



Investor Presentation – H1 2026

August 2026

* This English version is provided for convenience only. The official and legally binding version is the original Hebrew document.

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H1 2026 Highlights



\$10.7M

Cash collections
(c. ILS 32.7M)



+22%

Growth in cash collections
from returning users



42%

paying subscribers
retained for 3+ years

**Subscribers see value and stay
for the long term**



\$9.5M

Cash and
deposits

**Sufficient cash reserves to
support growth**



**Hundreds of thousands of
subscribers. Hundreds of millions
of memories preserved**



50M

Downloads



402K

Paying
subscribers



599M

Photos

* Data is as of June 30, 2026, or for the 6 months period ended June 30, 2026, as applicable. Cash and deposits, download, paying subscribers and photos are presented as of the date of this presentation. See also Slide 8.

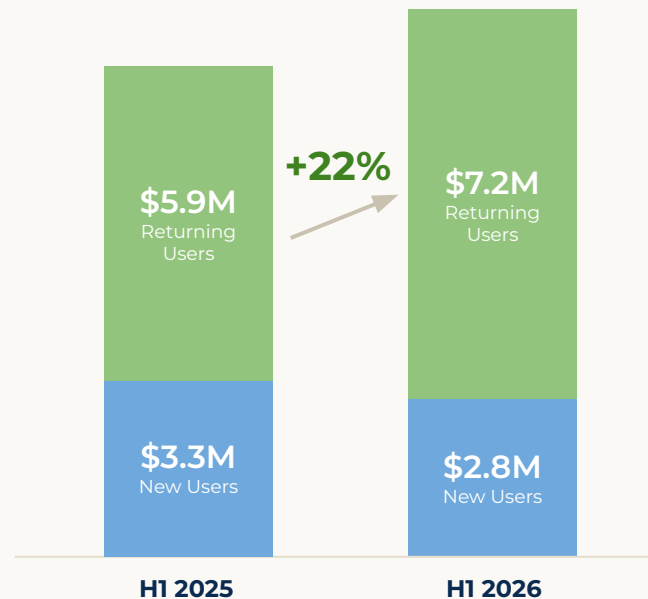
** Cash and deposits as of June 30, 2026: \$8.6M; Cash and deposits as of June 30, 2025: \$10.2M.

*** "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.

**** Returning users are users who became active for the first time in previous years.

22% Growth in Cash Collections from Returning Users

Cash collections from returning users increased to \$7.2M, representing **c.22% growth** compared to the same period last year.



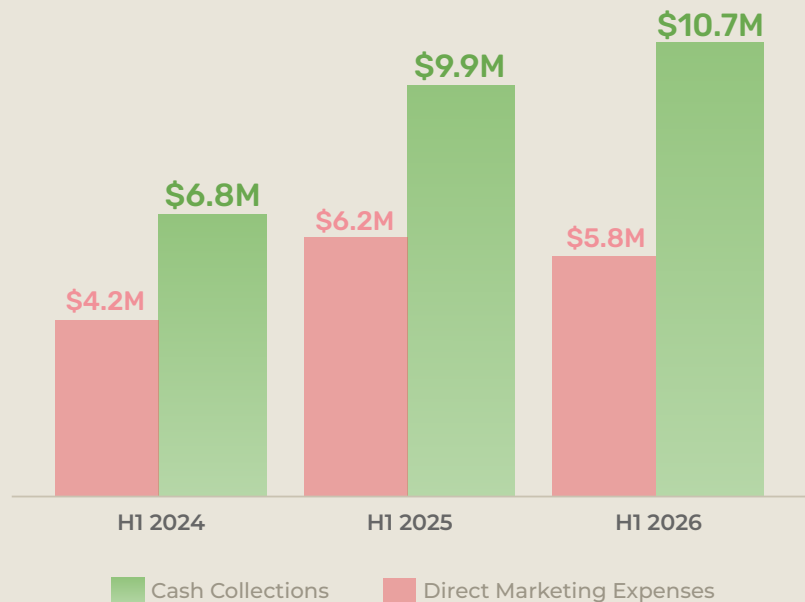
* Collections from iOS, Android, and the Company's website only (i.e., excluding Amazon store activity and B2B), based on the Company's calculations using data from Apple and Google App Stores and Credit Card Processor Services).

