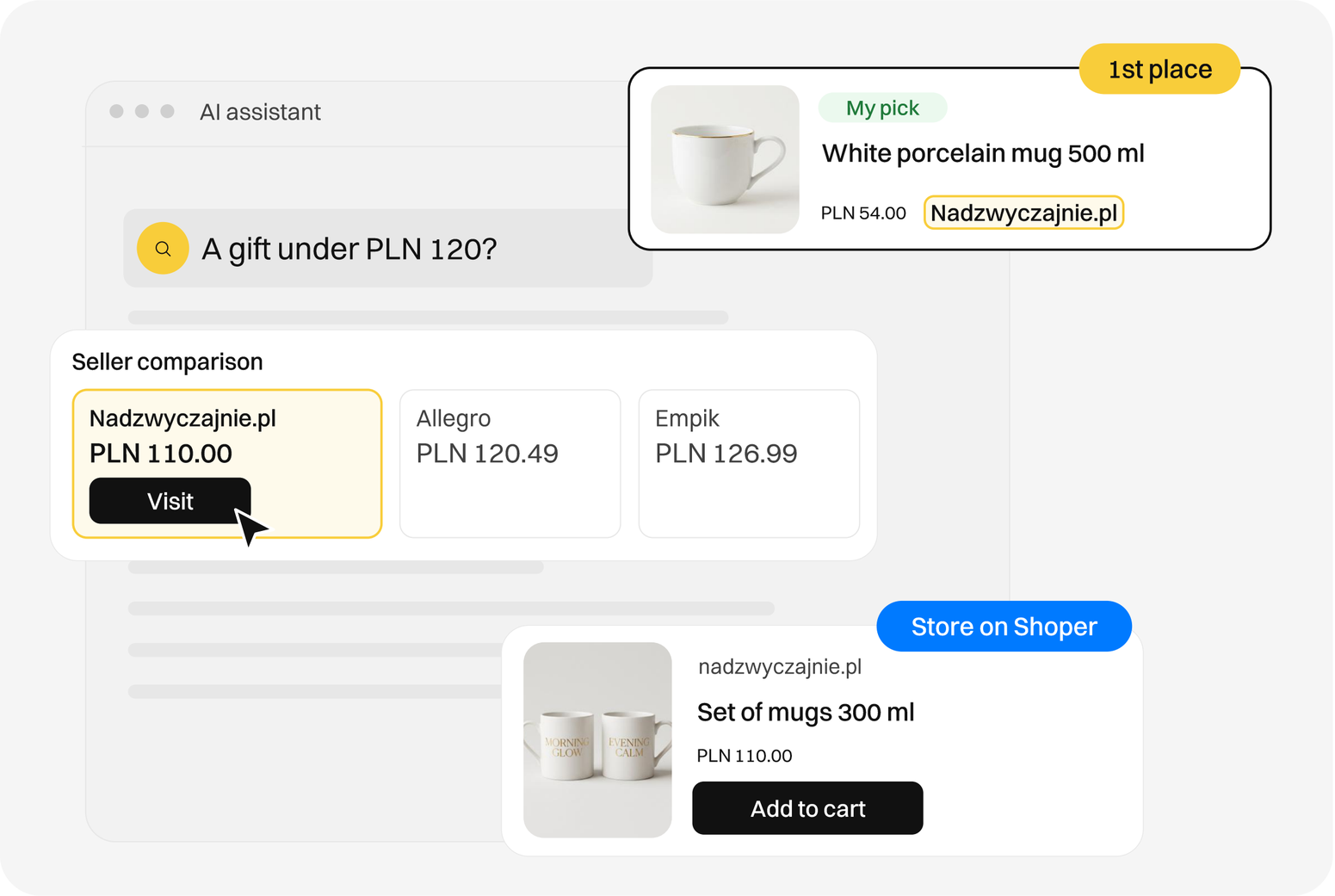
4.3x

YoY growth in GMV from AI Search

AI Search is rapidly gaining importance, although it still accounts for a marginal share of e-commerce traffic and sales.

Source: traffic from AI assistants to Shoper stores, 9M 2026

cyber_Folks is AI-ready: merchants' stores already appear in AI answers.



Top recommendation

AI selects the product from Nadzwyczajnie.pl as “My pick” and names the store.

Store ranked first in the comparison

Among sellers of the same product, the merchant's store ranks first and is the cheapest.

Purchase in the merchant's store

“Visit” leads to the store on Shoper: the customer and the margin stay with the merchant.

Example from AI Search, 5.11.2026. Nadzwyczajnie.pl runs on the Shoper platform.

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AI-Focused ecosystem



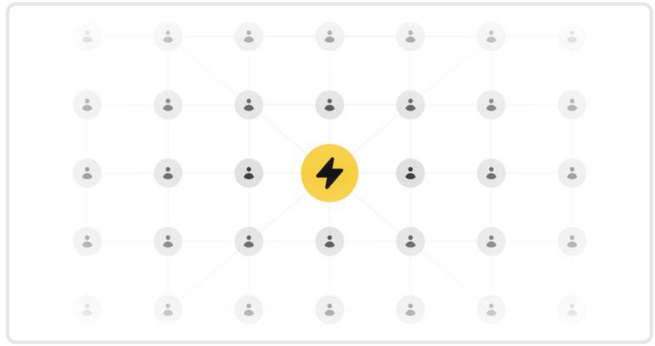
AI-Focused ecosystem.

AI is already embedded in every key cyber_Folks product – from the first customer contact through to the day-to-day running of their business, supported by dozens of smaller initiatives across the organisation.



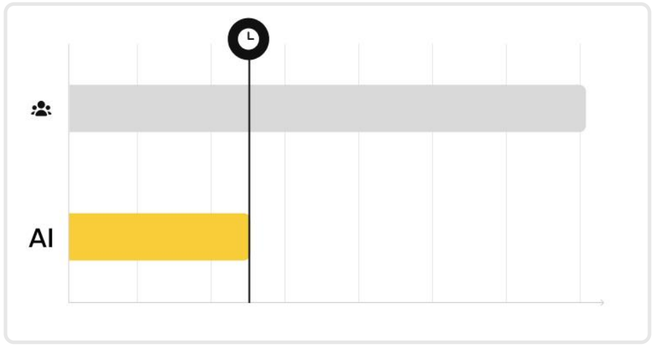
Operating leverage

AI allows us to scale the business faster than headcount – serving thousands of customers without a linear increase in support costs.



Network effect

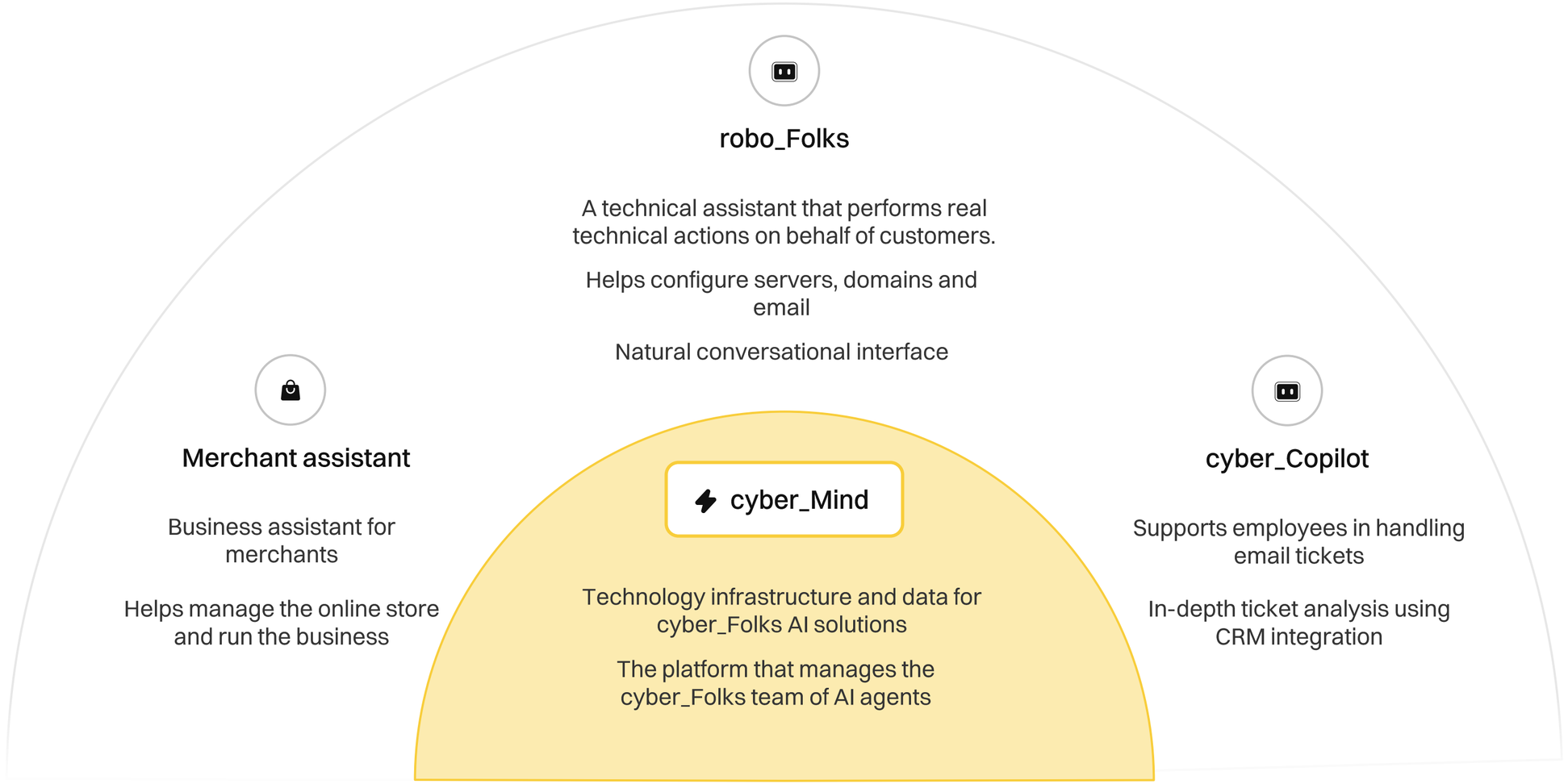
The more data our AI processes, the better the recommendations for merchants, building engagement and strengthening customer loyalty.



