

# Zoomd Technologies

ZOOMD (TSXV: ZOMD) (OTC: ZMDTF)

Investor Presentation  
August 2020



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## 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; OTX: 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

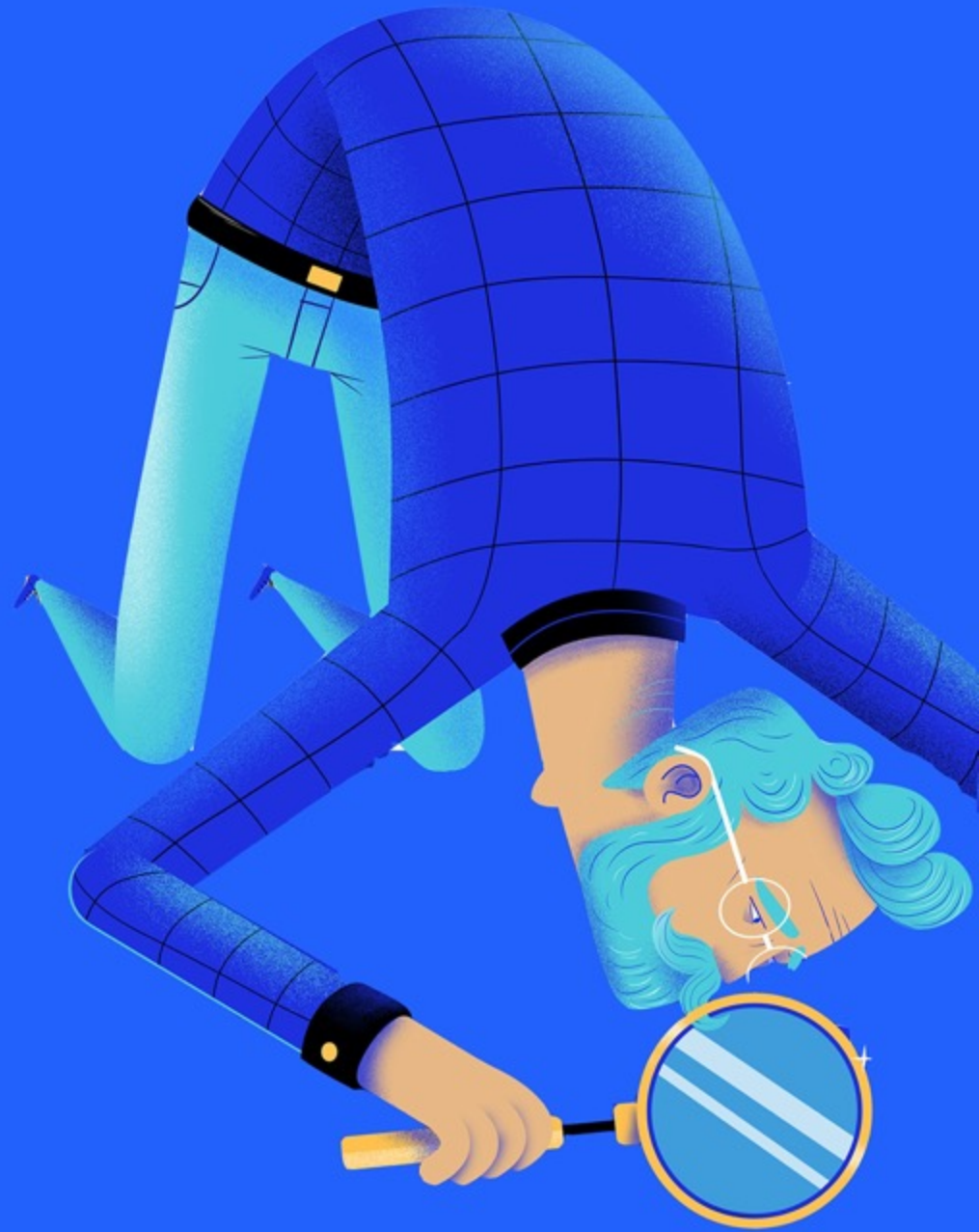
- ★ US \$4.3 million cash balance at end of Q120; No long-term debt
- ★ Highly experienced management team

## INVESTMENT

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



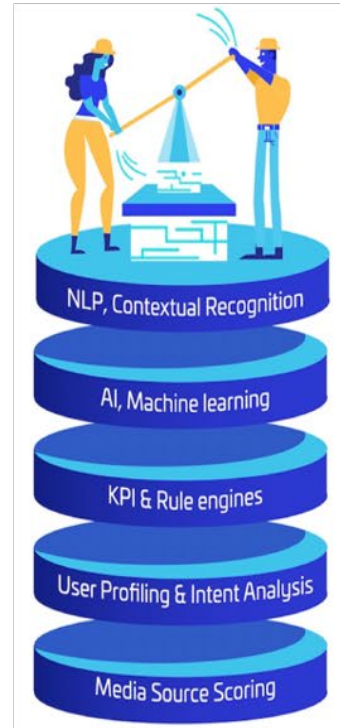
# The Platform



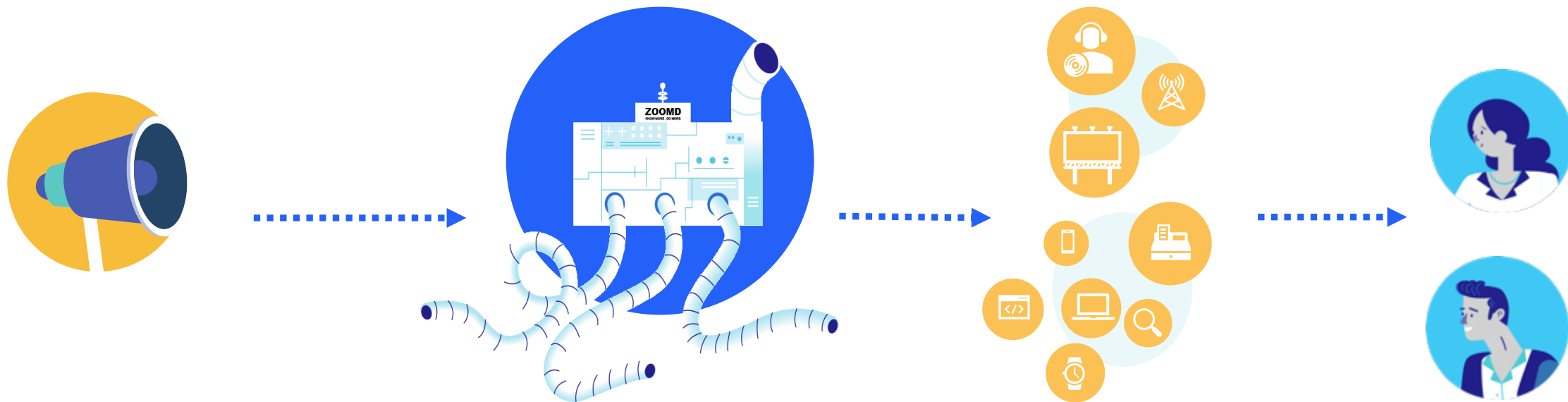
# Zoomd Value Proposition

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

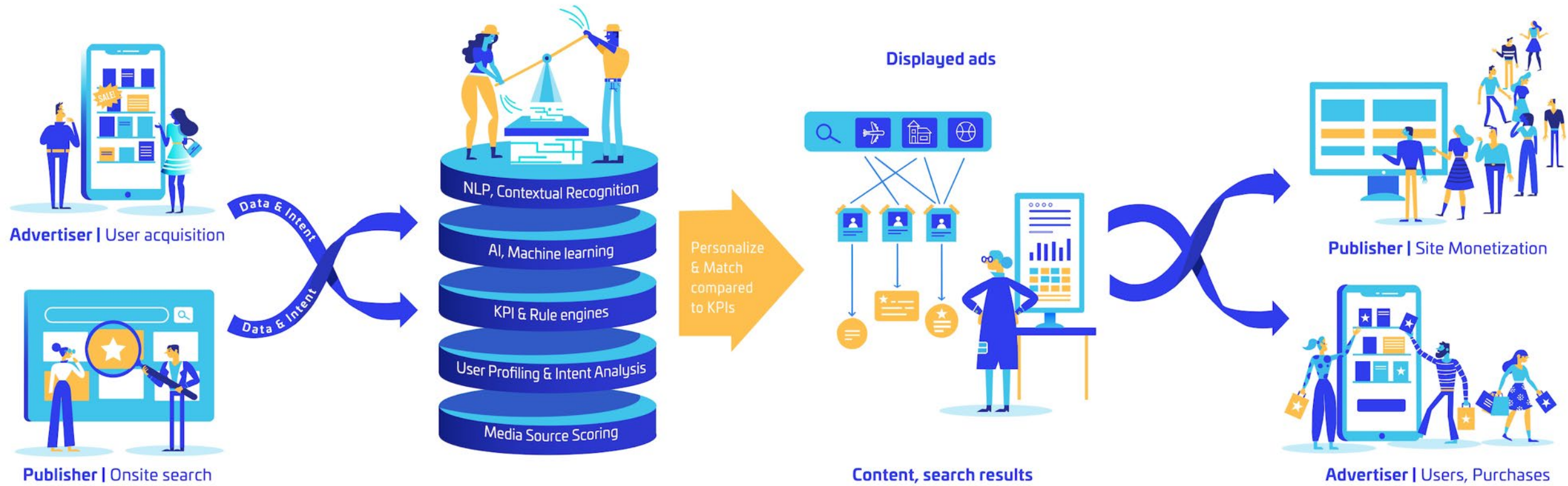
## Media and Data sources

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.

