



# Investors presentation

2021 summary and a glimpse into the future

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February 13th, 2022

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# Photomyne – technology-based platform **enhancing** **family experiences**

By:

## AI & ML technology

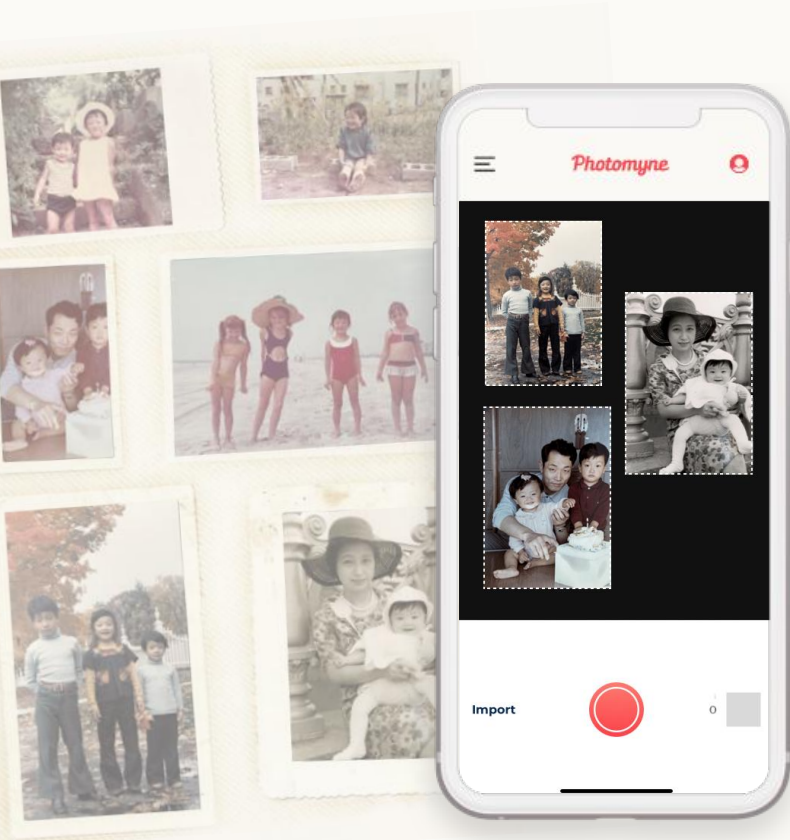
Artificial  
intelligence and  
machine learning

## SAAS model

Recurring  
revenues from  
subscriptions

## Mobile Platform

16 applications



## Snapshot

As of the date of the report:

**450K**

Paying  
subscribers  
**+43%**

**31.2M**

Downloads  
**+57%**

**314M**

Photos  
**+42%**

As of December 31, 2021:

**\$15.8M**

Cash, cash  
equivalents and  
short-term  
deposits

**\$14.9M**

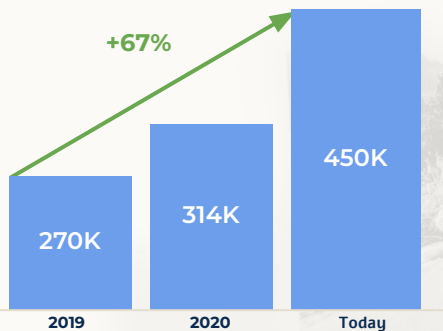
Collections  
**+35%**

**16**

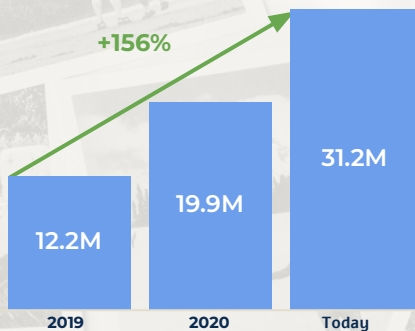
Applications  
**8 New  
applications**

## Growth trajectory over time

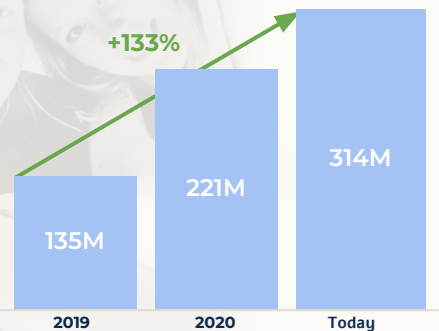
### Paying subscribers



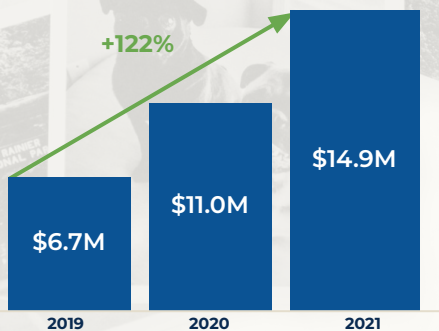
### Downloads



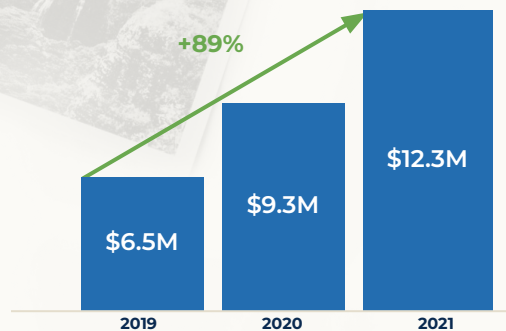
### Photos



### Collections



### Revenues



### Cash

Cash, cash equivalents and short-term deposits

**\$15.8M**

### Applications

**16**

## A unique platform for preserving and cultivating family memories

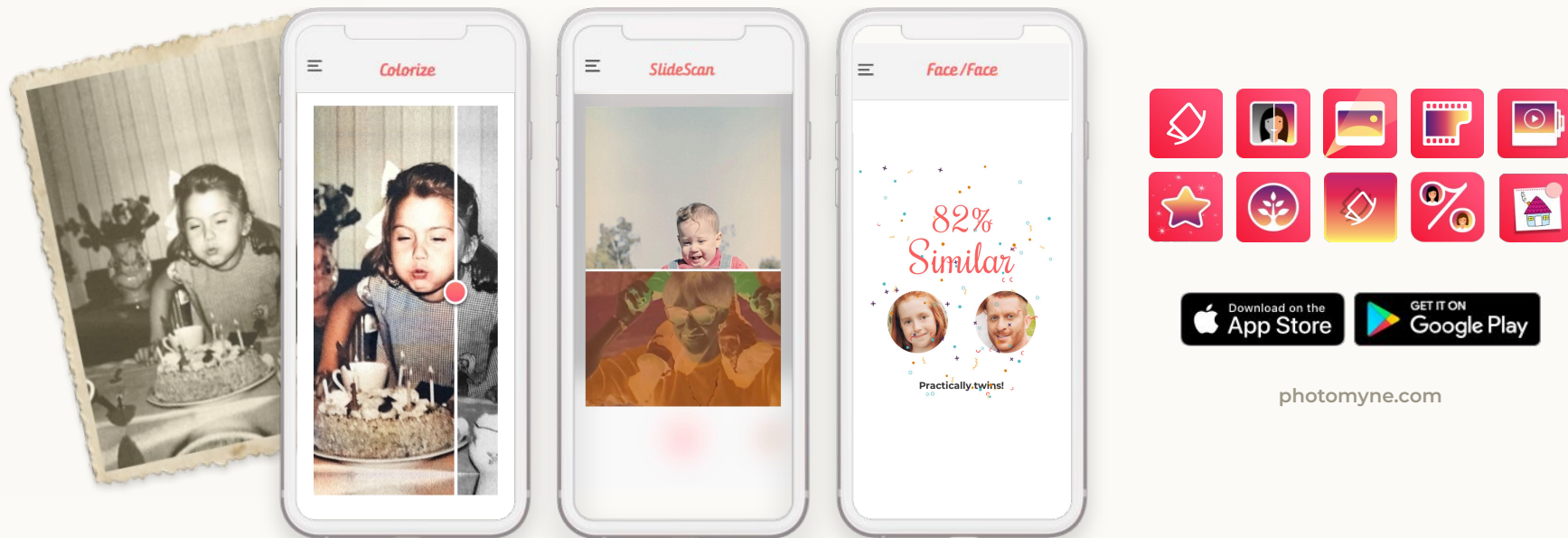
A family nostalgia platform that combines **advanced technology** with a **simple and intuitive user experience**.

