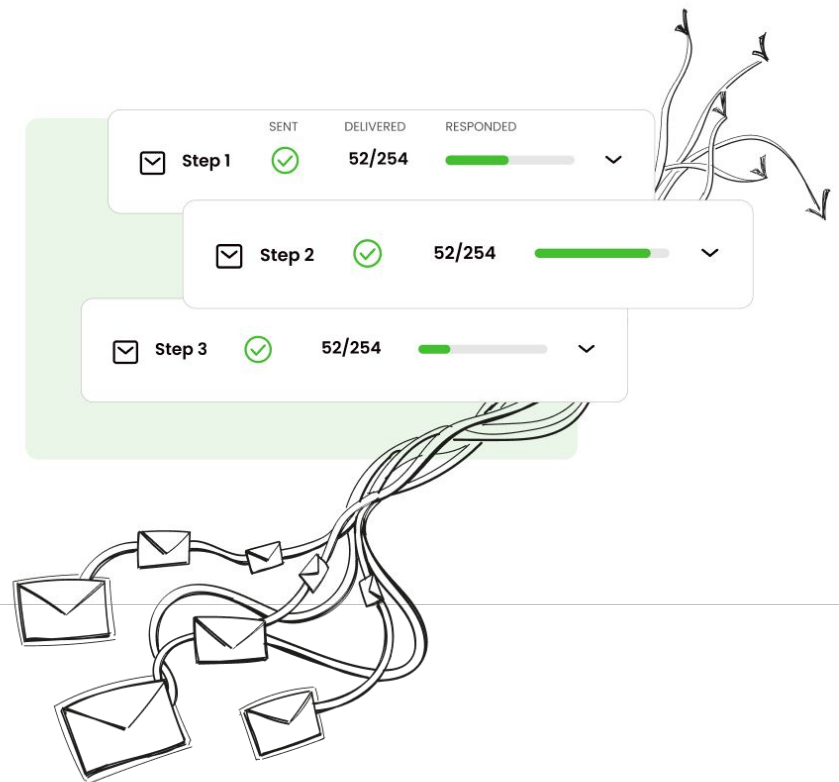


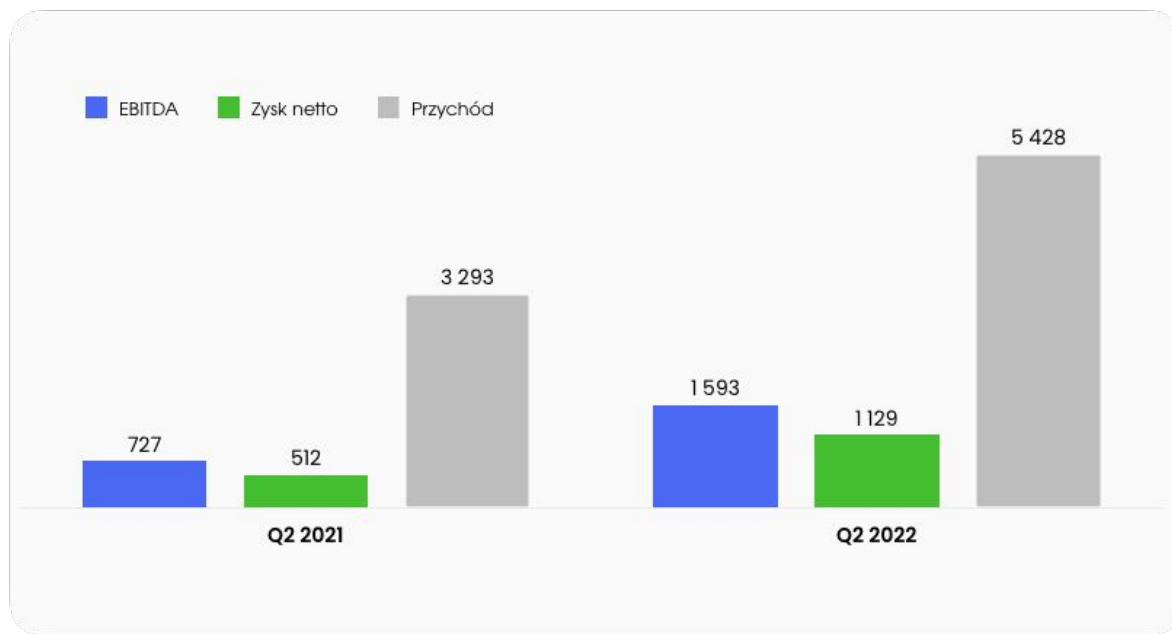


II kwartał 2022

Spółki Woodpecker.co S.A.



EBITDA, Zysk netto i przychody (w tys. PLN)