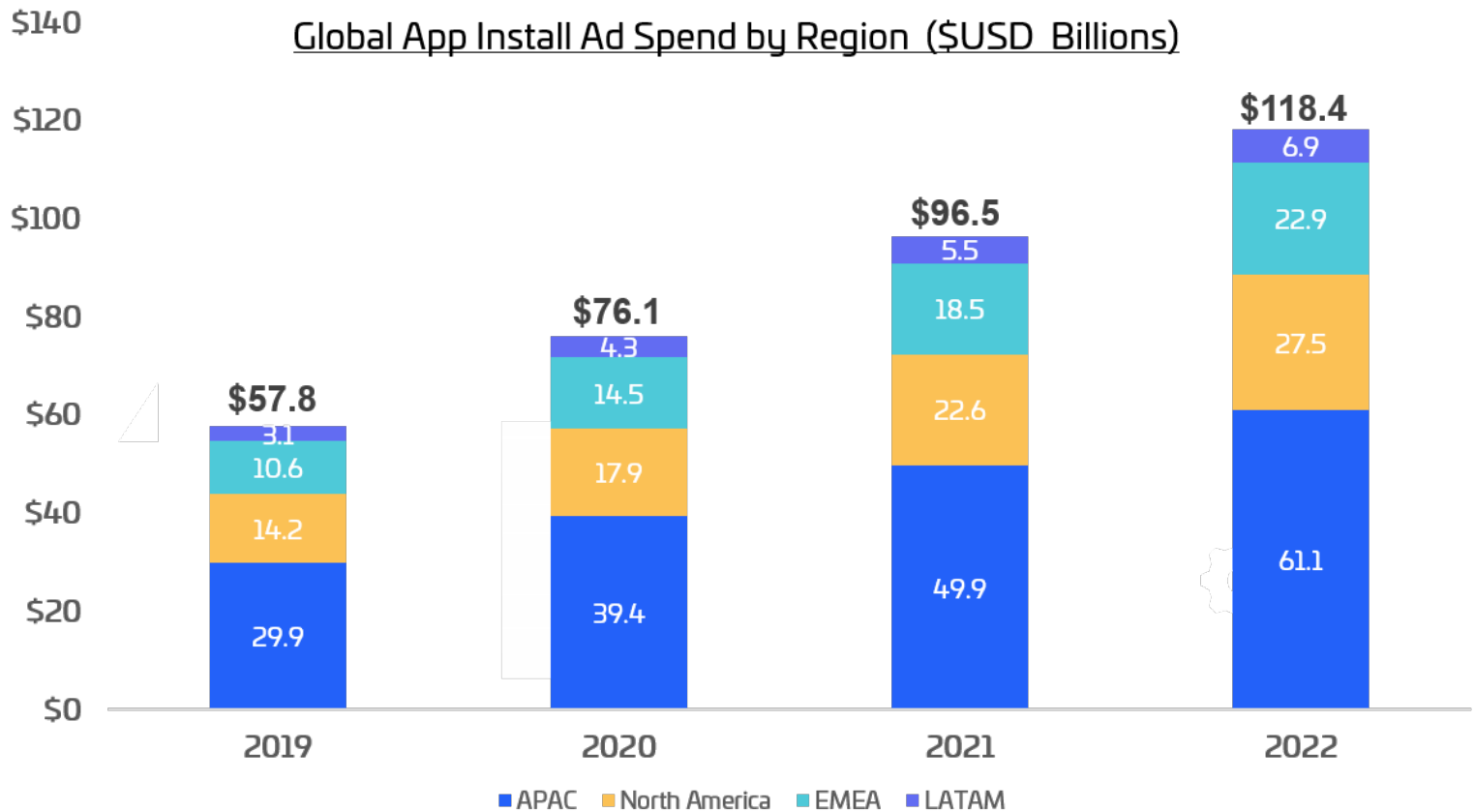
# The User Journey





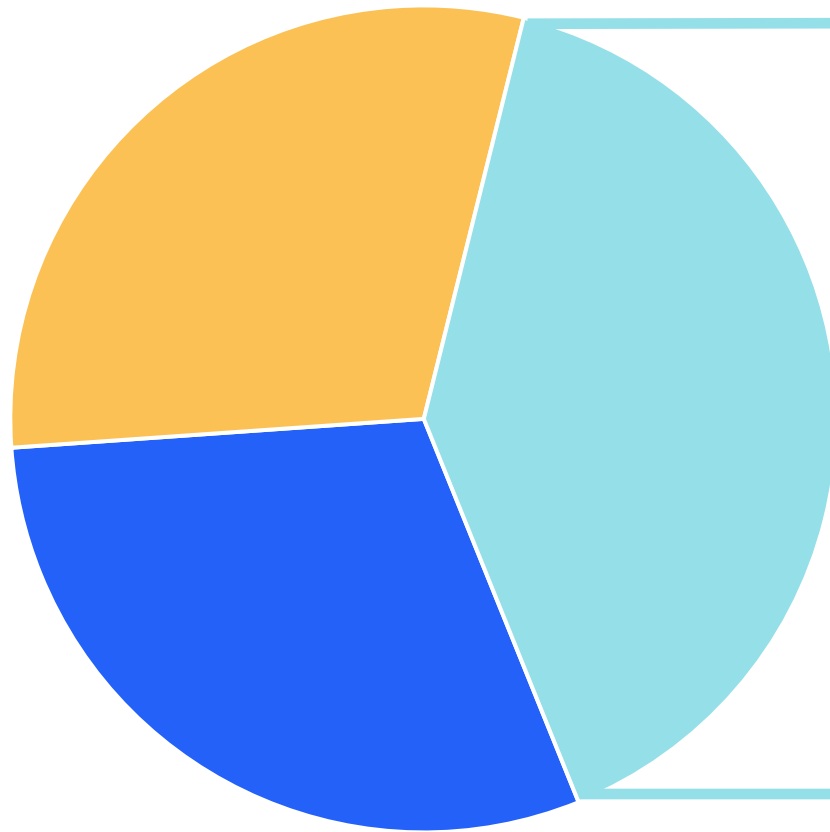
# The Market Opportunity

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.

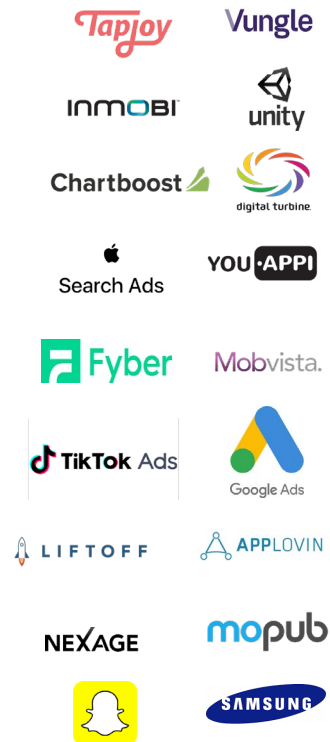


Source: [AppsFlyer](#)

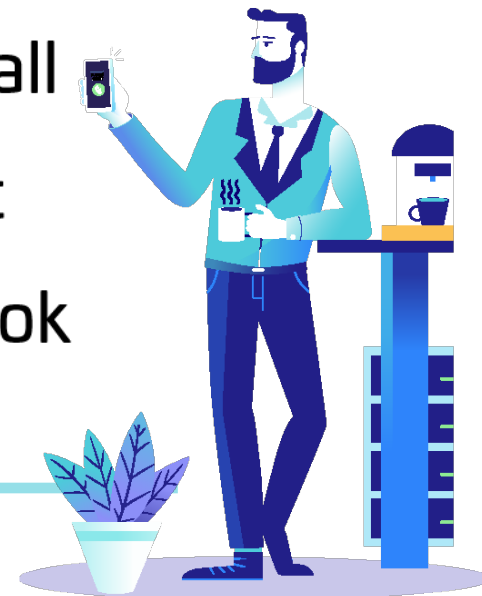
# Integrated Platform Partners



■ Google ■ Facebook ■ Other



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



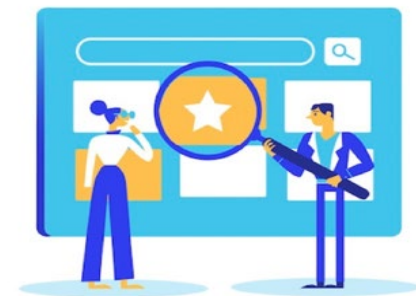
# Leading Customers - Global Brands Who Trust Us