Data-Driven Growth

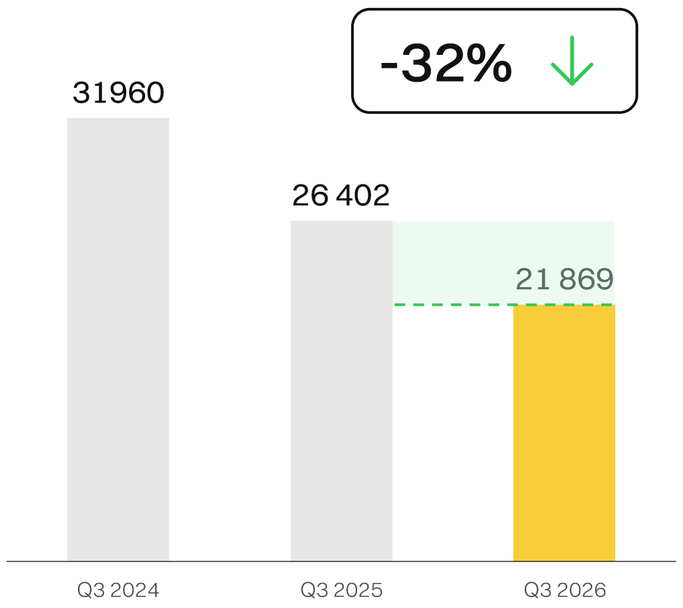
AI helps us better understand e-commerce needs and release the products the market actually wants, faster.

cyber_Mind as the central agent orchestration platform. It teaches agents new skills and enables us to deploy automation across the entire Group.

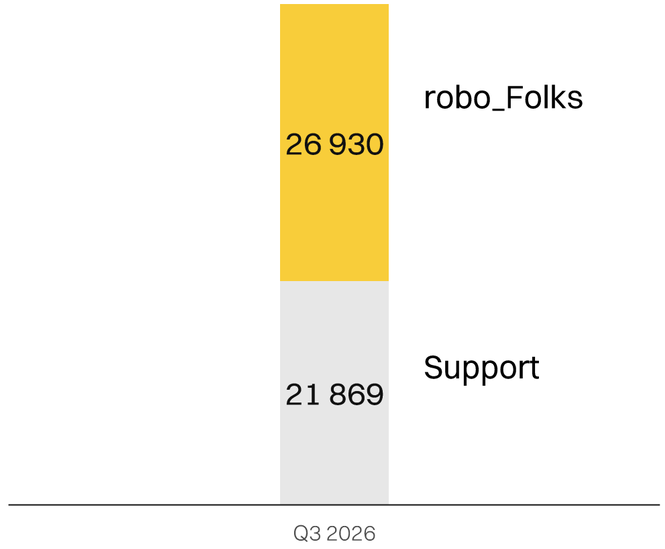


AI in action: A greater role, broader application robo_Folks.

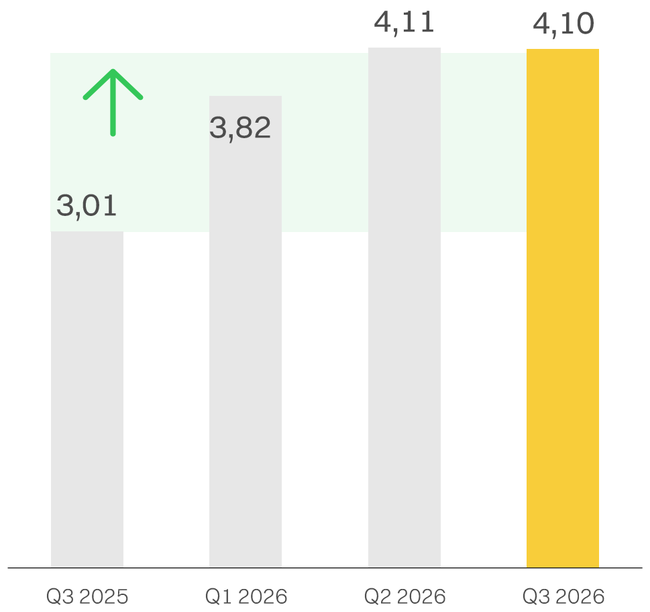
Decline in the number of chats handled by the support team



More than half of all chats handled by robo_Folks



Quality rating of responses provided by robo_Folks on a 1–5 scale (based on user ratings)



robo_Folks extends its AI capabilities with Google Analytics data.

Higher customer retention

Customers integrate key business data - and has many more reasons to remain loyal

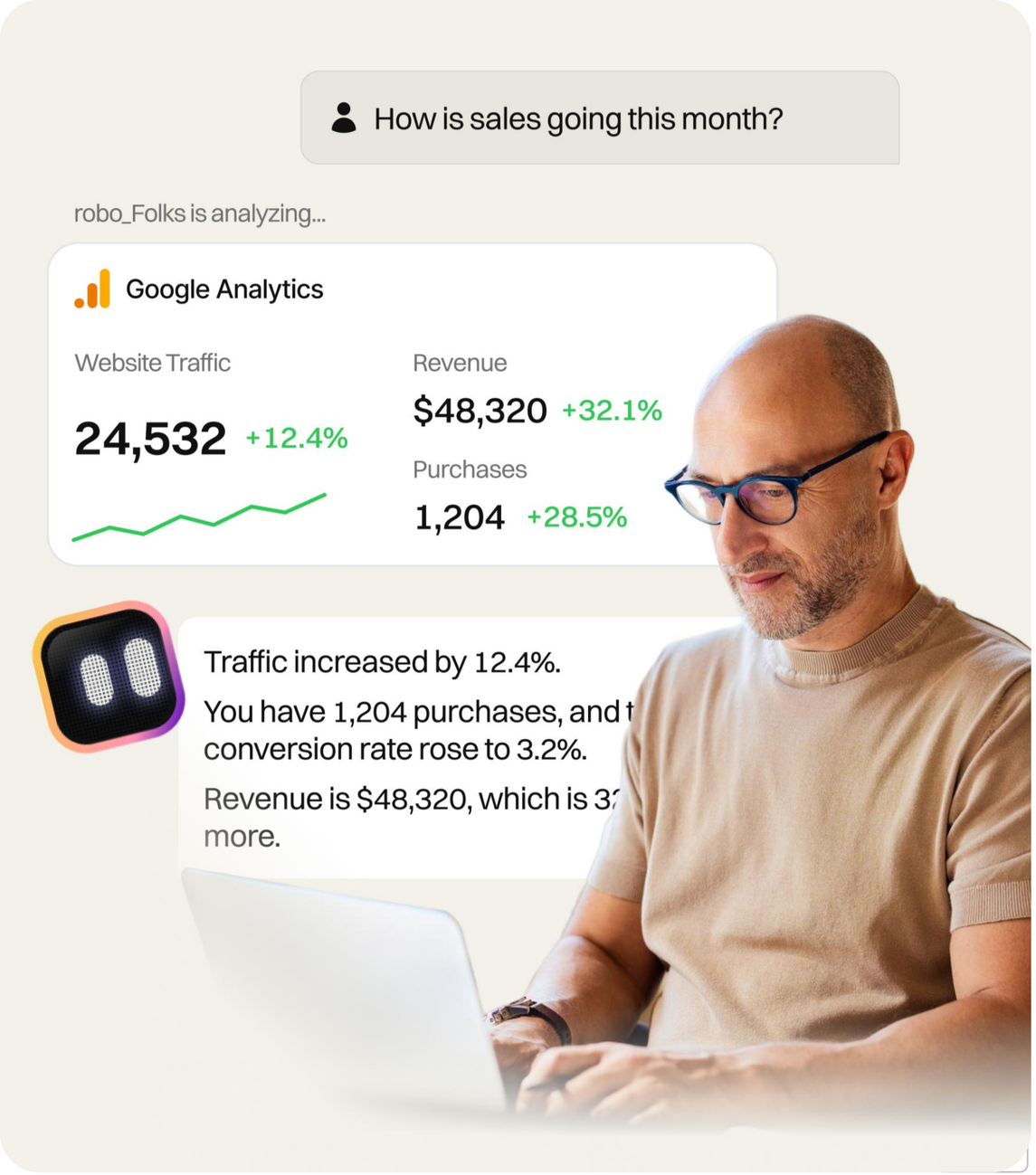
Competitive advantage

We compete on value for the customer's business, not on infrastructure price

Scalability across the Group

Capabilities built once are rolled out to further products and markets

The next step in the development of robo_Folks towards an AI platform integrated with customers' business data.



Hosting cyber_Folks enters a new foreign market thanks to PrestaShop.

