

The background of the slide is a textured, light-colored surface, possibly a piece of paper or fabric, with several vintage and instant photographs scattered across it. The photos are in various orientations and some are partially overlapping. The overall aesthetic is nostalgic and artistic.

*Photomyne*

## Investor presentation - 2025 Summary

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February 2026

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## 2025 – Continued Growth Momentum



**\$19.6M**

Cash collections



**+39%**

Cash collections  
growth



**42%**

paying subscribers  
3+ years



**\$9.5M**

Cash and  
deposits



**Over half a billion photos**  
scanned with Photomyne



**561M**

Photos



**412K**

Paying  
subscribers



**49M**

Downloads

\* Data is as of December 31, 2025, or for the 12 months period ended December 31, 2025, as applicable. Download, paying subscribers and photos are presented as of the date of this presentation.

\*\* "Cash Collections" – the total receipts recorded by the Company during a given period as a result of actual payments made by customers, including amounts collected by third parties (such as Apple and Google app stores, payment processors, or Amazon) that have not yet been transferred to the Company. It is clarified that this metric is a Non-GAAP figure and does not reflect the Company's recognized revenue as reported in its financial statements. This figure is based, in part, on data provided to the Company by such third parties, and converted from local currencies into U.S. dollars.

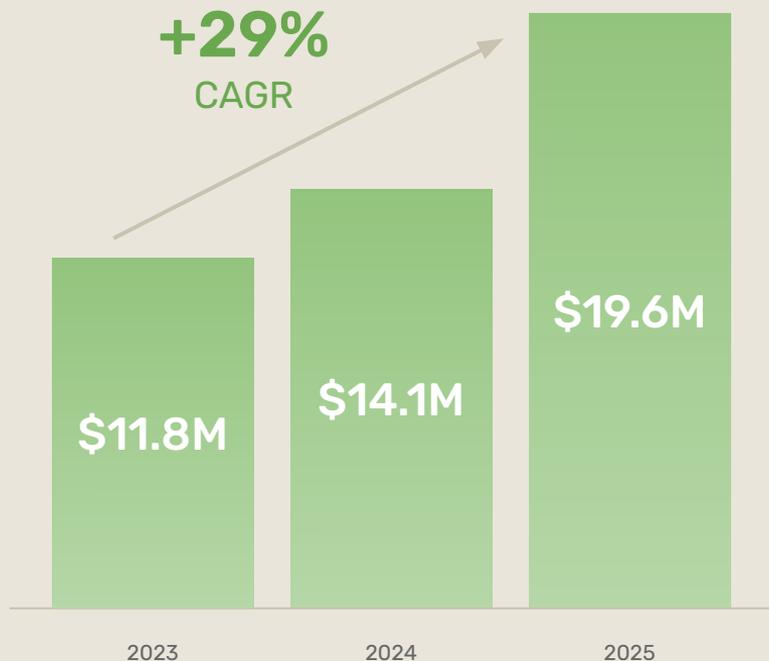
## Multi-Year Growth

Cash collections totaled **\$19.6 million** in 2025.

**39% growth**  
compared to the same  
period last year.

## Cash collections

(In USD millions)



\* Direct marketing expenses refer to amounts spent directly on marketing platforms, excluding salaries of marketing employees and similar overhead. \$11.6M, \$9.0M and \$3.1M in 2025, 2024 and 2023, respectively.

\*\* Cash collections – see definition in slide 3 of this presentation.

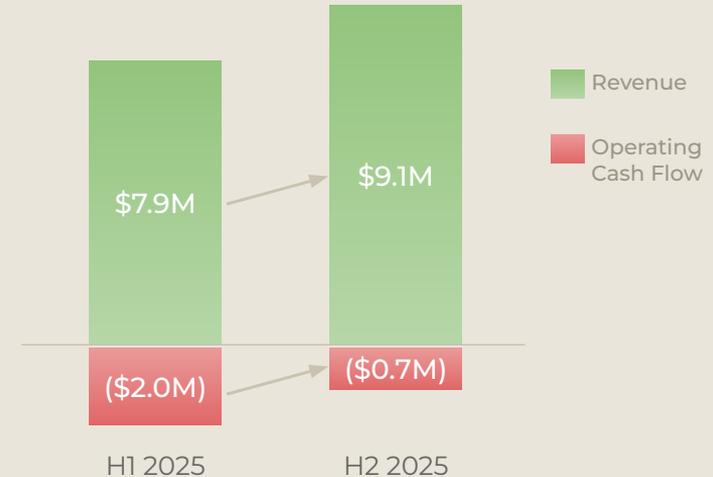
\*\*\* CAGR - Compound Annual Growth Rate.

