



Photomyne

Investor Presentation – Q1 2026

April 2026

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

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Q1 2026 Highlights



\$5.7M

Cash collections
(c. ILS 17.7M)



+25%

Growth in cash collections
from returning users



41%

paying subscribers
retained for 3+ years



\$8.9M

Cash and
deposits

* Data is as of March 31, 2026, or for the 3 months period ended March 31, 2026, as applicable. Cash and deposits, download, paying subscribers and photos are presented as of the date of this presentation.

** Cash and deposits as of March 31, 2026: \$8.4M.

*** "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.



Hundreds of thousands of paying
subscribers and hundreds of millions
of memories preserved with
Photomyne



575M

Photos



410K

Paying
subscribers



50M

Downloads

Photomyne - A Global Leader in Photo Scanning

Recognized as the leading photo scanning app by The New York Times' Wirecutter (**March 2026**).

March 2026

The New York Times

“ **Best mobile app for scanning photos**

Photomyne (Android, iOS) is **the only app we tested that consistently produced photo scans with accurate color. It's also the only app that can capture multiple photo or business card scans with a single shot**

<https://www.nytimes.com/wirecutter/reviews/best-mobile-scanning-apps/>

Additional mentions

Photomyne was selected by **Andreessen Horowitz**, one of the world's leading and most influential venture capital firms, **as one of the Top 50 Gen AI web products** (alongside ChatGPT, Gemini, Playground and others).



<https://a16z.com/100-gen-ai-apps>

“A unique alternative to Deep Nostalgia by focusing on easily digitising and conserving old images... **Photomyne scans and organises whole photo collections with AI technology... simplifies the process of preserving and sharing treasured memories.**”



<https://aitechtrend.com/nostalgia-reimagined-top-7-alternative-s-to-deep-nostalgia>

“**[Photomyne] does a great job restoring color and sharpening faces...sharpen the rest of the photo... remove glare in photos**”

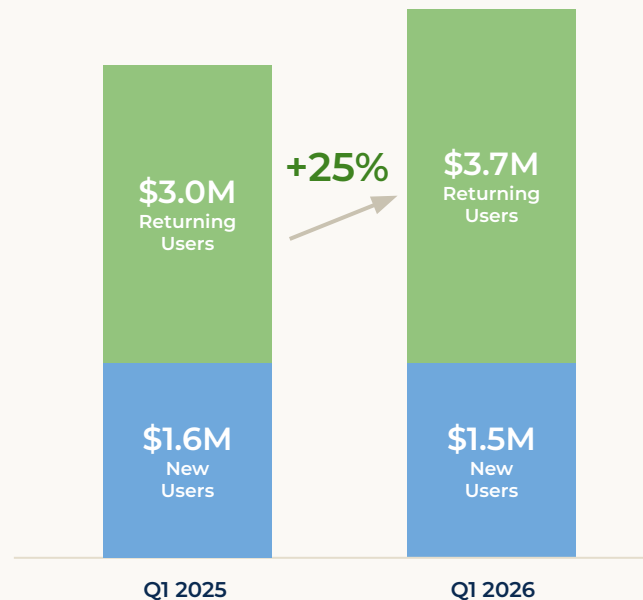


<https://www.wsj.com/tech/personal-tech/bring-old-photos-of-mom-to-life-with-these-apps-5bc8fc12>

25% Growth in Cash Collections from Returning Users

Consistent cash collections from new users, coupled with **strong retention of the existing base**, supporting continued growth.

Returning users cash collections increased to ~\$3.7M, representing ~**25% growth** compared to the same period last year.



