



NASDAQ / TASE: ALAR

Corporate Presentation

January 2024



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About Alarum Technologies Ltd.

Global provider of internet access and
web data collection solutions



Financial Results

**More than \$7
In revenue**

Q4 2023*

~\$2.8

Operating cashflow
for Q4 2023*

**~\$26.5
million**

Revenues 2023*

**\$1.1 million
Net profit**

Q3 2023



Balance Sheet

\$10.8 million

In cash
company is well funded*

No debt

no toxics, low number
of warrants, no ATM

Senior Management

Invested over \$1 million in the last
investment



Business

\$17 billion

Total addressable market
Operate in the attractive
market of data collection

NetNut

Is a leading well-known
global brand in the field

**Elite team of
ex intelligence unit**

Collaborating on next generation
of data collection solutions

SAAS

All sales are online,
product is fully SAAS

*Based on a preliminary unaudited review

Business Timeline

2013–2019

Focus on cybersecurity
Solutions for enterprises

2019–2021

Strategic shift To M&A
Acquired NetNut



2022

Started our path
to profitability

2023

- Focusing on NetNut:
- Sold our enterprises cybersecurity activity
 - Scaled down consumer activity

Q3 2023

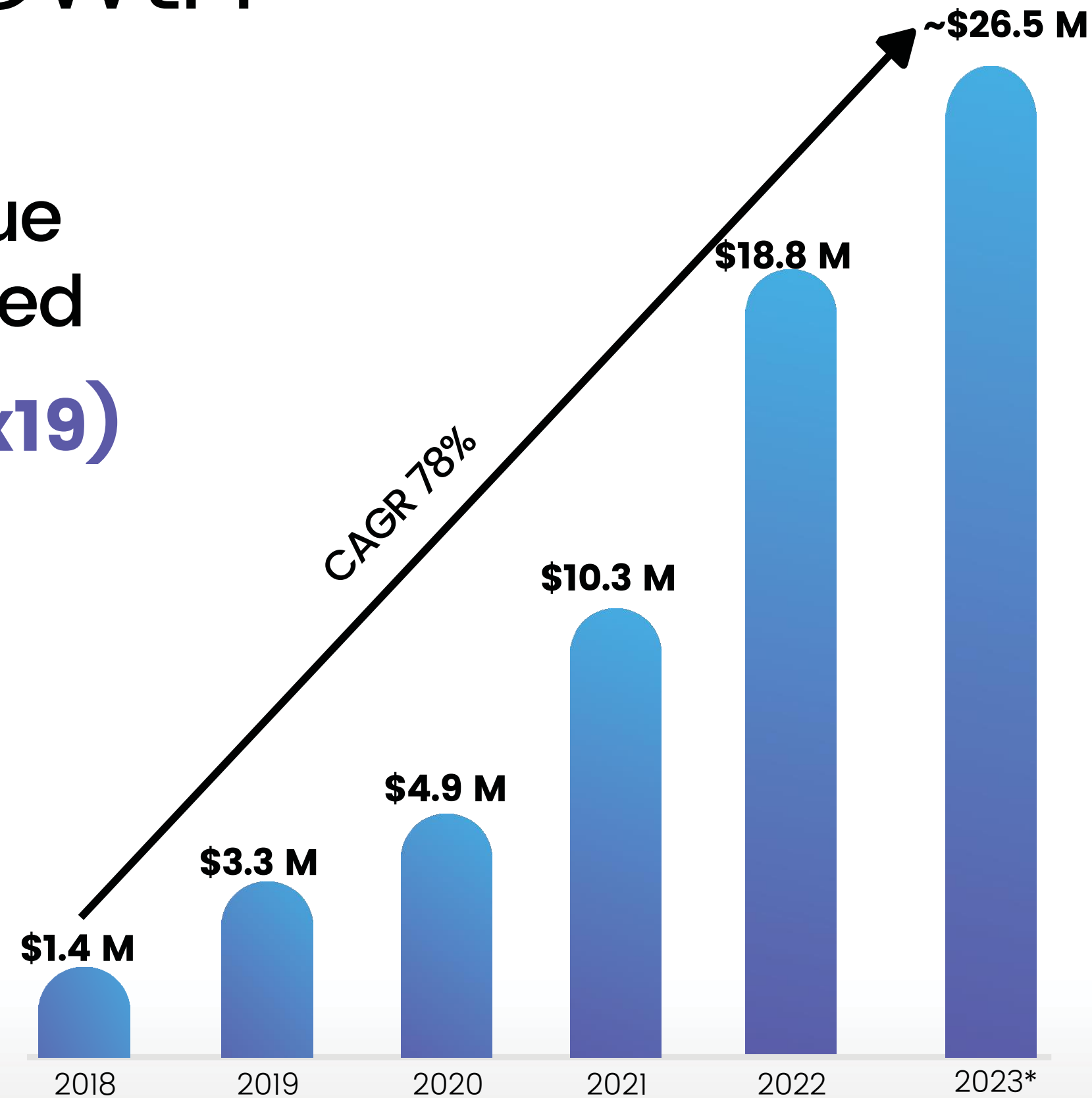
Achieved net profit
of \$1.3 million for
the first time