France: the first market in an AI-first model

Hosting PrestaShop launched on local infrastructure in France

French-language customer service delivered by robo_Folks as the first line of support

Local product

Customer data and backups kept in France

DNS anycast, local webmail and monitoring

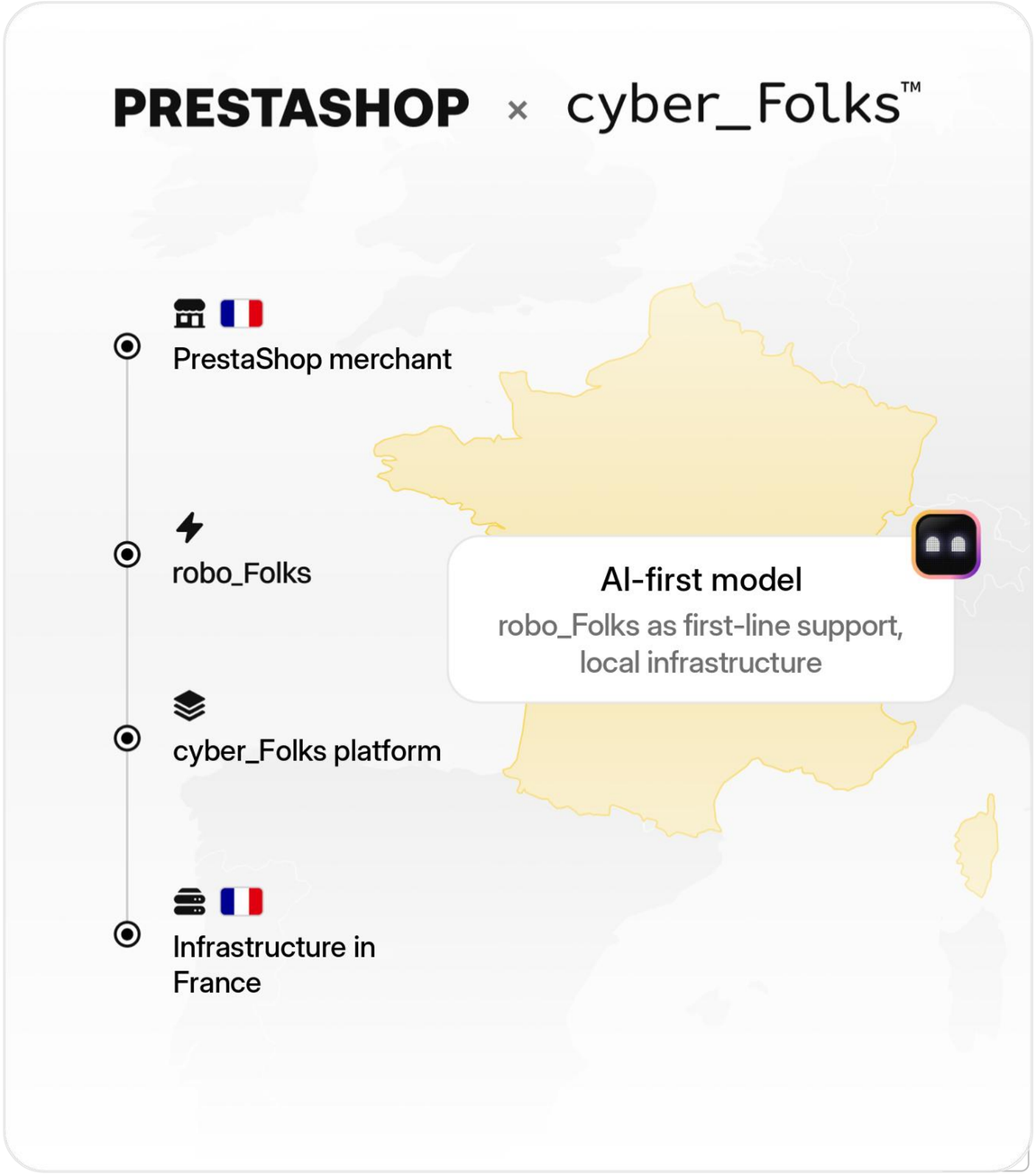
Full compatibility with the Polish hosting platform

Scaling potential

Access to a huge e-commerce market

Entering a new market without building a local support team

A model that can be replicated in further foreign markets



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Product launches



Shoper – 24 product launches driving growth.

The second product release this year, translating into:

GMV growth

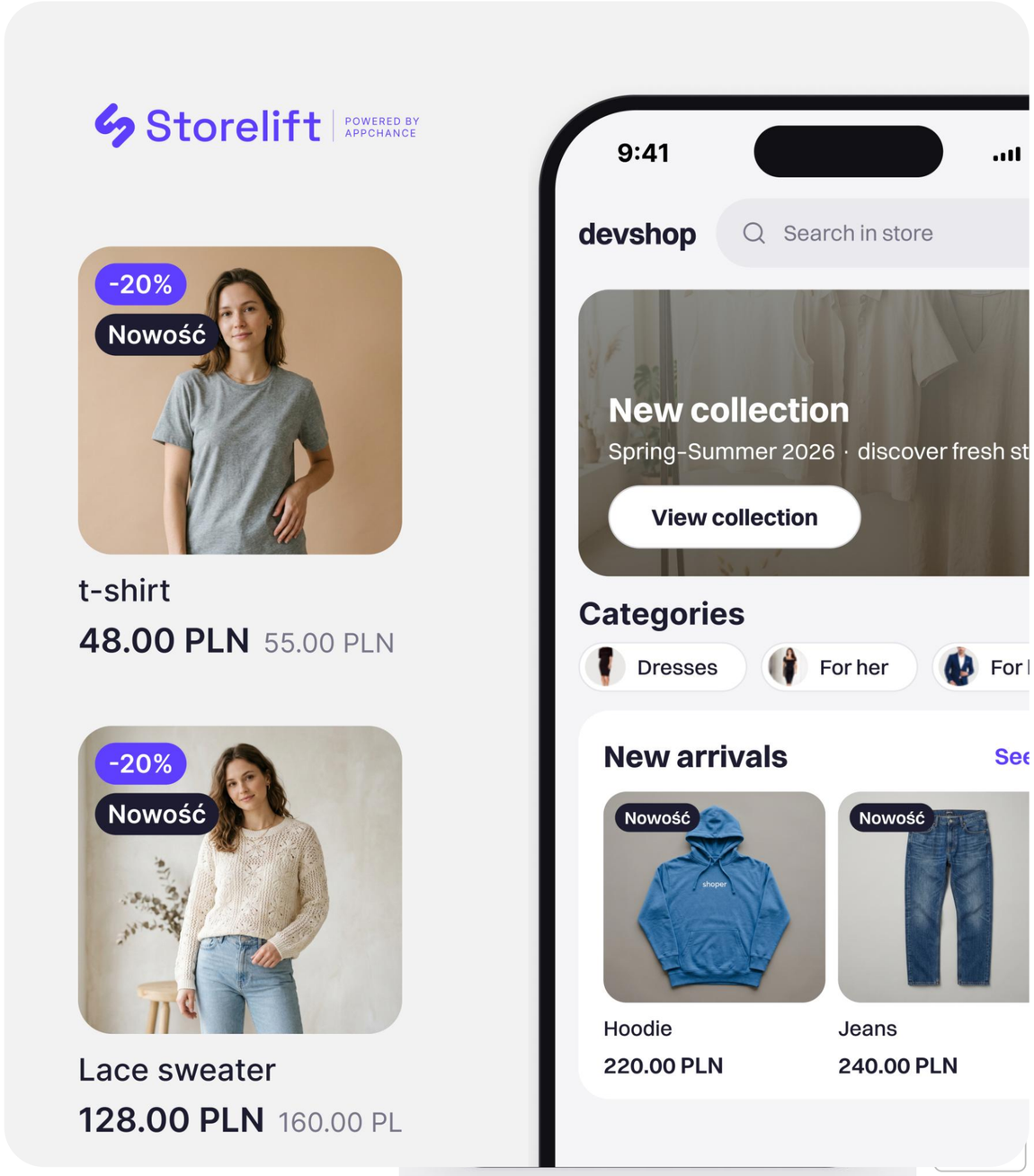
Products supporting merchants' sales: new PRO templates, automatic launch of promotional offers, new payment methods

Stronger retention and monetisation

Changes to the merchant panel that improve store management and automate work; faster site performance under heavy traffic

Mobile commerce and Agentic commerce

Mobile app for Shoper stores – Storelift Commerce, opening the platform to AI tools – Shoper MCP and API



Launch of PrestaShop Payments.

Roll-out of a key product that supports transaction revenue growth and improves the platform's competitiveness

March 2026

Announcement of cooperation with PayPal

- start of work on a native payment solution for the PrestaShop ecosystem (payment facilitator)