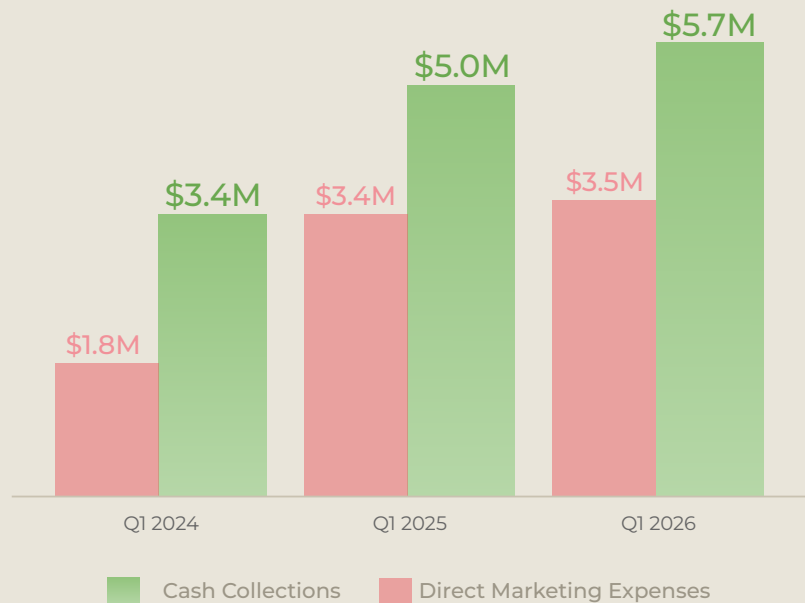
* Collections from iOS, Android, and the Company's website only (i.e., excluding Amazon store activity and B2B), based on the Company's calculations using data from Apple and Google App Stores and Credit Card Processor Services.

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

Quarter-over-Quarter Growth

Growth in cash collections while maintaining stable direct marketing expenses.

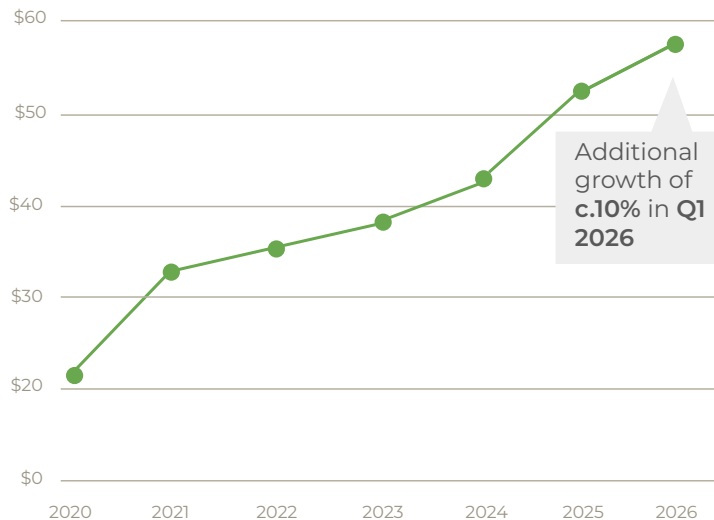
Cash Collections and Direct Marketing Expenses
(USD millions)



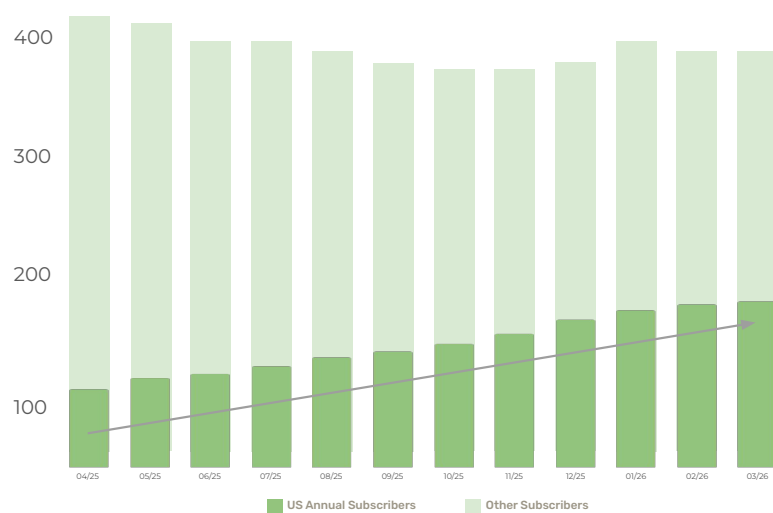
Upgrading the Paying Subscriber Base

Growing base of US annual subscribers, alongside increasing average subscription pricing.