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

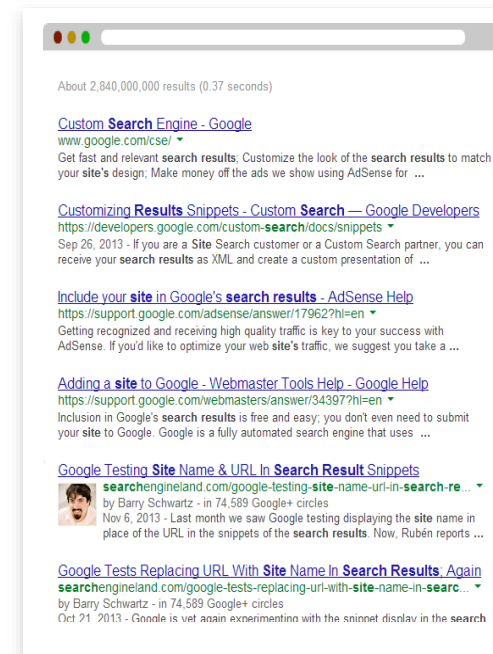
- ★ Zoomd's proprietary internal search engine is installed in thousands of publisher's websites
- ★ In return, Zoomd is allowed access to user type and behavior of all visitors of the sites
- ★ Patented NLP based technology analyzes visitor's intent and interests (on an anonymized basis completely adhering 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'

**+2500**  
Campaigns

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



**+600**  
Media Channels

Integrated to more than  
**600** Media channels

**+500 Mil'**  
Data Point

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

**+3.5b**  
People

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

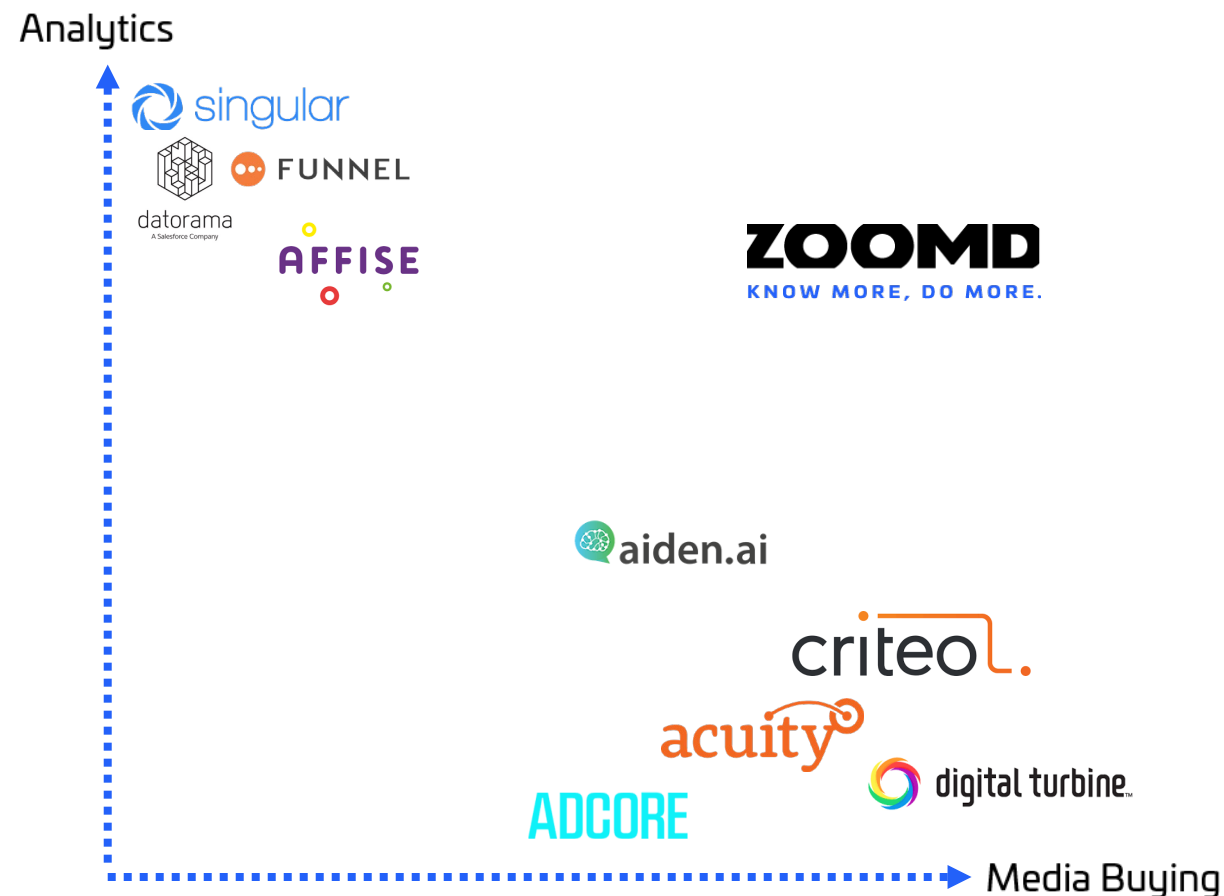
**+70**  
Countries

Running campaigns in more  
than **70** countries

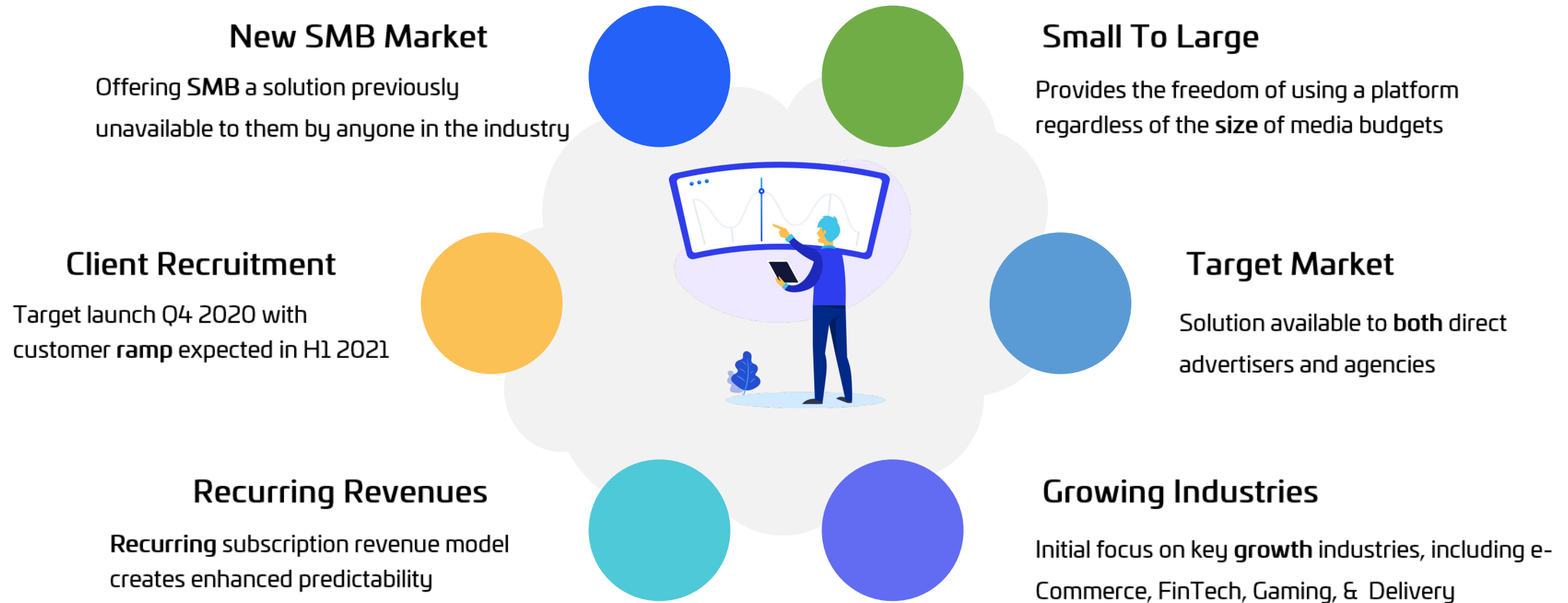
# Competitive Landscape

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.



