

Zoomd Technologies

ZOOMD (TSXV: ZOMD) (OTC: ZMDTF)

Investor Presentation
August 2020



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All forward-looking information in this presentation is made as of the date hereof. Except as expressly required by applicable law, we assume no obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise.

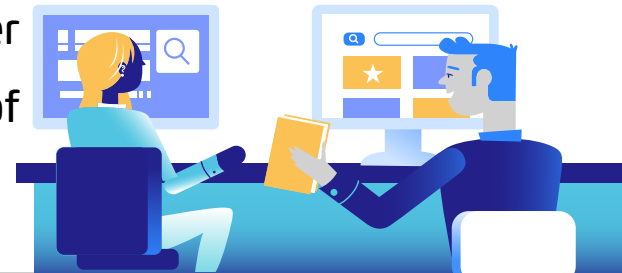
All of the forward-looking information contained in this presentation is expressly qualified by the foregoing cautionary statements.

Non-IFRS Measures and Industry Metrics

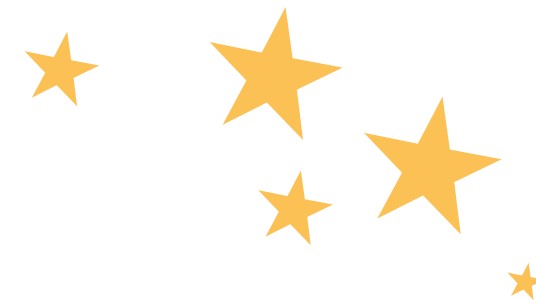
This presentation makes reference to non-IFRS measure including “CAGR”, which is financial and operating metrics used in our industry. This non-IFRS measure and industry metric do not have standardized meanings prescribed by IFRS and therefore may not be comparable to similar measures presented by other companies. This is used to provide investors with supplemental measures of our operating performance and thus highlight trends in our core business that may not otherwise be apparent when relying solely on IFRS measures. We also believe that securities analysts, investors and other interested parties frequently use non-IFRS measures and industry metrics in the evaluation of issuers. Our management also uses non-IFRS measures and industry metrics in order to facilitate operating performance comparisons from period to period, to prepare annual operating budgets and forecasts and to determine components of management compensation.

Company Overview

- ★ Zoomd (TSX: ZOMD; OTC: ZMDTF), an Israeli digital advertising and monetization technology company, leverages onsite search to better manage advertisers' media budget spend with proven superior monetization and conversion rates.
- ★ Utilizing proprietary and patented technology, Zoomd provides a unique one-stop-shop campaign management platform enabling publishers and advertisers to achieve superior results on wide, effective digital marketing vs. potential competition.
- ★ Zoomd's differentiator and competitive advantage is its massive and detailed customer data collected via more than 600 media sources and its presence in hundreds of publishers' websites.



Financial Highlights



GROWTH

- ★ Revenue CAGR of 250% since 2017, from US \$4.7M in 2017 to US \$27.1M in 2019
- ★ Rapidly growing both organically and via M&A's

PROFITABILITY

- ★ Targeting Adjusted EBITDA profitability in H1 2021

VISIBILITY

- ★ ~84% customer retention rate in 2019
- ★ Launching SaaS-based business model in Q4 2020

DIVERSIFICATION

- ★ No more than 30% of sales come from any one geography or industry

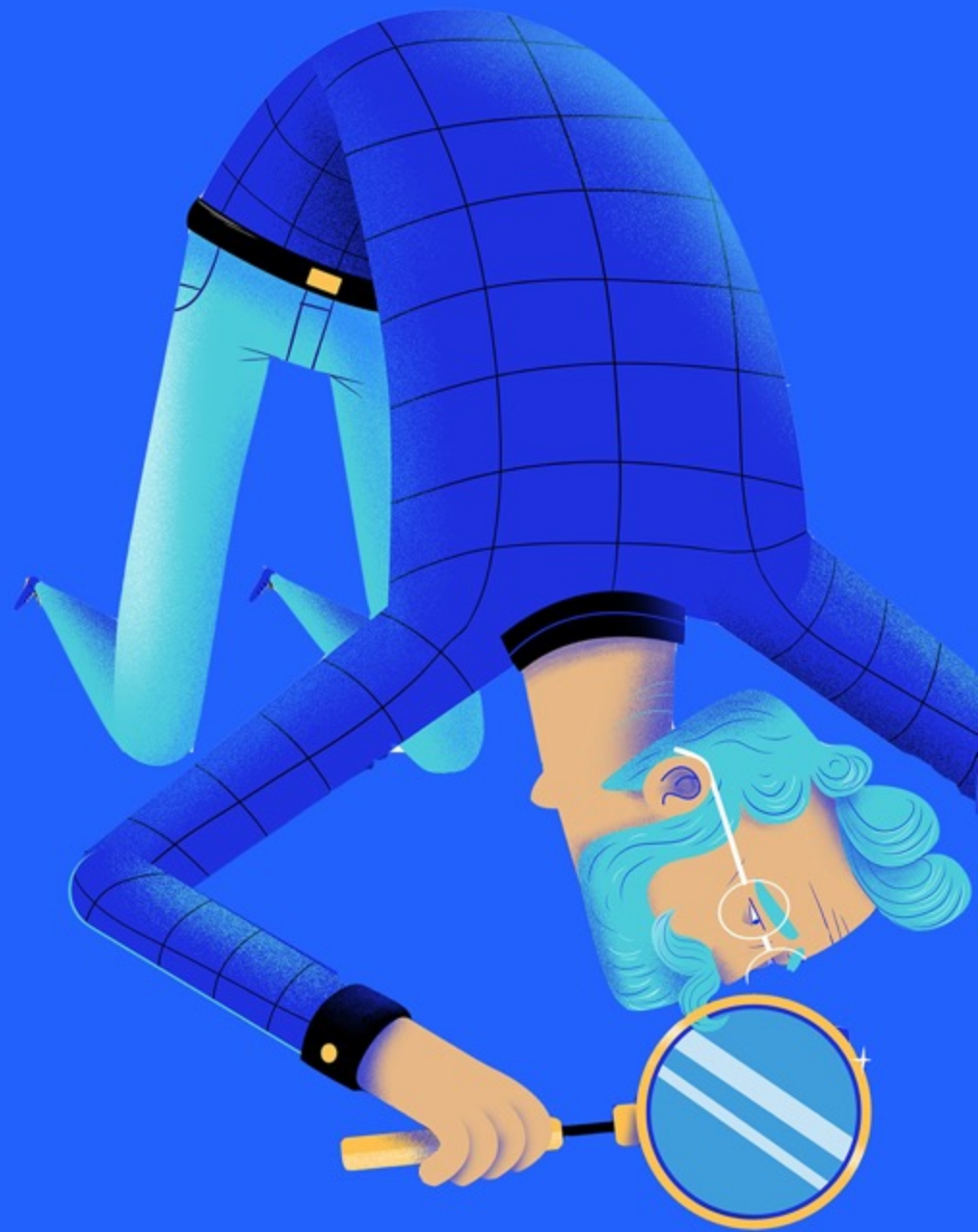
STRENGTH

- ★ US \$4.3 million cash balance at end of Q120; No long-term debt
- ★ Highly experienced management team

INVESTMENT

- ★ Ongoing commitment to invest in Engineering Technology and Sales & Marketing
- ★ Expanded technology offerings through strategic acquisitions

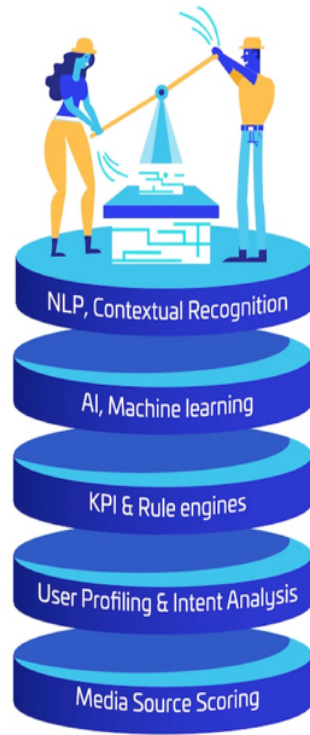
The Platform



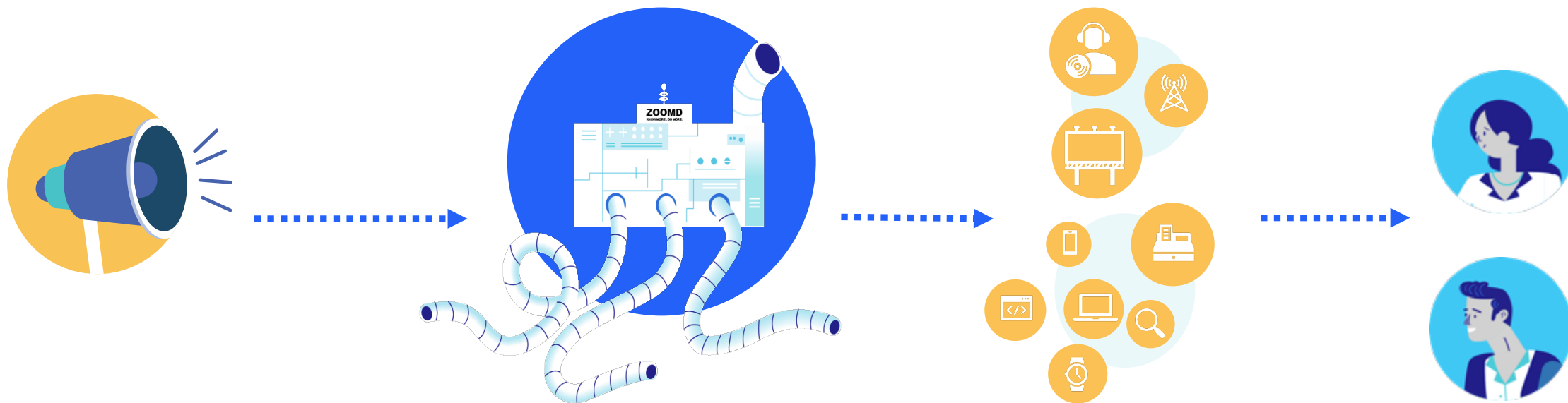
Zoomd Value Proposition

Advertisers don't have a high level, birds eye view of all campaign data in all media sources. They need to manage and optimize the campaigns in each platform separately.

Zoomd solves this problem for advertisers with a full integrated platform that allows users to efficiently manage their ad spend budgets.