**As of H2 2023, Alarum is focused
only on its data collection solutions**



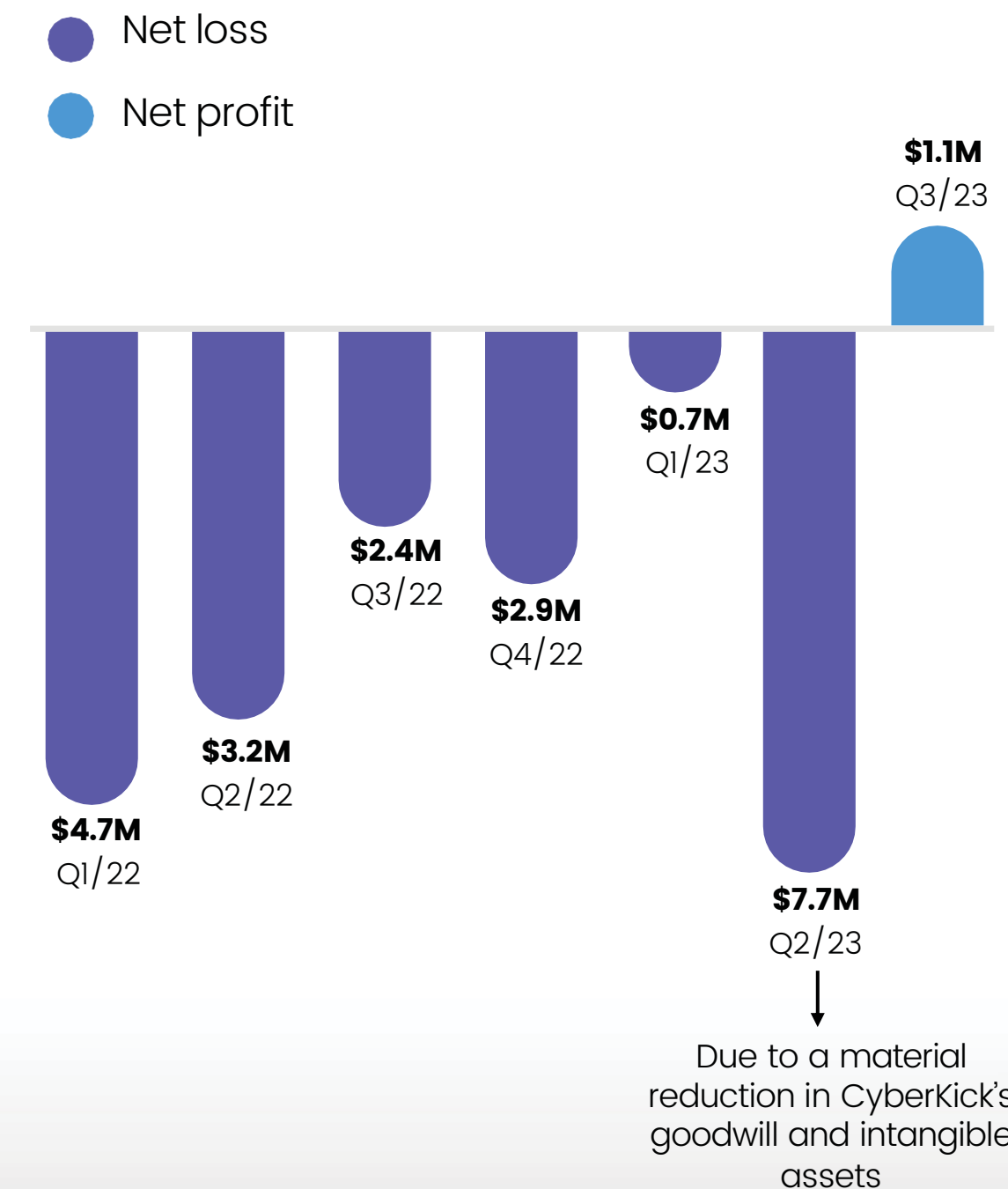
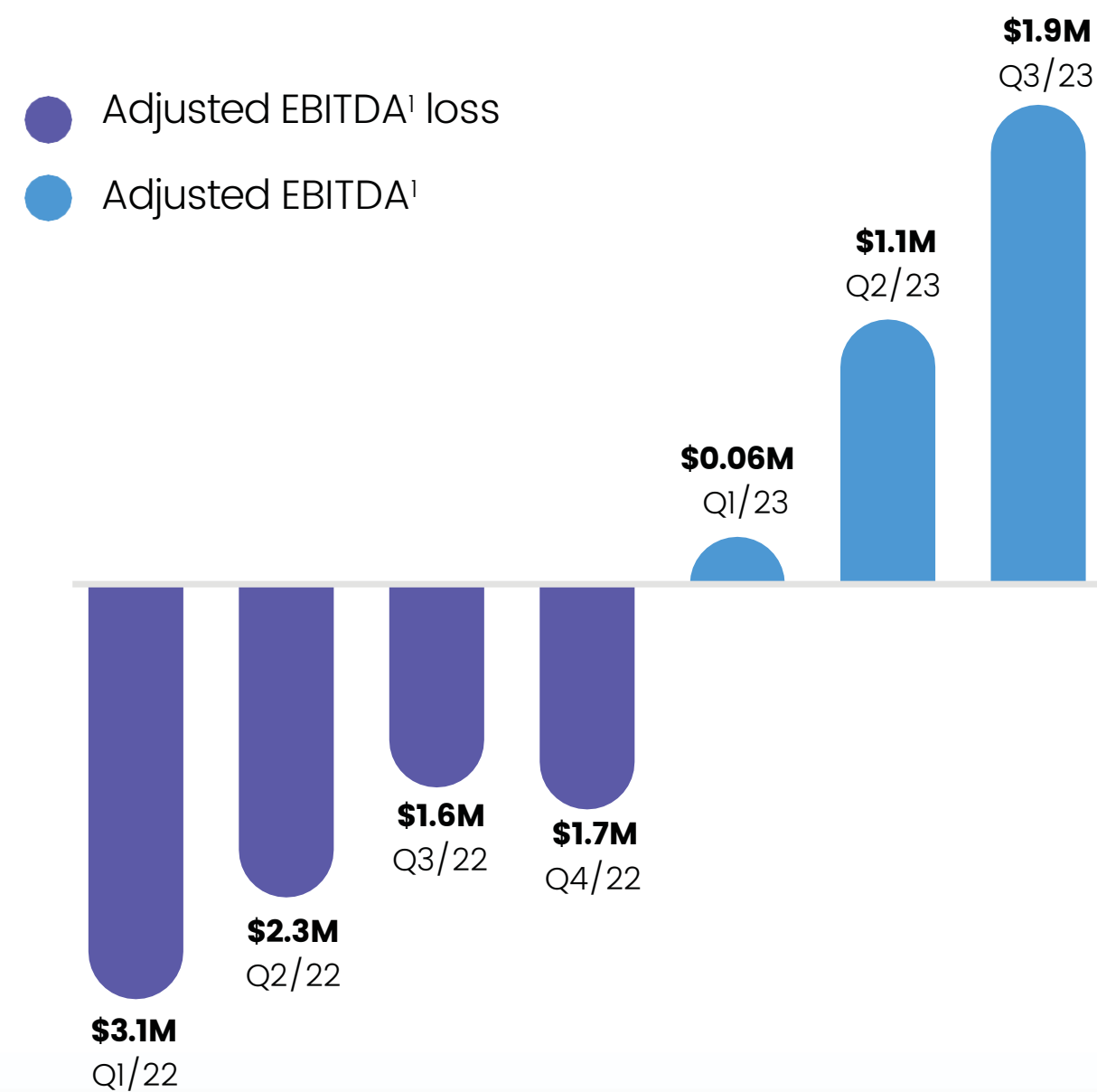
Exceptional Annual Revenue Growth

