Q2 Report

JANUARY - JUNE 2026

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CEO

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CFO

Business Highlights

Q2 Highlights

471M

Avg MAU non-iOS (427M)
▲10% (YoY)

409M

Avg DAU non-iOS (367M)
▲11% (YoY)

87%

DAU/MAU Stickiness

393M

SEK net sales (496M)
▼21% (YoY)

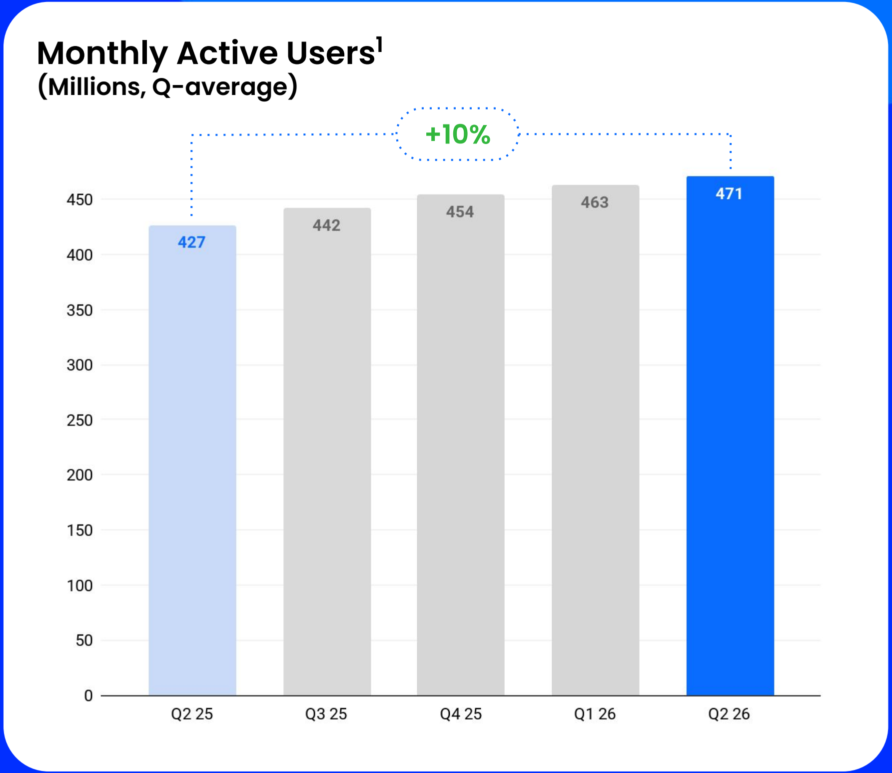
88M

SEK EBITDA (173M)
▼49% (YoY)
EBITDA excl. Incentive costs 106 (212)

22.4%

EBITDA margin incl. incentive costs (34.8%)
EBITDA margin excl incentive cost 26.9% (42.6%)

User Growth



- Added 8 million users in the quarter
- Lower user acquisition spend in 2026 in low ARPU markets given revenue situation

[1] Figures represent period averages (i.e., the average of each day in the period)

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Revenue update

Ads: Overview

200M

Net sales (331M)
▼-40% YoY and
▼-34% in constant currencies

51%

Share of total net sales
(67%)

- Continued negative impact from our largest programmatic partner compared to last year.
- Lower auction pressure following the removal of the RMG category
- Flag removal late in the quarter impacted revenues somewhat positively and revenue from the partner increased with 10-15% compared to the daily average in the quarter
- Direct Sales (ex-RMG) grew QoQ and YoY

Ads: Focus on strategic transition

- Revised ads strategy built on **three pillars**
  - Transition to a more competitive, auction-based bidding model
  - Reset of the programmatic ads model
  - Continued focus on Direct Sales which resulted in growth Q/Q and Y/Y (ex-RMG)

- In Q2, we continued the progress in the **execution of the revised ads strategy**
  - Scaled up the new ads architecture to a majority of the user base
  - Core components for the revised bidding model (on the new architecture) delivered and being tested
  - By end of Q3 the ambition is to have scaled the new bidding model to 100% of the user base
  - Released new ads-format (Call-to-Cart) for direct sales

Premium Subscriptions: Overview

119M

Net sales (87M)
▲36% YoY and ▲41% in constant currencies

3.99M

Av. number of subscribers (2.99M)
▲33% YoY

0.79%

Conversion rate (0.65%)
▲27% YoY

30%

Share of total net sales (18%)

10.02 SEK

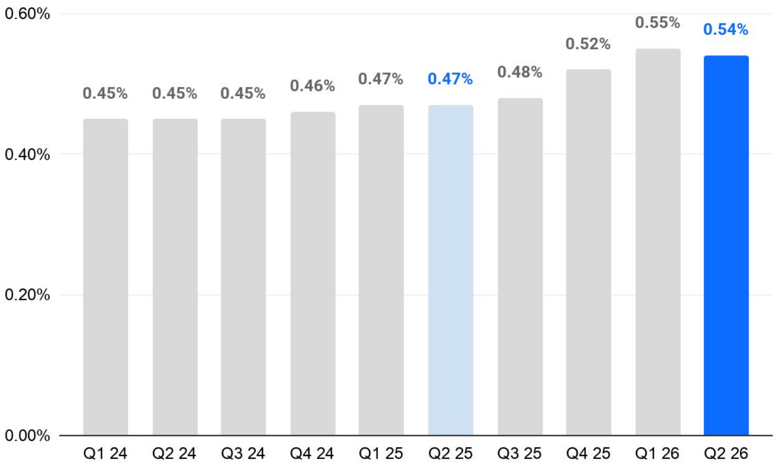
Monthly revenue per subscriber (10.00)
Stable but an increase in constant currencies