Average Subscription Price Trending Up



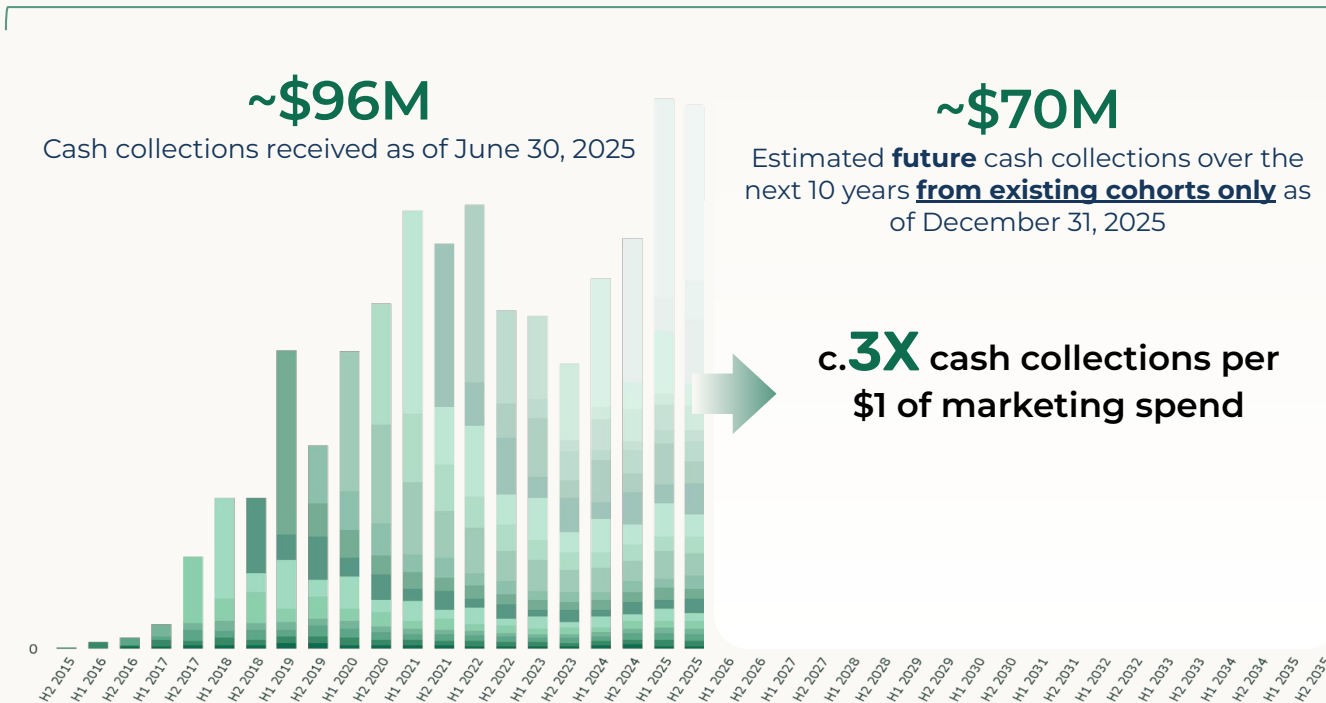
US Annual Subscribers gaining Share of Total Base



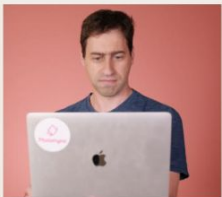
* Average subscription price refers to annual subscribers in the company's main app, Photo Scan App by Photomyne (iOS), in the US. 2026 data as of March 31, 2026
** U.S. annual subscribers refer to annual subscriptions in the Company's main app, Photo Scan App by Photomyne (iOS), in the US only.

Estimated Future Cash Collections From Existing Cohorts Only (updated semi-annually)

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



* 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.



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