Zoomd Proprietary Platform



Advertiser (our customer)

Seeking to acquire new users and revenues based on campaign targeting and performance goals (KPI's)

The Platform

AI and ML modules process campaign targeting and performance goals to find the best media sources to achieve KPI's

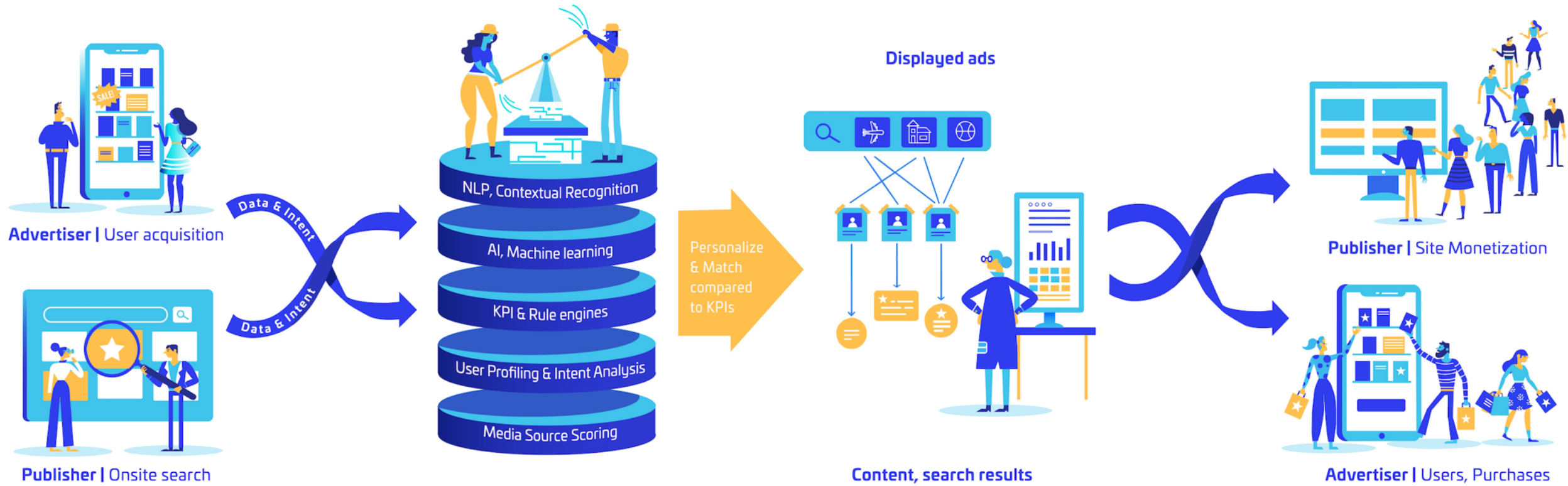
Media and Data sources

Campaign runs on multiple media and search-based sources, that are integrated to Zoomd – (Big Data)

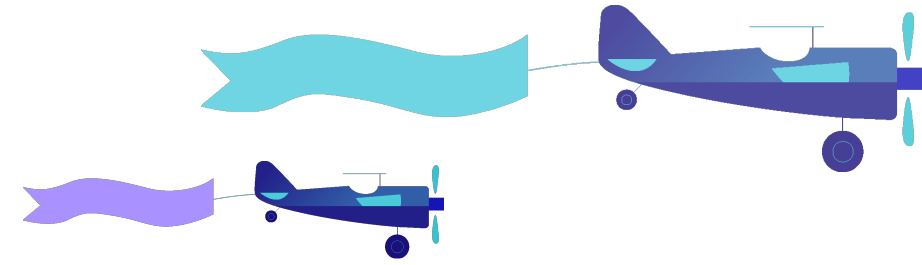
New & Existing Users

New users are acquired.
New Revenues are generated to our clients.

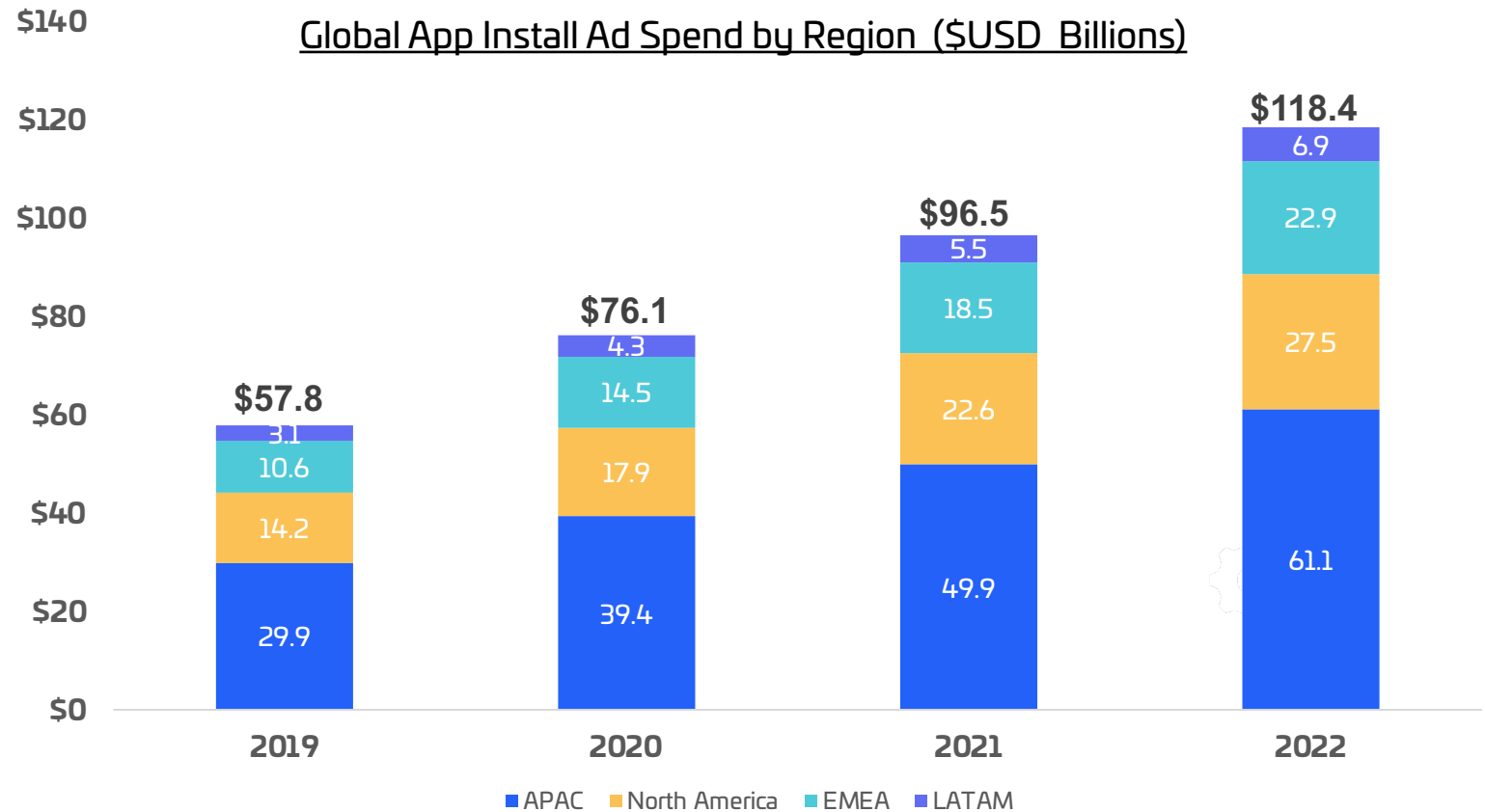
The User Journey



The Market Opportunity

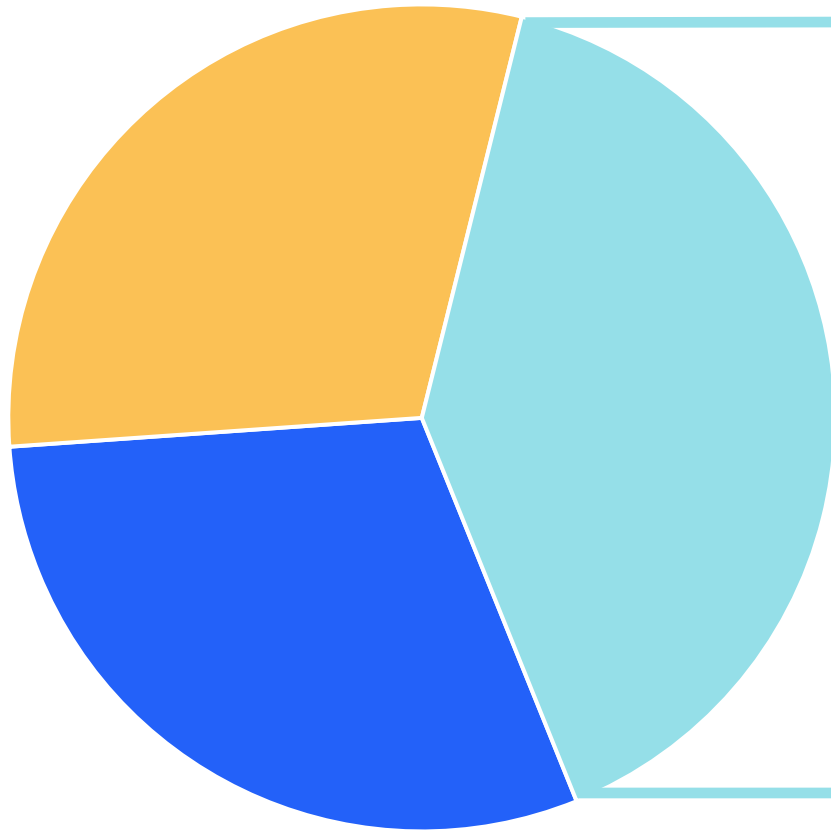


With a current focus on the App install market, Zoomd's growth is directly linked to the global App Install Ad Spend market that is expected to grow by 27% YOY.

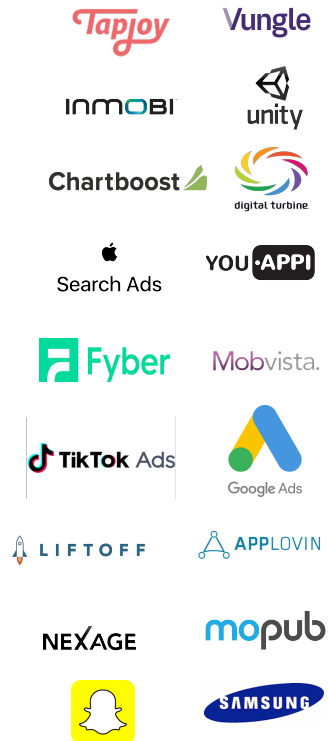


Source: [AppsFluer](#)

Integrated Platform Partners



■ Google ■ Facebook ■ Other



Zoomd is primarily focused on the 40%+ share of the App Install Ad Spend Market not controlled by Facebook and Google