** Returning users are users who became active for the first time in previous years.

Half-Year Comparison

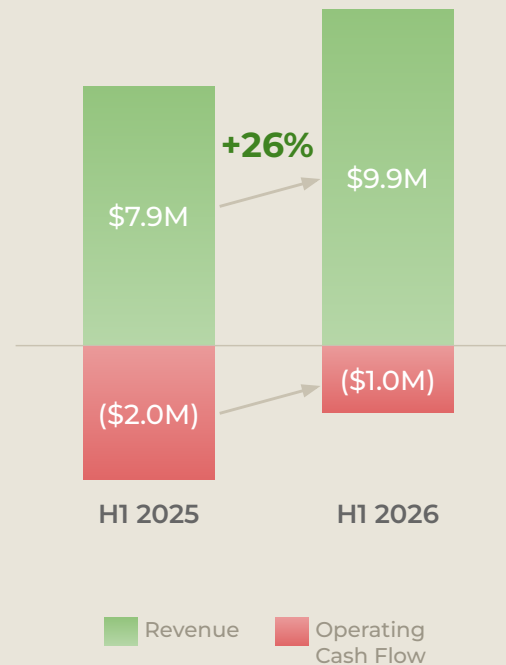
Growth in cash collections alongside a decrease in direct marketing expenses.

Cash Collections and Direct Marketing Expenses
(USD millions)