48%

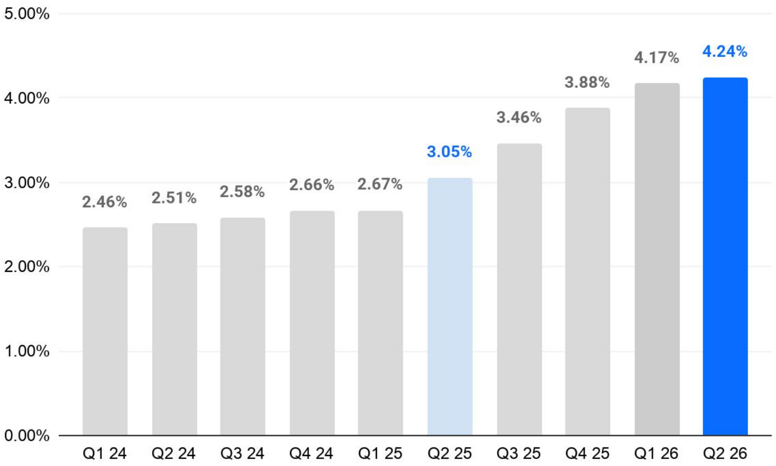
iOS share of premium revenues (44%)

Premium conversion rate

Android



iOS



Truecaller for Business – Overview

74M

Net sales TfB (78M)
▼5% (SEK YoY) ▲8% in constant currencies (YoY)

19%

Share of Net Sales (16%)

256M

ARR for Verified Business (228.5M)
▲12% (YoY) ▲23% in constant currencies (YoY)

2.0%

Revenue churn VB (2.7%)

0.7BN

Delivered business messages (4.4 Bn in Q2 2025 and 0.1 Bn in Q1)

Truecaller for Business

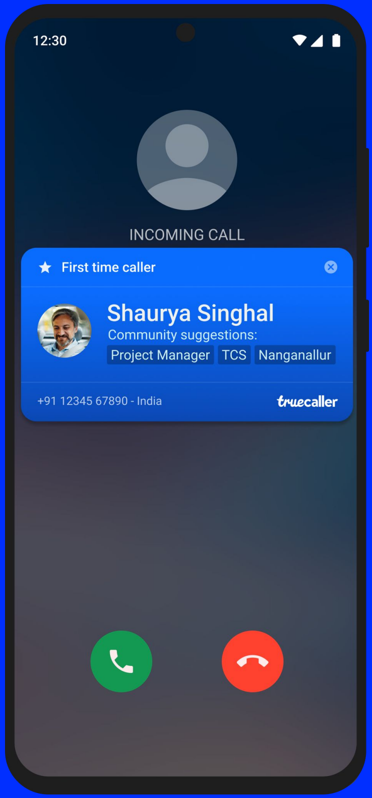
- **Verified Business:**
  - Back to solid growth Y/Y and Q/Q in local currency, both in India and RoW
  - Product focus:
    - Differentiate from competition by offering valuable customer journeys
    - Improve analytics to give unique Truecaller ecology insights
    - Integration of verified caller ID platform with business IM for a seamless journey

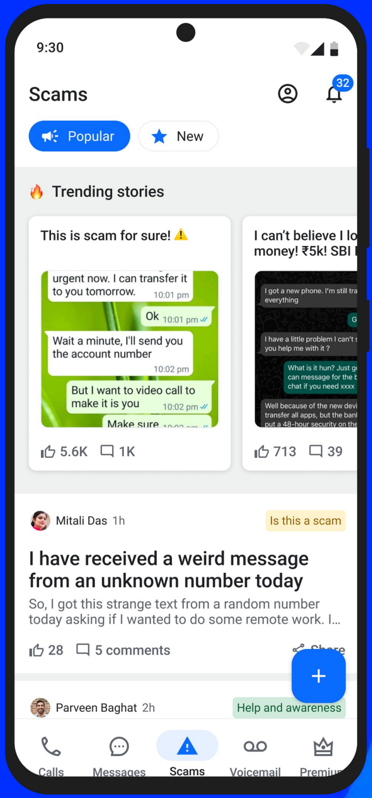
- **Business Messaging**
  - The transition from a single-partner setup in India to a global multi-partner model continued
  - New partners scaled up - volumes from them was 5x higher than in Q1
  - Old exclusive partner returned late during the quarter as a non-exclusive partner and is expected to drive substantial growth from the Q2 level

- **Other products**
  - Monetisation of the SDK-product ("Login with Truecaller") continues to scale

Product update

Stronger caller identity, spam, and fraud detection





- Name coverage doubled in major European markets
- Double-digit improvements in spam detection and false positives in the EU
- Fraudulent numbers identified doubled across key focus markets
- More meaningful LLM-powered Community Suggestions now live on both Android and iOS
- Scam Feed goes global, reaching over 120 million users