October 2026

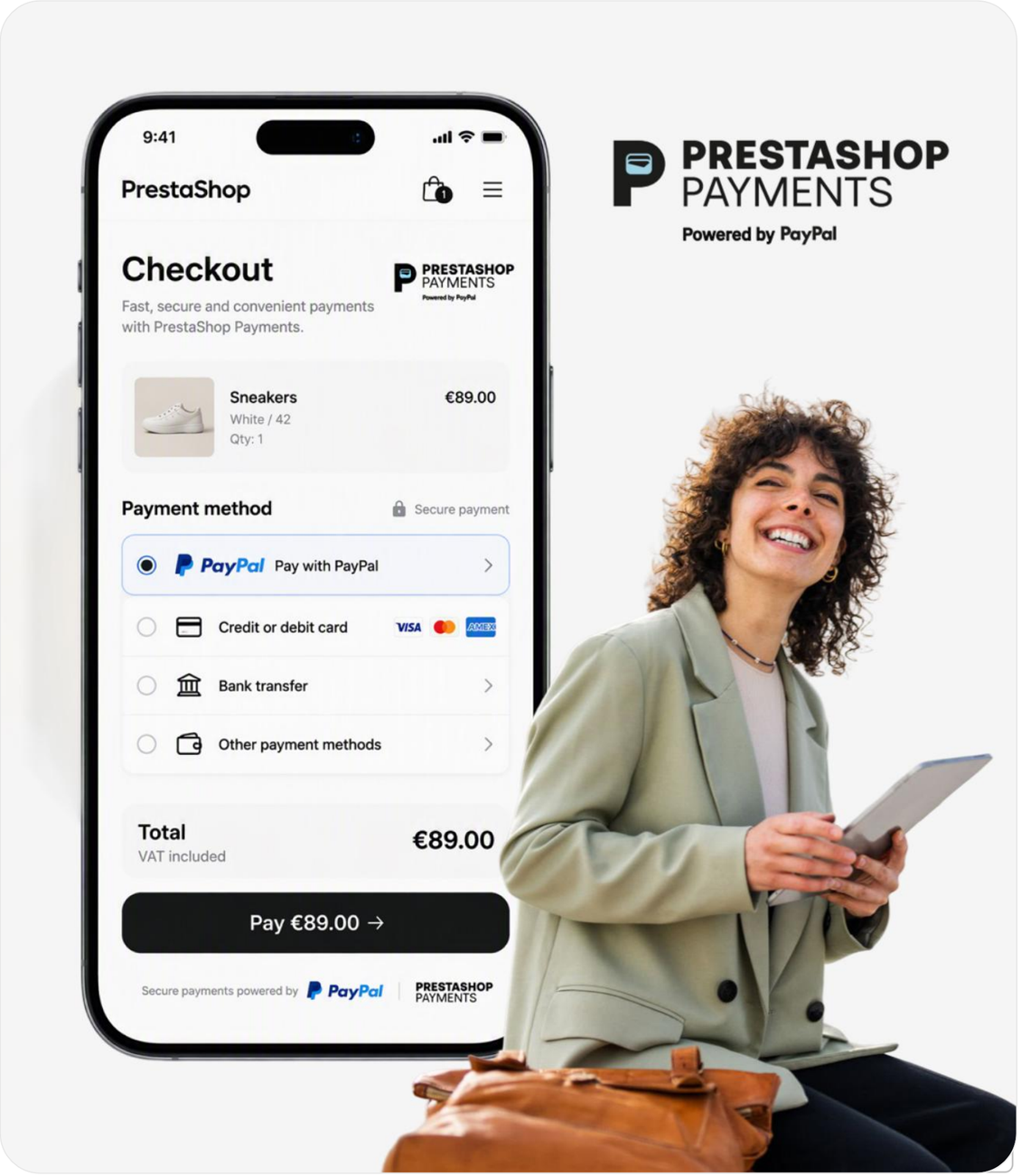
Soft Launch

- milestone delivered on schedule
- first stores with the service active
- launch of an attractive partner bonus

Q1 2027

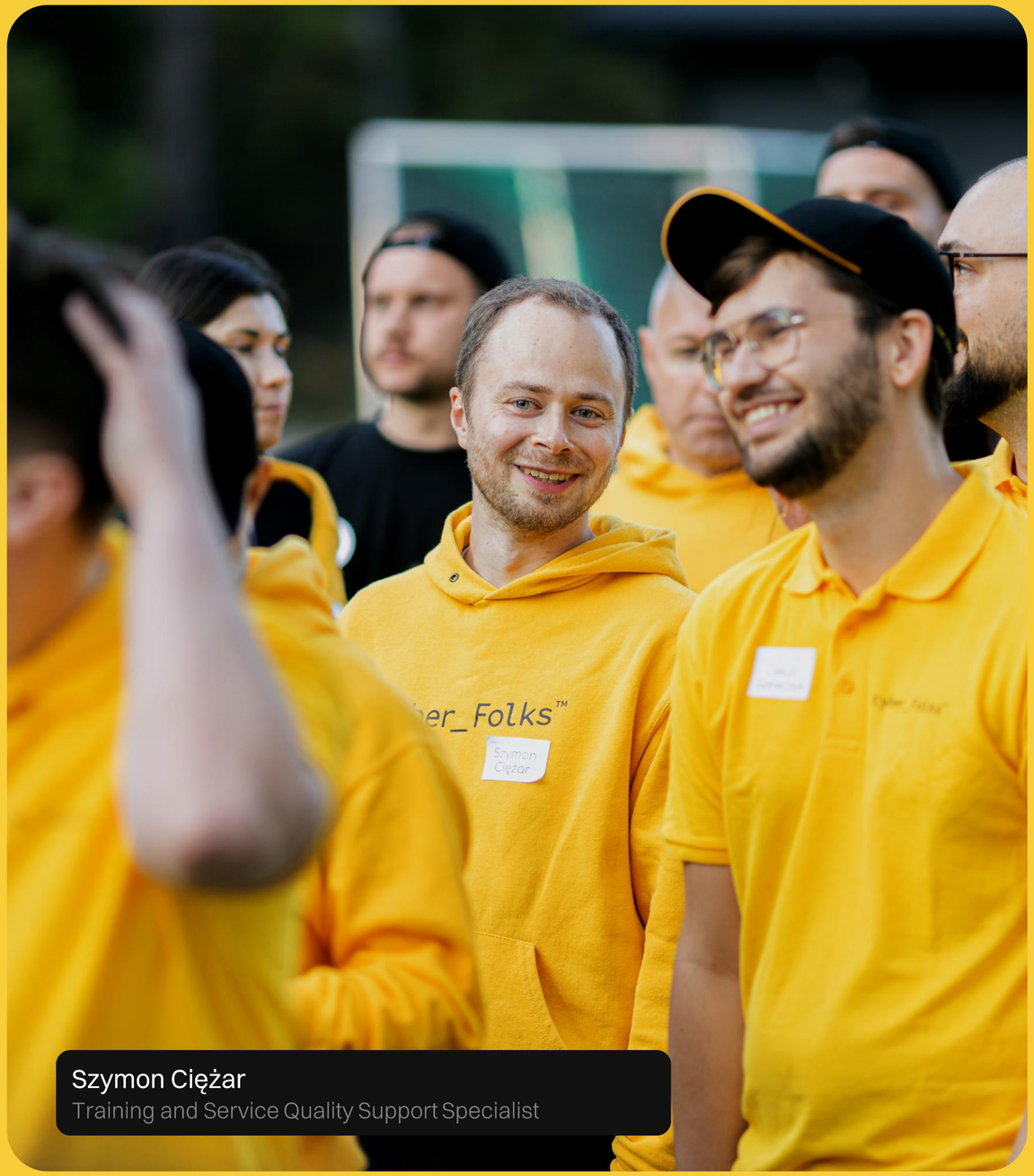
Full launch (Big Launch)

- available to PrestaShop's entire merchant base
- a potential payment standard for PrestaShop (230,000 stores)
- a new tool for GMV (TPV) monetisation



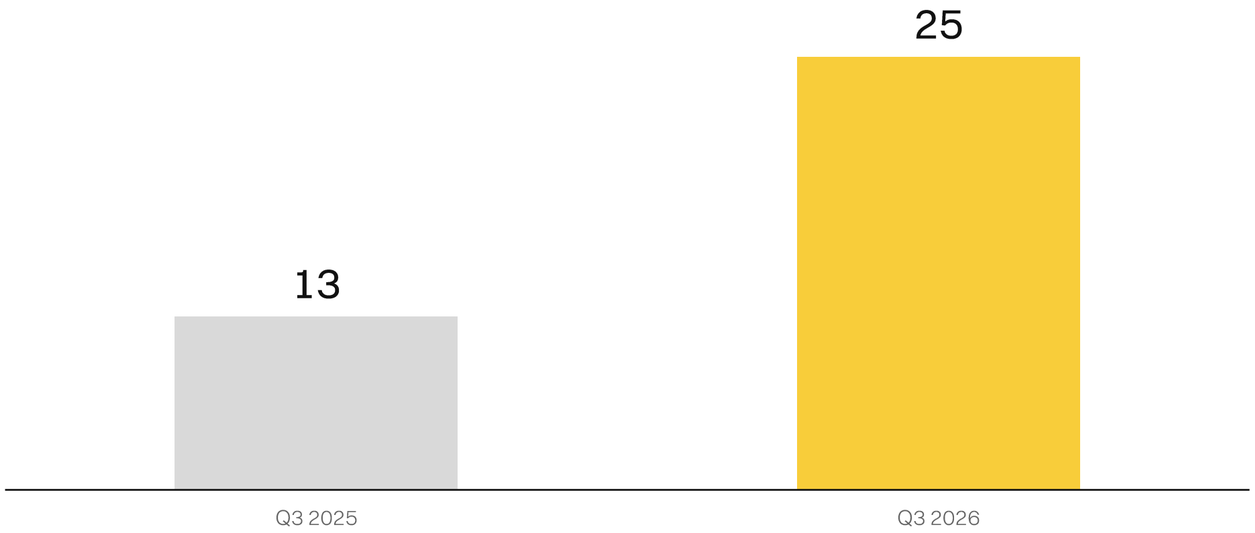
cyber_Folks Group

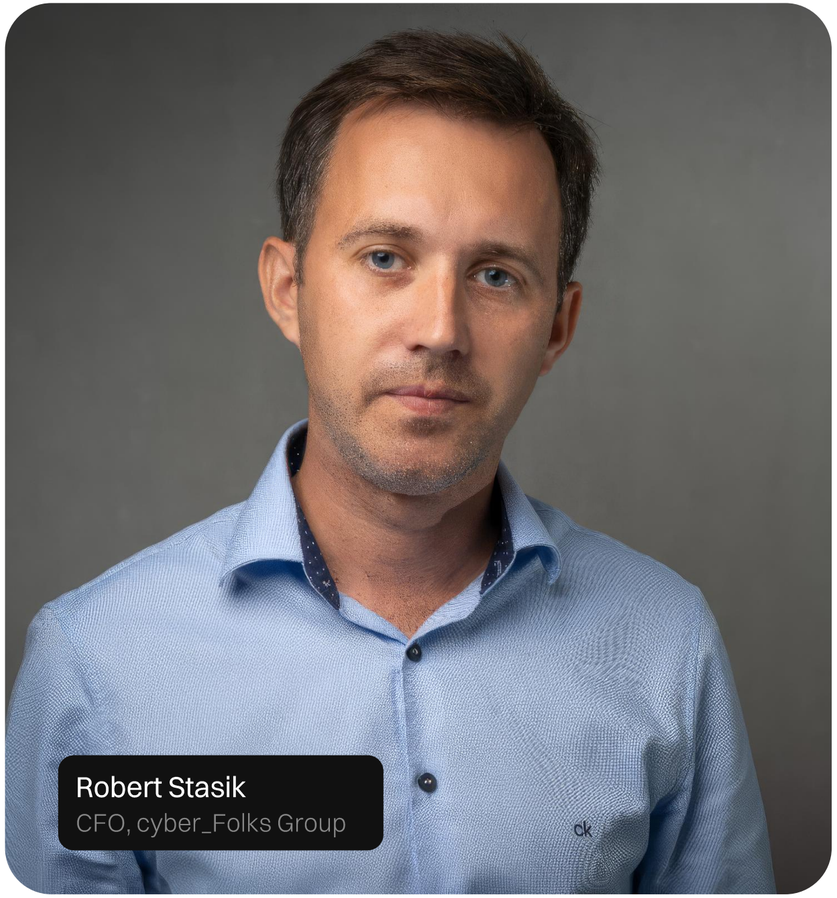
Q3/2026 in cyber_Folks



Value for cyber_Folks shareholders has almost doubled.