Revenue
increased
1800% (x19)



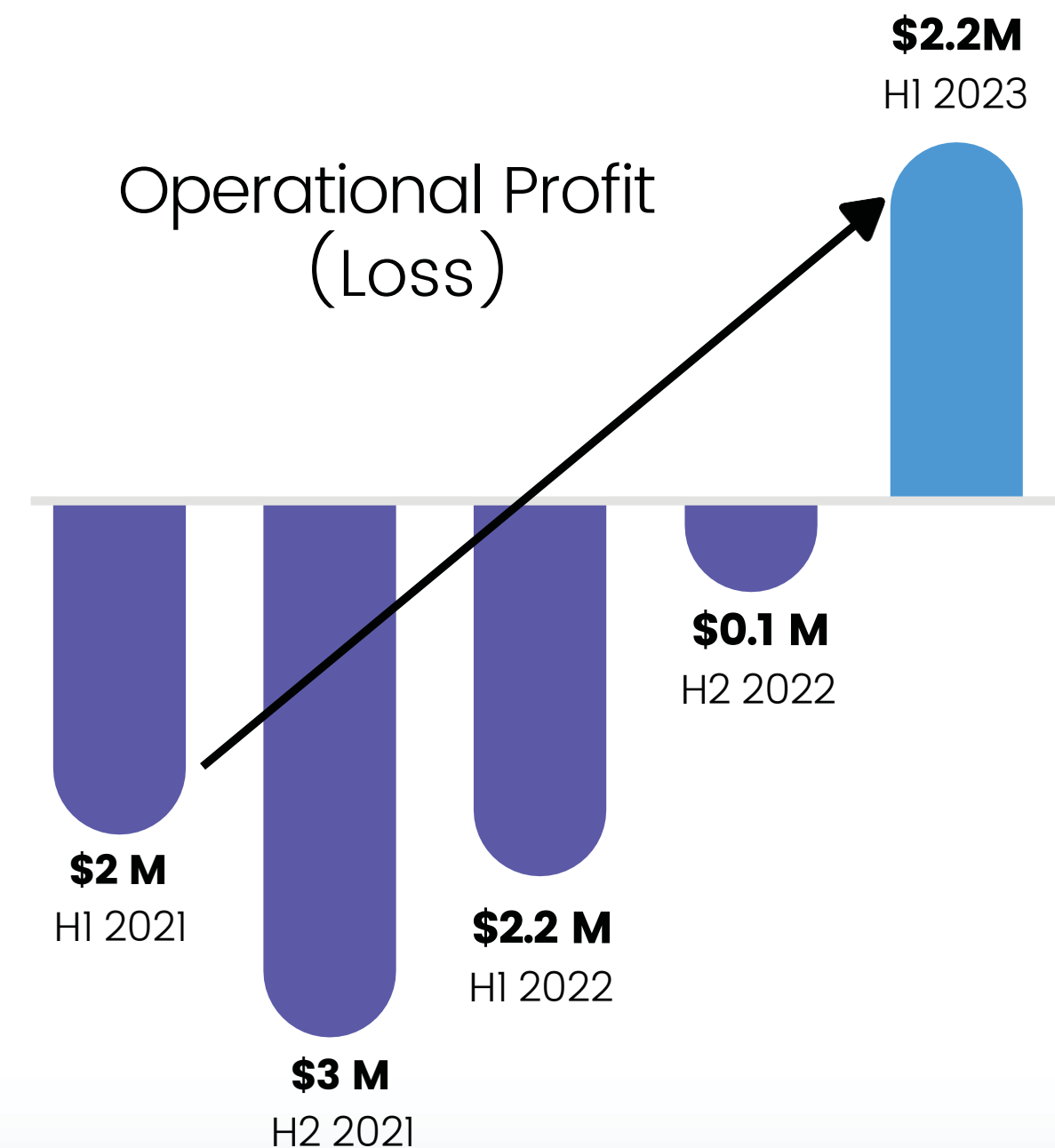
