To: Bursa de Valori București
Autoritatea de Supraveghere Financiară

Current report no. 32/2025

According to Law nr. 24/2017 regarding issuers of financial instruments and market operations, ASF regulation nr. 5/2018 regarding the issuers of financial instruments and market operations and/or the Bucharest Stock Exchange Rulebook for Multilateral Trading System.

Date of report	21.10.2025
Name of the Company	2Performant Network S.A.
Registered Office	6 - 8 Corneliu Coposu Boulevard, Unirii View Building, Floor 2, (office) ResCo-working09, 3rd District, Bucharest, Romania
Phone	+40 754 908 742
Email	investors@2performant.com
Fiscal Code	26405652
Registration nr. with Trade Registry	J40/493/2010
Subscribed and paid share capital	1,303,304.3 lei
Total number of shares	13,033,043
Symbol	2P
Market where securities are traded	MTS AeRO Premium

Important events to be reported: 2Performant Team Restructuring

The management of 2Performant Network S.A. (hereinafter referred to as the “Company") informs the market about the about the changes made within the team.

Following a thorough assessment of the Profitshare transaction not being finalized, together with the management team, we proposed to the Board of Directors of 2Performant a restructuring of the company, aligning the team’s organizational chart more closely with the revised strategy for the next 2 years.

The proposal was approved, and as a result, we will achieve a reduction in operational and personnel expenses of up to 38%: from 7.4 million RON in 2025 to 4.6 million RON in 2026.

To contribute to cost reductions, all members of the Board of Directors have waived their compensations for the period September – December 2025, and we have decided to reduce them by 50% for 2026.

The CEO’s remuneration has also been reduced by 20% starting October 2025.

Attached you will find both the previous and the updated organizational chart.

The coming years at 2Performant will focus on scaling through sales and marketing in order to expand the BusinessLeague ecosystem.

Both the platform and the business model are now mature and validated. We have built the only gamified affiliate marketing platform in the world, and the natural next step is to take it into larger markets, where the growth potential is significant.

A route that once seemed secure for achieving this growth — the Profitshare transaction — has failed.

We adapted quickly and accelerated two projects that had originally been planned for next year:

- Re-entering the Influencer Marketing market
- Expanding BusinessLeague into a significant new market

The first project is already live:

On October 6, we relaunched the influencer marketplace within BusinessLeague, allowing online stores to collaborate with hundreds of influencers based on a Cost Per Sale model.

For the expansion, we selected Ireland — home to the headquarters of all major global tech companies. It is a market where we need to have a presence if we aim to be relevant at the European level.
Moreover, it's the country where I've lived for the past 4 years and whose local culture I've started to understand.
Ireland has a €7 billion e-commerce market (comparable to Romania's, but with three times fewer inhabitants), with no local affiliate network currently active. It can also serve as a gateway to the UK and US markets.

This will be one of the central themes of the upcoming capital increase at 2Performant.

The Plan We Will Propose Includes 3 Strategic Directions:

1. Consolidating our leadership and increasing market share in Romania (where we are the leader) and the region (where we are still a challenger), by boosting investment in sales and marketing.
2. Increasing adoption of the Cost Per Sale model for influencer marketing campaigns by online stores via BusinessLeague.com
3. Entering the Irish affiliate and influencer marketing market

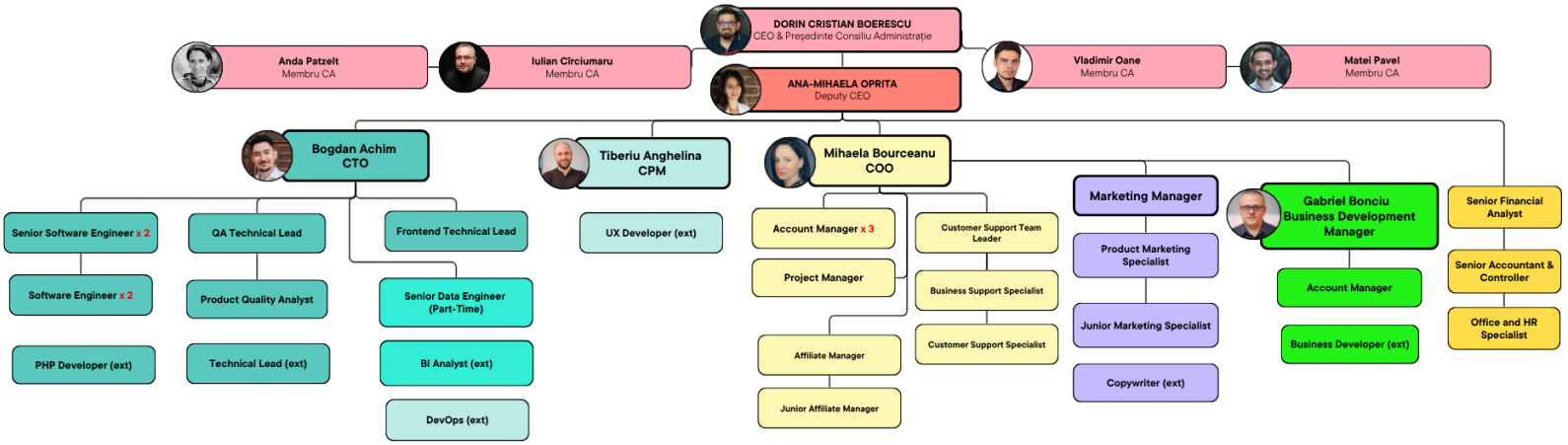
We will present full details, including the budget for 2026 and 2027, in the capital increase prospectus, currently being prepared with the TradeVille team.

In the meantime, the entire team and our ecosystem are getting ready for Black Friday.
Spor la conversii!

The President of the Board of Directors 2Performant

Dorin Boerescu

Current Organizational Chart



Previous Organizational Chart