## Trend Toward Cash Flow Breakeven

Cash used in operating activities in H2 2025 decreased by c.\$1.3M (~63%) compared to H1 2025.

**This reflects the Company's ability to continue growing while improving operational and marketing efficiency, trending toward cash flow breakeven.**

## Gradual progress toward cash flow breakeven



\* The above assessments constitute forward-looking information. See Slide 2 of the presentation. The Company's estimates regarding continued growth in cash collections alongside improved operational efficiency and progress toward operating cash flow breakeven are based, among other things, on historical data and management assumptions regarding marketing costs, return on investment, exchange rate effects, marketing efficiency, and other factors.

## Photomyne Creates Lasting Value for Customers

Photomyne is an **AI-powered technology platform** dedicated to preserving memories.

In just a few simple steps, old photo albums are transformed into high-quality digital images.

Precious memories that might otherwise fade or be lost, become accessible, backed up, and easy to share with family and future generations.

Over time, Photomyne becomes the trusted home for a family's most meaningful memories.



## Innovation-Driven Recognition: A Gen-AI Leader

Photomyne is an **internationally recognized brand**, known for **technological reliability and a high-quality user experience** - with over 49 million downloads, top-tier user ratings, and broad media exposure.



In **2025**, Photomyne received an Honorable Mention in the international **Google Gemini** Developer Competition, recognizing exceptional innovation and advanced implementation of Generative AI.



In **2024**, Photomyne was selected by **Andreessen Horowitz**, one of the world's most prominent venture capital firms, as one of the **Top 50 Generative AI Web Products** (alongside names like ChatGPT, Gemini, and Playground).



Since **2023**, Photomyne has been part of an exclusive group of services **recommended by Google Photos**.

In **2024**, the company received additional recognition and visibility.



In **2023**, Photomyne **won** First Place in the **Asia Smart App Award Competition**.

# A Unique Product, Differentiation & Competitive Advantage



## Technology

Proprietary **AI models**, partially running **on-device**, enable a fast and high-quality user experience.

Fast scanning of large volumes of photos shortens time-to-value and deepens platform engagement.



## Irreplaceable Assets

The use of **physical, non-reproducible assets** constitutes a natural **moat** in the face of rapid technological development.

The physical-to-digital conversion creates a natural switching barrier, deepens user dependency, and is difficult for competitors to replicate.



## Stickiness

A deep emotional connection drives **long-term engagement** - customers stay with the platform **for years**.

A meaningful emotional experience lowers churn, increases subscriber lifetime value (LTV), and improves marketing return on investment (ROI).



## Data

With over 560 million photos, Photomyne has a **rich and proprietary data set**.

A scalable infrastructure that enables ongoing product innovation and future data-driven revenue streams - while maintaining regulatory compliance.

## Experienced, Committed Leadership Team



**Nir Tzemah**  
Chairman, CEO &  
Co-Founder  
Ex-Samsung, Ex-Google.  
Founder of LabPixies  
(acquired by Google in 2010).



**Yair Segalovitz**  
Director, Deputy CEO &  
Co-Founder  
Ex-Deutsche Bank,  
Ex-Goldman Sachs.



**Omer Shoor**  
CTO & Co-Founder  
Ex-Samsung.  
Expert in image processing  
and mobile development.



**Natalie Rodrig Verter**  
Director, Chief Design &  
Product Officer, Co-Founder  
Ex-HP Software.  
UI/UX designer with  
expertise in consumer  
products.