The nature of the **content** created in **Photomyne** leads to an **emotional connection** that entices users to **return to the platform over and over again**.

## Photomyne's products

Applications for **fast and high-quality digitization** of various formats: photos, albums, slides, negatives and childrens' artwork.

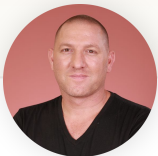
**AI-based** preservation and enhancement of photos: **colorizing black and white photos**, **identifying similarities between family members**, **sharpening and animating photos**, and more.





# Management and Board of Directors

## Founders and directors:



**Nir Tzemah**  
**CEO**

Ex-Samsung, Ex-Google.  
Founder of LabPixies  
(acquired by Google in  
2010).



**Yair Segalovitz**  
**Finance and BD**  
Ex-Deutsche Bank,  
Ex-Goldman Sachs.



**Omer Shoor**  
**R&D**  
Ex-Samsung.  
Specializes in image  
processing and mobile  
development.



**Natalie Rodrig-Verter**  
**Product and design**  
Ex-HP Software.  
UI/UX Designer,  
specializes in Consumer  
products.

## Additional directors:



**Oren Mohar, External director**  
Ex-partner, PwC.  
Former CFO of a dual-listed  
company (NASDAQ and TASE).  
Business mentor and director in  
several companies.



**Alla Felder, External director**  
CPA, CFO of Weebit Nano Ltd.  
(traded on ASX, Australia) and a  
director in several companies  
traded in Israel and USA.