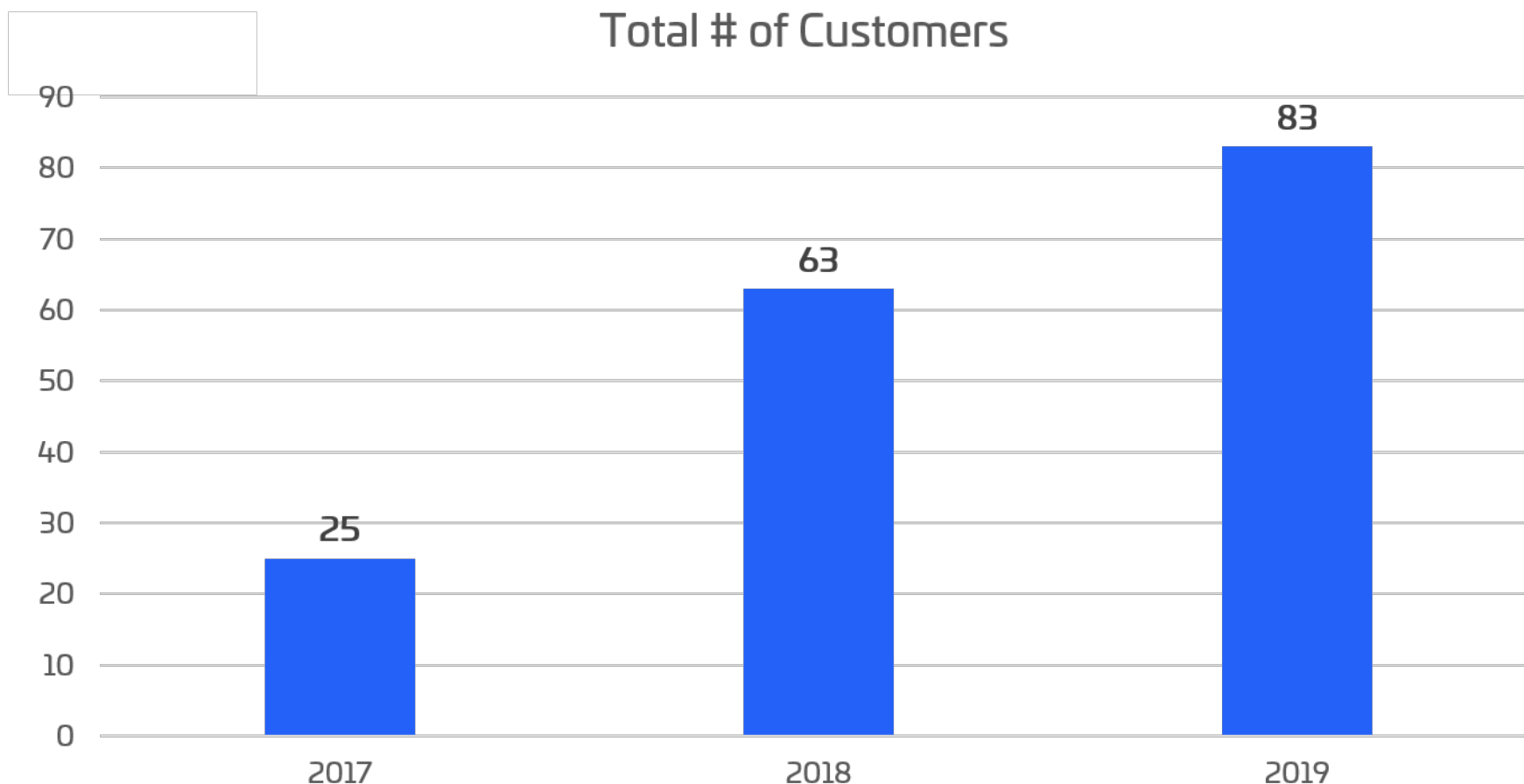
# SaaS Product Offering Opportunity



# Business Metrics



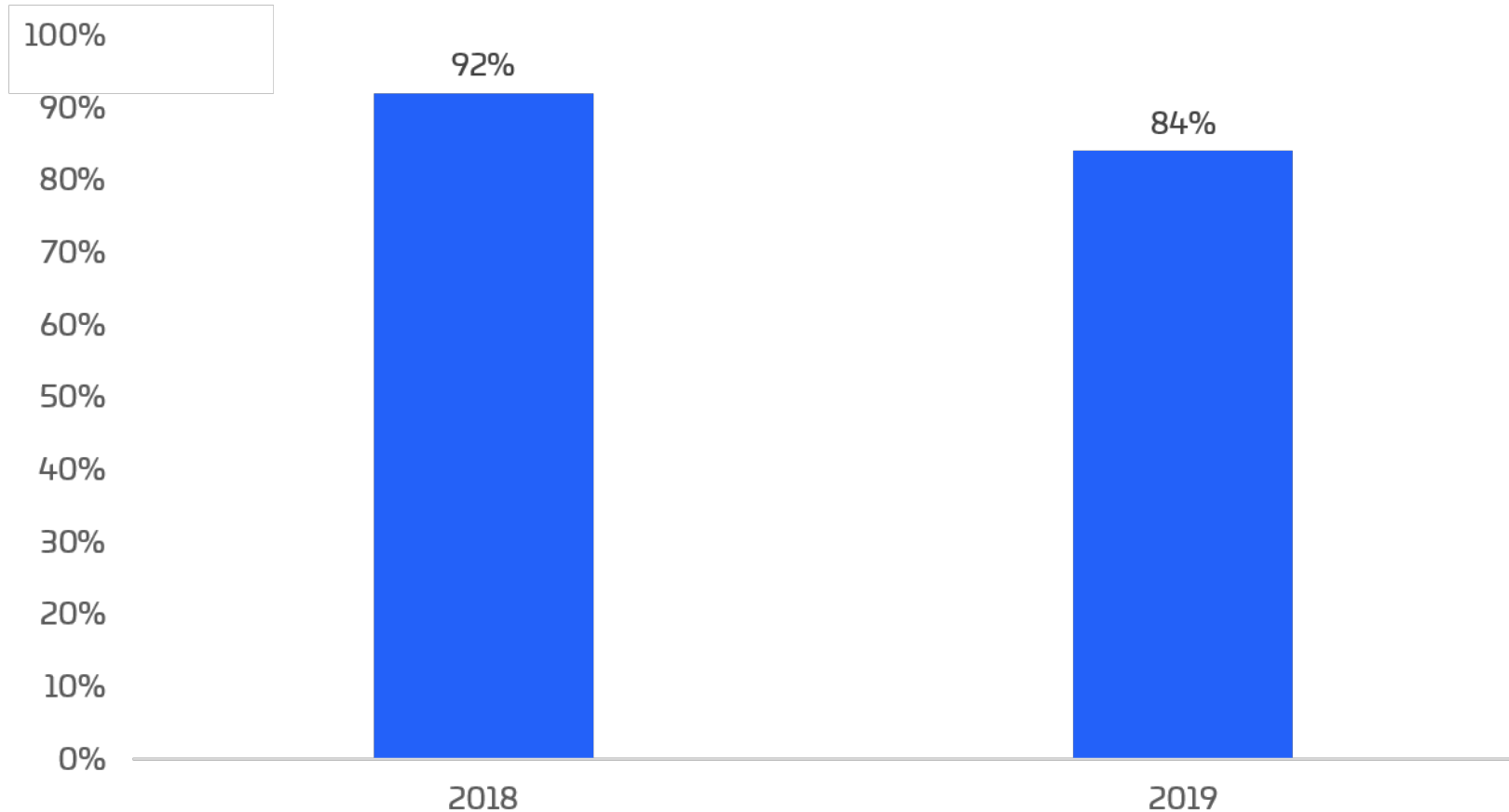
# Accelerating Customer Adoption



- ★ 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

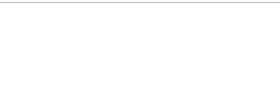


# Strong Retention Rate (Churn)

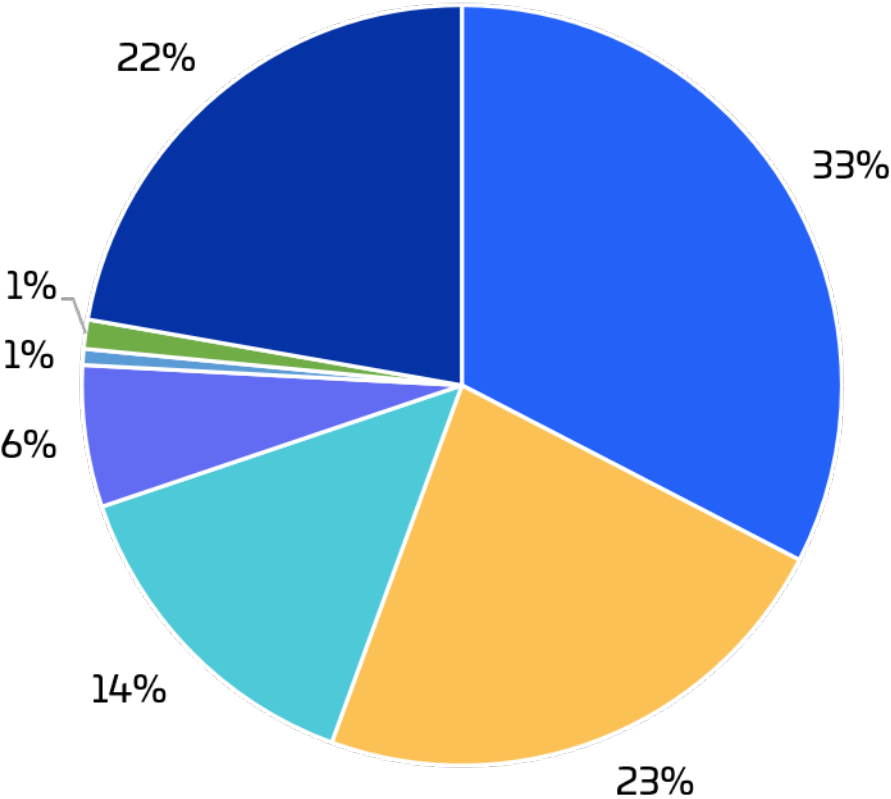


- ★ Loyal customers with high levels of satisfaction
- ★ Reduced customer churn creates stable level of revenue predictability
- ★ 100% retention on top 5 customers

