



Longo Group  
Annual report

## Longo Group AS audited annual report for 2023

Longo Group AS has published its Audited Annual Report for 2023.

Longo has sold cars worth EUR 45.8 million during year 2023, which is an increase of 2.5% compared to the same period in 2022. Even in uncertain market conditions in the Baltics and beyond, the Group has ensured growth in its main markets of operation.

The year 2023 can be marked as a period of investment in the future of Longo Group - there have been significant changes and improvements in all areas of business. Most notably - improved processes in Longo Shared services, enhanced quality and dynamics of pricing procedures and redesigned marketing strategy of the Group. First comprehensive radio campaign was launched across three Baltic countries and there was significant reduction in performance marketing cost per view. At the end of 2023, Longo Group own web traffic consistently generated over 100 thousand unique visitors per week. This allowed Longo to eliminate classified platform expenditures across all sales markets. Besides, the Group has increased focus on and expanded supplementary income channel offers.

Longo Group AS Audited Report together with Independent Auditors' Report for period ended 31 December 2023 is attached to the announcement and is also published on NASDAQ Riga and Longo's web page <https://www.longo.group/investorresources>

Dārta Keršule  
Group CFO  
Tel. +371 29578094  
[darta.kersule@longo.group](mailto:darta.kersule@longo.group)