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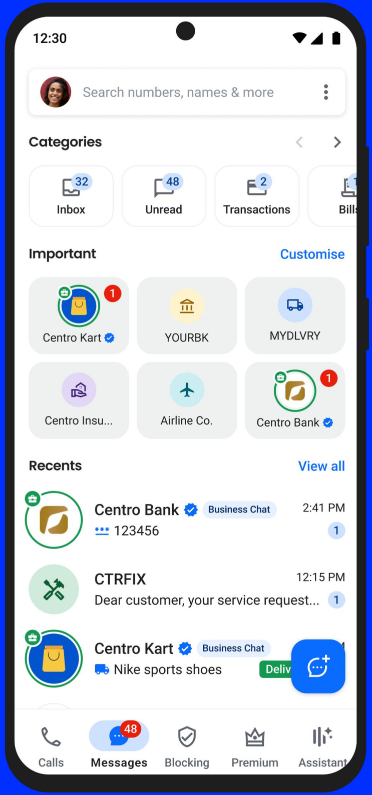
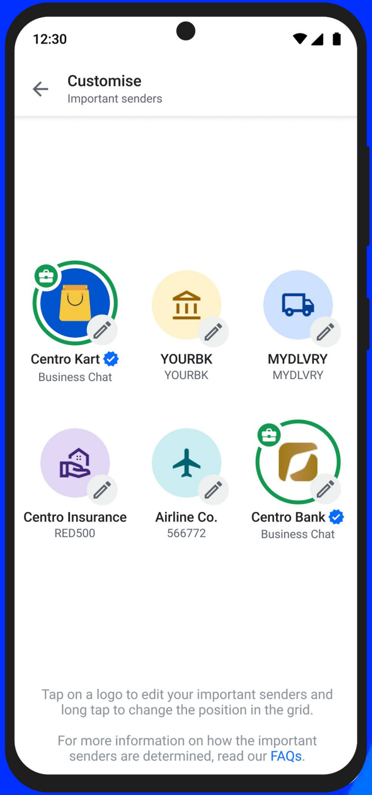
Better discovery for business messages





- Business messages, including Truecaller's own Business IM, now organised in a dedicated inbox space called Business Home
- Helps users find and act on important business messages faster
- Strengthens discovery for Business IM, an important enterprise revenue line
- Initial rollout in India and Egypt drove double-digit growth in messaging engagement

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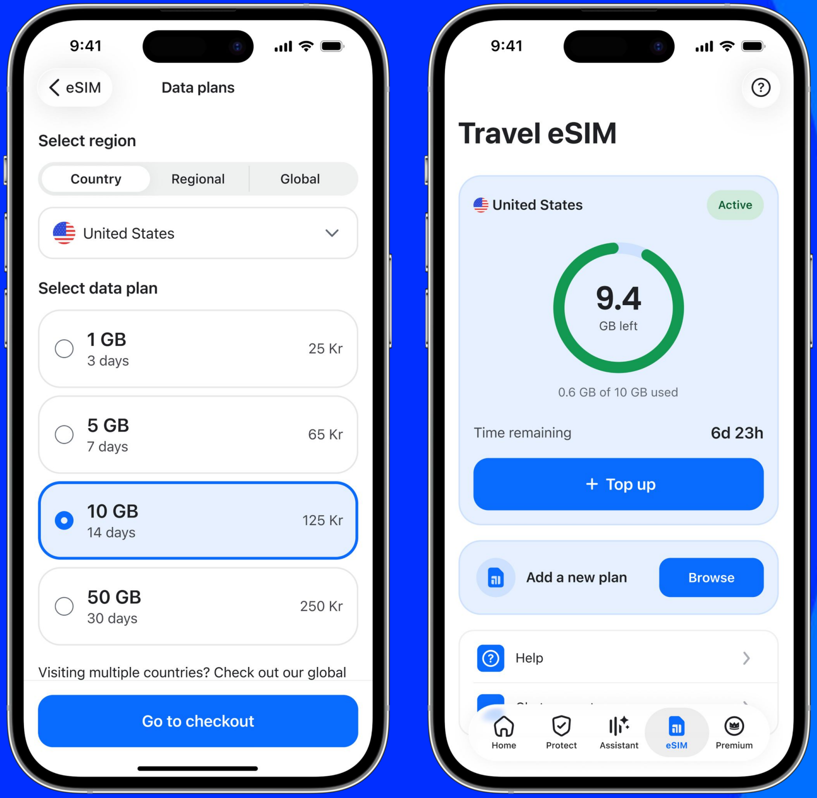
Travel eSIM marks expansion into digital consumables



- Truecaller's first step into mobile data services
- Travel eSIM now available for purchase across 29 countries
- Fully digital experience, available via iPhone app and on Web for compatible Android devices
- Early purchases led by the US and South Africa, with over 20% of buyers returning for a second purchase
- We expect to launch native Android support in Q3

Financial performance

Q2 Financial Highlights

393M

Net sales (496M)
▼21% (YoY)

88M

EBITDA incl. incentive costs[1] (173M)
▼49% (YoY)

22.4%

EBITDA margin incl. incentive costs[1] (34.8%)

In constant currencies:

425M

SEK net sales (496M)
▼14% (YoY)

101M

SEK EBITDA incl. incentive costs[2] (173M)
▼42% (YoY)

23.8%

EBITDA margin incl. incentive costs[2] (34.8%)