# Diversified Customer Base



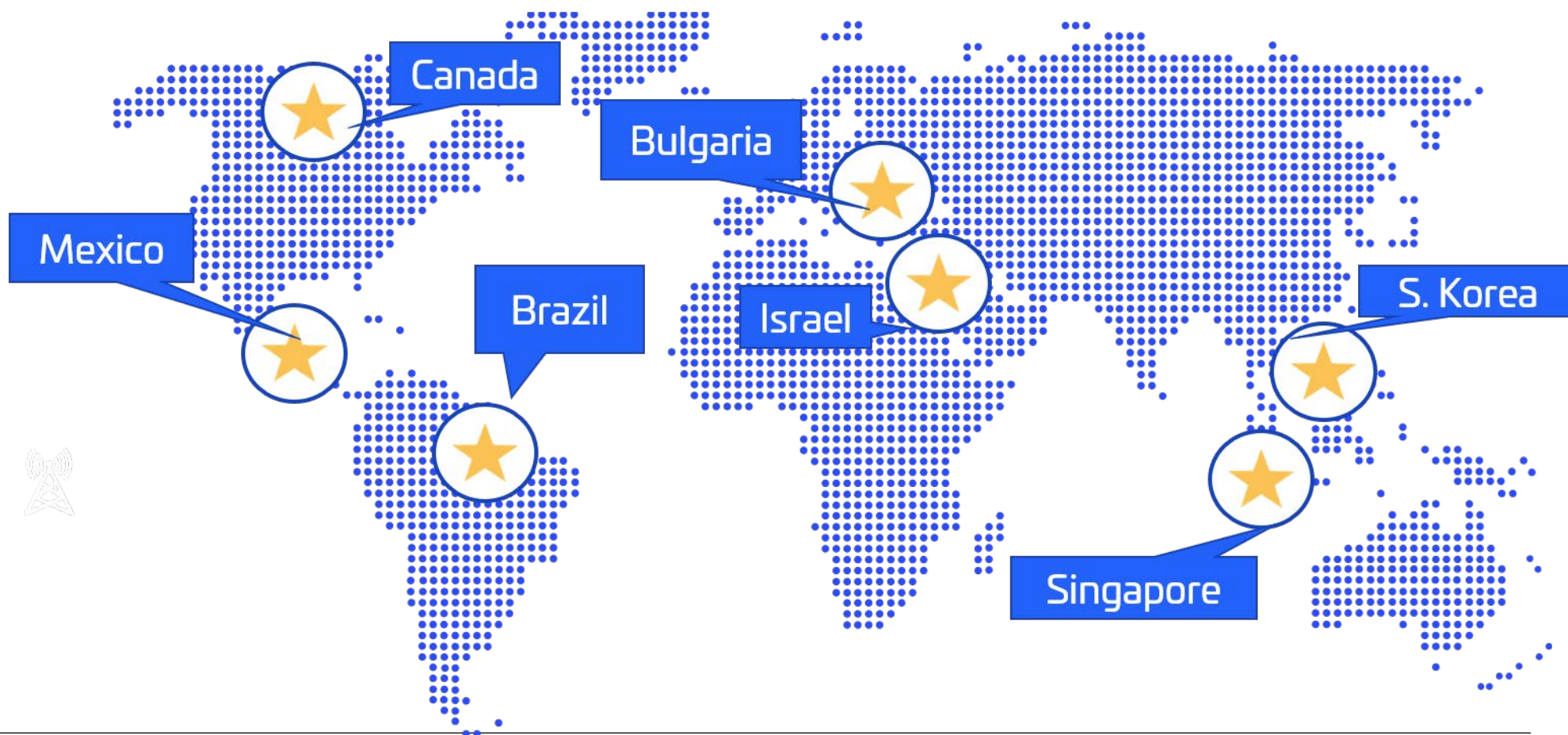
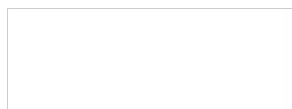
- Shopping
- Other
- Gaming
- FinTech
- Travel
- Utilities
- Sports



- ★ 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, represting 90% of yearly revenues ,

