Photomyne

Investor presentation - Q3 2025

October 2025

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Photomyne - 30.09.2025

$14.9M
Cash collections

+41%
Cash collections growth

c.$10M
Cash and deposits

43%
paying subscribers 3+ years

Over half a billion photos scanned with Photomyne

537M
Photos

404K
Paying subscribers

48M
Downloads

* Data is as of September 30, 2025, or for the 9 months period ended September 30, 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.

About Photomyne

Photomyne is a pioneering company offering an **AI-powered platform** for scanning and processing photos.

With just a few simple steps, old photo albums are brought back to life as high-quality digital images.

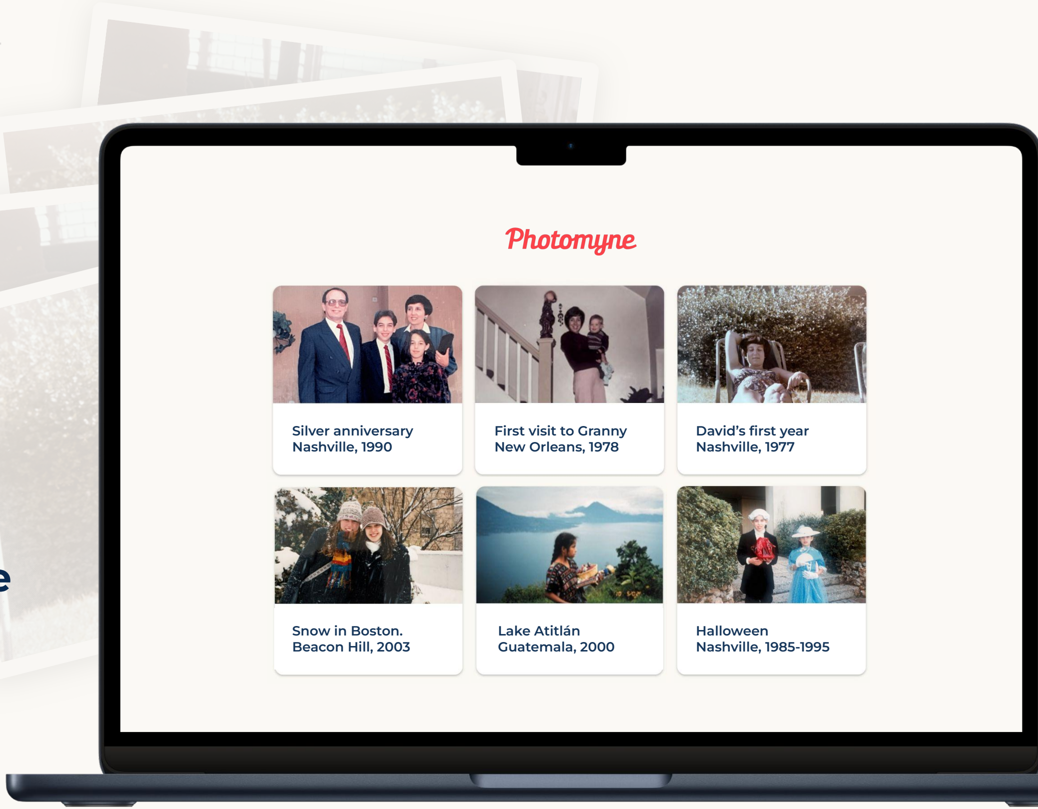
Precious memories that might otherwise fade or be lost, become accessible, backed up, and easy to share with family and future generations.

Photomyne as a Lifetime Project

The scanning and documentation process doesn't end in a single day - it evolves **over time**.

Major life events - a family celebration, a class reunion, a move to a new home, or even a time of mourning - often bring new photos and memories that enrich the family's digital archive.

Photomyne users **stay connected** to **the platform for years**: initially to scan and preserve, and later to revisit, relive, and share their most meaningful moments with loved ones.



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Global Recognition

Photomyne is an **internationally recognized brand**, known for its **technological reliability and high-quality user experience** - with over 48 million downloads, top-tier user ratings, and broad media exposure.