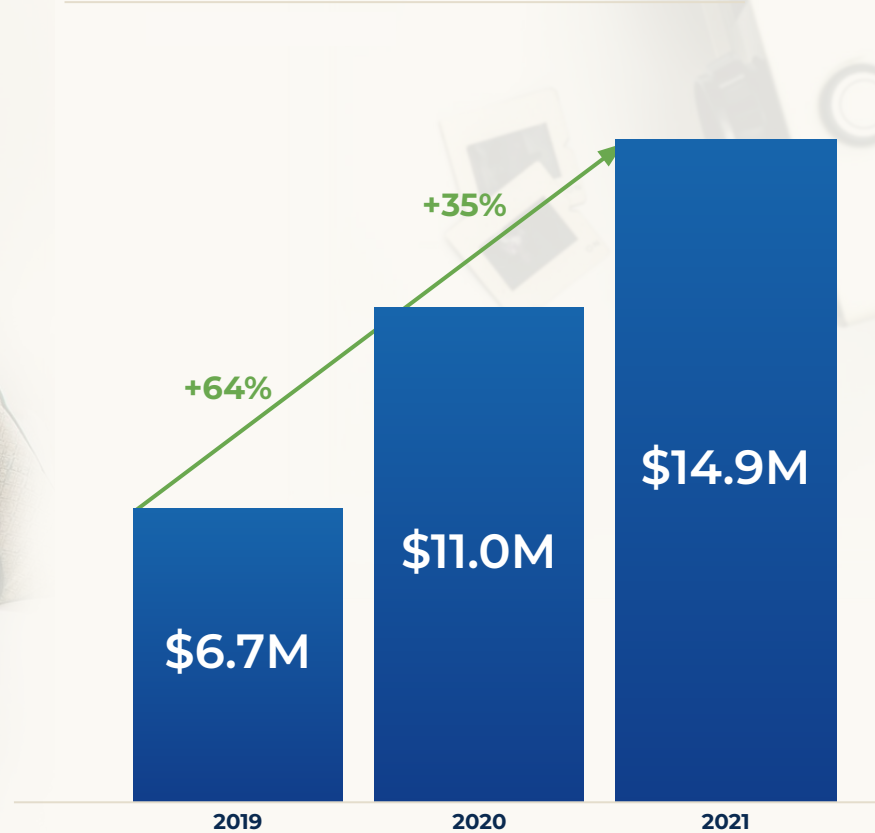


**Boaz Schnitzer, Independent  
Director**  
CEO – Tadmor Group.  
Formerly, CEO – Tshuva Group,  
Chairman – Elad Canada.





## Collections growth, US dollars in millions



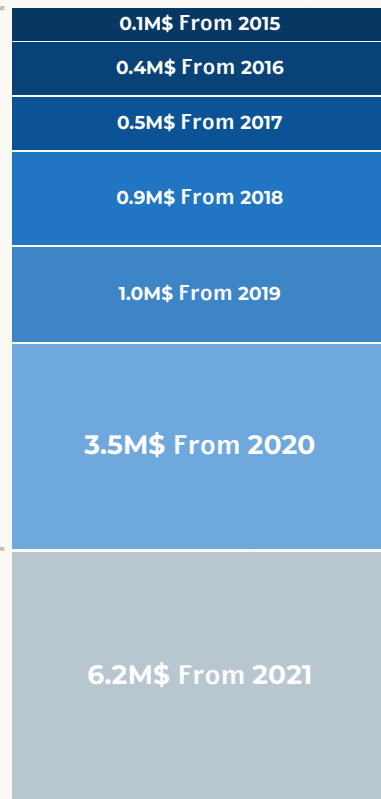
\* Non-GAAP, for the definition of collections, see section 7.3 in Chapter A to the Company's 2021 financial report.

*Photomyne*

## Returning users – a significant component of 2021 collections

Collections by years during which users became active for the first time, iOS only\*\*