[1] EBITDA excl. Incentive costs was 106 M (212) in SEK and margin 26.9% (42.6%)
[2] EBITDA excl. Incentive costs was 119 M (212) in constant currency and margin 28.0% (42.6%)

Q2 EBITDA excl. restructuring costs

102M

EBITDA incl. incentive costs[1] (173M)
▼41% (YoY)

25.9%

EBITDA margin incl. incentive costs[1] (34.8%)

In constant currencies:

115M

SEK EBITDA incl. incentive costs[2] (173M)
▼34% (YoY)

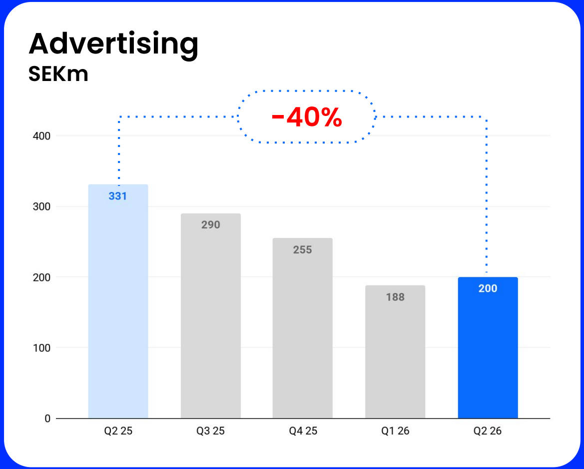
29.2%

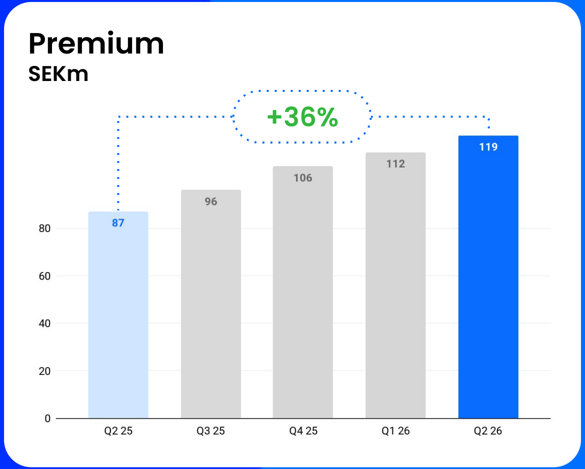
EBITDA margin incl. incentive costs[2] (34.8%)

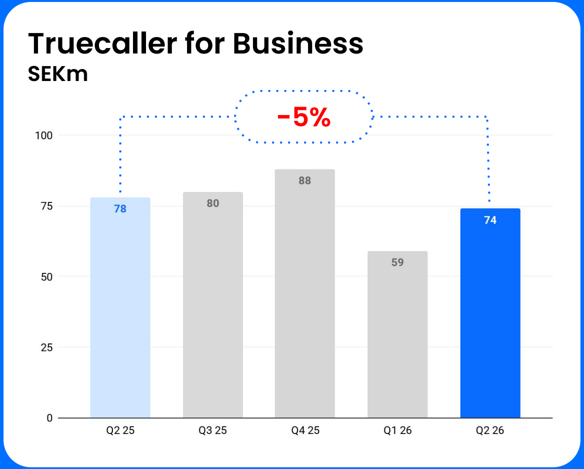
- Restructuring decreased EBITDA with 23.5 MSEK
  - Staff costs 21.4 MSEK
  - Other costs 2.1 MSEK
- Reversal of previously booked incentive costs for employees leaving increased EBITDA with 9.7 MSEK
- Combined impact on EBITDA was a decrease of 13.8 MSEK in Q2

[1] EBITDA excl. Incentive costs was 129 M (212) and margin 32.9% (42.6%)
[2] EBITDA excl. Incentive costs was 143 M (212) and margin 36.3% (42.6%)