Net profit attrib. to parent +85%

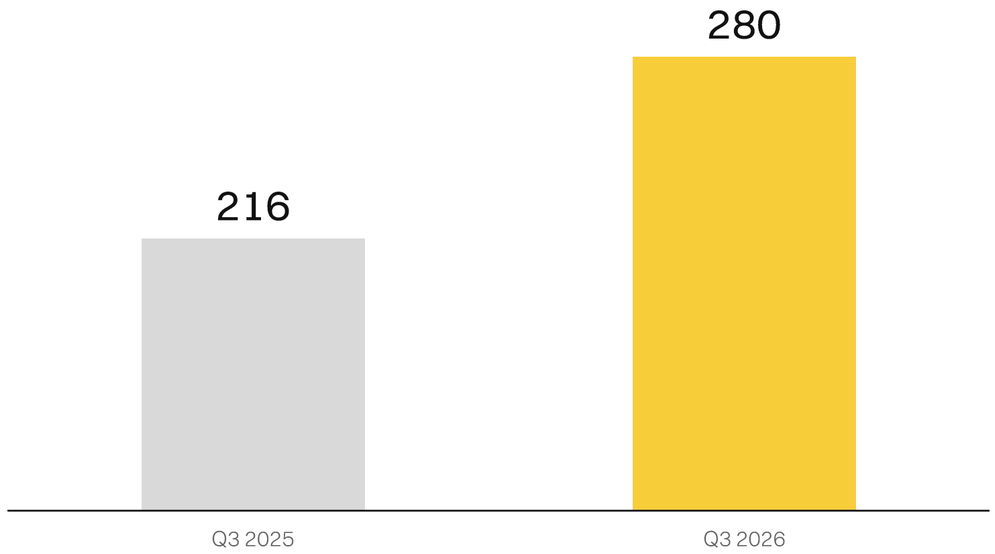




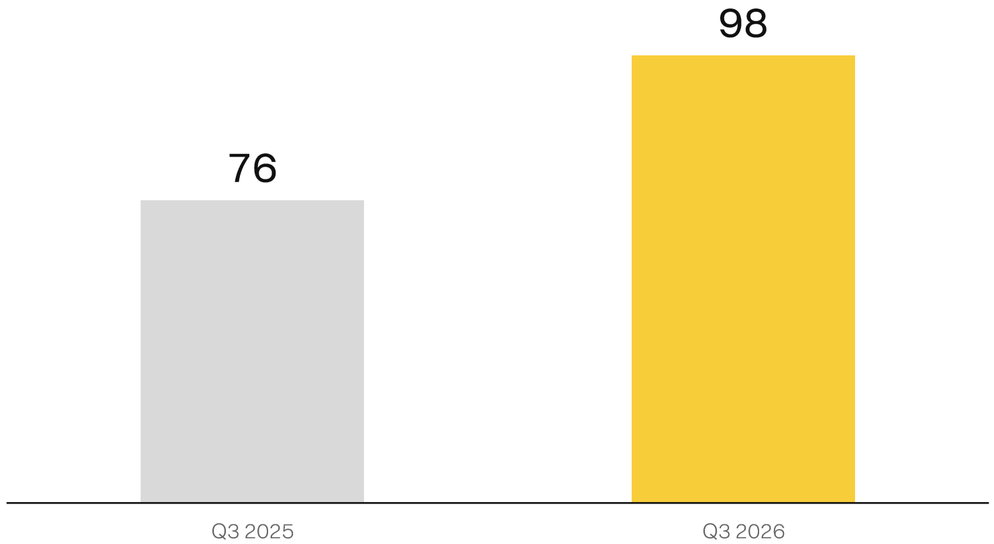
Values in PLN million

30% growth driven by acquisitions and organic growth.

Revenue +30%



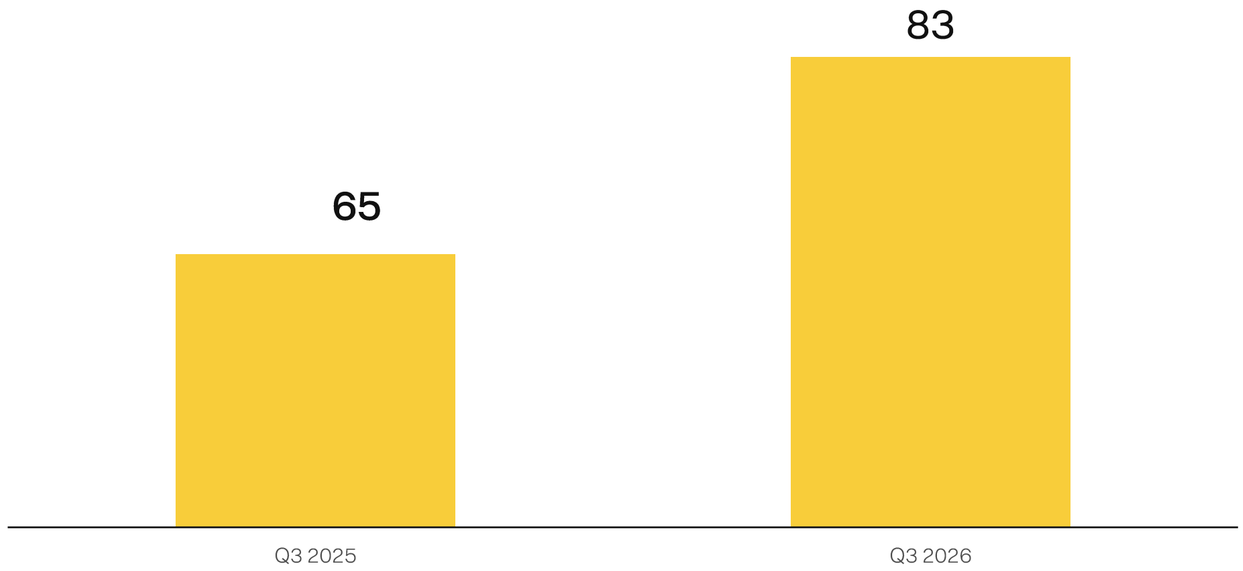
Adjusted EBITDA +30%



Values in PLN million
EBITDA has been adjusted for ESOP costs and transaction costs

Solid and rapidly growing cash flow.

*Adjusted net operating cash flow +28% ↑



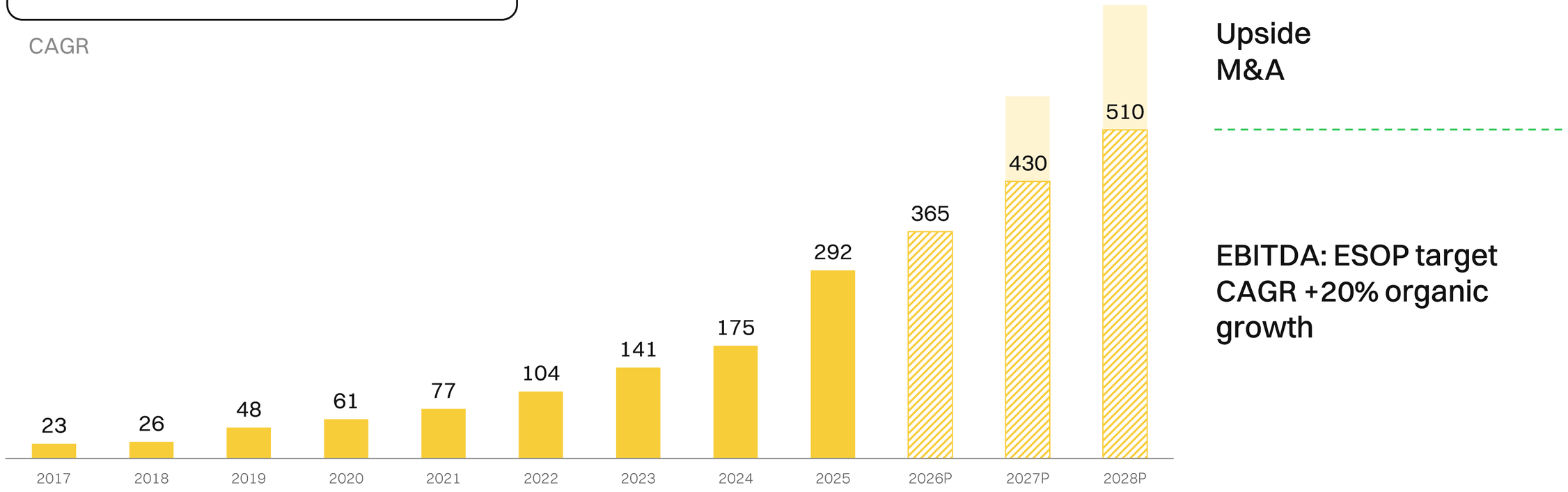


Values in PLN million
* The value of net operating cash flow in Q3 2026 has been adjusted for PLN 12.6 million of expenditure related to the restructuring process at PrestaShop

cyber_Folks and Vercom on track to meet the ESOP target. Nearly 75% of the annual target achieved in Q1-Q3 2026.