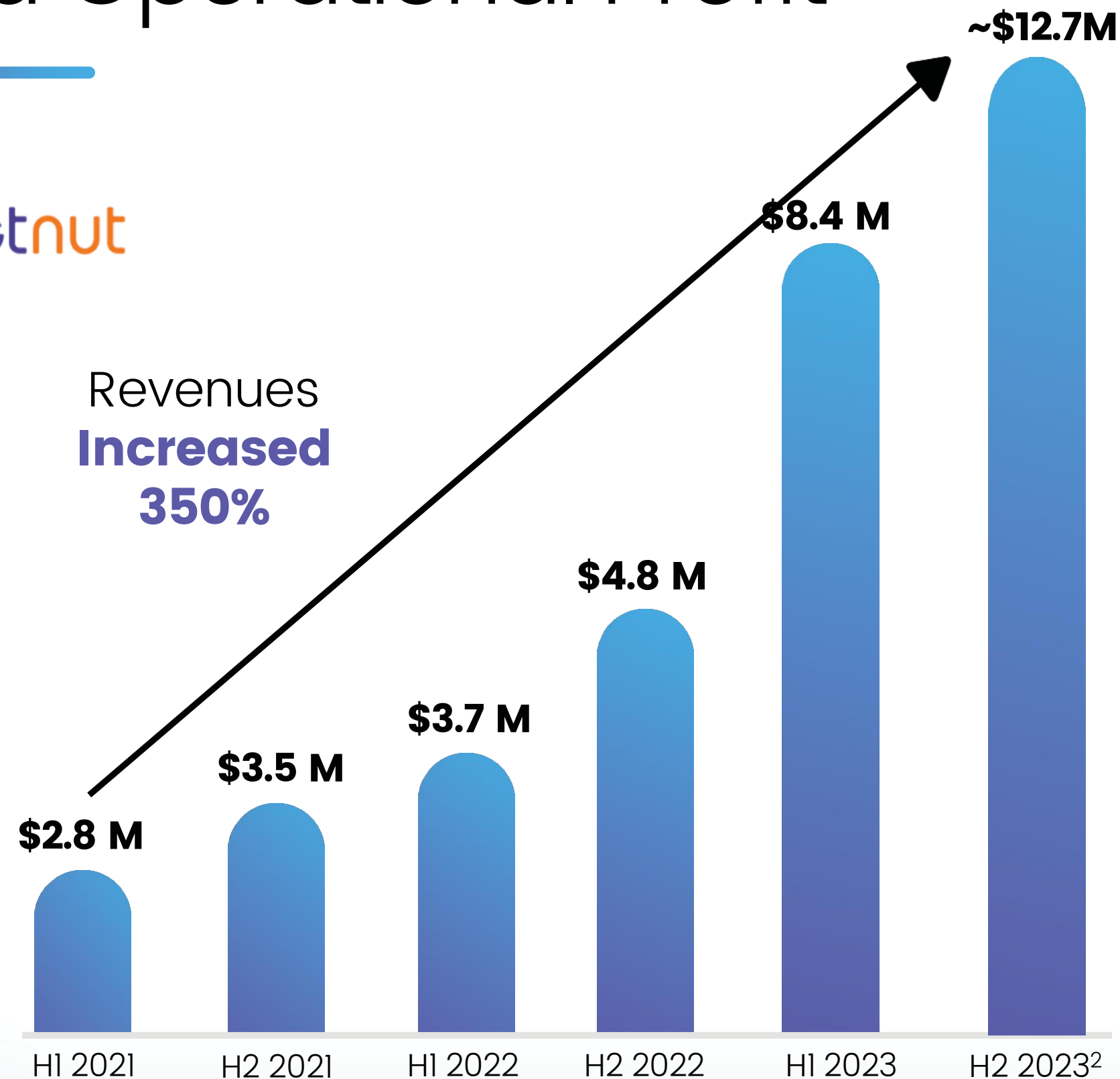
*Based on a preliminary unaudited review

