

Attachment to the current report ESPI No. 2/2021

The fourth quarter of 2020 was a good period for sales in the SaaS channel, as well as for the total Company's revenue. Both from the point of view of the number of customers (average monthly 82, which is a + 15% increase compared to the third quarter of 2020 year) and the level of sales. The latter one was 3% higher than in the previous quarter, again exceeding the level of EUR 11 thousand quarterly. The trend of increasing the number of customers has continued for four months, reaching the level of 87 customers in the SaaS channel at the end of December 2020, which is only 3 less than at the end of December 2019 (which was the highest level of this indicator so far).

On the other hand, the downward trend in the ARPC indicator has been noticeable since spring 2020, but again, in the last four months of last year it kept at the level of EUR 44-48.

		3Q 2020	4Q 2020	change 4Q20 vs 3Q20
SaaS clients (average quarterly)	<i>quant.</i>	71	82	15,0%
SaaS sales (quarter)	<i>EUR</i>	10 759	11 089	+3,1%
SaaS ARPC (average monthly)	<i>EUR</i>	51	45	-10,4%

The fourth quarter of 2020 brought also the development of two versions of the SmartSearch product (basic and extended) and preparation for the ability to selling them in the SaaS model not only through e-commerce platforms. The marketing activities developed at the end of last year were launched in January. The company assumes that they will impact the further sales level in the coming months.