Adjusted EBITDA ~37% ↑

CAGR



Data for 2017-2025. Figures for 2026-2028 are ESOP target values. CAGR for the 2017-2025 period. Data in PLN million.

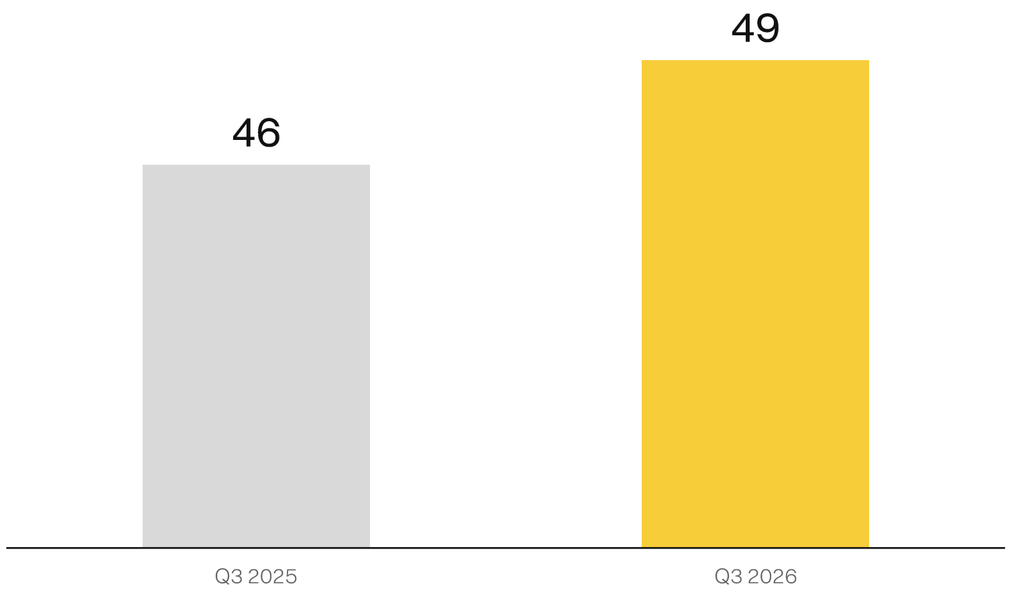
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cyber_Folks segment

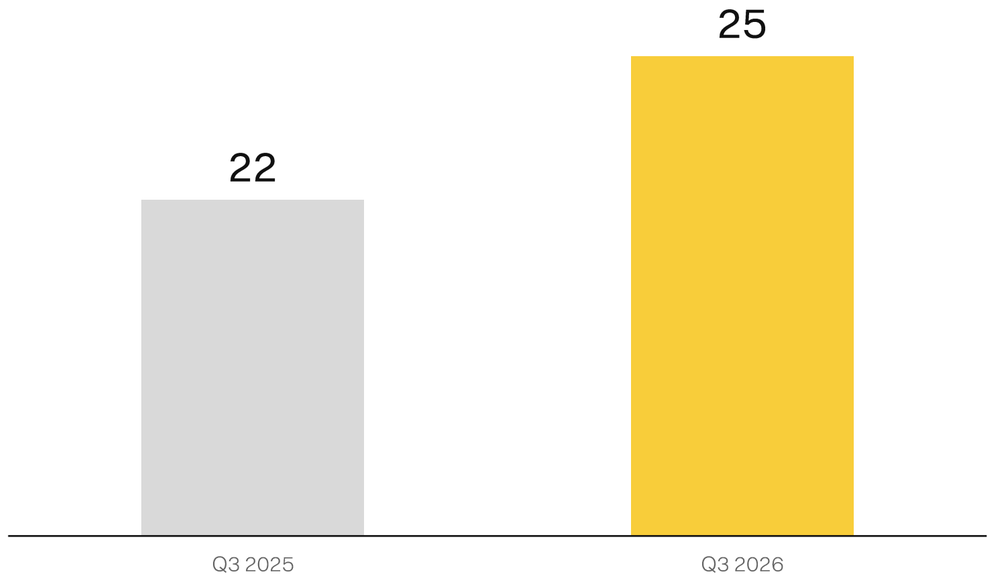


Revenue and Adjusted EBITDA of the cyber_Folks segment.

Revenue +6% ↑



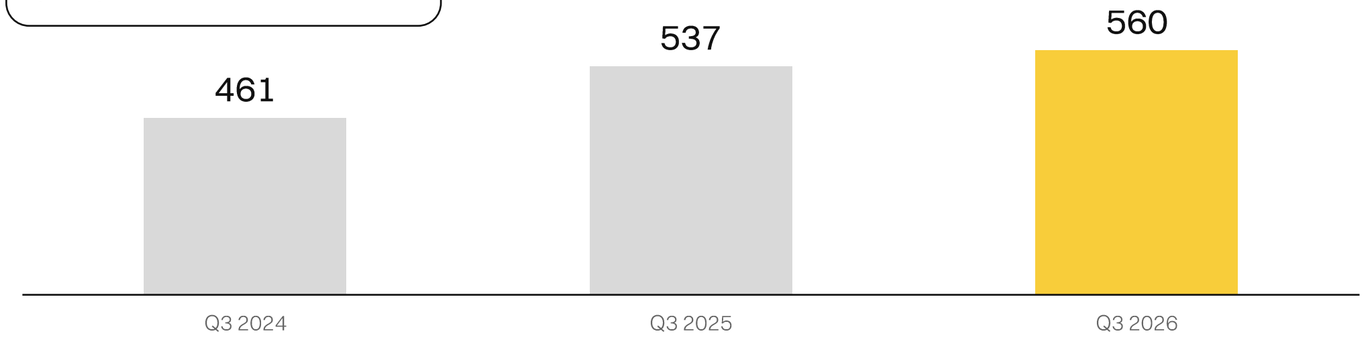
Adjusted EBITDA +12% ↑



Values in PLN million
EBITDA for 2025 and 2026 has been adjusted for ESOP costs

Selected KPIs of the cyber_Folks segment.

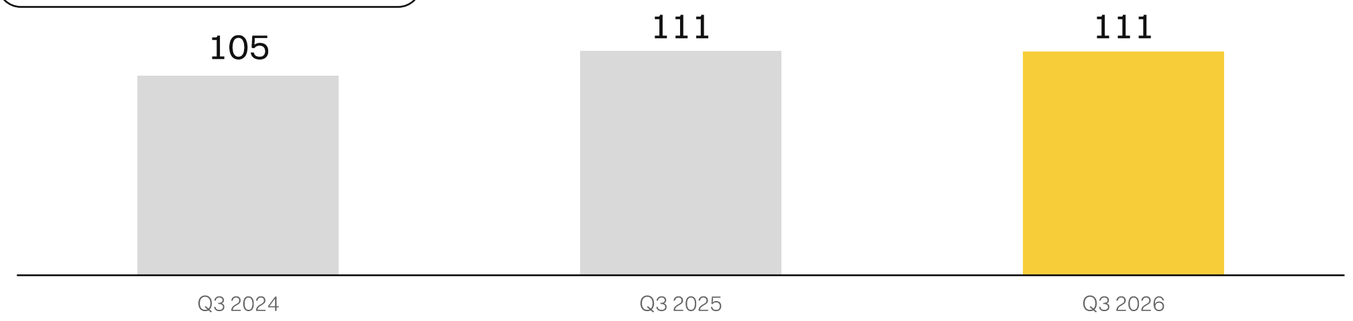
Hosting ARPU LTM
(PLN)



Number of hosting accounts
~235k

YoY growth
+12,000 ↑

Domain ARPU LTM
(PLN)



Number of domains
~390k

YoY growth
+15,000 ↑

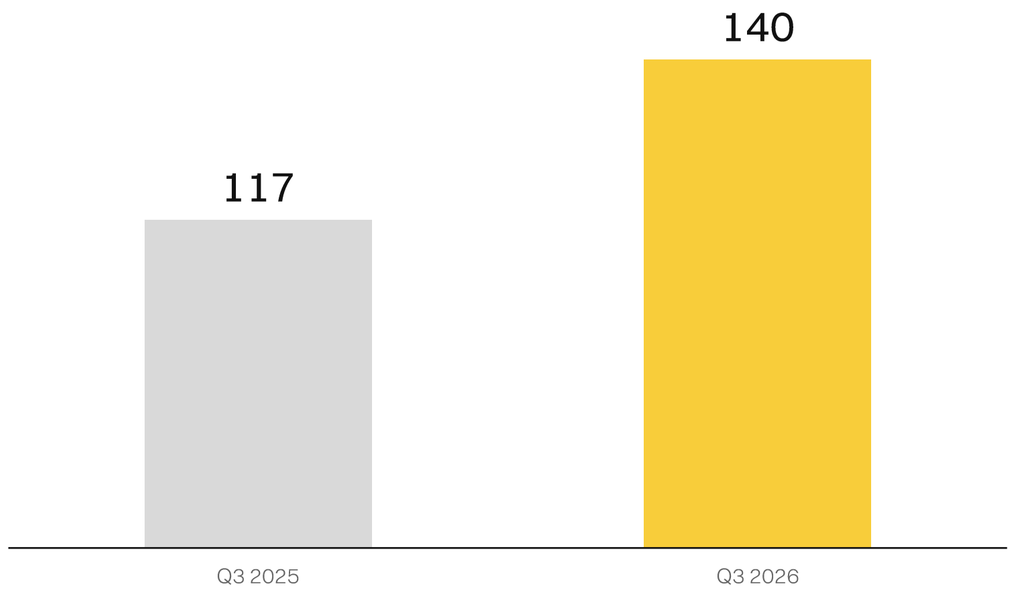
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Vercom segment