The Path to Profitability



¹ Adjusted EBITDA – before interest, tax, depreciation, amortization, intangible assets impairment and share based compensation

NetNut Revenue Growth and Operational Profit



¹ Adjusted EBITDA – before interest, tax, depreciation, amortization, intangible assets impairment and share based compensation

² Based on a preliminary unaudited review

Experienced Leadership



Chen Katz
Chairman of the Board



Shachar Daniel
Chief Executive Officer,
Co-Founder, Director



Shai Avnit
Chief Financial Officer



Hagit Gal, Adv.
Corporate Legal Counsel



Ezra Muallem
Chief Operating Officer



Moshe Kramer
Senior V.P. R&D



Tomer Cohen
Chief Technology Officer



Jeffy Binhas
Senior V.P. Sales



Julia Miller
V.P. Sales



David Matrikin
V.P. Product Strategy



Eitan Bremner
V.P. Product



Dafna Lipowicz
V.P. People



Enterprise Internet Access & Data Collection Solutions



Market Overview – Data Collection

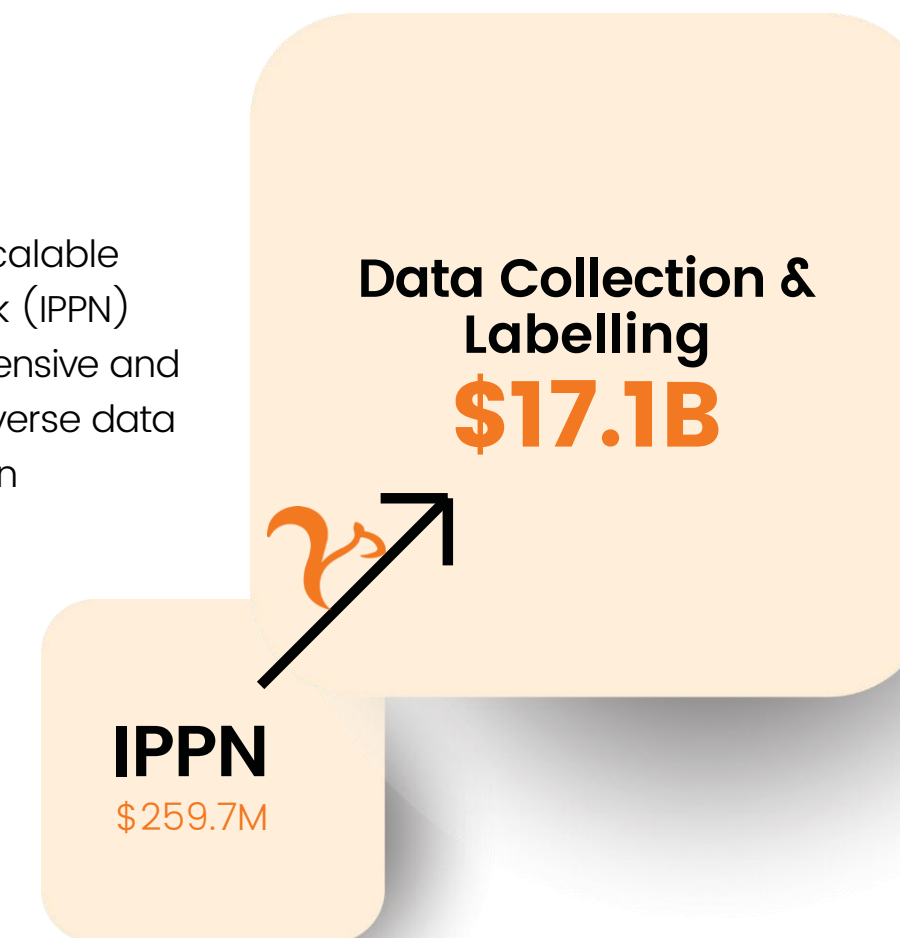
Global Market Size

Valued at \$2.2 billion in 2022, expected to expand at a CAGR of 28.9% from 2023 to 2030 to reach \$17.1B

Market Drivers:

- Data-Backed Decisions: The growing importance of data-backed decisions for businesses necessitates a constant flow of data
- Critical for AI: Data collection and labeling play a critical role in model development, accuracy and functioning of AI systems
- Social Media: Monitoring and understanding of social media activity, enabling more effective marketing and improving user experiences for digital marketing growth
- Buyer Trends: End-users are demanding a complete web-data platform featuring an entirely-automated data labeling stack
- Accurate Data: IP proxy networks allow data to be captured by simulating a user

High-speed, scalable IP Proxy Network (IPPN) enables comprehensive and geographically diverse data collection



Example

Acquisition of IP Proxy Business

Y2017: EMK Capital acquired Bright Data, world's largest IP proxy provider at estimated **X5** over revenues*

EMK Capital
Enterprise Management Knowledge

bright data
formerly Luminati Networks

Sources: Data Collection and Labeling, Grand View Research, 2023,
Global IP Proxy Networks Market Frost & Sullivan 2019