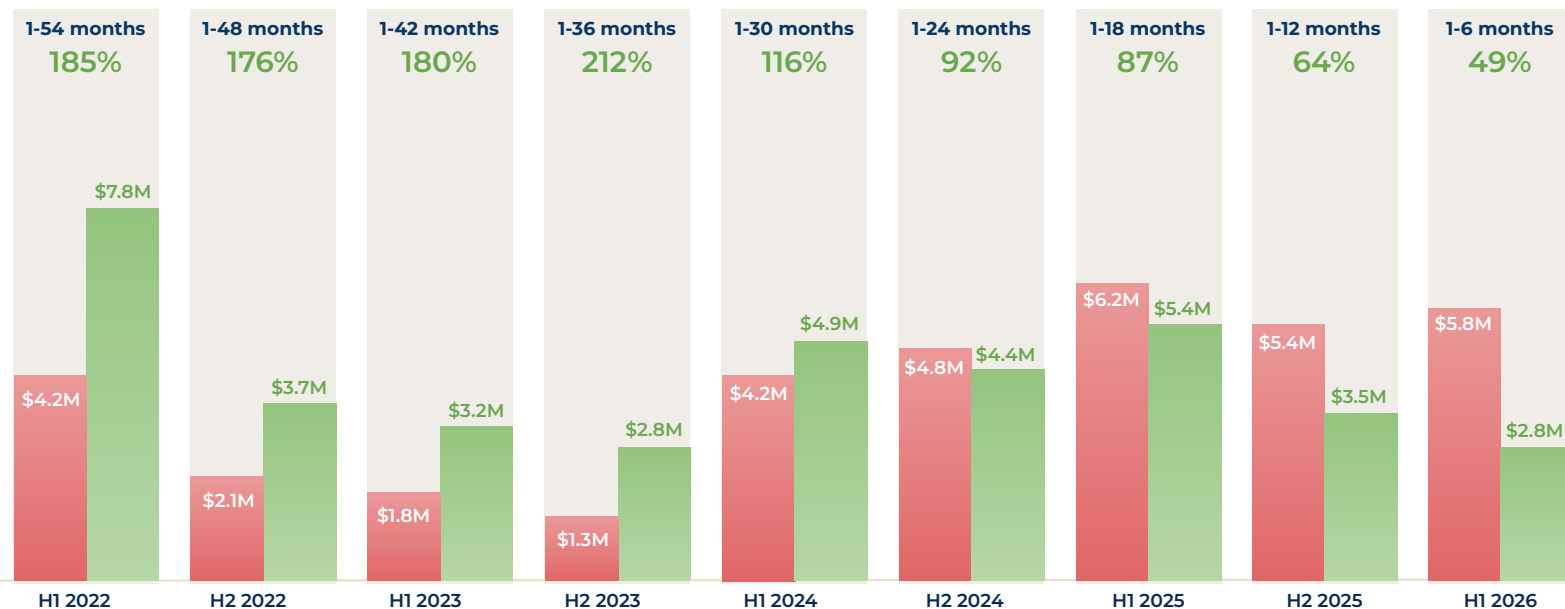


Operating Cash Flow

Cash used in operating activities in H1 2026 decreased by c.\$1.0M (c. 50%) compared to the same period last year.



Cumulative Return on Investment by Cohorts



■ Cumulative gross cash collections (as of June 30, 2026)
 ■ Direct marketing expenses

* 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: 36%, 46%, 64%, 68%, 87%, 159%, 135%, 130% and 137%. Net figures refer to amounts after deducting payments to App Stores and payment processing services.

Performance Metrics

	As of 30.06.2026	As of 30.06.2025	As of 31.12.2025
Downloads	50.2M	46.8M	48.7M
Photos	590M	515M	551M
Paying subscribers	403K	411K	408K
MAU (Monthly Active Users)	610K	750K	780K
6MAU	3.0M	3.6M	3.5M

For further details regarding the composition of the Company's paying subscriber base, see Slide 9 below.

* MAU (Monthly Active Users) – an app usage metric indicating the number of active users within a 30-day period.

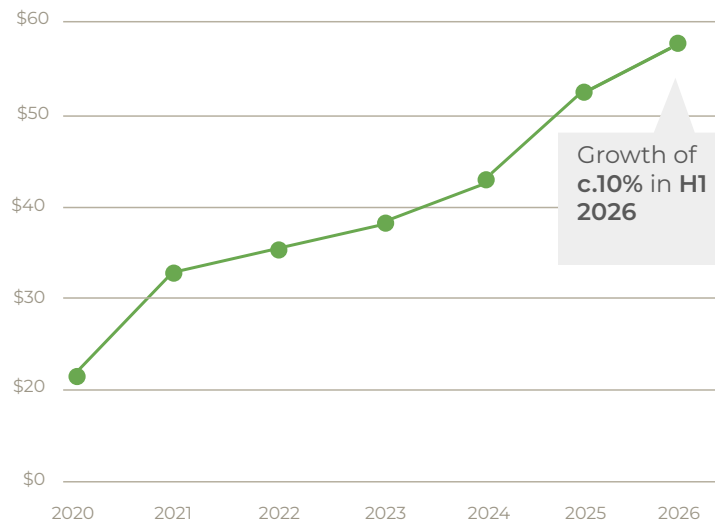
** 6MAU – an app usage metric indicating the number of active users within a six-month period.



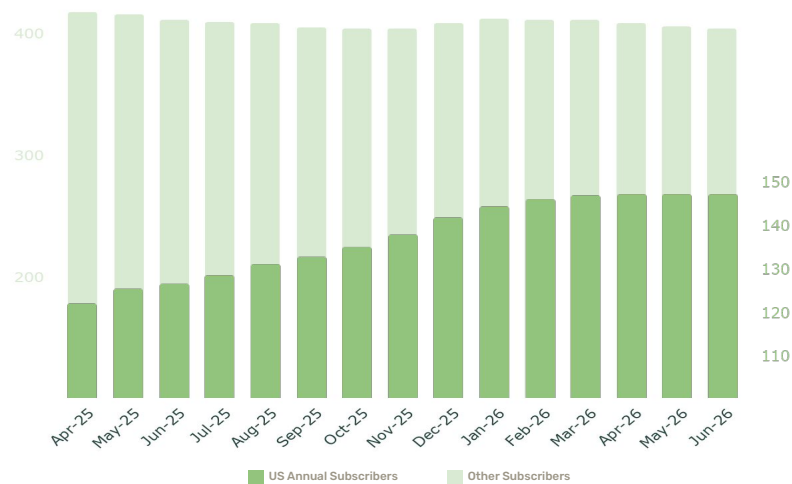
During H1 2026, c. **6.5M new photos** were added each month, c. **213,000 photos per day**.