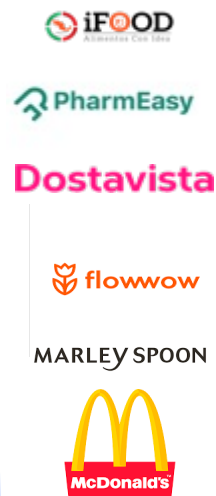


Leading Customers - Global Brands Who Trust Us

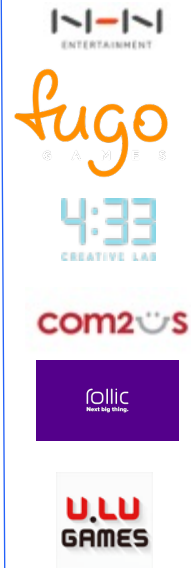
Travel & Leisure



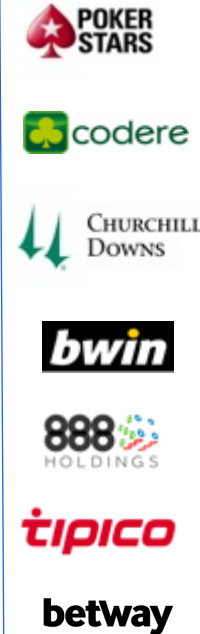
Food & Delivery



Gaming



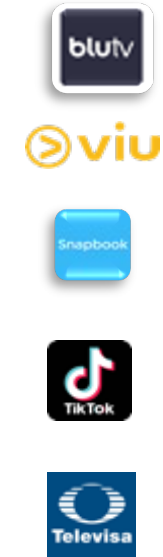
Real-Money Gambling



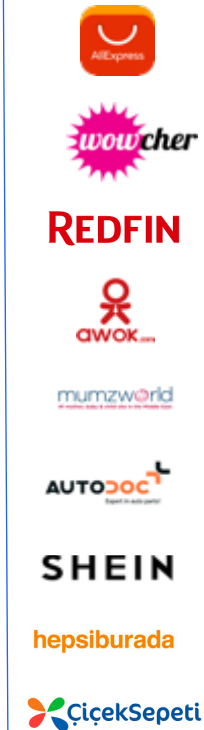
Finance



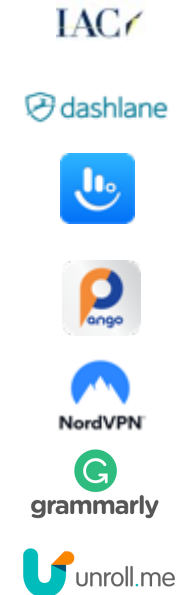
Entertainment



Commerce



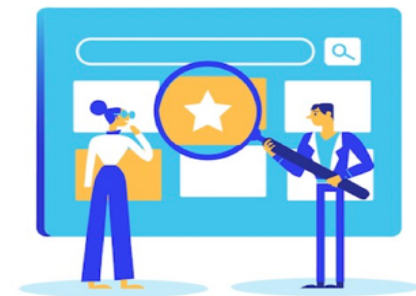
Utilities



Data & Intent Based

Zoomd's differentiator and competitive advantage is its massive and detailed customer data collected via more than 600 media sources and its presence in hundreds of publishers' websites

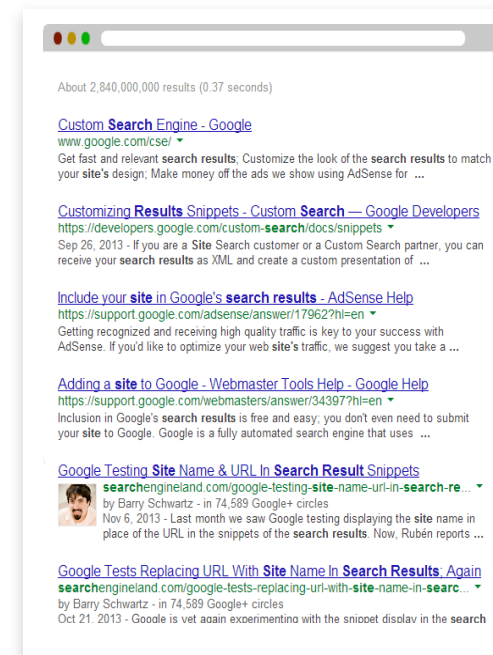
- ★ Zoomd's proprietary internal search engine is installed in thousands of publisher's websites
- ★ In return, Zoomd is allowed access to user type and behavior of all visitors of the sites
- ★ Patented NLP based technology analyzes visitor's intent and interests (on an anonymized basis completely adhering to GDPR/CCPA privacy regulations) gaining invaluable information used for better advertising conversion rates



Publisher: Onsite Search Technology

- ★ Unique internal site search technology
- ★ Seamlessly integrated into publishers' websites (free integration, revenue share based)
- ★ Offering superior upgraded search experience with proven extended user sessions time

Regular Site Search



Zoomd Site Search



Zoomd's Data Story



+200 Mil'
Unique Devices

Touching **+200,000,000** unique devices – Daily avg'

+500 Mil'
Data Point

Generating **+500,000,000** data points – Daily avg'

+2500
Campaigns

Running more than **2500** campaigns – Daily avg'

+3.5b
People

Reach more than **3.5B** people in the world

+600
Media Channels

Integrated to more than **600** Media channels

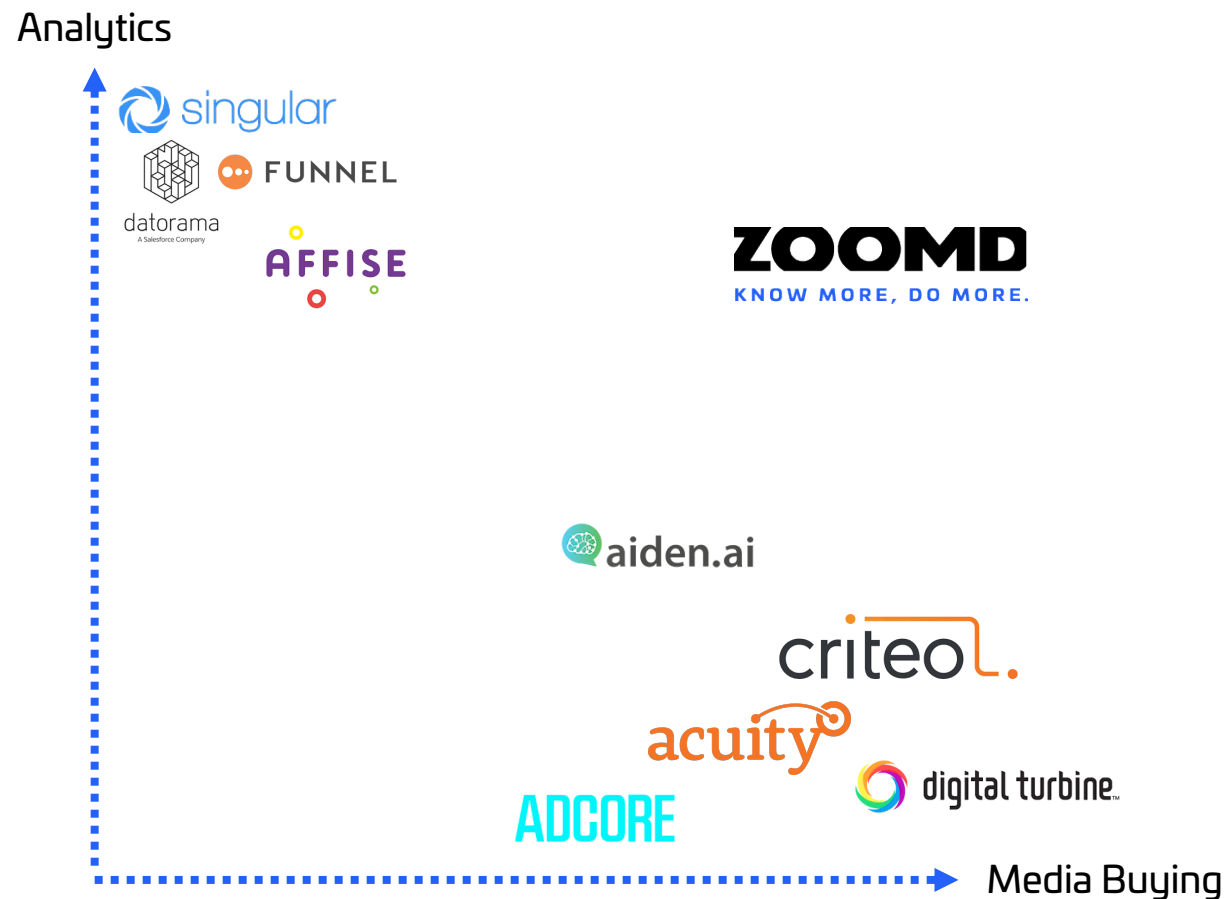
+70
Countries

Running campaigns in more than **70** countries

Competitive Landscape

Zoomd proprietary technology for **AI-based user acquisition, analytics and onsite search** provide a clear edge over competition.

Zoomd provides advertisers with the best in class media buying AND analytics.



SaaS Product Offering Opportunity

New SMB Market

Offering **SMB** a solution previously unavailable to them by anyone in the industry

Client Recruitment

Target launch Q4 2020 with customer **ramp** expected in H1 2021

Recurring Revenues

Recurring subscription revenue model creates enhanced predictability

Small To Large

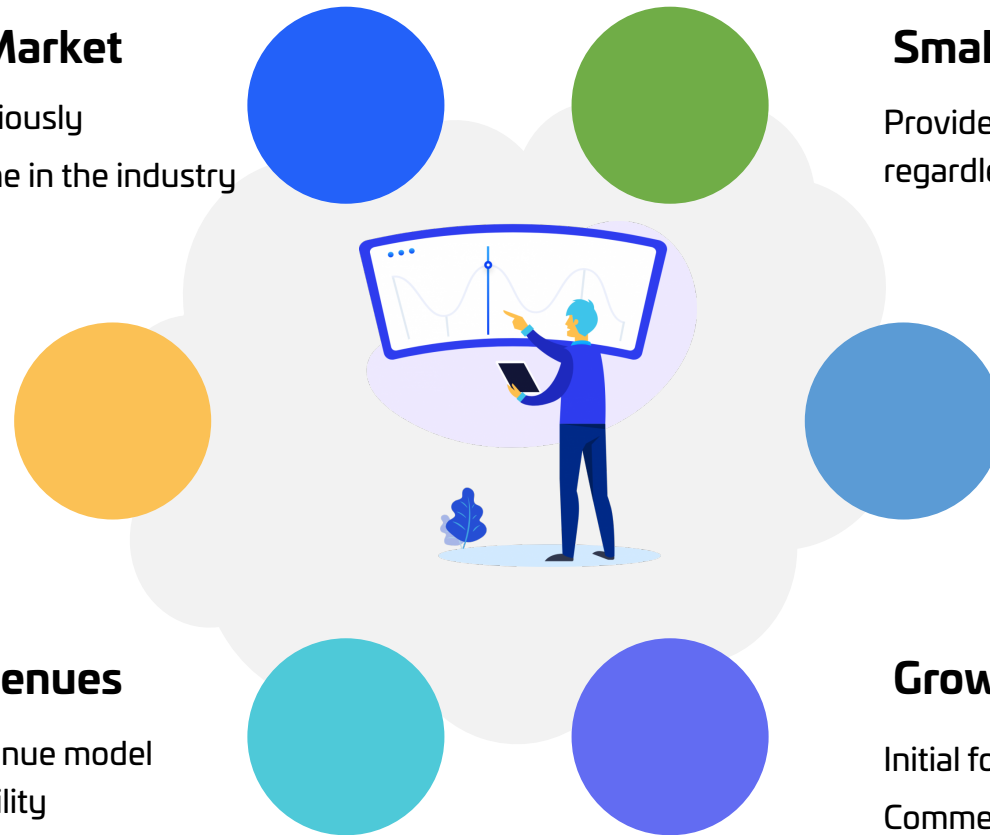
Provides the freedom of using a platform regardless of the **size** of media budgets