Revenue by service type

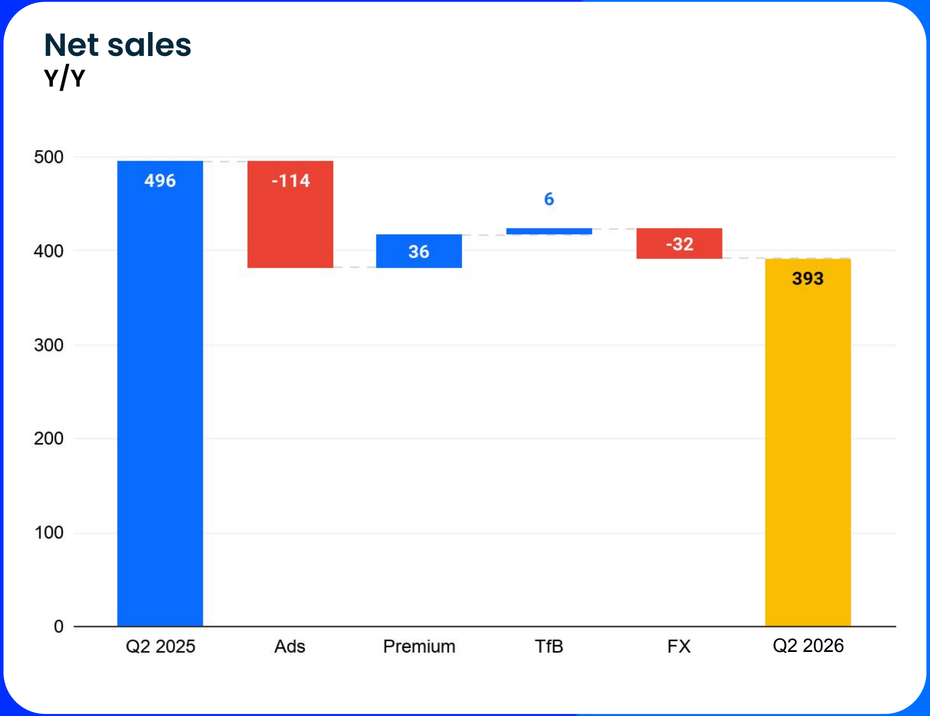






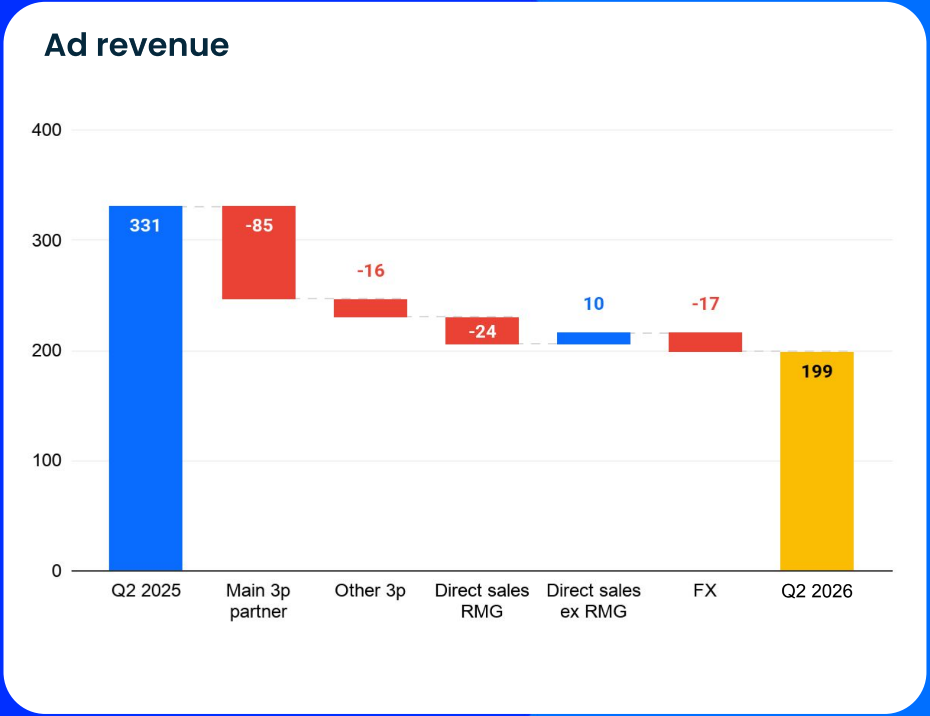
- Better momentum in programmatic ads with flag removed.
- Direct ad sales improving, excluding the banned RMG sector.
- Premium continues on its steady growth path.
- TfB seeing improved traction for Verified Business calls vs Q1, as well as increasing Business Messaging volumes.
- Business Messaging growing with new partners, and old exclusive partner coming back

Net sales development Y/Y



- Still material YoY decrease in ads revenue
- TfB YoY increase small compared to historical trend due to both modified partner model for Business Messaging, and some enterprises trying out business CNAP in India
- Increase in new bookings for Verified Business pointing at strong competitive position for TfB vs other solutions
- Still material negative impact of FX, although some stabilization of SEK vs INR lately

Ad revenue development



- Ads revenue decreased by 40% (34% in constant currencies)
- Flag removal late in the quarter improved revenues
- Real Money Gaming ban
- FX