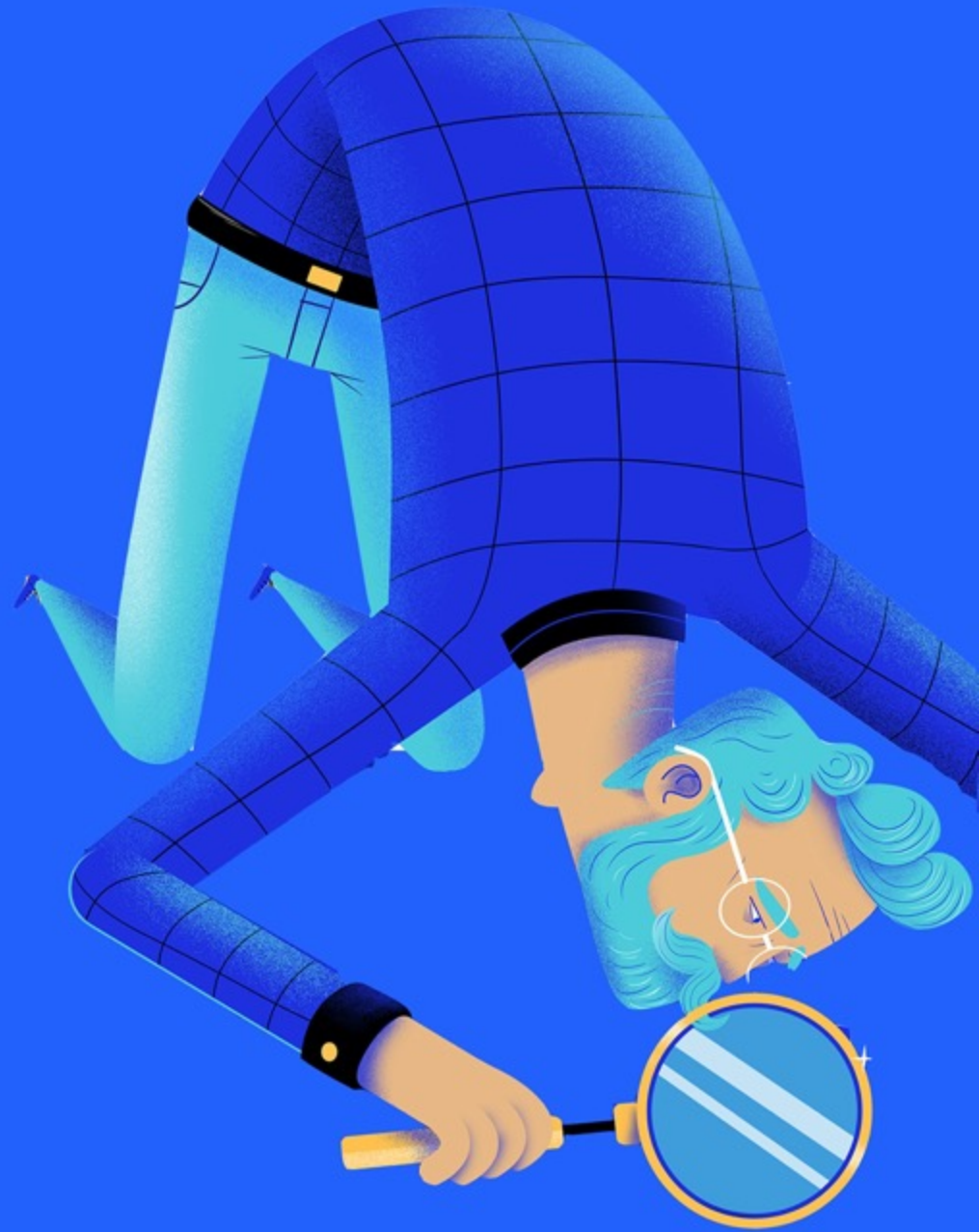
# Global Outreach



# Key Catalysts

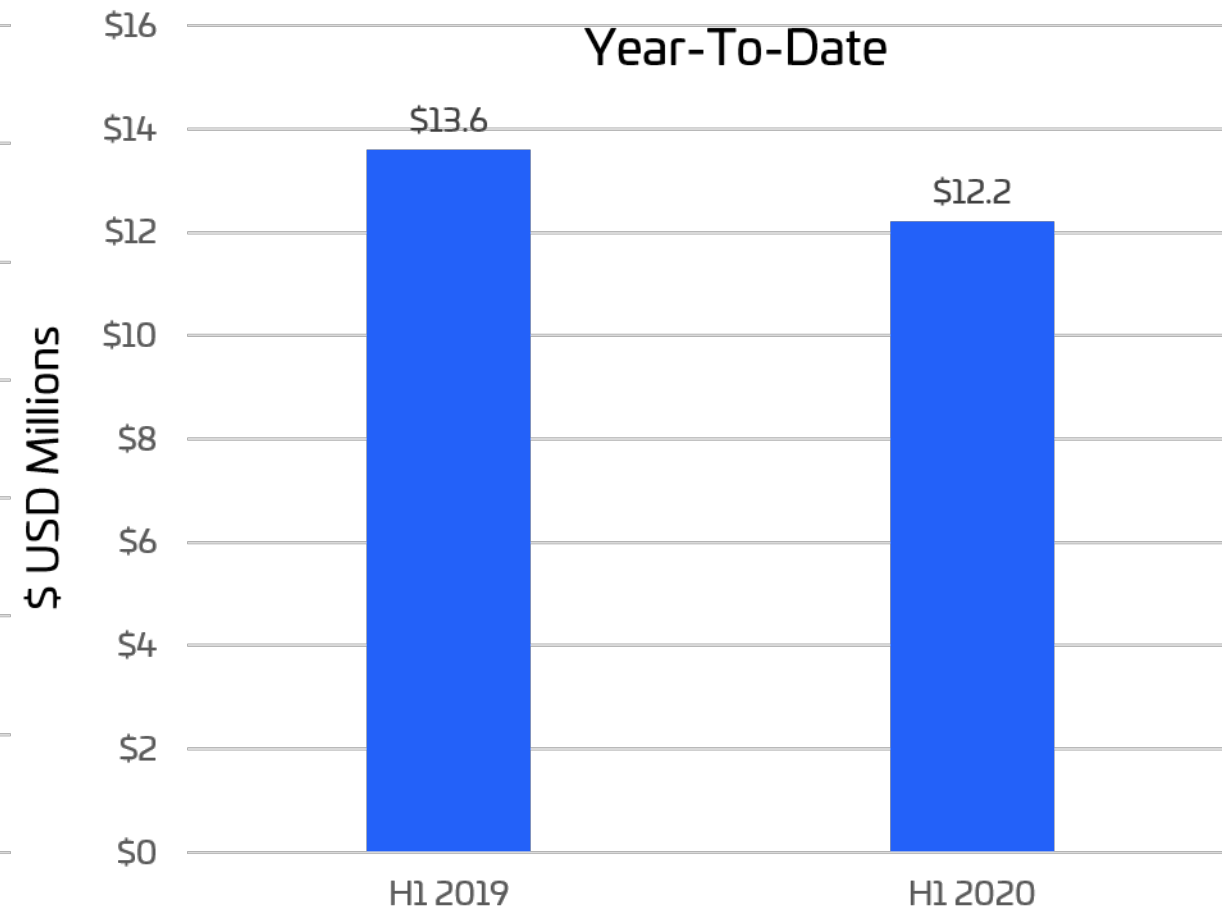
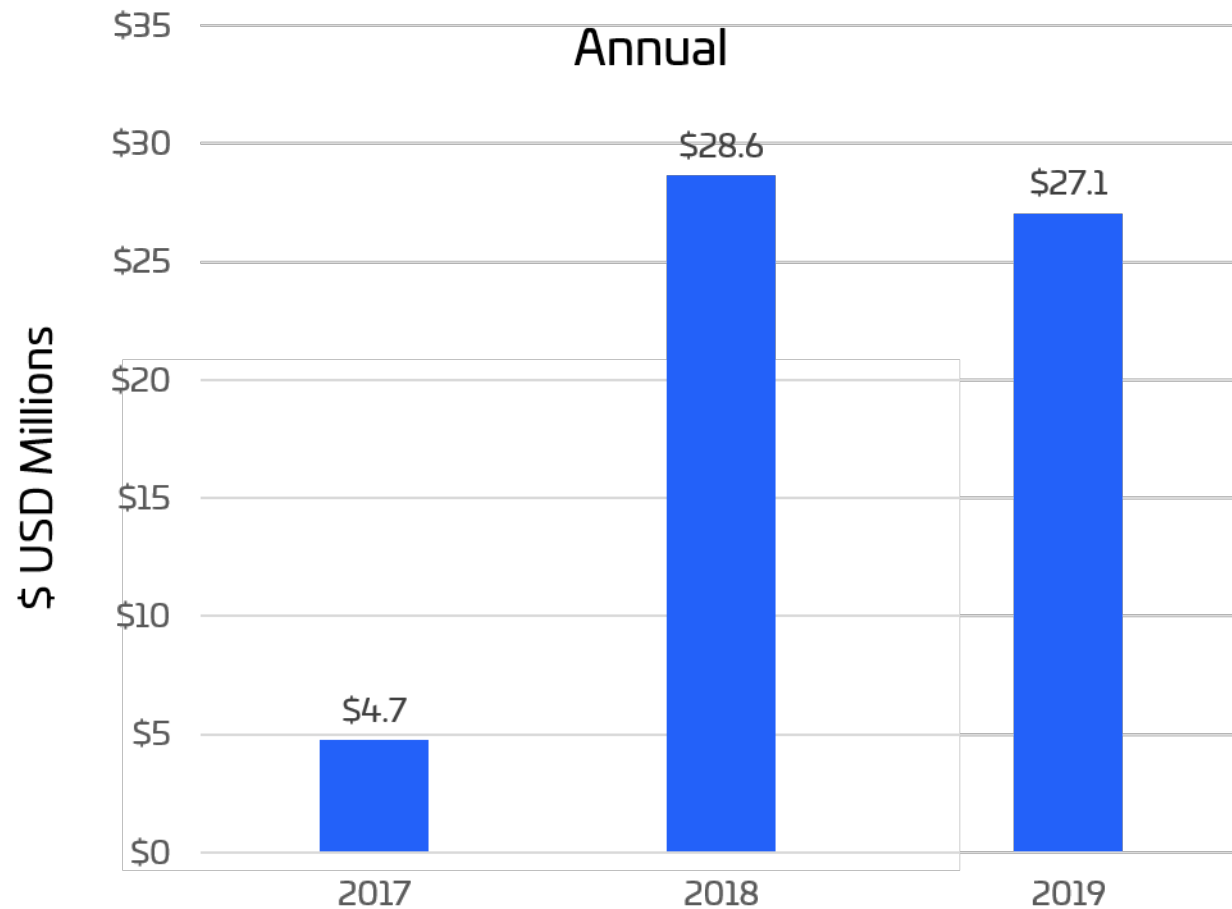
- ★ Launch of new full “self serve” SaaS-based product offering for all size of businesses
- ★ A new offer to small and medium sized business (SMB) to self manage ad campaigns
  - Drive growth in revenue; enhance predictability; higher margin
  - SaaS-Based Business Model → SaaS-Based Multiples
- ★ Expansion 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