Target Market

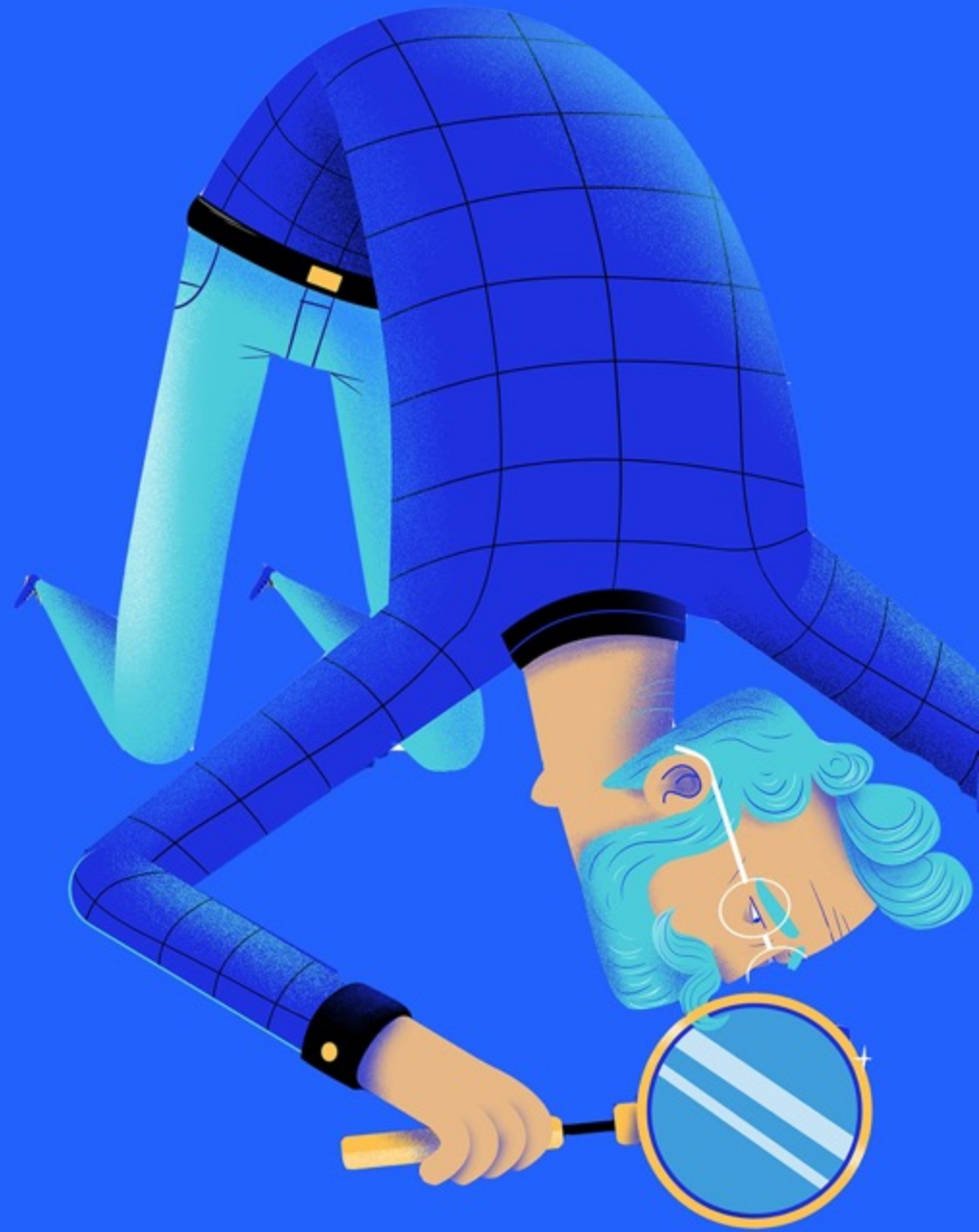
Solution available to **both** direct advertisers and agencies

Growing Industries

Initial focus on key **growth** industries, including e-Commerce, FinTech, Gaming, & Delivery