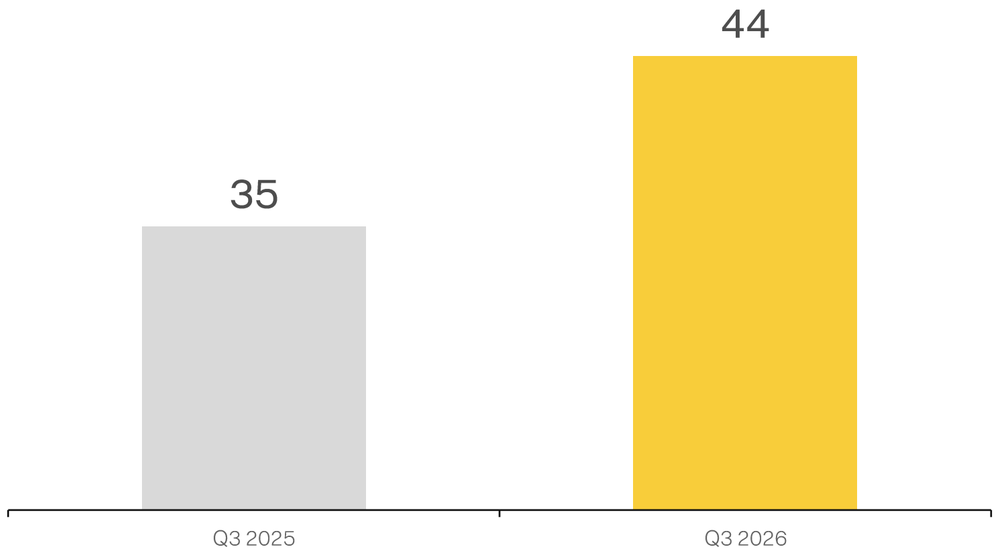


Revenue and Adjusted EBITDA of the Vercom segment.

Revenue +20% ↑



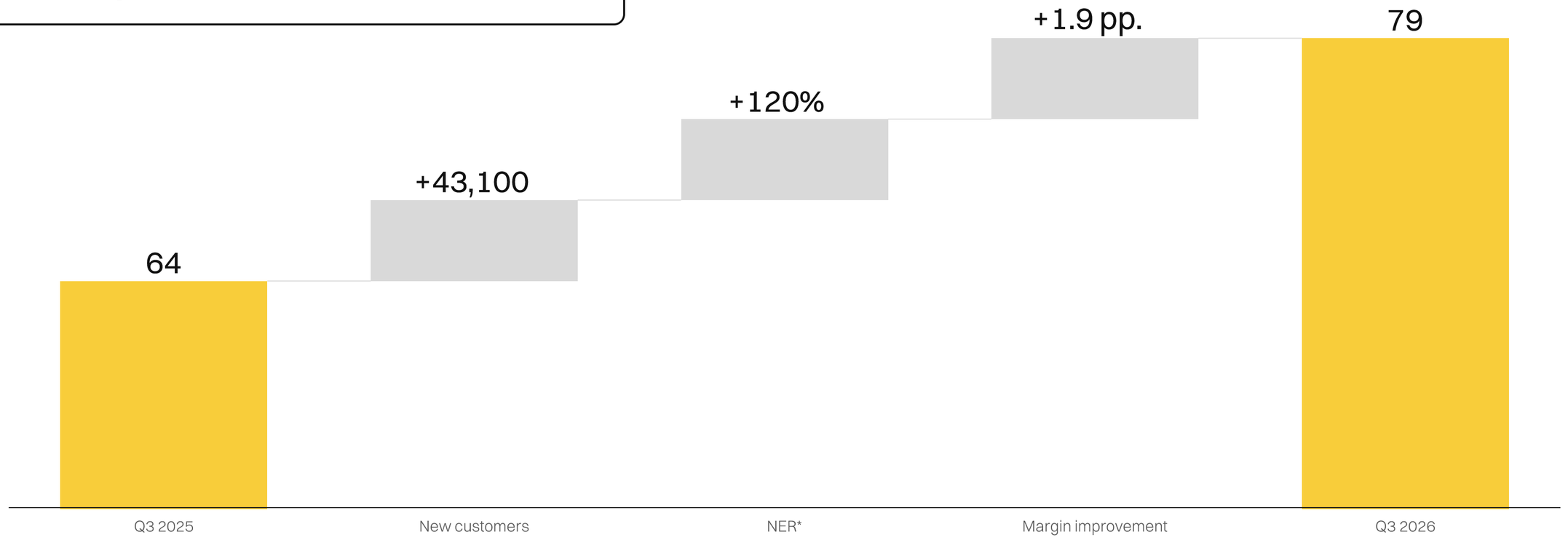
Adjusted EBITDA +25% ↑



Values in PLN million
EBITDA for 2025 and 2026 has been adjusted for ESOP costs

Gross profit on sales grew on the back of customer base expansion and cross-selling.

Vercom gross profit on sales +24% ↑

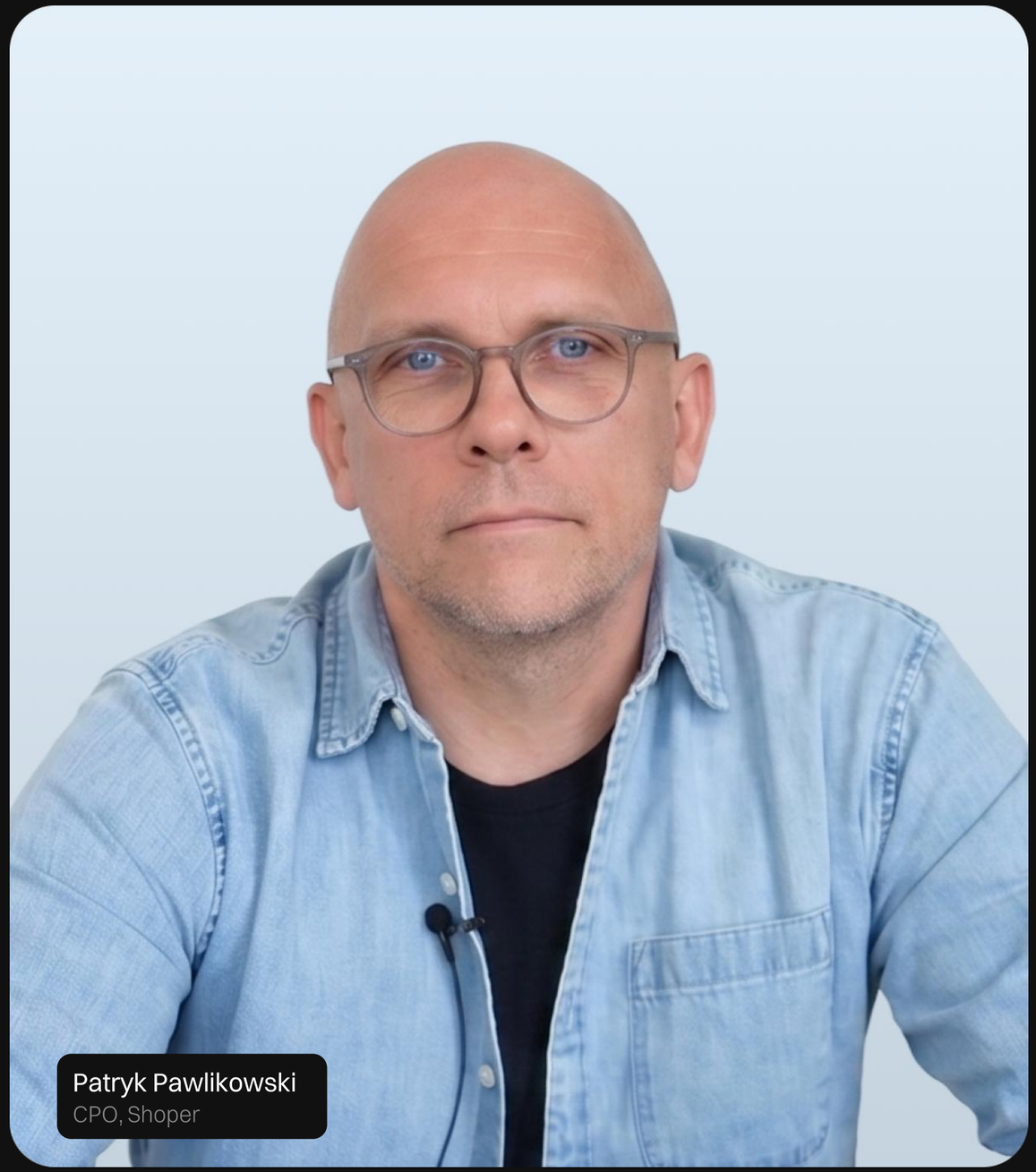


Values in PLN million

* NER (Net Expansion Rate) – change in revenue from customers generating revenue in both the current and comparative periods, excluding wholesale traffic