Paying Subscriber Base

Average Subscription Price Over Time



US Annual Subscribers as a Share of Total Subscribers

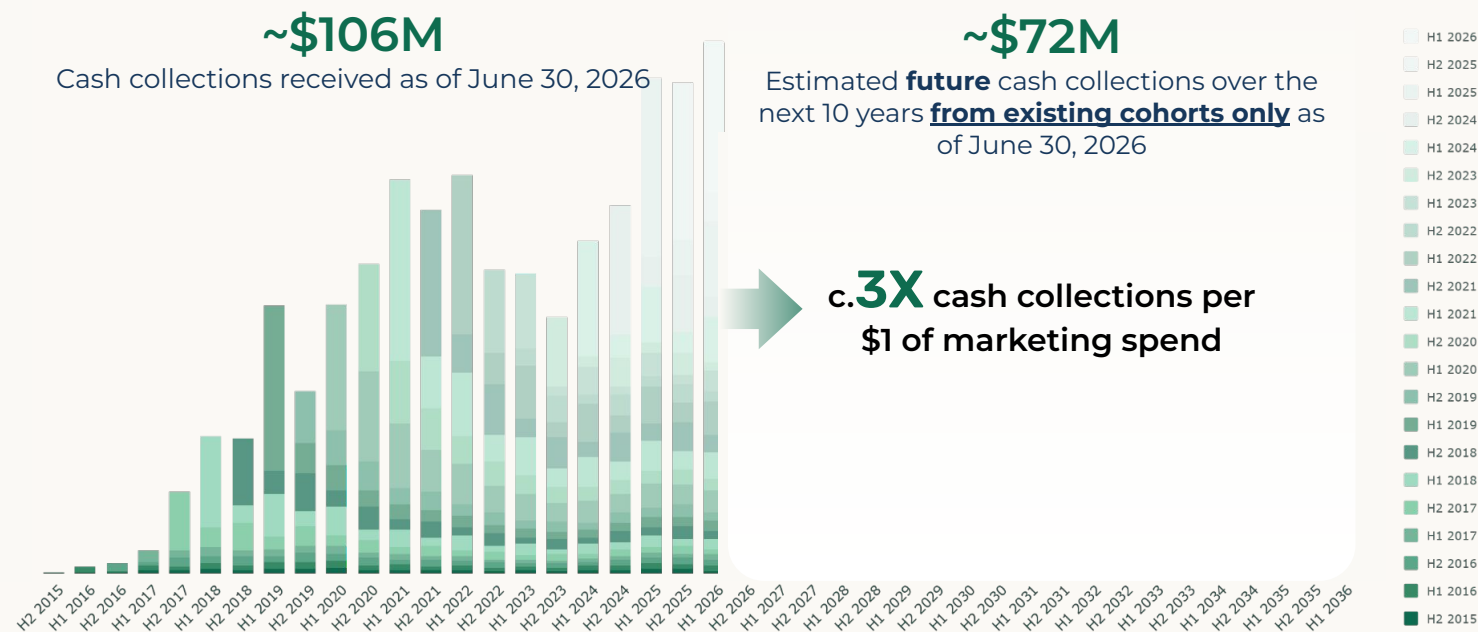


* U.S. annual subscribers refer to annual subscriptions in the Company's main app, Photo Scan App by Photomyne (iOS), in the US only.

** Average subscription price refers to annual subscribers in the company's main app, Photo Scan App by Photomyne (iOS), in the US. 2026 data as of June 30, 2026.