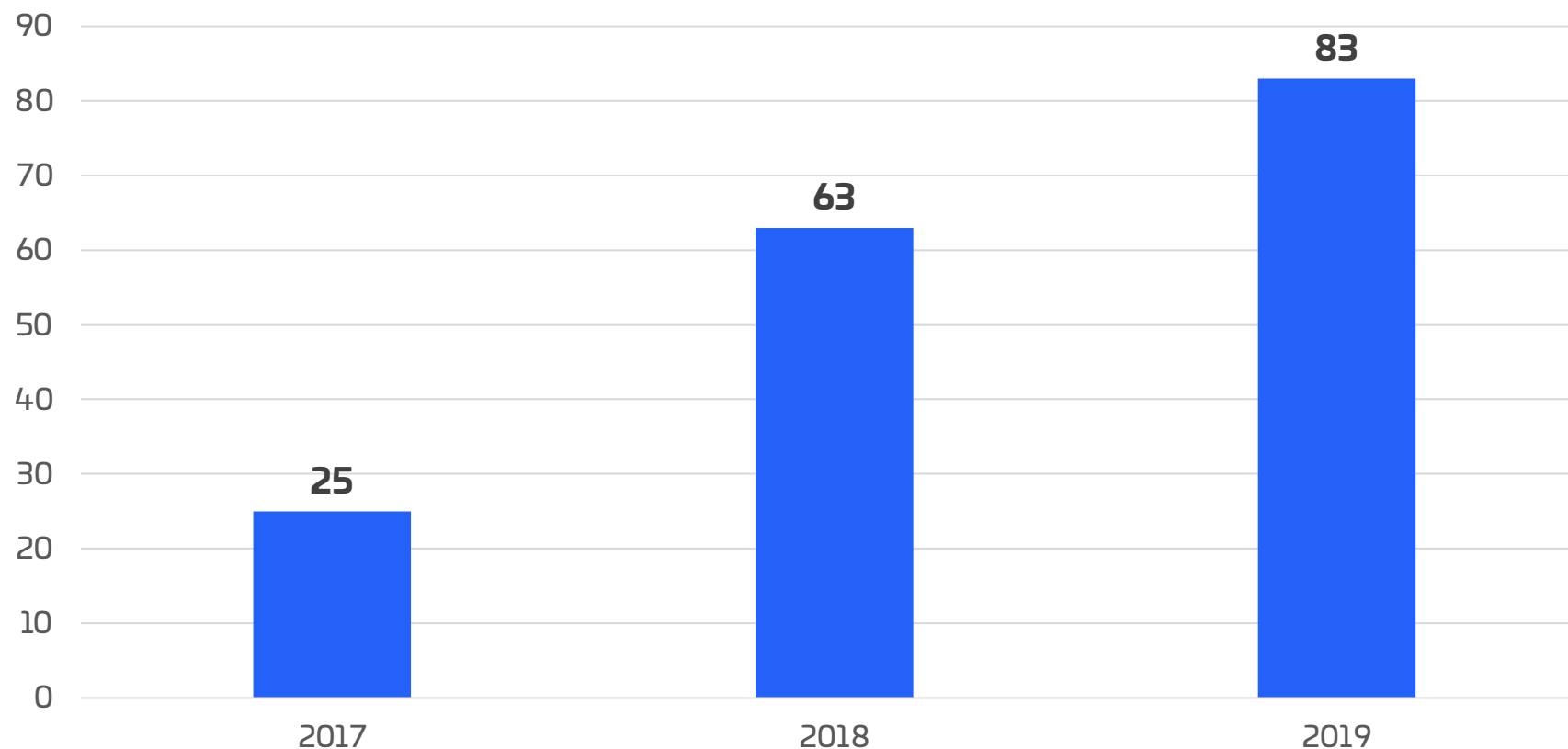


Business Metrics



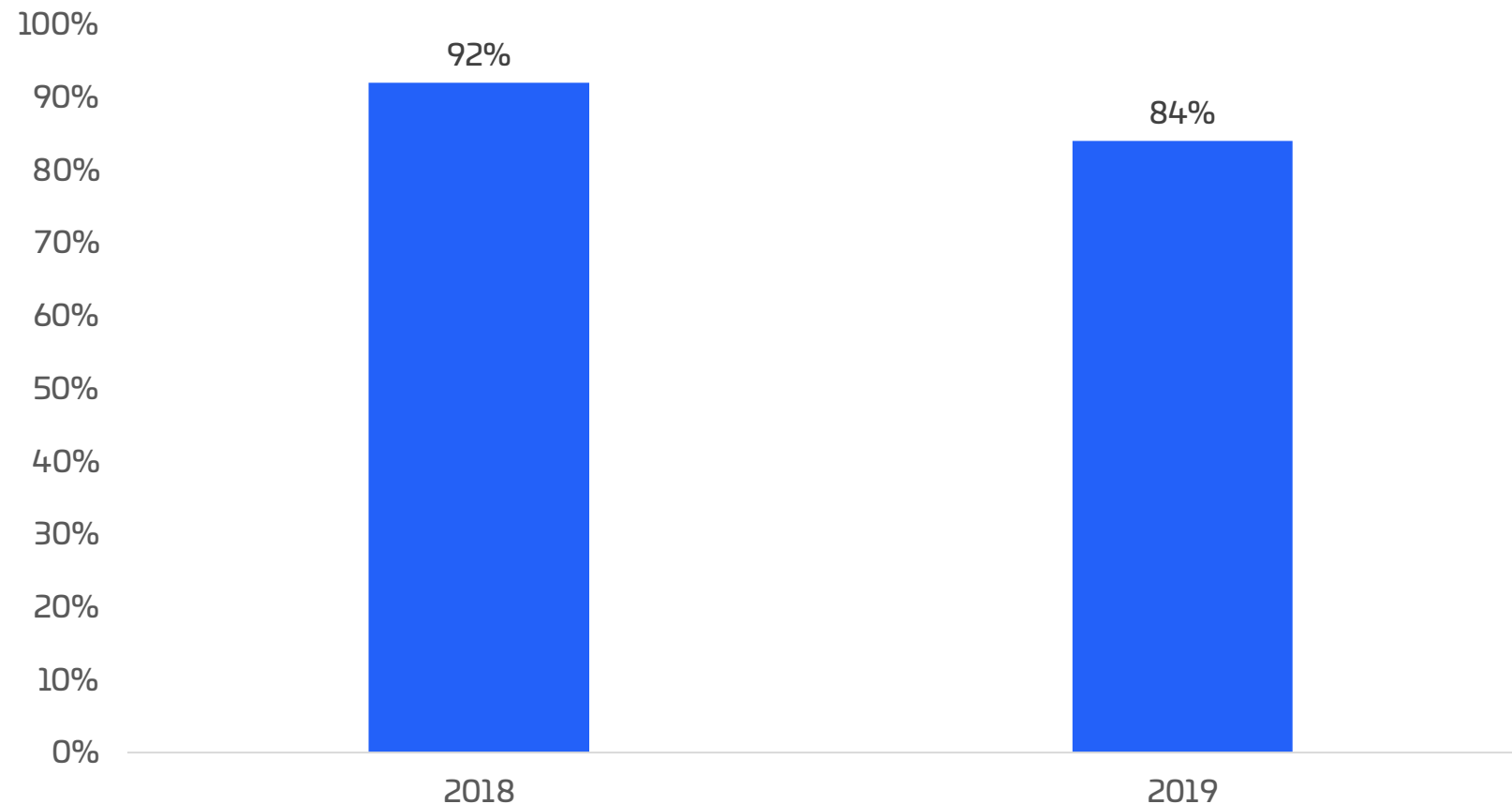
Accelerating Customer Adoption

Total # of Customers



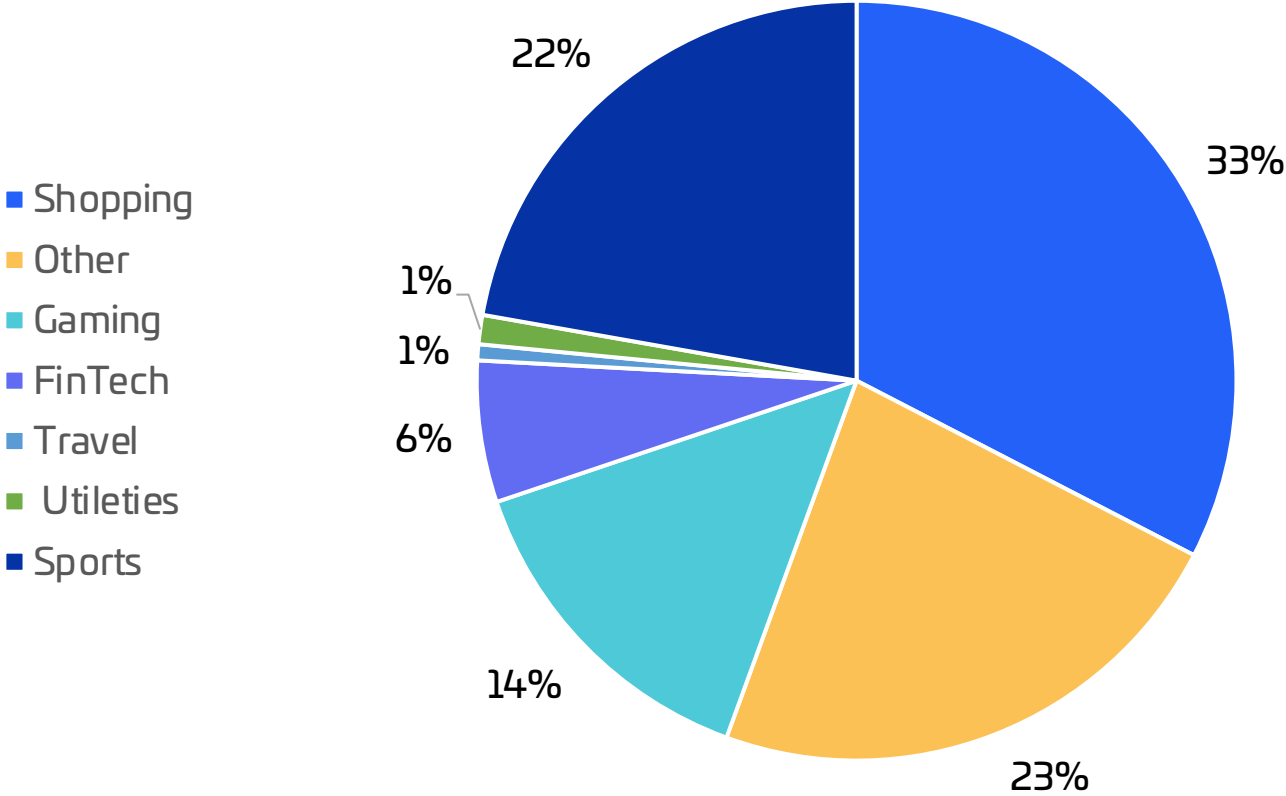
- ★ Continue to diversify customer base, industry focus and geographic breakdown
- ★ Added 58 new customers since 2017, an increase of 230%
- ★ More than 30 customers spent more than \$100K during 2019

Strong Retention Rate (Churn)



- ★ Loyal customers with high levels of satisfaction
- ★ Reduced customer churn creates stable level of revenue predictability
- ★ 100% retention on top 5 customers

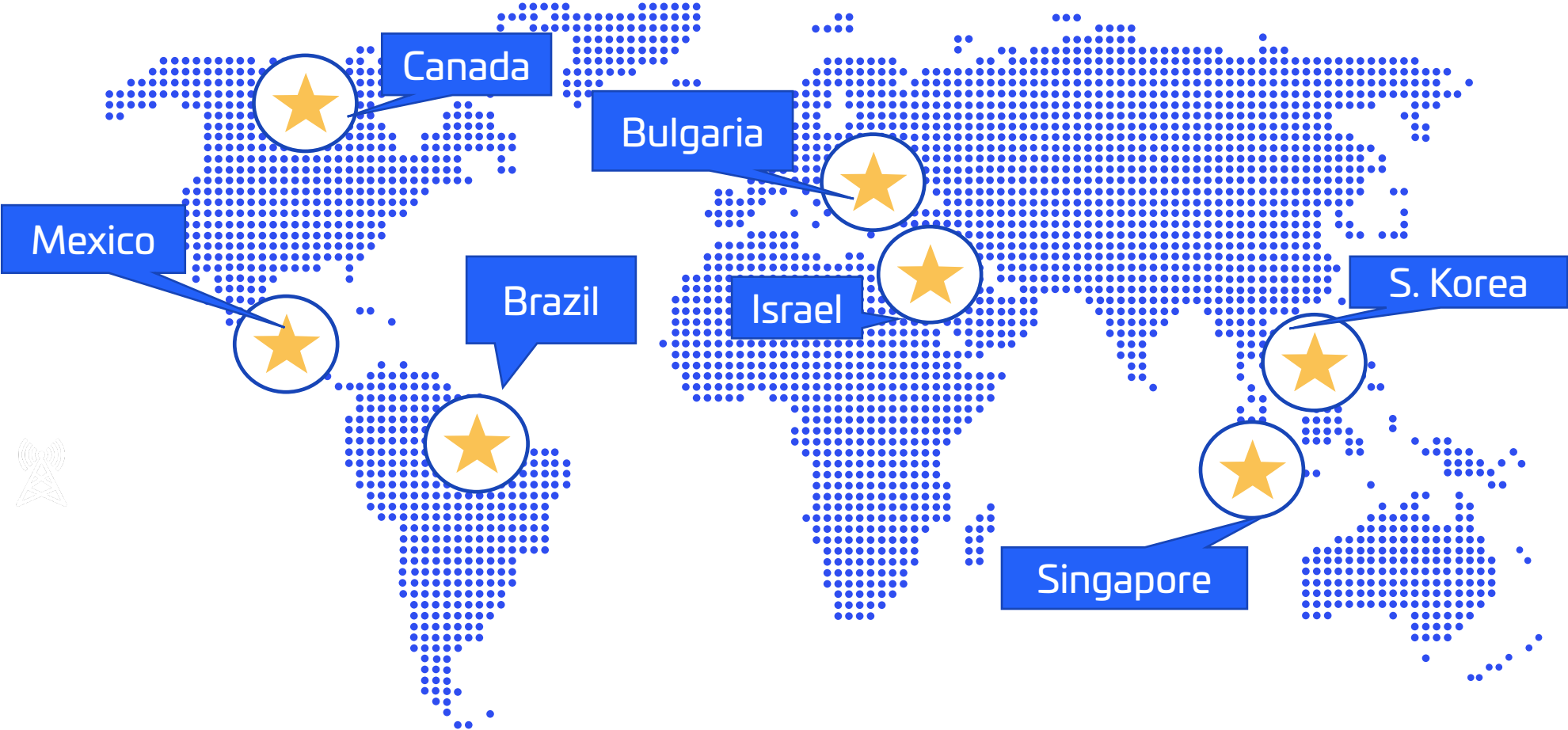
Diversified Customer Base



- ★ Focusing on hyper growing industries: e-commerce, Sports, FinTech and Gaming
- ★ Largest customer 43% of revenue in 2017 vs 24% in 2019