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 with a **dedicated partner page featuring Photomyne**.

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

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).

* Link to Andreessen Horowitz's list: https://a16z.com/100-gen-ai-apps/ ; Asia Smart App Award win - Immediate report dated July 2, 2023, reference number: 2023-01-061567 ; Link to the Google Photos partner page featuring Photomyne: https://www.google.com/photos/works-with/photomyne/.

A Unique Product, Differentiation & Competitive Advantage

Technology

The user experience is **powered by proprietary AI models**, running **on-device**, delivering fast and high-quality performance.

Stickiness

A deep emotional connection with users drives **long-term engagement** and reduces churn - creating **a natural competitive moat** as customers stay with the platform **for years**.

Data

With over 537 million photos, Photomyne has **a rich and proprietary data set** that fuels the development of **new technologies**.

Executive Team - Experienced, Committed, and Professional

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.

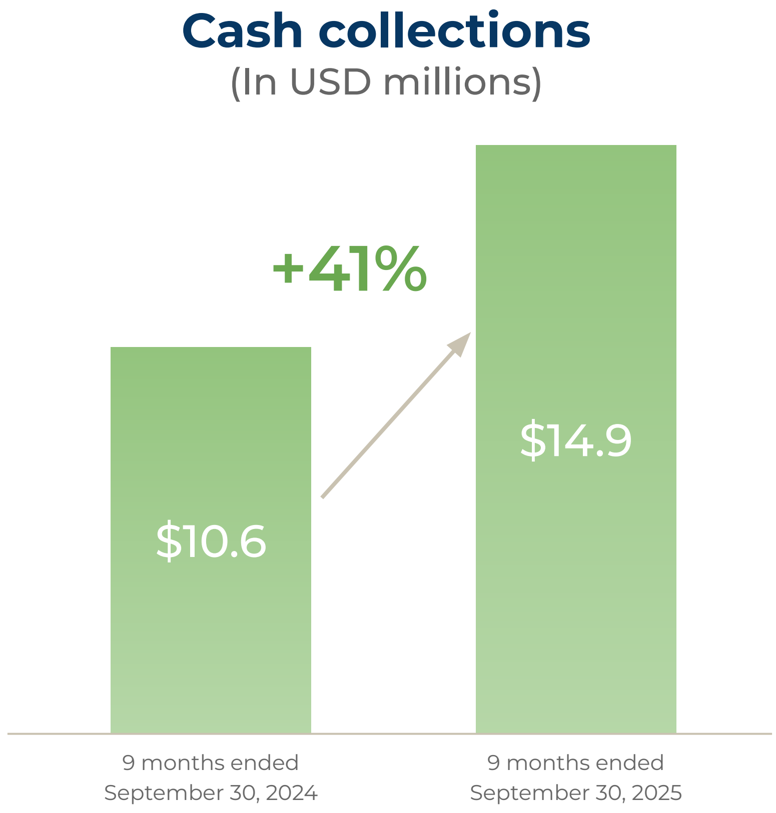
Boaz Schnitzer
Independent Director
CEO of Tadmor Group.
Former CEO of Delek Group,
Chairman of Elad Canada, and
Partner at EY.

Continued Growth Momentum

Cash collections totaled **$14.9 million**.

41% growth compared to the same period last year.

Direct marketing expenses totaled $9.0M and $7.0M for the 9 months ended September 30, 2025 and 2024, respectively.



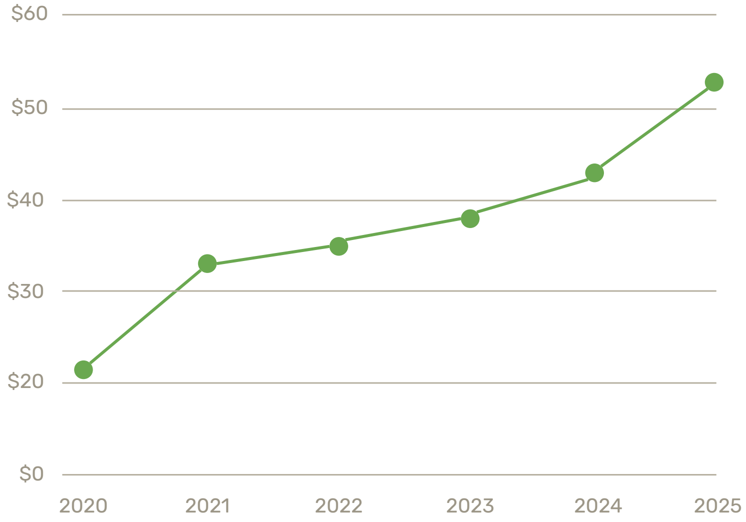
* Direct marketing expenses refer to amounts spent directly on marketing platforms, excluding salaries of marketing employees and similar overhead.