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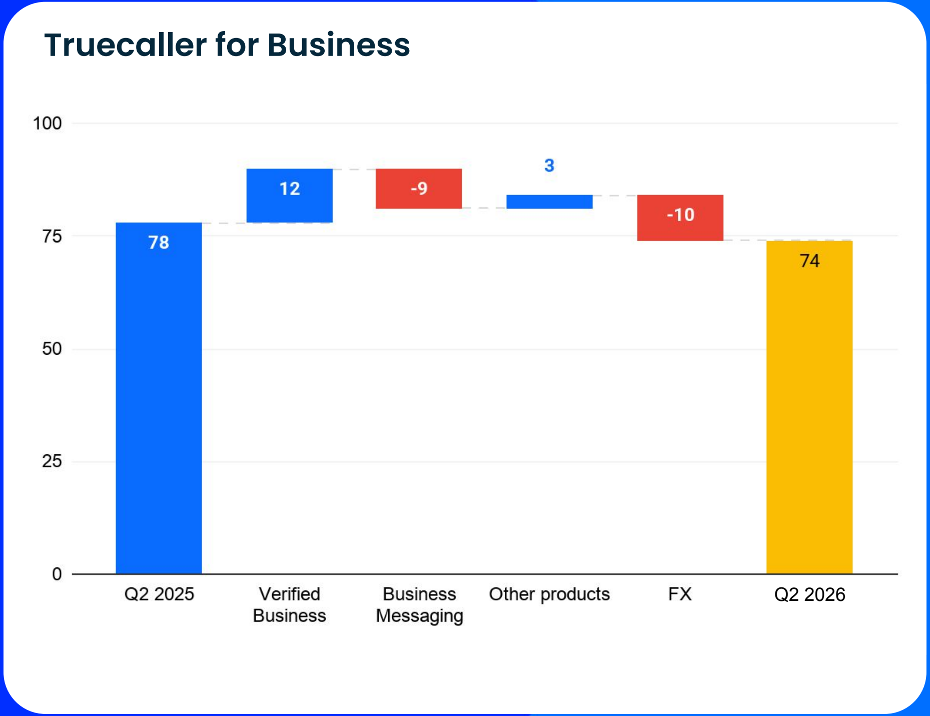
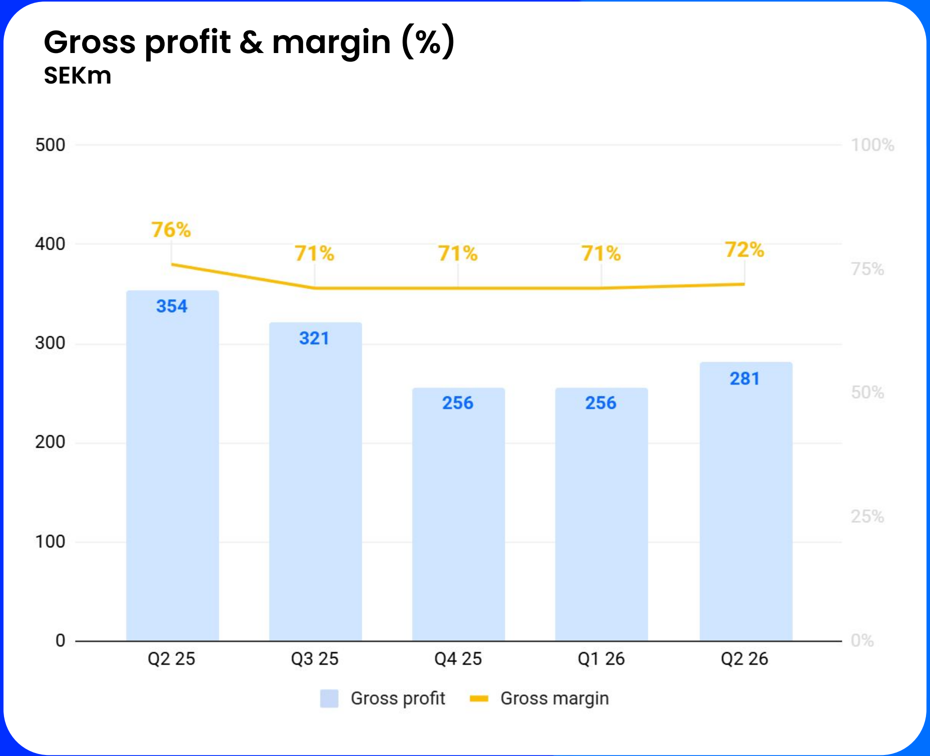
Truecaller for Business revenue development



- Verified business continued to grow
- Business messaging started to recover. 6.0 MSEK from Q1.
- Strong SEK vs USD and INR

Gross margin



- Gross profit decreased by 27% YoY in SEK but grew QoQ
- Gross margin declined to 71.5% (77.2%) but increased QoQ
- Costs for servers and verification
- Improved transparency on some partner fees decreases gross margin somewhat

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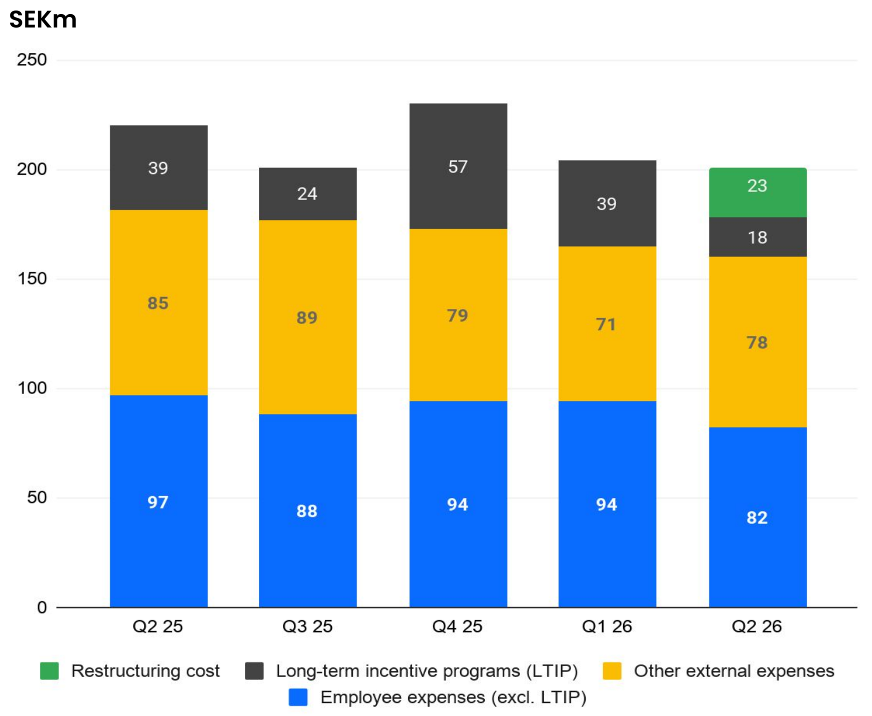
Opex