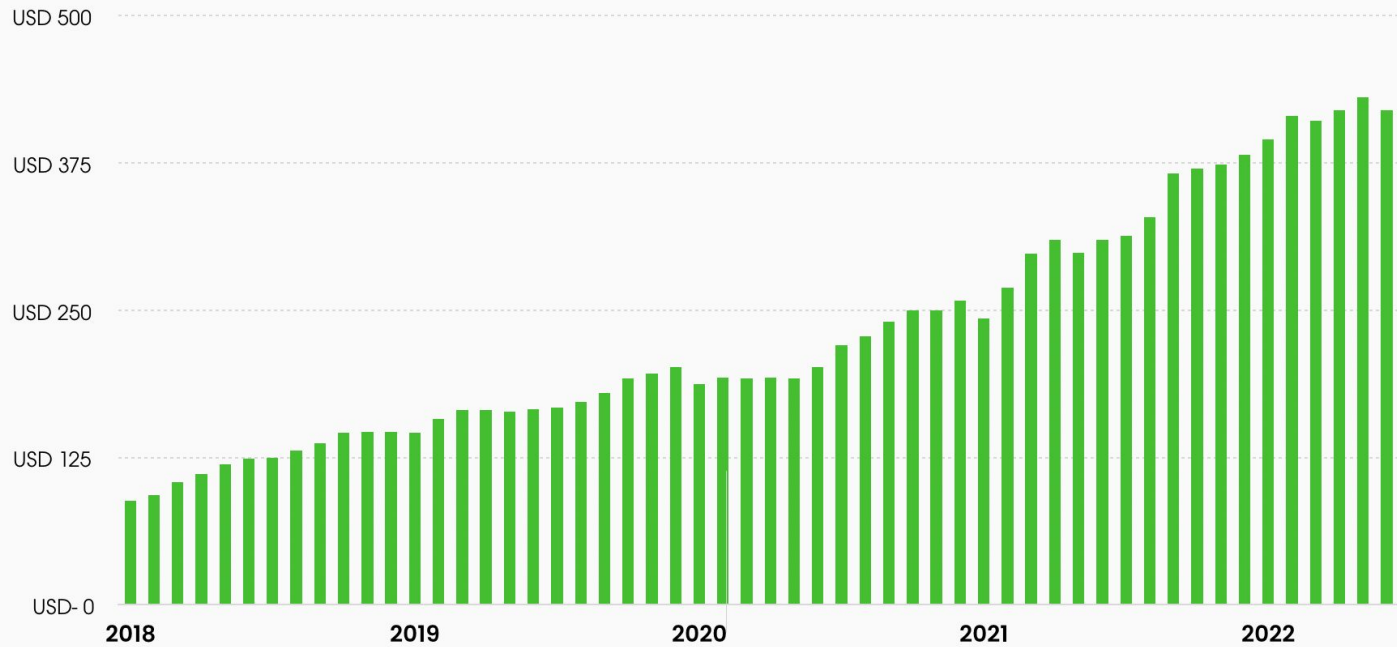


**marża
EBITDA**

Q2 2021 22,08%

Q2 2022 29,34%

MRR





**Sezon
wakacyjny**



**36% przychodu
agencje**



**Pomoc
Ukrainie**

90 krajów

USA 43,26%,

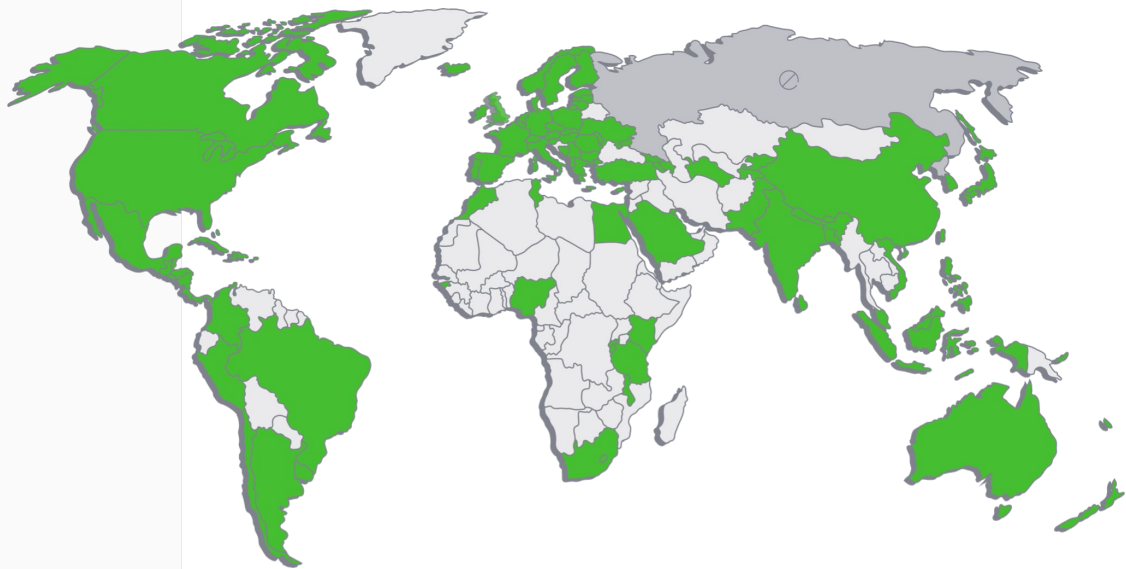
Polska 10,74%,

UK 9,60%,

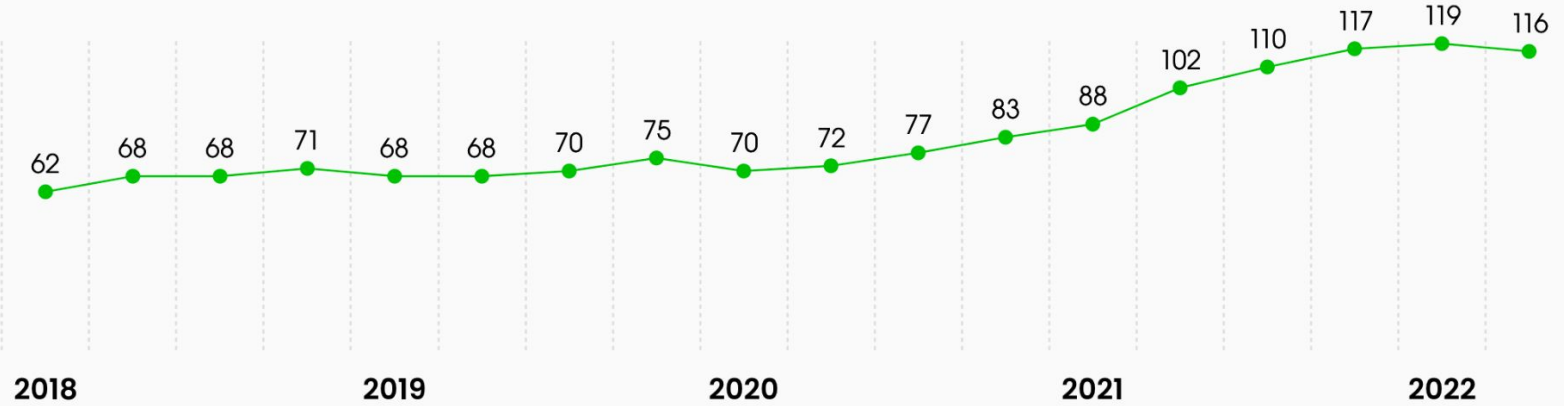
Niemcy 7,95% 

Francja 4,55%

pozostałe 23,90%



ARPA



Struktura przychodu w podziale na abonamenty

Abonament	Q2 2021	Q1 2022	Q2 2022	Różnica Q2 2021/Q2 2022	Różnica Q1 2022/Q2 2022
Basic	5,00%	8,22%	8,89%	3,89%	0,67%
Advanced	65,41%	56,73%	54,76%	-10,65%	-1,97%
Agency	29,59%	35,05%	36,35%	6,76%	1,30%