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

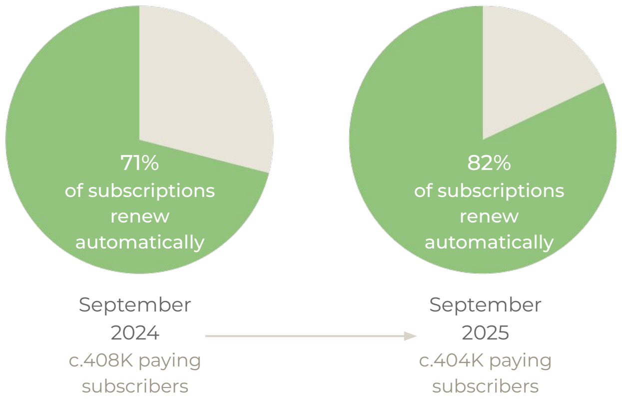
Upgrading the Paying Subscriber Base

Increase in both auto-renewing subscription rate and average subscription price.

Average subscription price increases over time



The share of auto-renewing subscribers continues to rise



* Average subscription price refers to average cash collections per annual subscriber in the company's main app, Photo Scan App by Photomyne (iOS), in the US.

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

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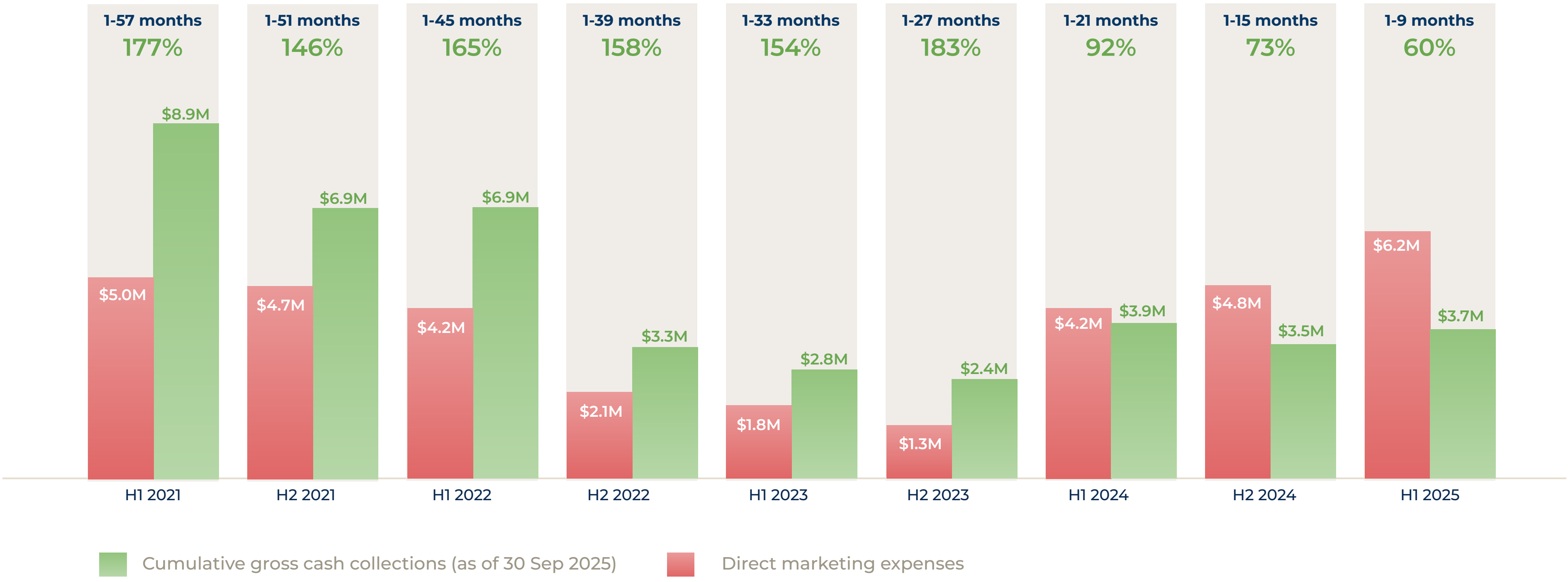
Cumulative Gross ROI by Cohort