**Oren Mohar**  
External Director  
CPA, business mentor, and  
board member of various  
private and public companies.  
Former Partner at PwC and  
CFO of a dual-listed company  
(Nasdaq & TASE).



**Alla Felder**  
External Director  
CPA, CFO at Weebit Nano  
Ltd. (listed on ASX,  
Australia), and board  
member of several  
companies listed in Israel  
and the U.S.

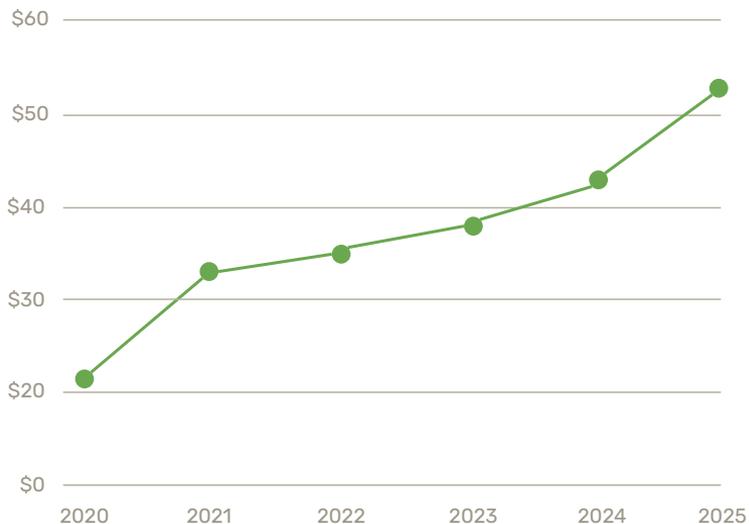


**Boaz Schnitzer**  
Independent Director  
CEO of Tadmor Group.  
Former CEO of Delek Group,  
Chairman of Elad Canada, and  
Partner at EY.

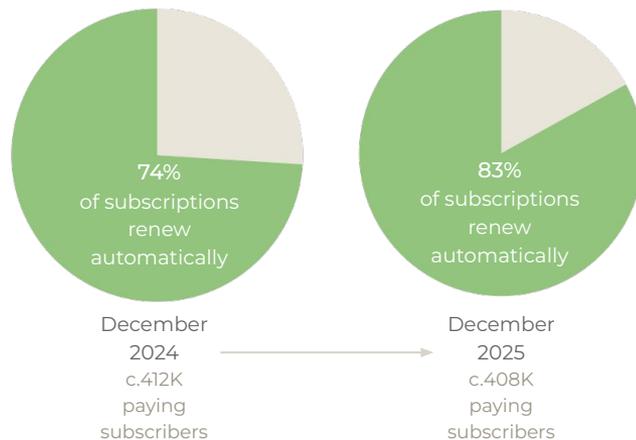
# 30% Increase in Average Subscription Price + 14% Increase in auto-renewing subscribers Rate

Upgrading the Paying Subscriber Base.

Average subscription price increases over time



The share of auto-renewing subscribers continues to rise



\* Average subscription price refers to annual subscribers in the company's main app, Photo Scan App by Photomyne (iOS), in the US.

\*\* Auto-renewal subscriptions include only annual and monthly subscriptions.