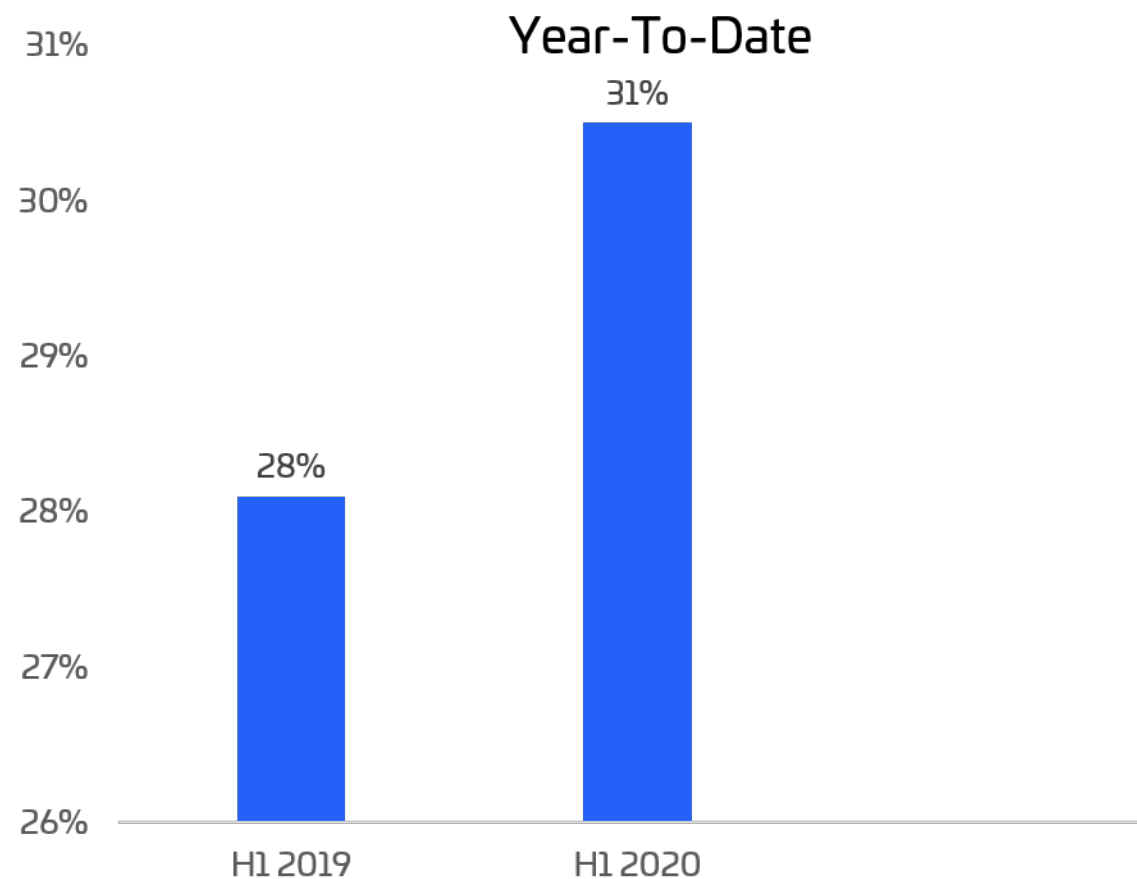
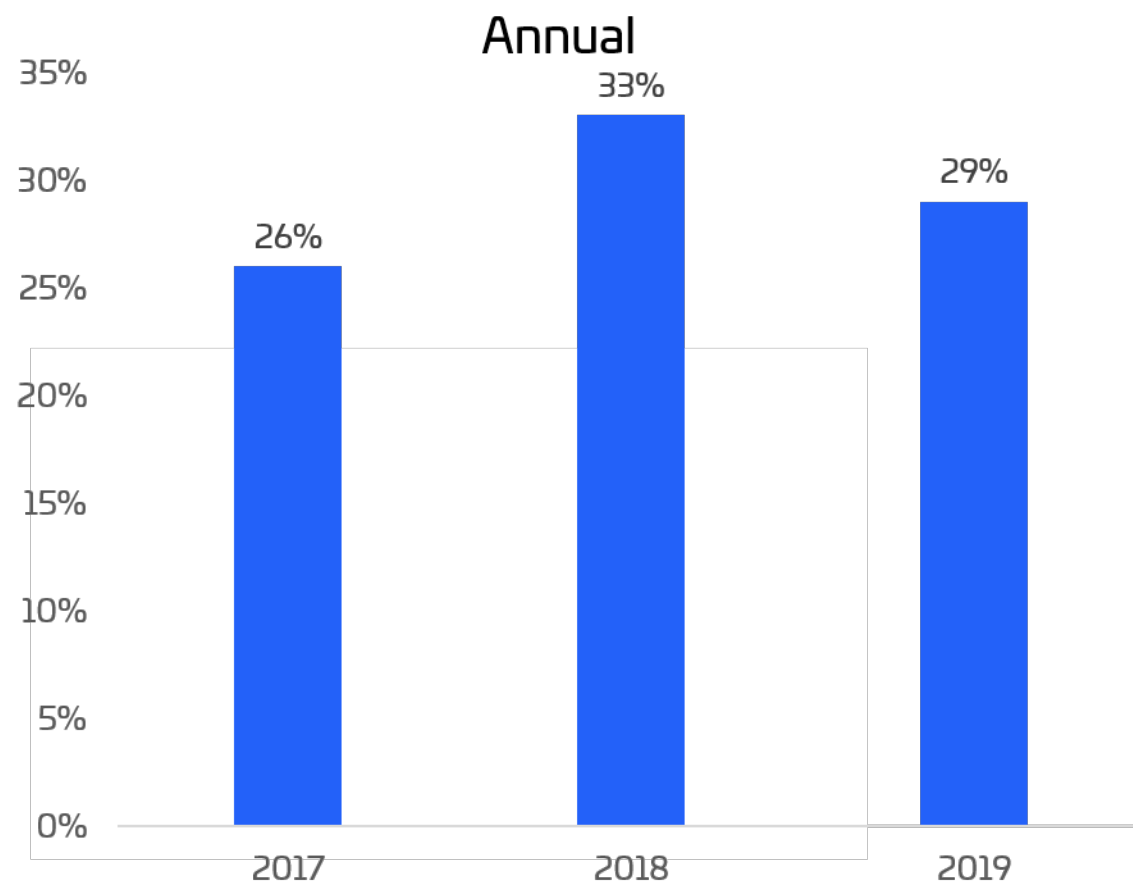