* 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: 42%, 53%, 68%, 136%, 114%, 117%, 122%, 107%, and 130%. Net figures refer to amounts after deducting payments to App Stores and payment processing services.

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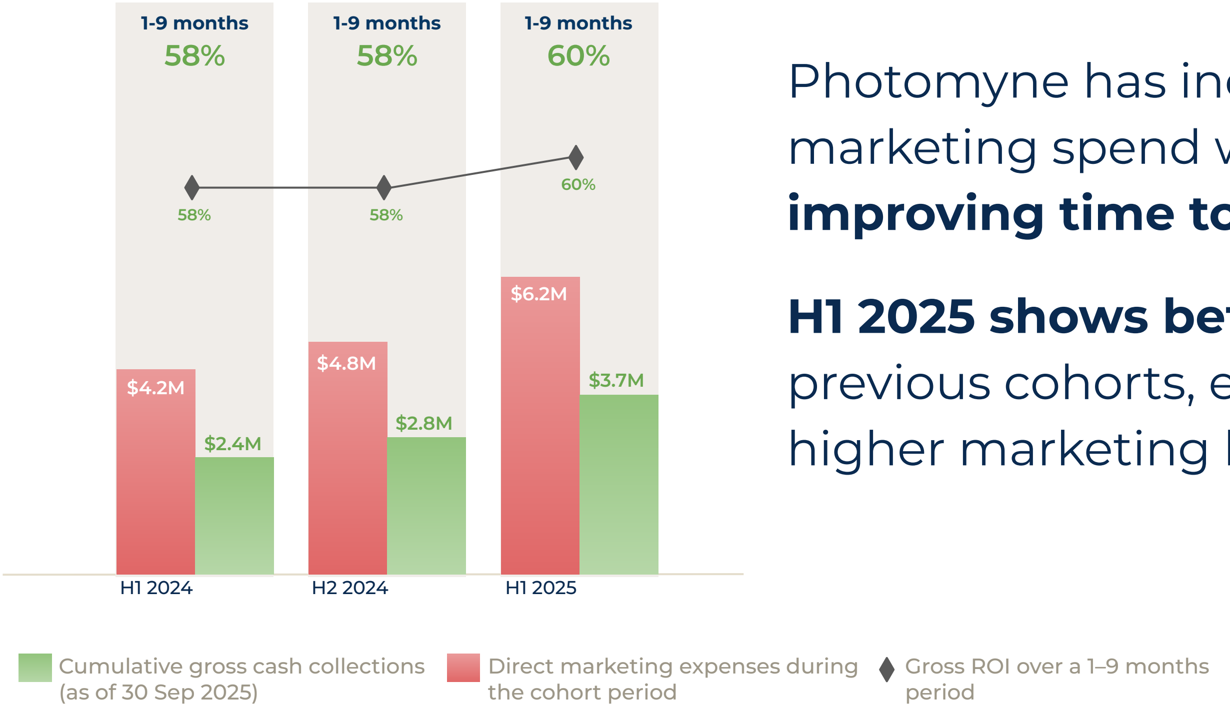
Improving ROI Even with Higher Marketing Spend

ROI is improving even as marketing spend increases.



Photomyne has increased marketing spend while **improving time to ROI**.