- Employee cost decrease
- One-off re-structuring cost in 26Q2 of 23.5 MSEK
- Reversal of 9.6 MSEK in incentive costs as effect of restructuring
- Lower other expenses

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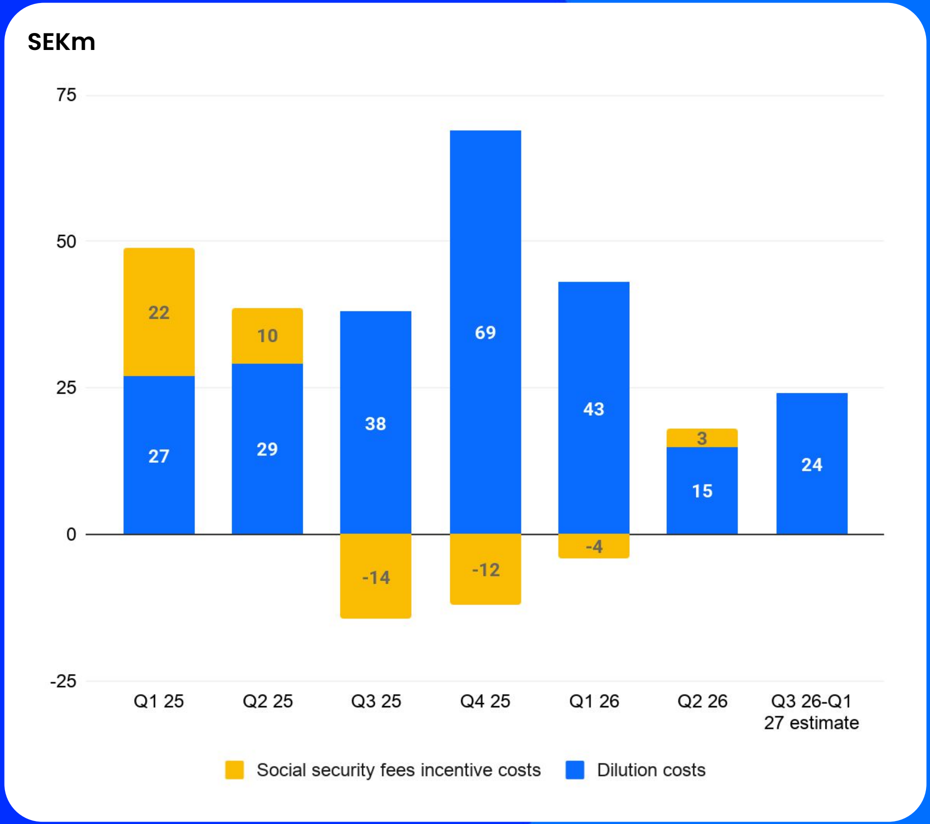
Incentive costs



- Dilution cost of ~10 MSEK reversed due to redundancies
- Dilution cost expected to be lower than in the past due to LTIP 2022 maturing and redundancy
- Accounting treatment in P/L different from cash flow effect

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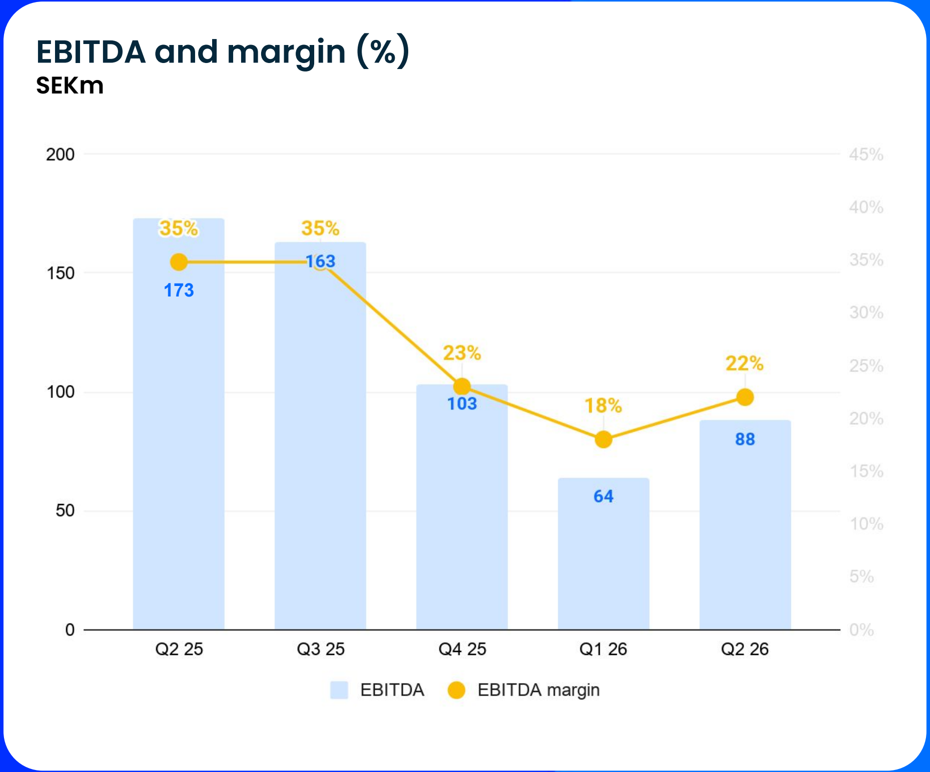
Profit development