# Cumulative Return on Investment by Cohorts

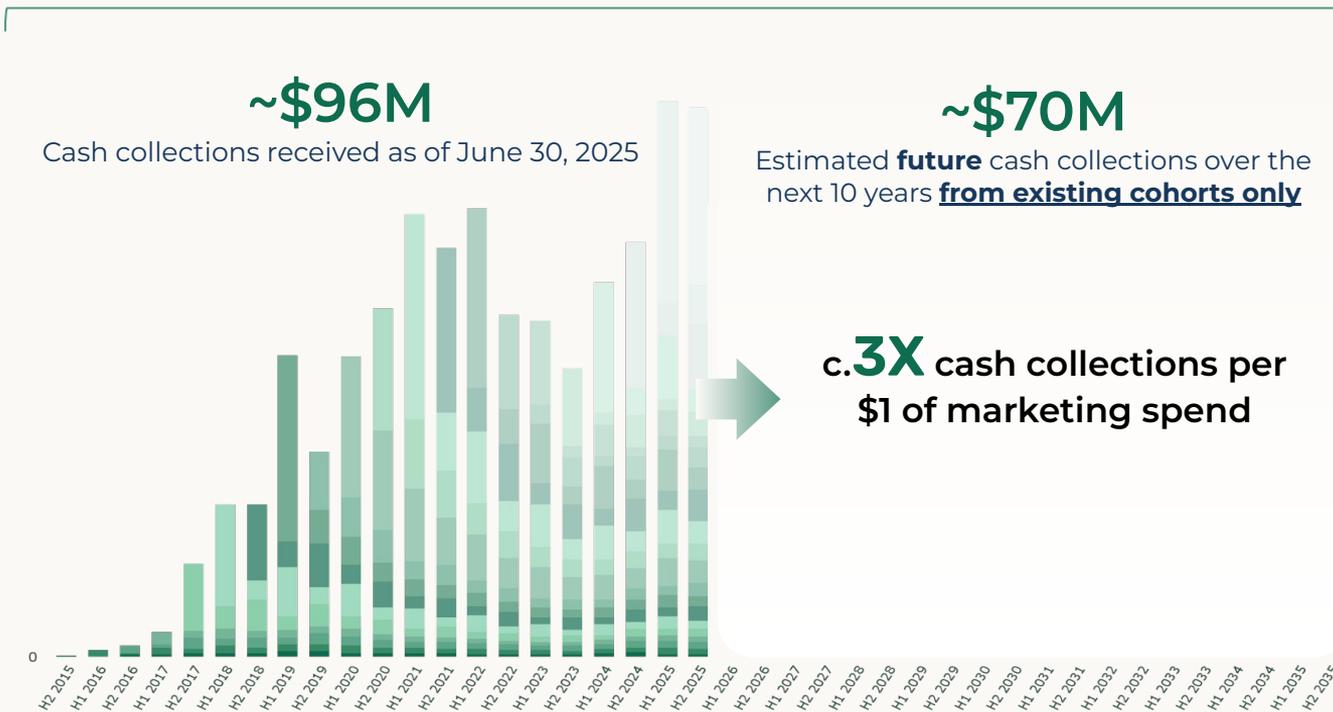


\* Cumulative collections (Non-GAAP) from users who became active for the first time during the relevant cohort. According to the company's calculations, based on data as received solely from the App Stores and payment processing services.

\*\* Net ROI from right to left: 39%, 45%, 61%, 71%, 149%, 118%, 123%, 125%, 112%, and 132%. Net figures refer to amounts after deducting payments to App Stores and payment processing services.

# Estimated Future Cash Collections From Existing Cohorts Only

**\$166M** (against cumulative marketing spend of c.\$56M)



\* The information presented in this slide constitutes forward-looking information (see Slide 2). The Company's estimate regarding future cash collections from existing cohorts (i.e., users who became active for the first time during the relevant cohort period) is based, among other factors, on assumptions regarding the Company's continued operations in its current format and on the projected future behavior of existing cohorts, including based on historical data analysis.

# Business Strategy

1

## Technological Innovation with Short TTM

Focused R&D investment to strengthen core capabilities, expand product features, and leverage advanced AI technologies.

2

## Increasing Brand Exposure

Further strengthening the Company's brand and reputation.

Combining paid marketing investment with the growth of organic traffic.

3

## Monetization & Conversion

A simple, seamless, and intuitive onboarding experience.

Paywall optimization.

Enhanced performance analytics capabilities.

4

## Subscriber Retention & LTV Growth

Strengthening emotional connection to increase retention.

Upselling additional products.

Lifecycle engagement strategies to maximize subscriber LTV.

5

## Path to Cash Flow Breakeven

Subscription renewals generate cash collections over time without significant additional investment.

Integration of lower-commission payment methods (vs. app store fees).

Gradual progress toward cash flow breakeven.

6

## Additional Opportunities & Revenue Streams

Expanding activity in both existing and new markets (including B2B).

Leveraging unique data as a foundation for future revenue streams, while complying with regulatory requirements.



*Photomyne*