H1 2025 shows better ROI vs. previous cohorts, even with a higher marketing budget.

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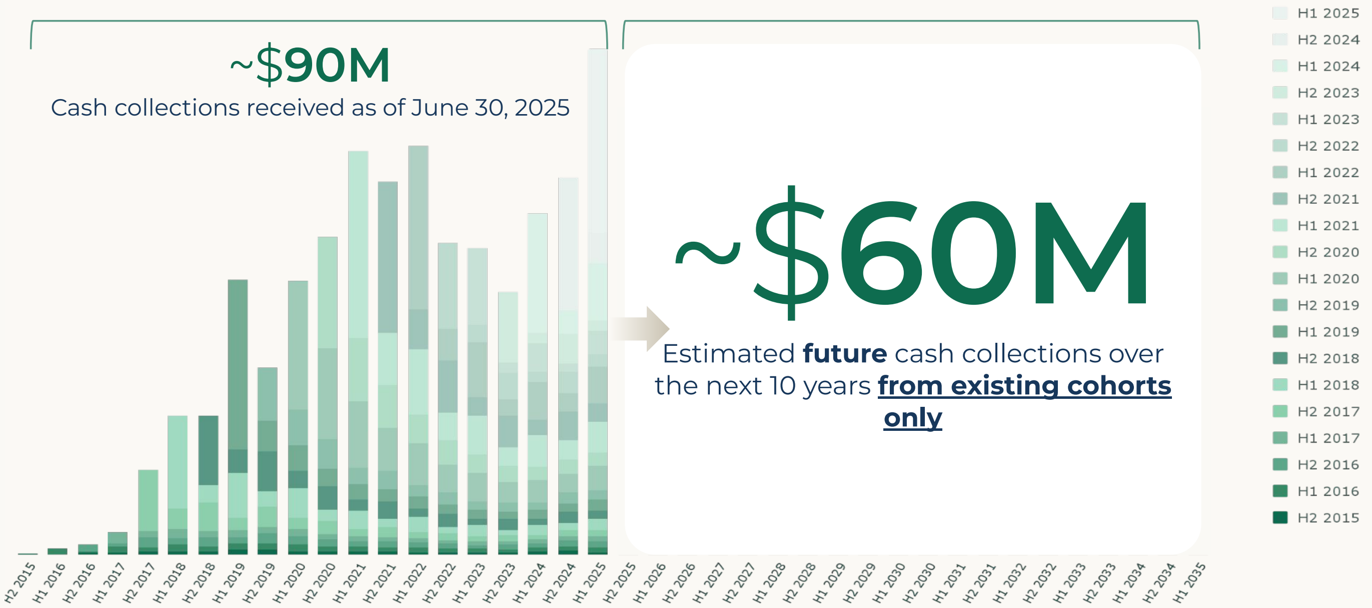
Estimated Future Cash Collections Over the Next Decade From Existing Cohorts Only

Estimated total cash collections:
~$150M
Received: ~$90M
Expected: ~$60M



Cumulative Direct marketing expenses:
c.$51M

* 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.

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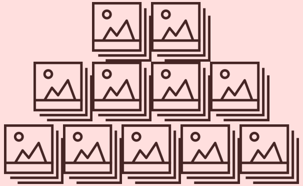
Market Potential

A large audience with significant purchasing power and billions of untapped physical assets awaiting digitization.

A Massive Digitization Opportunity

The majority of the world's physical memories have yet to be scanned, restored, or backed up.

3.5 trillion
printed photos exist worldwide



537 million photos scanned with Photomyne → Less than 1%

Demographic Potential

The share of the population aged 45+ in the U.S. is growing.

34% (2000) → **42%** (2024)

Audience with strong **purchasing power** and a clear **emotional and practical need**: to preserve and share family memories.

* Sources: Population share based on U.S. Census data: https://data.census.gov/table?q=age+groups ; Estimated number of printed photos globally: https://petapixel.com/2011/09/16/film-photography-peaked-in-2000-with-85-billion-photos-taken-then-plummeted/, In 2011, it was estimated that over 3.5 trillion photos had been taken since the invention of photography.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