*2019 data, Top 50 customers, representing 90% of yearly revenues ,

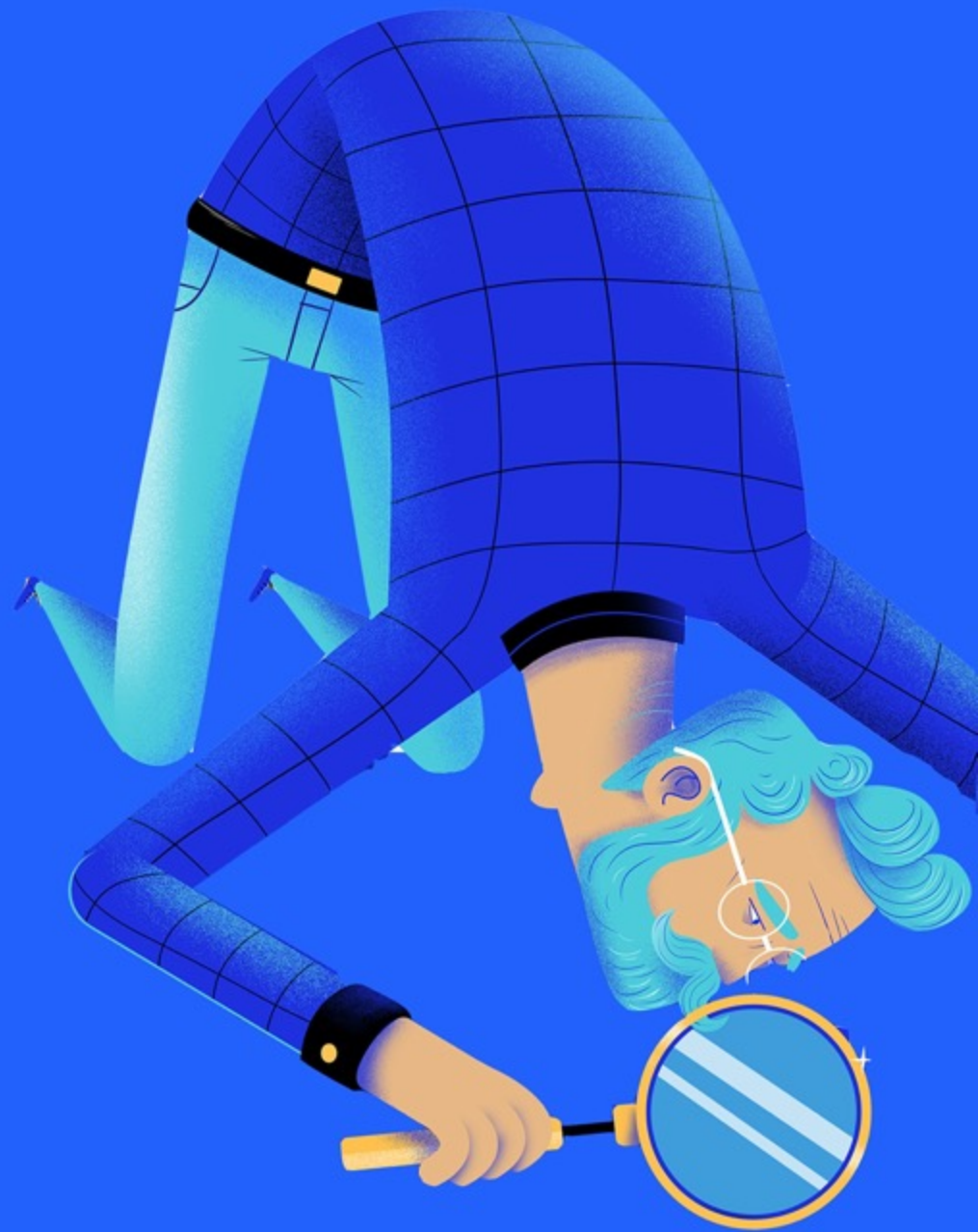
Global Outreach



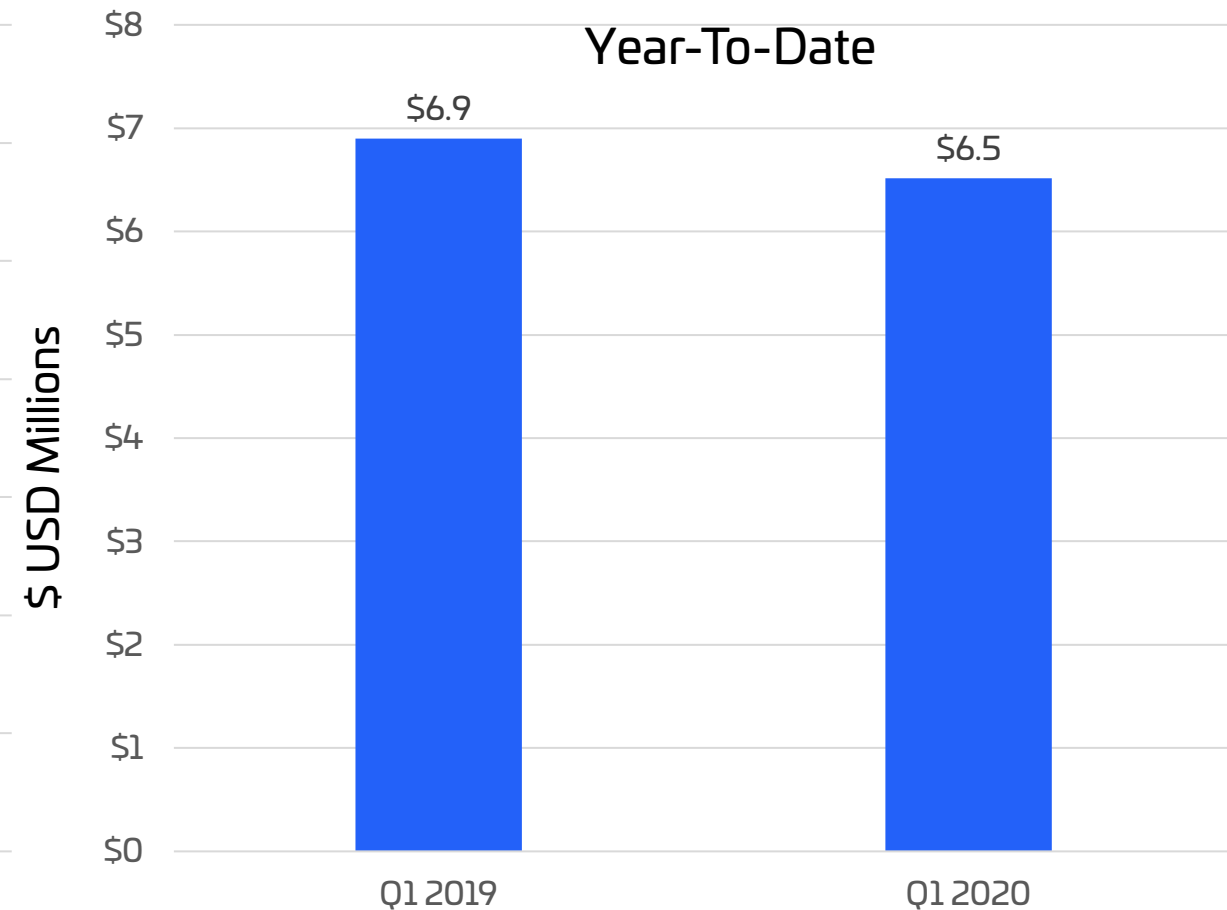
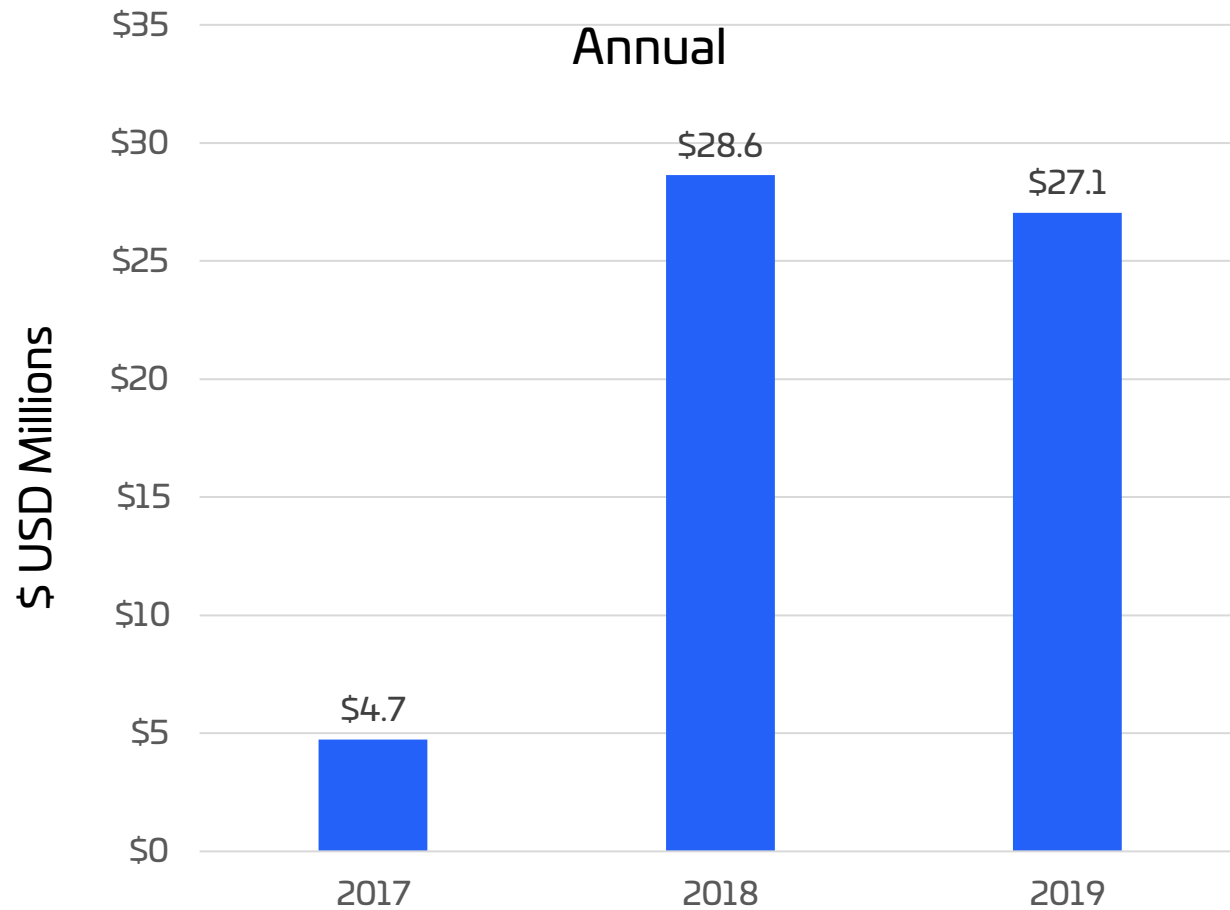
Key Catalysts

- ★ Launch of new full “self serve” SaaS-based product offering for all size of businesses
- ★ A new offer to small and medium sized business (SMB) to self manage ad campaigns
 - Drive growth in revenue; enhance predictability; higher margin
 - SaaS-Based Business Model → SaaS-Based Multiples
- ★ Expansion of ad share budget by customers
 - Maintain strong retention rates with increased revenue per customer
- ★ Continued diversification of customer based through entry of new geographical territories and industry segments