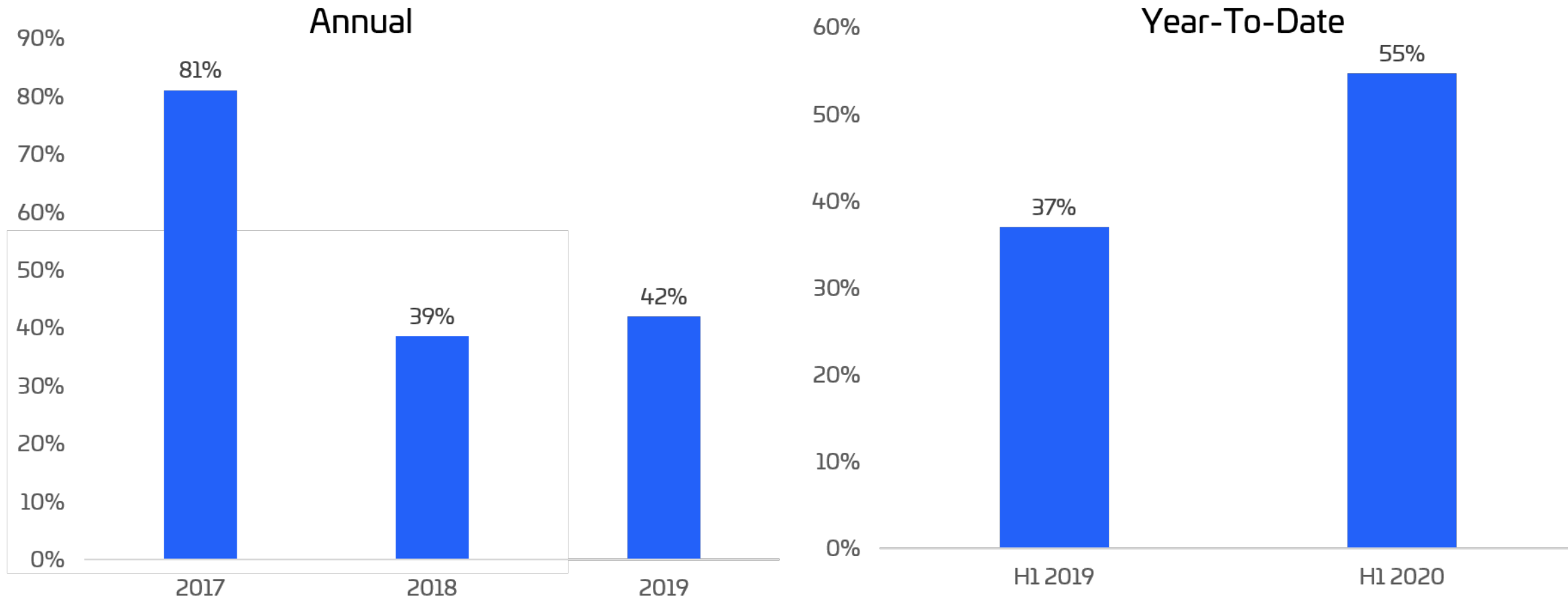
# Revenue



# Gross Margins

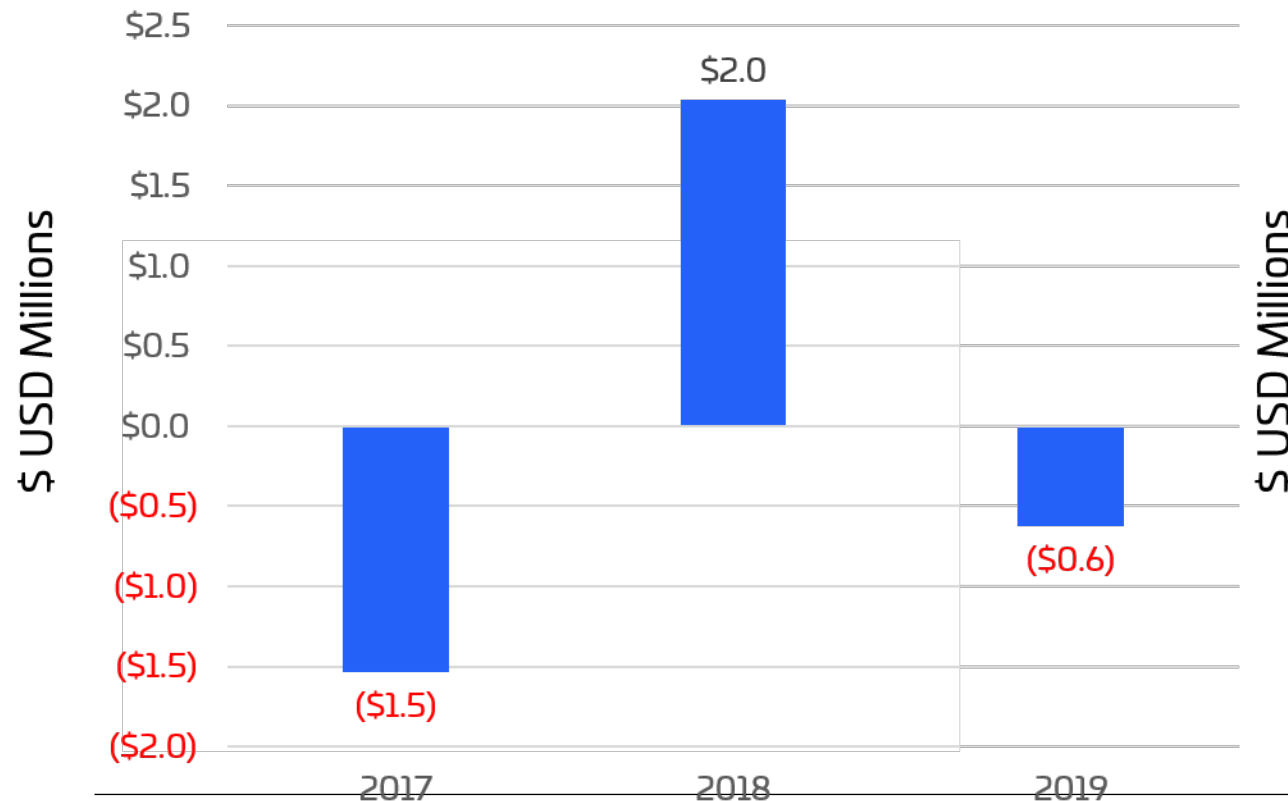


# Operating Expenses (as a Percent of Revenue)

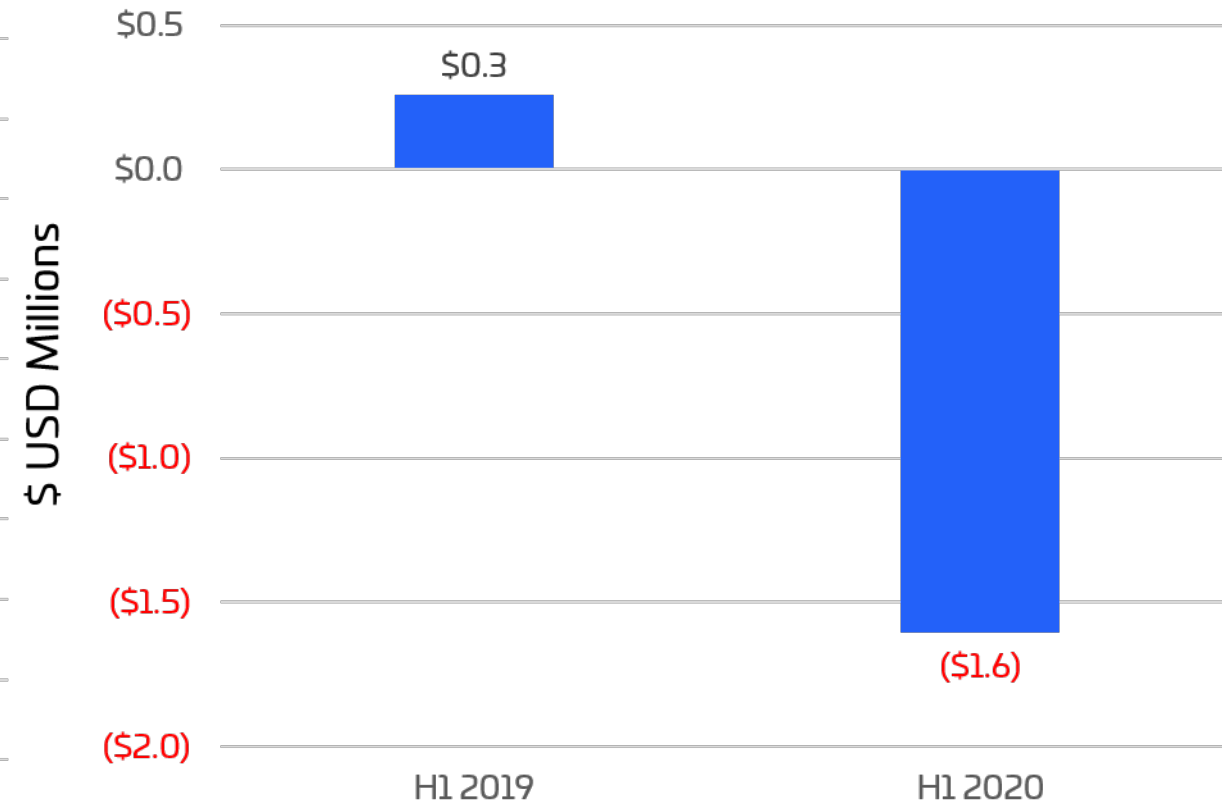


# Adjusted EBITDA

Annual



Year-To-Date



# Financial Summary

\$ USD Millions

	2017 *	2018	1Q19	2Q19	3Q19	4Q19	2019	1Q20	2Q20
Revenues	4,738	28,649	6,899	6,705	5,904	7,544	27,052	6,513	5,676
<i>Y/Y Growth</i>			31%	-6%	-32%	0%	-6%	-6%	-15%
Gross Margin (ex R&D)	26%	33%	28%	28%	32%	29%	29%	30%	31%
Operating Expenses	81%	39%	35%	40%	50%	44%	42%	54%	56%
Adj EBITDA	(1,537)	2,036	311	(53)	(380)	(503)	(625)	(847)	(760)
* Merger with Datomo Ltd in 4Q17									



# Cap Structure

\$ CAD Millions

Zoomd Technologies	Data as of 8/24/2020
Market Cap	\$23.3 million
Stock Price   52-Week Range	\$0.25   \$0.17 - \$1.3
Basic Shares Outstanding	93.3 million
FD Shares Outstanding	104 million
Management Ownership	23.79%
Free Trading Shares	9.3 million
Cash (06/30/20)	\$4.2 million

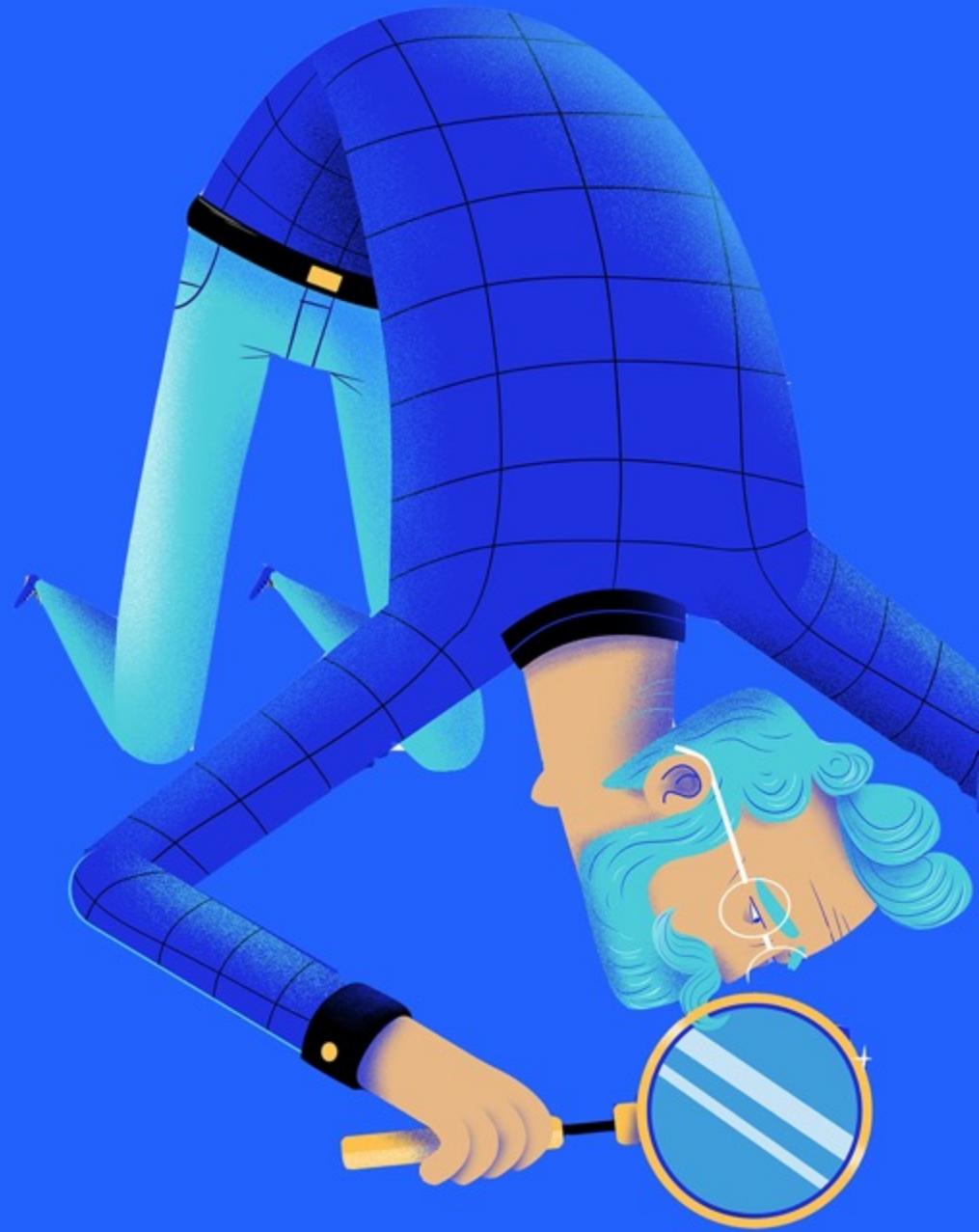
# Selected Comparables

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 FocalInfo (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

For more information, please visit us at:  
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