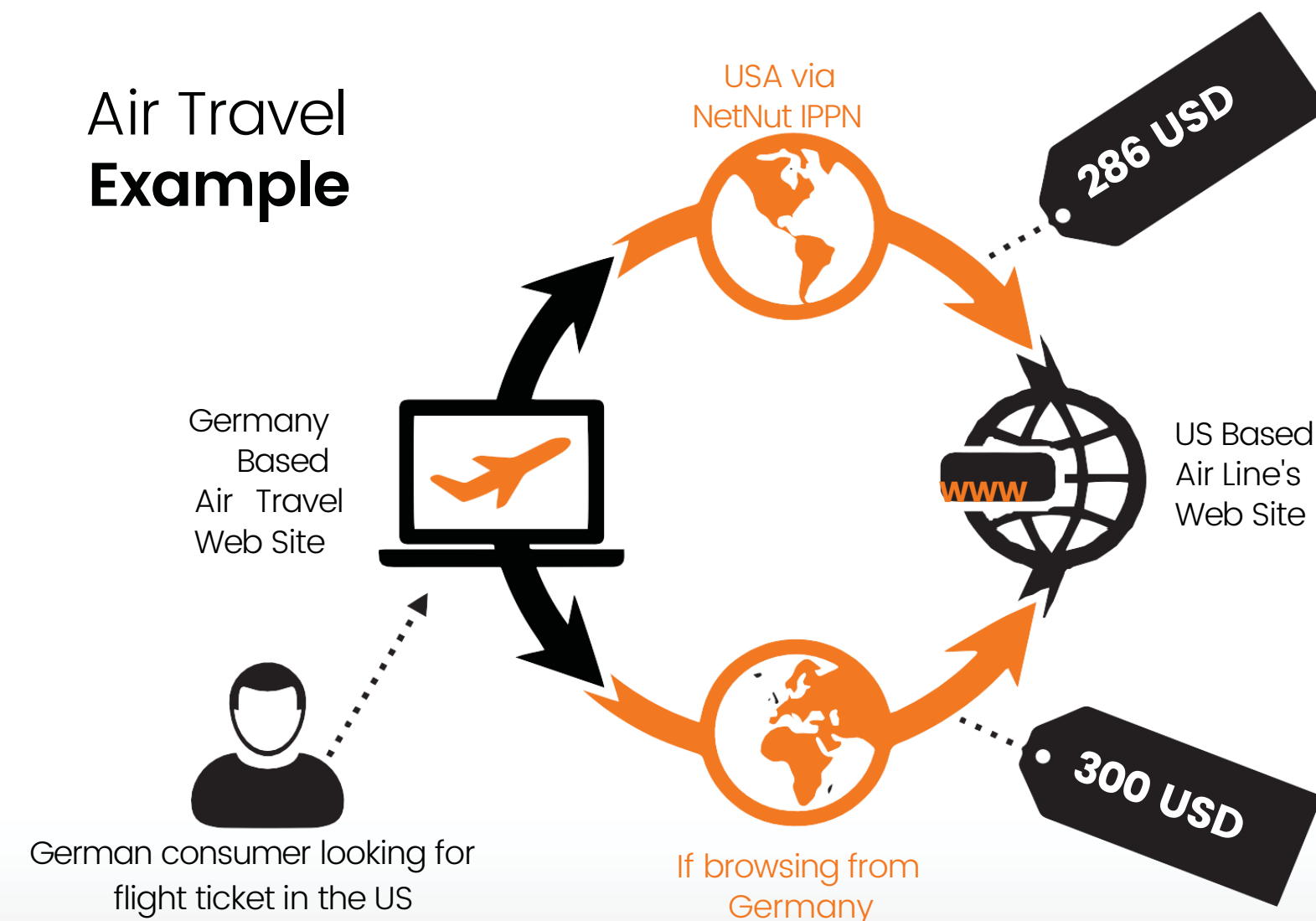
The Need for Enterprise Internet Access and Data Collection



Companies that do not adopt business IP proxy solutions that simulate different users are at risk of gathering incorrect & misleading data, or being exposed

- ✓ Websites increasingly change their displayed information based on user IP address, location & demographic attributes
- ✓ To conduct competitor analysis, price comparisons & data extraction, companies need to access websites as a “simulated user” to capture the REAL & ACCURATE information
- ✓ To surf the internet while maintaining anonymity, enterprises need to mask their IP address

Air Travel Example



NetNut – Automated Web Data Collection at Scale

NetNut's network comprises millions of residential exit points based on our proprietary reflection technology and hundreds of servers located at our ISP partners around the world, that:

- Allows clients to collect accurate, transparent & increasingly personal data from public online sources
- Masks enterprises by modifying IP addresses
- Is the world's fastest and most advanced secured business proxy network (no third-party computers are utilized)
- Utilizes a hybrid network ensuring security, quality, stability, speed & privacy
- Has all servers controlled internally (only company with strategic worldwide ISP provider relationships)
- Has revenues which are composed of short- and long-term packages of bandwidth



Selected Use Cases



Accurate data collection is crucial in today's economy...

However, the "matrix" created by the intersection of personalization, localization, and algorithmic bias skews and limits the information an individual user sees



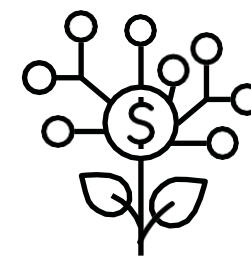
Travel

Comparative data in real-time for flights, hotels, & tourism



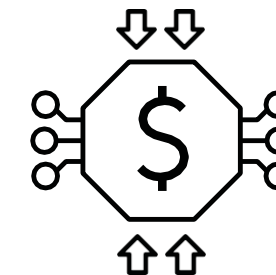
eCommerce

Pricing data, product reviews and consumer sentiment



Investor Analysis

Investment opportunities, risk assessment & portfolio management



Sales Intelligence

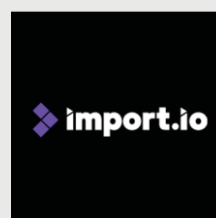
Sales prospects, competition, news and social media



Ad Verification

Verify that ads appear at the right place and are seen by actual people

Customers Recommend



David Dobbins
CTO, Import.io



Ryan DeWitt
CEO, DataSeal



Sushant Pingale,
Head of Product,
Comsens

Customer Case Study: Travel Aggregation

Customer Profile

A travel platform focusing on fare aggregation

Industry Profile

The cybersecurity industry, with a focus on data security and threat monitoring, characterized with highly discreet and dealing with big data

Challenges

1. Need for anonymous data collection.
2. Need for a secure intelligence gathering from a various sources

Solutions Provided by NetNut

NetNut provides rotating and static residential proxies.