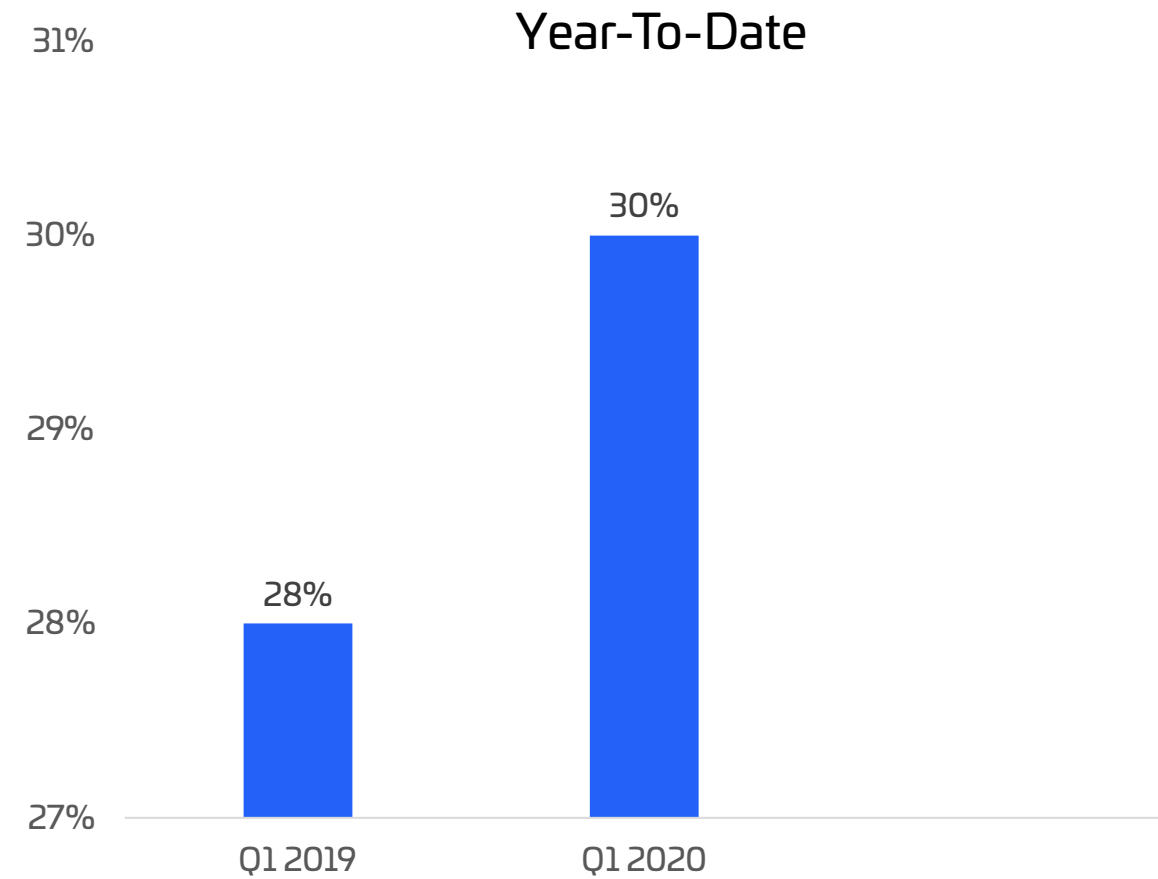
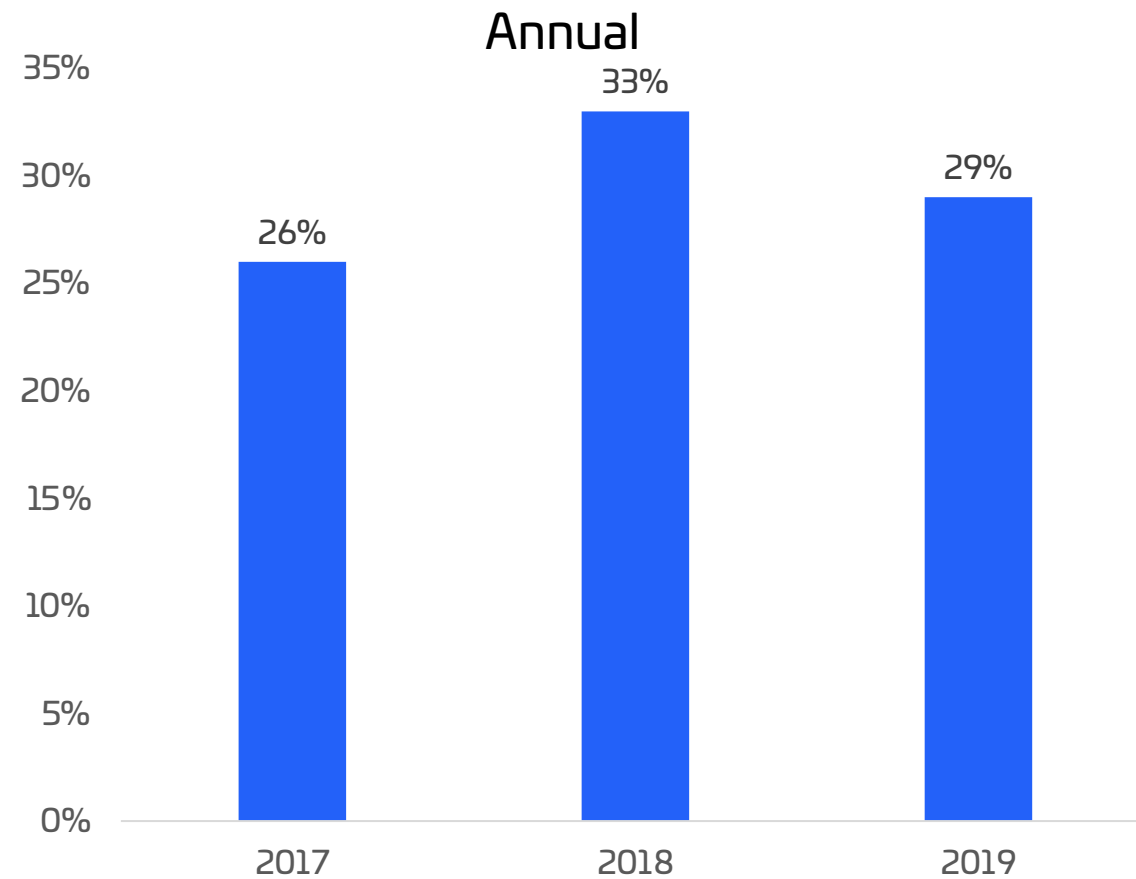
Financials



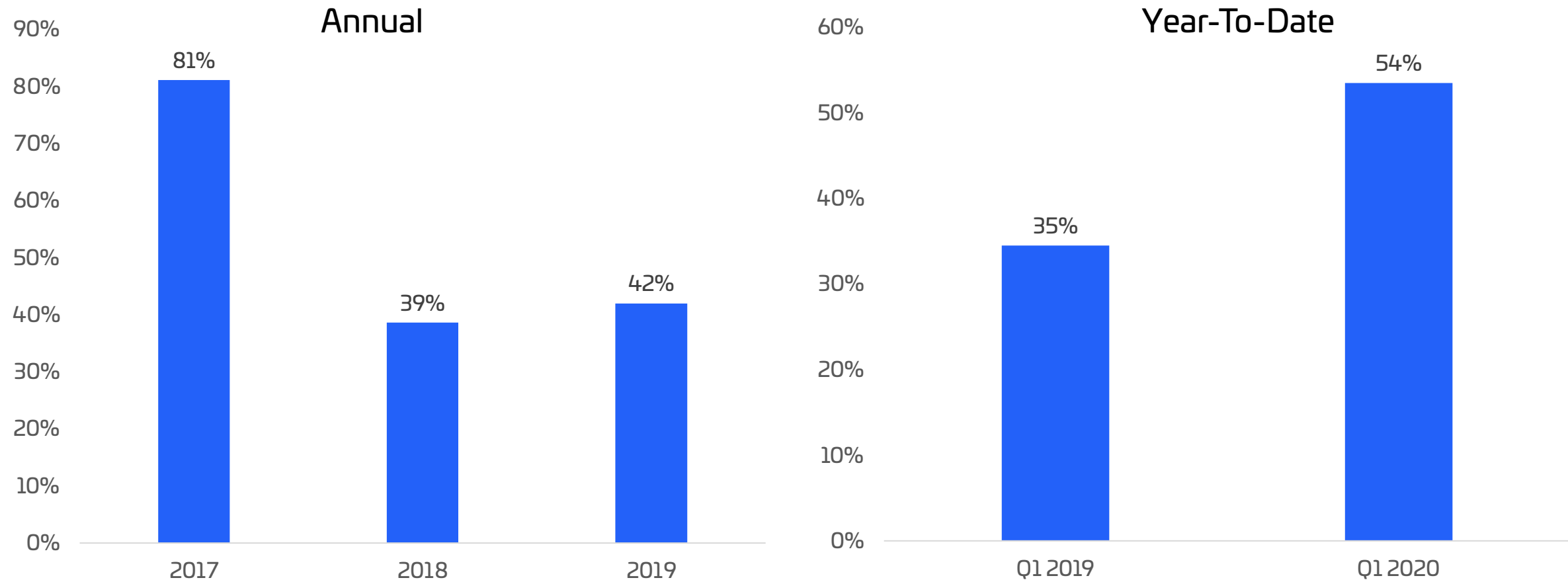
Revenue



Gross Margins

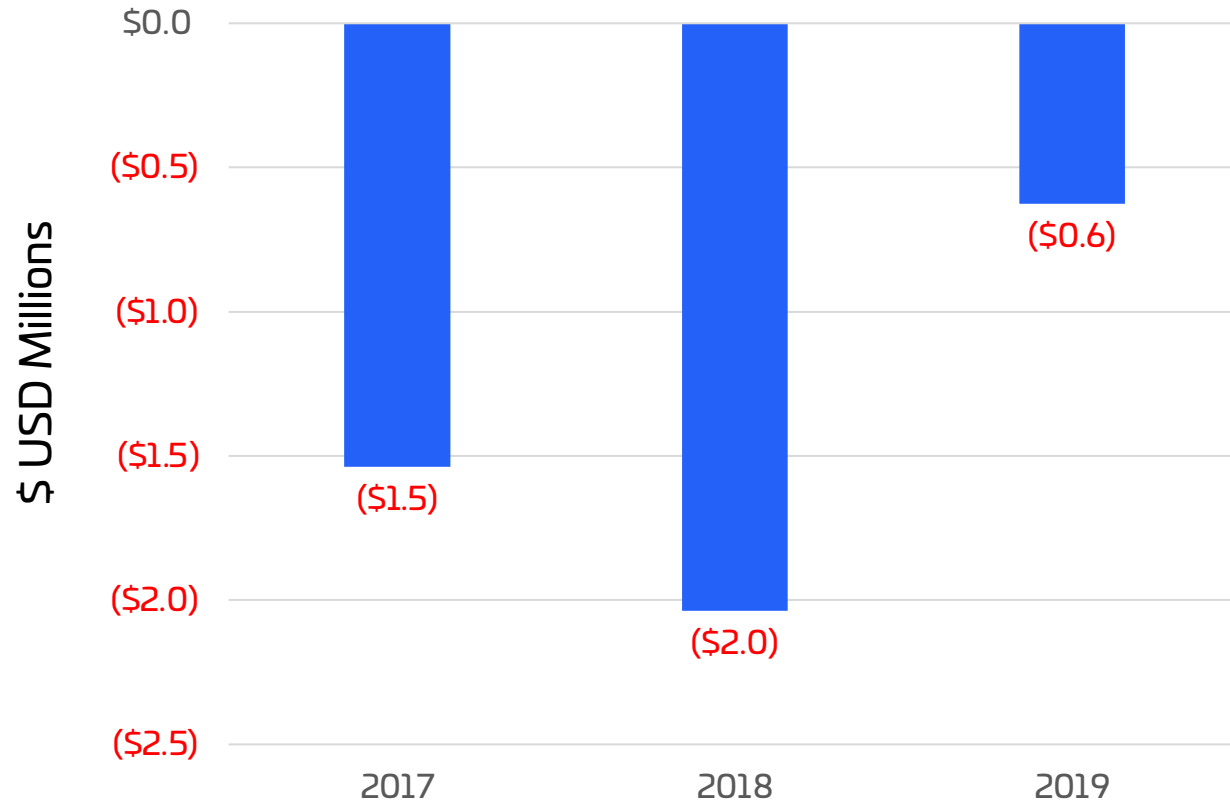


Operating Expenses (as a Percent of Revenue)