- EBITDA including incentive costs decreased to 88 SEKm (173)
- EBITDA in constant currencies decreased by approximately 42%
- EBITDA-margin including incentive costs was 22.4% (34.8%) but 25.9% excluding restructuring effect
- Tax rate 39% (29%), high due to losses in Swedish legal entity

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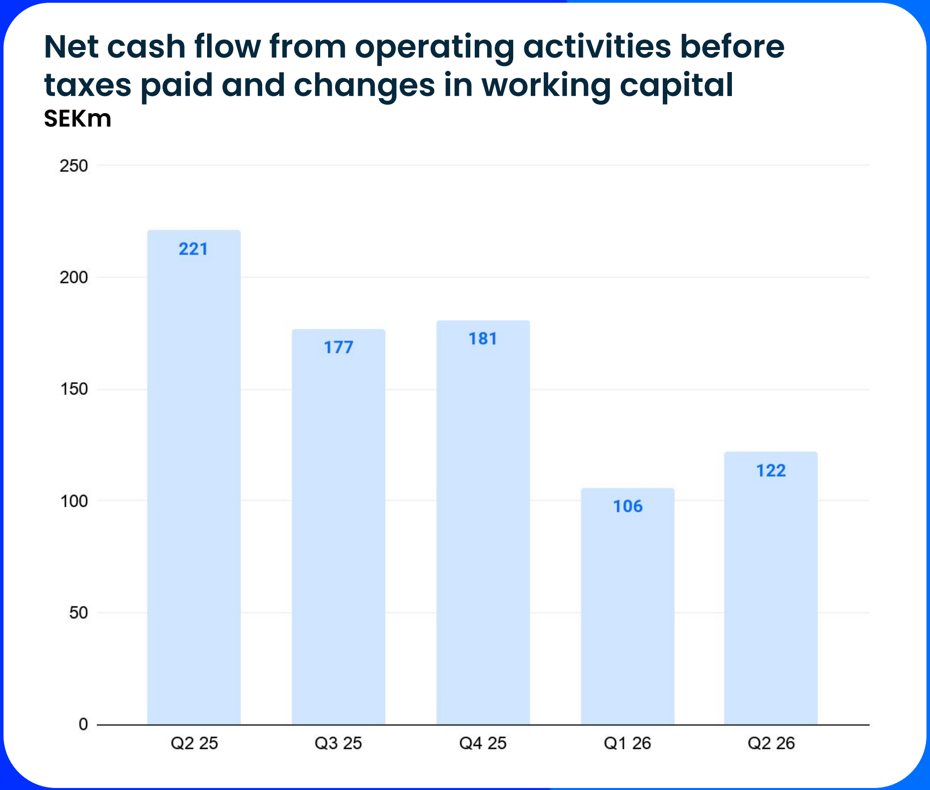
Cash flow and financial position



- Net cash flow from operating activities excl. paid income tax and changes in working capital was 122 SEKm (221).
- Changes in working capital was 21 SEKm (94) and YTD 34 SEKm
- Accounts receivable trend stable
- Truecaller holds 11.8 million B-shares and 2.1 million C-shares (~4.1% of capital).
- ~ 0.8 bn SEK in cash and short-term funds available

Events after Q2

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Increased funding enables financial stability and flexibility

- New SEK 850 million term loan facility
  - 3 year tenure
  - STIBOR 3 months + 210 bps, approximately 9 MSEK per quarter

- Extended Truecallers existing SEK 500 million revolving credit facility ("RCF") to 2028

- Truecaller maintains the financial strength and flexibility to:
  - Manage possible bank guarantee
  - Continue ongoing buyback program
  - Retain a healthy cash position
  - Continue actively exploring M&A opportunities

Transfer pricing update

- As earlier communicated, transfer pricing survey initiated by the Indian tax authorities end of 2024.
- Formal assessment orders expected during H1 2027.
- **We believe our transfer pricing model has correctly allocated revenues between our Swedish and Indian operations**, and we intend to challenge potential assessment orders.
- Bilateral process between the competent tax authorities of India and Sweden, through which we believe the matter ultimately will be resolved.
- Bank guarantee to be posted for the assessed amount while the matter remains under dispute and pending resolution.
- **The amount to be covered by a bank guarantee could be materially higher than the final additional tax payments, if any, that will be decided on during the bilateral process.**

Truecaller enters into agreement to acquire textPlus Inc.

textPlus offers a flexible and cost-effective alternative to traditional wireless carriers in the US. Lean team led by seasoned experience leader.

Strong synergies between textPlus and Truecaller will create a trusted, modern, digital-first mobile service

Reiterates our focus on recurring revenues

Strong financial discipline aligned with Truecaller

text+

truecaller

Summary

Summary

Sequential improvement for all three revenue streams. Recurring revenues now **49%** of total net sales

Ads and Business Messaging transformation continued with **positive momentum from flag removal** from main partner within ads and scale up of business messaging with old and new partners

Leaner organisation after restructuring will have a **positive impact on cost base**

Text+ acquisition creates a new adjacent business stream

Increased funding enables **financial stability and flexibility**

Q&A

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Thank you

to our users, partners, customers, shareholders,
and the Truecaller team