Estimated Future Cash Collections From Existing Cohorts Only

\$178M (against cumulative marketing spend of c.\$62M)

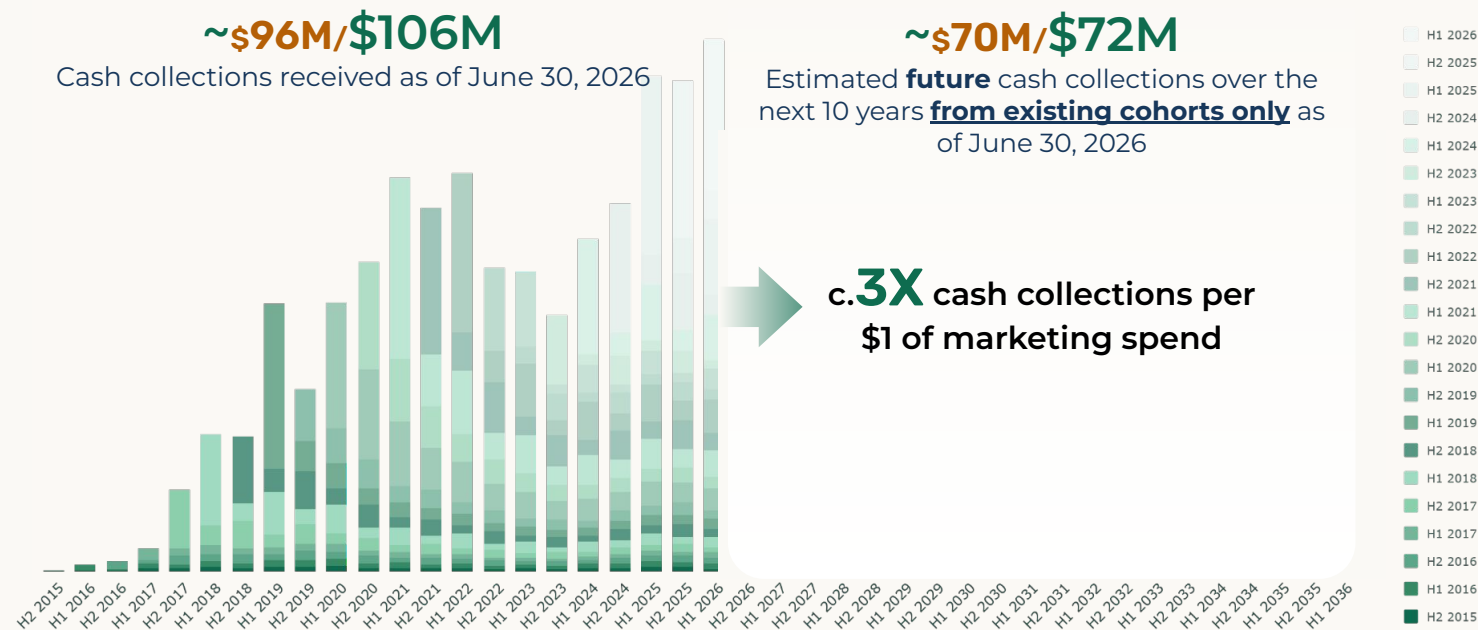


* The information presented in this slide constitutes forward-looking information (see Slide 2). The Company's estimate regarding future cash collections from existing cohorts (i.e., users who became active for the first time during the relevant cohort period) is based, among other factors, on assumptions 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. These estimates are also subject to general market conditions, including macroeconomic trends, demand changes, user acquisition costs, competitive dynamics, and shifts in consumer behavior. Changes in these factors, which are beyond the Company's control, may materially affect actual results, including future cash collections. For additional details, see section 17 of Part A of the Company's 2025 Annual Report.

Estimated Future Cash Collections From Existing Cohorts Only

Comparison to
December 31, 2025

\$166M/\$178M (against cumulative marketing spend of c.\$56M/\$62M)



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