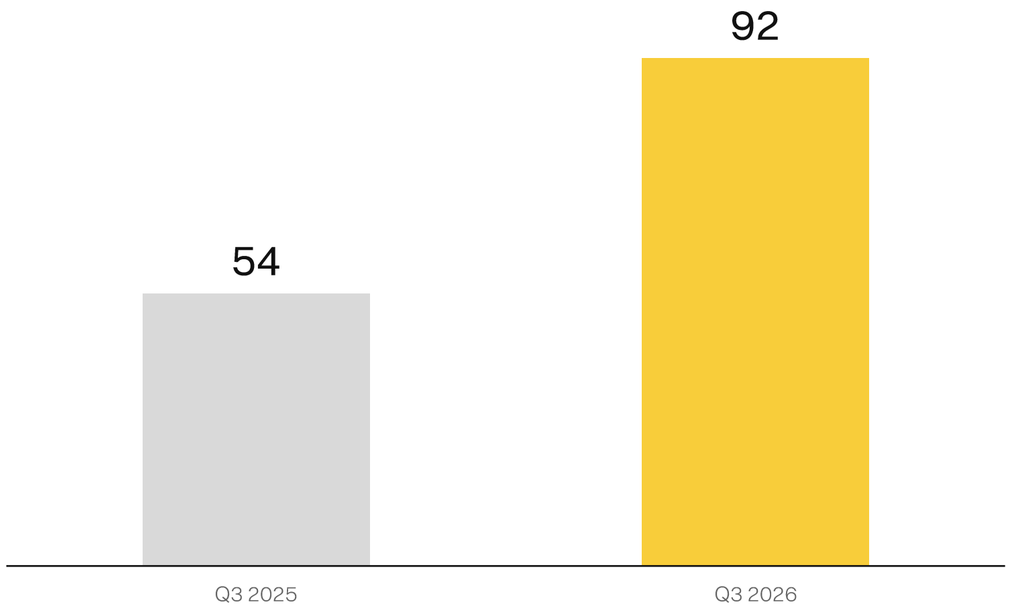
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E-commerce segment

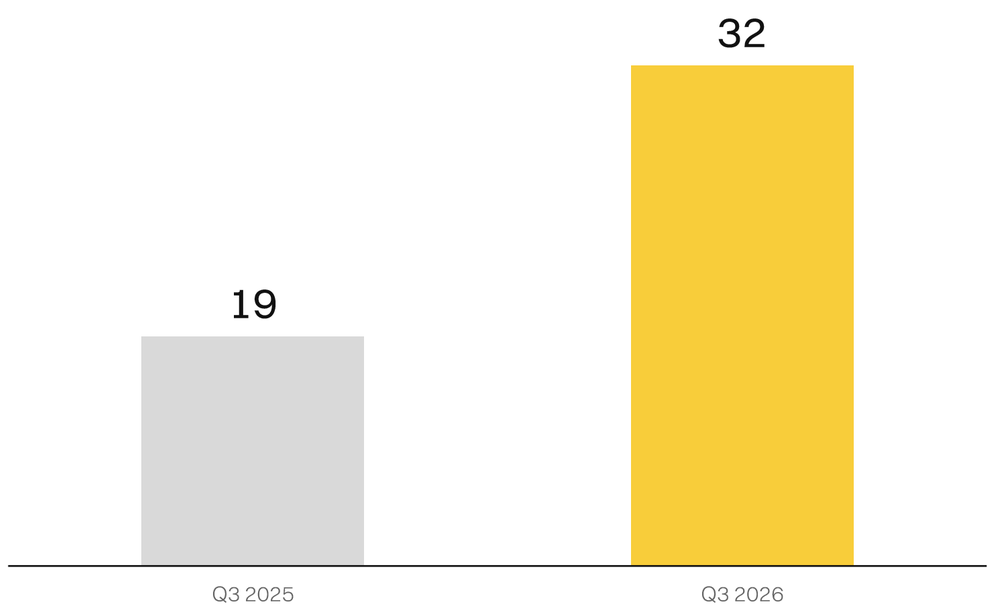


Revenue and Adjusted EBITDA of the e-commerce segment.

Revenue +72% ↑



Adjusted EBITDA +72% ↑

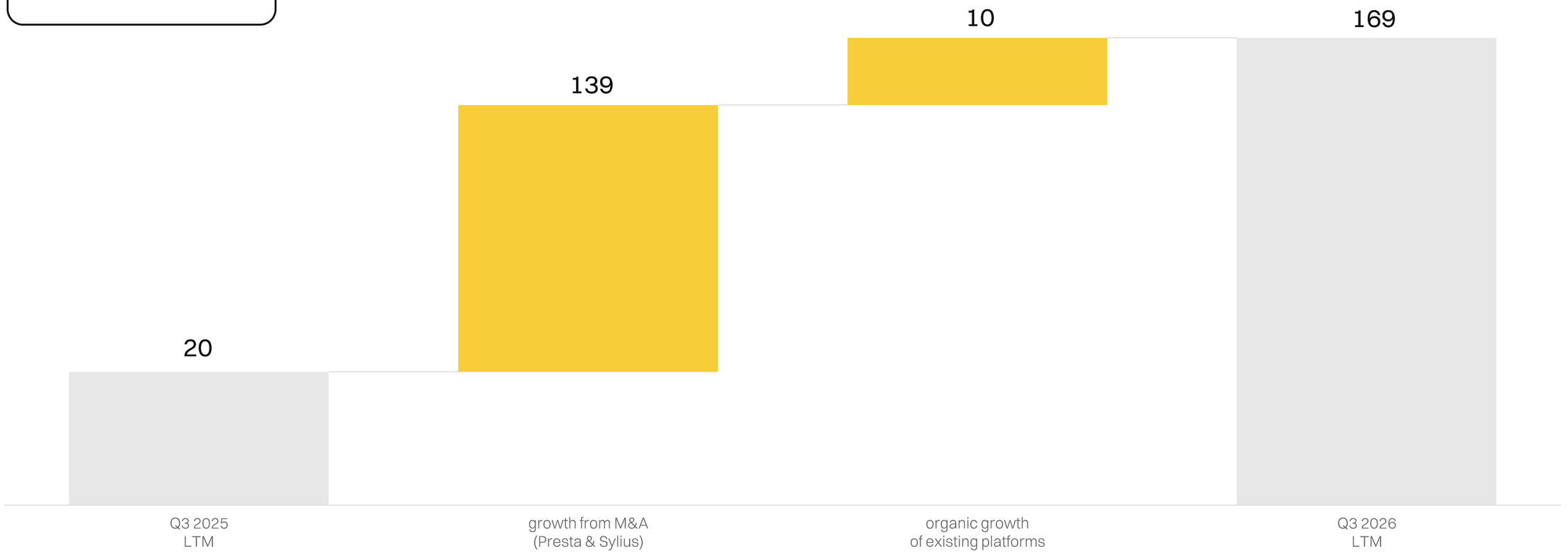


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Values in PLN million
EBITDA for 2025 and 2026 has been adjusted for ESOP costs

European e-commerce leader: ~PLN 170 billion of GMV annually.

GMV: x8 ↑



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*estimated figures based on internal data and research on stores operating on open-source platforms.
values in PLN billion

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Q&A session



Robert Stasik and Tomasz Pokora
20th edition of the CFA Institute Research Challenge

Calendar of events.

25.11 — Warsaw

Product conference

02.12 — Prague

WOOD Investor Conference

12.01 — London

Citi Investor Conference



Jakub Dwernicki

CEO, cyber_Folks Group



Robert Stasik

CFO, cyber_Folks Group



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cyber_Folks Group

Financial results

appendix



Selected items of the statement of profit or loss of the cyber_Folks Group.

(PLN million)	Q3 2025	**Q3 2026**	Change	Q1-3 2025	**Q1-3 2026**	Change
Sales revenue	**215.9**	**280.4**	**30%**	**618.5**	**792.5** [2)]	**28%**
One-off costs [1)]	5.7	6.7	17%	14.3	38.5	169%
Adjusted EBITDA	**75.7**	**98.4**	**30%**	**209.4**	**269.8**	**29%**
Depreciation, amortisation and impairment of fixed assets	17.9	19.6	9%	49.8	55.8	12%
Net financial costs	-14.6	-8.8	-40%	-38.9	-30.8	-21%
Income tax	9.5	11.5	21%	23.8	40.0	68%
Net profit	**28.1**	**51.8**	**84%**	**83.9**	**105.2**	**25%**
Net profit attrib. to parent shareholders	**13.4**	**24.9**	**85%**	**38.9**	**42.1**	**8%**

1) ESOP and transaction costs, as well as restructuring costs at PrestaShop of PLN 25.4 million (Q1-Q3 2026 only)
2) The amount includes an adjustment resulting from the netting of PrestaShop revenue, where the Company acts as an agent. The adjustment reduces revenue and, at the same time, reduces costs of third-party services. The adjustment was applied retroactively to the indicated items for the first quarter of this year, which affected the cumulative amounts of those items. The amounts for the third quarter of this year are presented in accordance with the new approach. The adjustment has no impact on the Group's results.

Selected items from the Cash Flow Statement of the cyber_Folks Group.

(PLN million)	Q3 2025	Q3 2026	Change	Q1-3 2025	Q1-3 2026	Change
Net cash from operating activities	**65.3**	**70.8**	**8%**	**172.3**	**208.8**	**21%**
Acquisition of property, plant & equipment and intangibles	-9.7	-19.0	96%	-29.8	-46.3	55%
Lease liability payments	-4.8	-5.6	16%	-13.8	-16.1	17%
Unlevered FCF	**50.7**	**46.2**	**-9%**	**128.8**	**146.4**	**14%**
Repayments of loans and borrowings	-20.0	-23.9	19%	-32.5	-65.3	101%
Interest paid net of interest received	-15.1	-10.1	-34%	-36.7	-25.6	-30%
Dividends to minority shareholders	-0.6	-1.5	133%	-39.0	-52.1	34%
Free cash flow	**15.0**	**10.8**	**-28%**	**20.6**	**3.4**	**-83%**

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