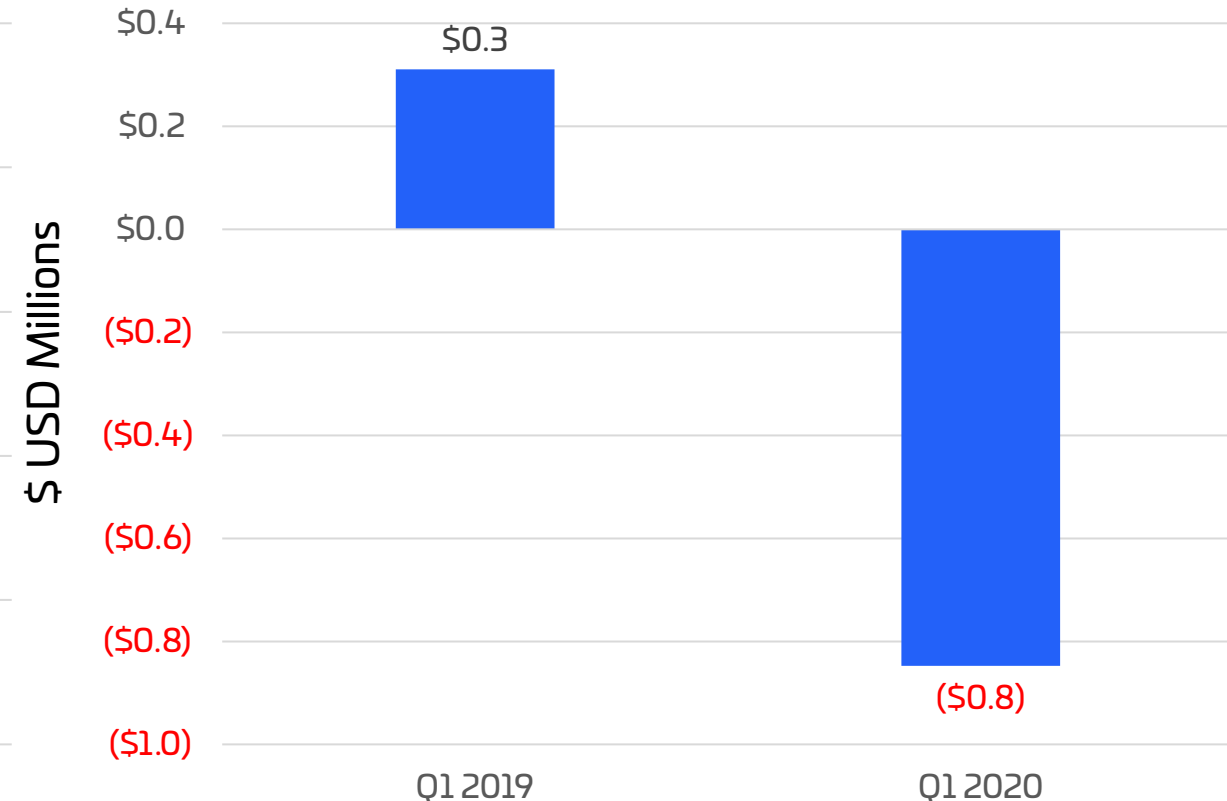


Adjusted EBITDA

Annual



Year-To-Date



Financial Summary

\$ USD Millions

	2017 *	2018	1Q19	2Q19	3Q19	4Q19	2019	1Q20
Revenues	4,738	28,649	6,899	6,705	5,904	7,544	27,052	6,513
<i>Y/Y Growth</i>			31%	-6%	-32%	0%	-6%	-6%
Gross Margin (ex R&D)	26%	33%	28%	28%	32%	29%	29%	30%
Operating Expenses	81%	39%	35%	40%	50%	44%	42%	54%
Adj EBITDA	(1,537)	2,036	311	(53)	(380)	(503)	(625)	(847)
* Merger with Datomo Ltd in 4Q17								

Cap Structure

\$ CAD Millions

Zoomd Technologies

Data as of 7/27/2020

Market Cap	\$31.7 million
Stock Price 52-Week Range	\$0.34 \$0.17 - \$1.3
Basic Shares Outstanding	93.3 million
FD Shares Outstanding	103.2 million
Management Ownership	23.79%
Free Trading Shares	9.3 million
Cash (03/31/20)	\$6.2 million

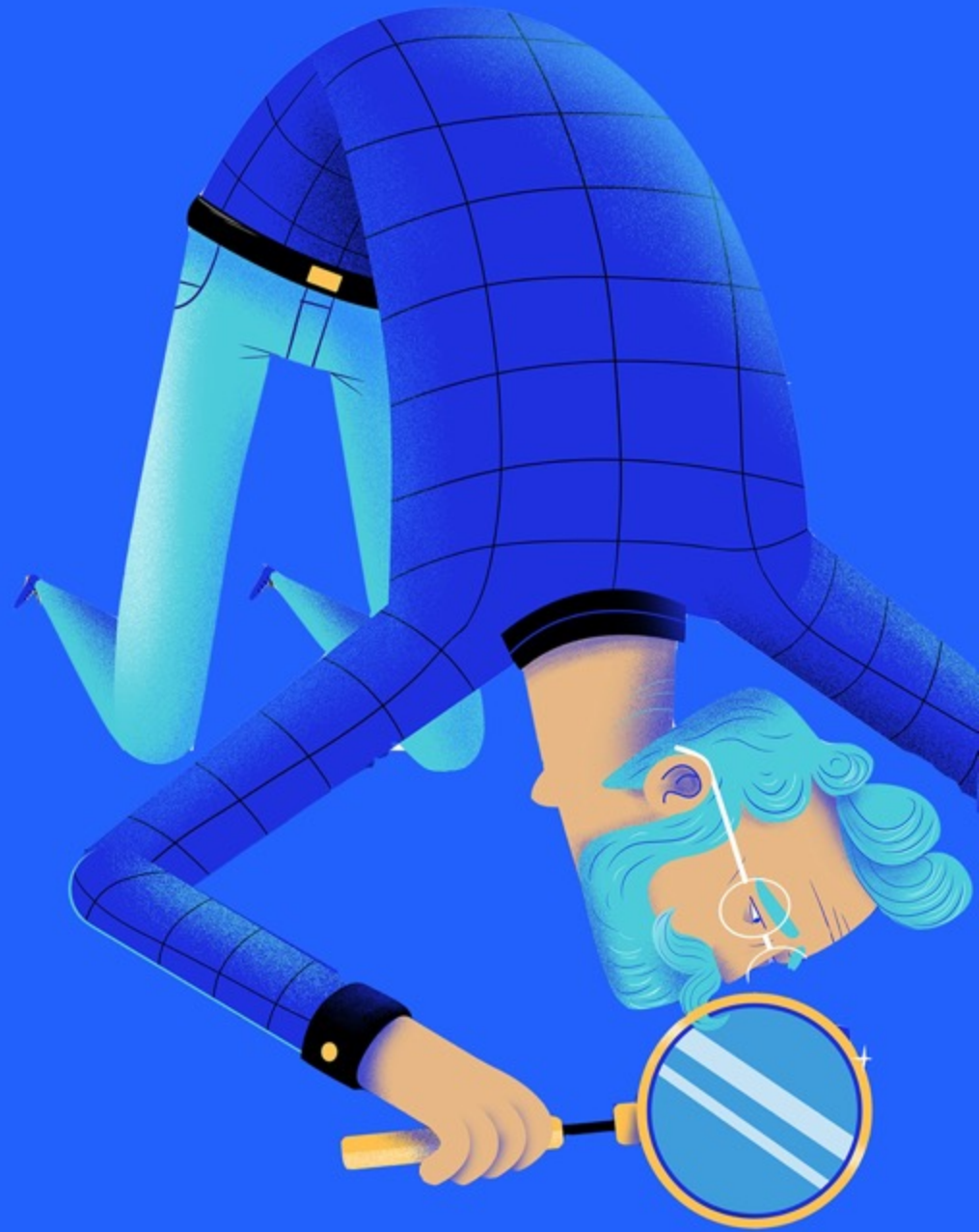
Selected Comparables

Data as of 7/27/2020

Company Name	Day Close Price	Day Close Price (Translated to US\$)	Market Capitalization	TEV/Total Revenues LTM	Total Enterprise Value US\$
Adcore Inc. (TSXV:ADCO)	CAD \$0.60	\$0.6	\$32.4	2.6x	\$28.8
LiveRamp Holdings, Inc. (NYSE:RAMP)	\$46.33	\$46.3	\$3,039.4	6.2x	\$2,342.7
TechTarget, Inc. (NasdaqGM:TTGT)	\$35.33	\$35.3	\$972.6	7.2x	\$980.9
The Trade Desk, Inc. (NasdaqGM:TTD)	\$432.16	\$432.2	\$19,904.6	28.3x	\$19,829.0
Criteo S.A. (NasdaqGS:CRTO)	\$13.45	\$13.5	\$830.2	0.3x	\$589.3
AcuityAds Holdings Inc. (TSX:AT)	CAD \$1.63	\$1.2	\$60.4	0.9x	\$75.2
Zoomd Technologies Ltd. (TSXV:ZOMD)	CAD \$0.34	\$0.3	\$23.7	0.7x	\$20.2

Source: CapitalIQ

The Team



Management



Amit Bohensky
Chairman

- An Israeli serial entrepreneur (Unicoders - sold to Matrix and FocallInfo (sold to Verint Systems))
- Founded Zoomd, as envisioned the revolution of digital advertising, user targeting and internal search arena.



Ofer Eitan
CEO

- Co-founder and CEO of Moblin, a global pioneer in mobile marketing technologies which was merged with Zoomd.
- Held a range of positions at Microsoft for several years, where he managed both the Enterprise customers and the Sales Group for the Mid-Market Businesses



Omri Argaman
CMO

- Co-founder of Moblin. Since the merge Omri acts as Zoomd's CMO.
- A mobile and digital specialist, with more than 15 years of extensive experience in the digital marketing and BizDev fields.
- Held a range of positions in Microsoft for 7 years in various business development and marketing rolls.



Tsvika Adler
CFO

- Tsvika has over 10 years of experience in the financial industry.
- Held the position of CFO in a leading Advertising Group (under WPP).
- Tsvika has significant experience in the industry as a financial director and financial accounting (CPA).



Niv Sharoni
CTO

- Niv has over 18 years of experience in the software industry specialized in Mobile Technologies.
- Niv co-founder Moblin and served as the company's CTO since.
- Niv has extensive experience as a developer in various software companies and Israel's biggest mobile operator.



Board of Directors



Avigur Zmora – Director

Mr. Zmora Avigur is an experienced CEO, Investor and board member, with vast knowledge in SaaS B2B and B2C type businesses.

Avigur is the founder and CEO of Funzing for the past 6 years.

Since 2000 Avigur was the CEO of Playtech for 10 years, helping building the company from its early stages and leading it to an IPO on the London Stock Exchange with a valuation of approx. 1 billion USD (and today approx \$4B). Parallel to that, Avigur was also an Investor and CEO of SafeCharge for 11 years, leading it as well to IPO on the London Stock Exchange



Darryl Cardey Director

Mr. Cardey director at Zoomd and a principal of CDM Capital Partners that provides corporate finance advisory services to private and public companies. In this role, Mr. Cardey acts as founder, board member and management adviser with respect to public and private financings, corporate governance, and the structuring of mergers, acquisitions and dispositions. Mr. Cardey was co-founder of Northern Empire Resources (bought by Coeur Mining Inc in 2018) and Underworld Resources Inc.(bought by Kinross Gold in 2009) . Mr. Cardey acts as a director for Zoomd as well as to a number of public companies across a broad spectrum of industries including technology, natural resources and biotechnology. Mr. Cardey is a graduate of the University of British Columbia with a degree in Commerce and holds a Professional Accountant designation



Ofer Eitan Director

Mr. Eitan was the Co-founder and CEO of Moblin, a global pioneer in mobile marketing technologies which was merged with Zoomd in 2017.

Ofer Held a range of positions at Microsoft for several years, where he managed both the Enterprise customers and the Sales Group for the Mid-Market Businesses.

Since the merge with between Moblin and Zoomd in 2017, Ofer operates as Zoomd's CEO and starting August 2020 he became a board member.



Amnon Argaman Director

Amnon is an experience as a C.P.A and financial consultant and acted as a senior partner to PWC. Presently he still provides consulting services for this firm which is the eighth largest in Israel, as assessed by D&B. Amnon has extensive experience the public and private entities. He was a director for several corporations including a public company's. Amnon is the co-founder of several other companies related to real estate, import, management and consulting. In 2007, Amnon co-founded Moblin, a global mobile marketing pioneer who then merged with Zoomd LTD. Amnon is an active board member and consultant to Zoomd. Amnon holds a BA in accounting and economics from Tel-Aviv University. Mr. Argaman is a Lieutenant Colonel (Res) in the I.D.F.

Thank You

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