**3700+
klientów**



**plany
basic**



**Pomoc
Ukrainie**

4 mln PLN

zasobów gotówkowych

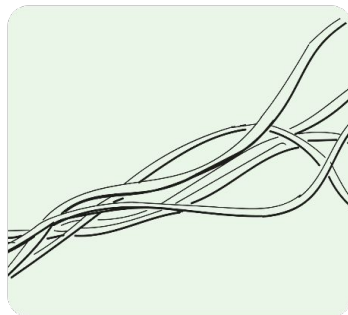
Marcin Kusmierz

dołączył do Rady
Nadzorczej





BISON Group Ltd, Nowa Zelandia



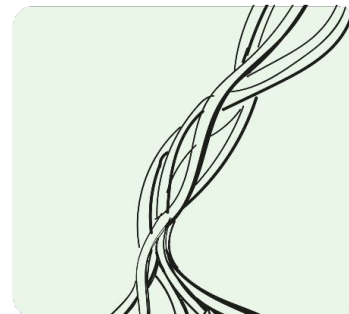
devtodev, Litwa



Get Sales Meetings, Brazylia



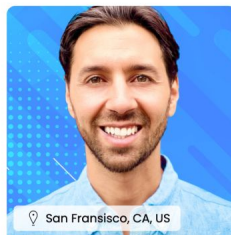
Winebrenner Productions, USA



Discoveroo, Hiszpania



**Cold
Email
Camp**



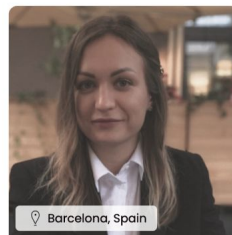
San Francisco, CA, US

CONSULTANT

John Karsant

I have been working in the lead generation space and writing emails campaigns for the past 7 years.