- > Rotating proxies for dynamic IP address changes to avoid detection.
- > Static proxies for stable, consistent access.

Those proxies enable reliable and uninterrupted intelligence collection, minimizing the risks of detection

Results

- > Enhances intelligence gathering with minimized detection risks.
- > Improves significantly the client's operational efficiency in the realm of cybersecurity.

Innovation: The Future

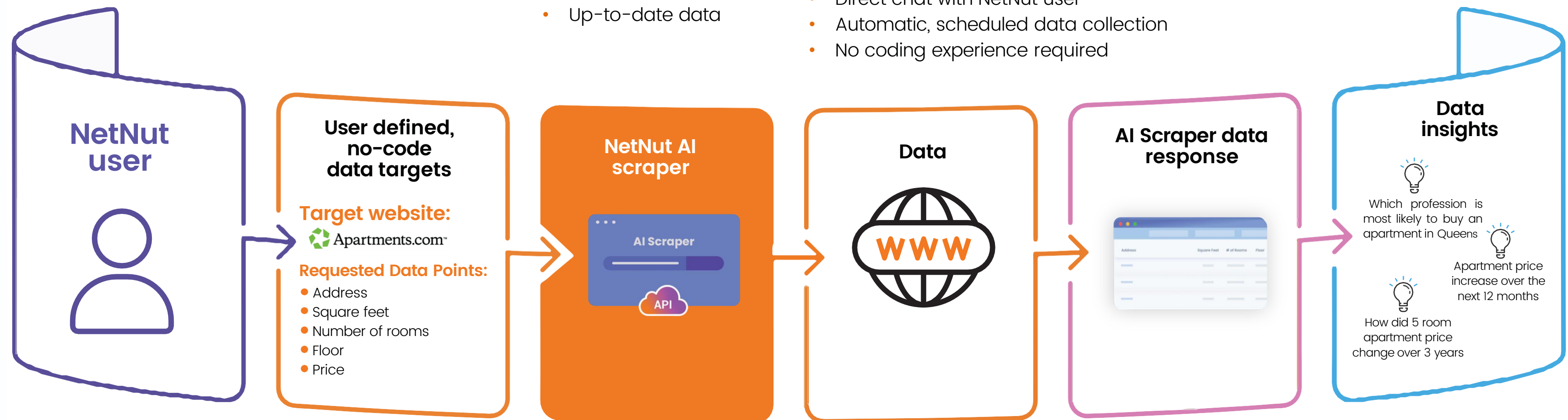
Beyond Traditional Data Collection

AI Scraper Business Benefits

- Accurate data
- Timely data
- Neutral data
- Up-to-date data

Features

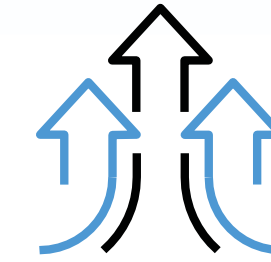
- Automatically learns how a target web's designed
- Tailors the data collection to the target web site
- Responds automatically to changes in the site's layout data
- Direct chat with NetNut user
- Automatic, scheduled data collection
- No coding experience required



Data Collection Offering Stack

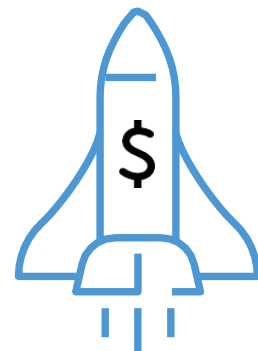


For the first time –
achieved net profit in
Q3 2023 – \$1.1 million

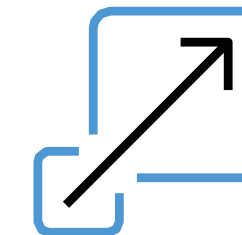


Revenue for the entire
year of 2023 estimated
at approximately \$26.5
million

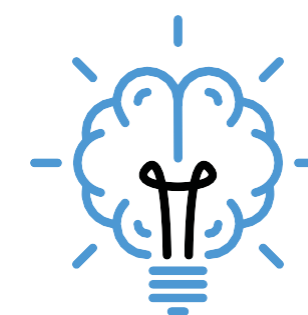
Key highlights



Record revenue and all time high
operating cashflow for the fourth quarter of
2023



Highly-scalable
business model –
75%+ gross margins



Innovation
at the attractive
growing market of
data collection



Thank You

Investor Relations

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