#Consulting #List building
#Writing email campaigns



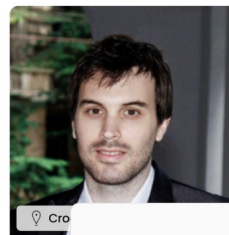
Barcelona, Spain

CONSULTANT

Julia Mostovaya

I've started my career path in this field around 7 years ago. My first step was lead generation, slowly switching to a sales development manager and then right into a

#Cold email campaign sequence
#Lead generation strategy
#Sales outreach strategy



Cro

CONSULTANT

Leigh

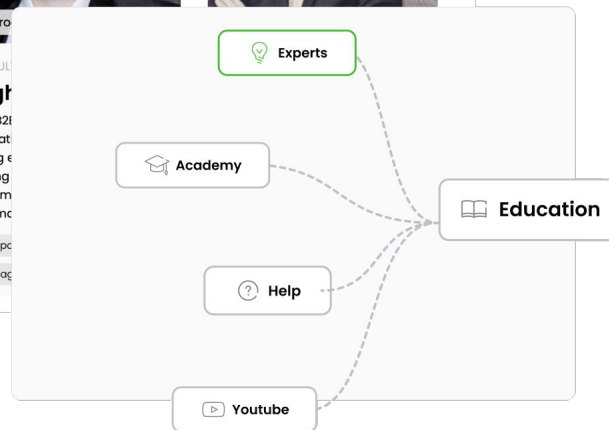
I'm a B2B lead generation expert. I'm setting up cold email campaigns from the ground up.

#Campaigns
#Message



Program Experts

50% wzrostu ↑





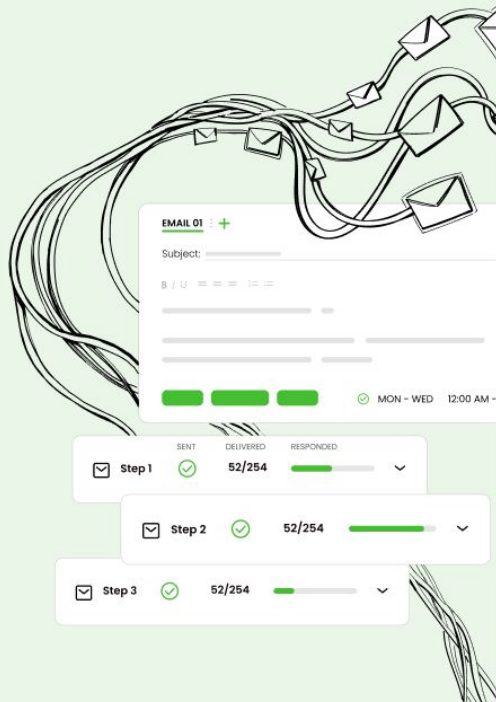
**92 tys
unikalnych
użytkowników**



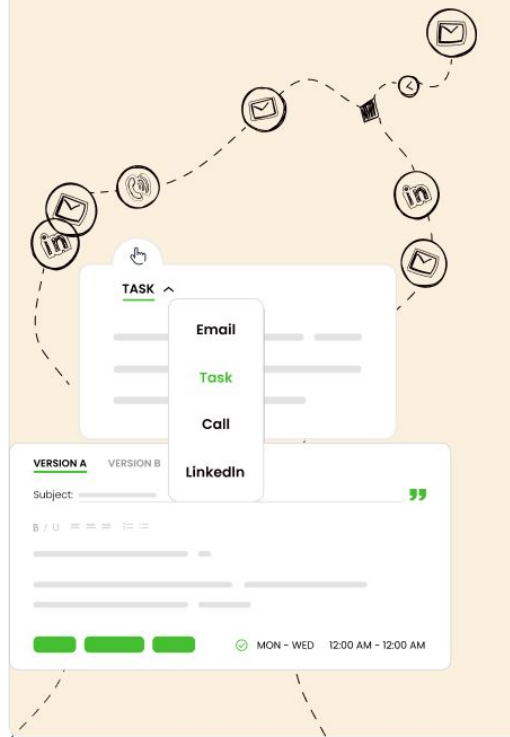
**rekordowa
liczba testów
aplikacji**



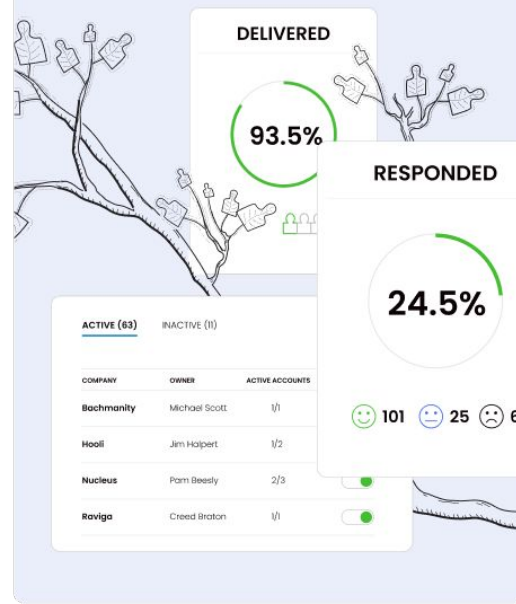
Cold Email



Sales Automation



Agency



Liczba klientów ↑

ARPA ↑

MRR ↑

Kontakt

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<https://woodpecker.co/investors/>

ir@woodpecker.co