**51%** of collections from iOS in 2021 are from **returning** users\*

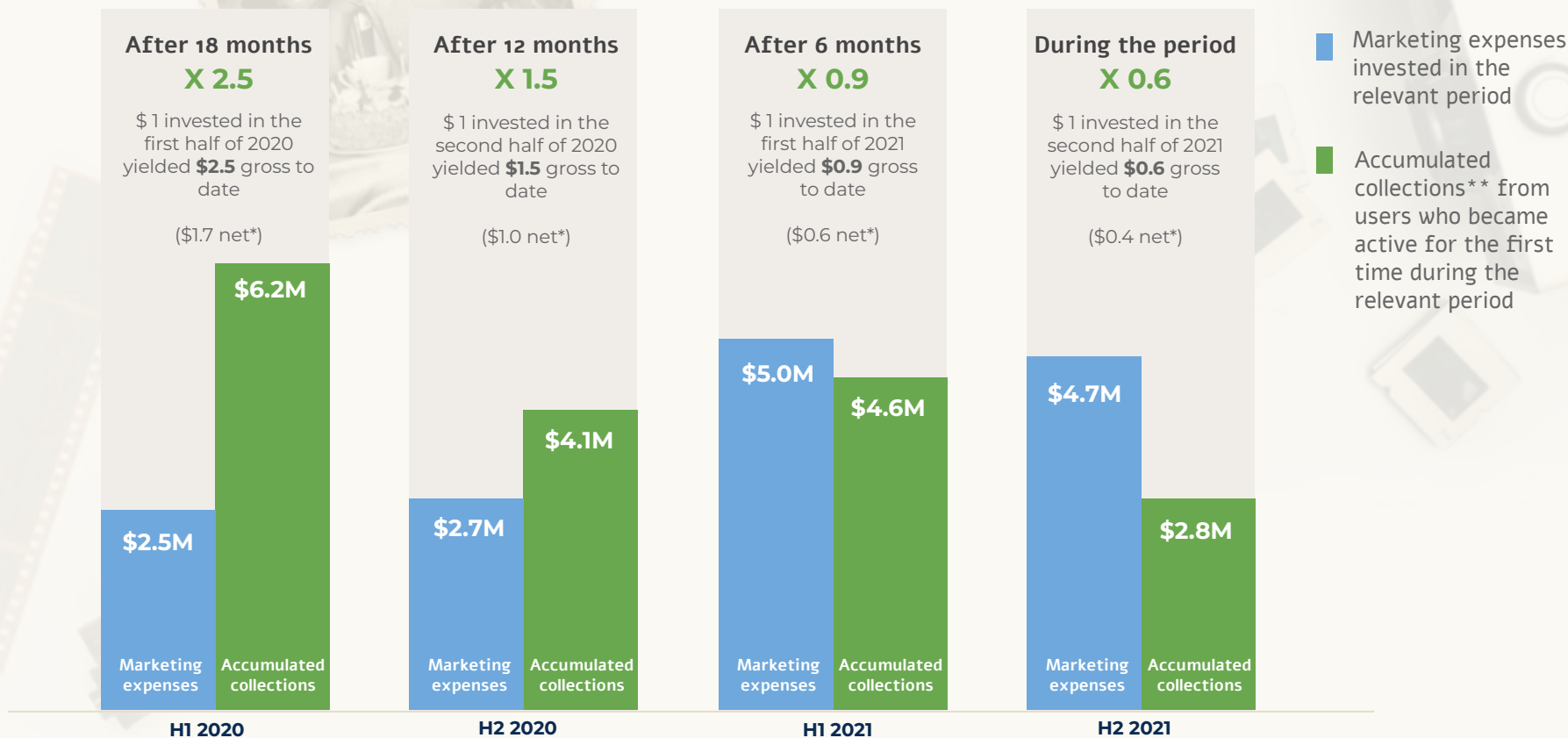


Collections from iOS in 2021

**\$12.6M**

# Investment yields recurring collections

According to the company's calculations, based on data as received from the app stores

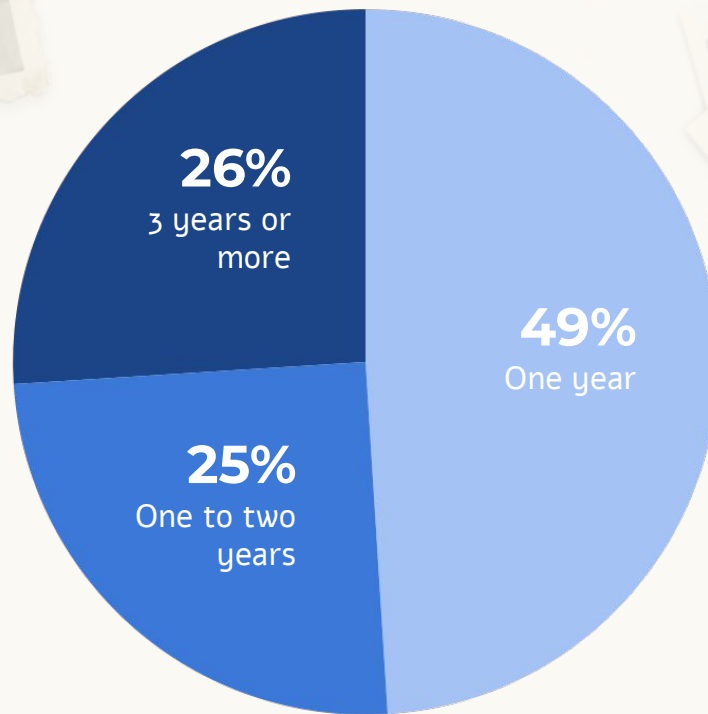


## Subscribers stay with Photomyne over time

**450,000**

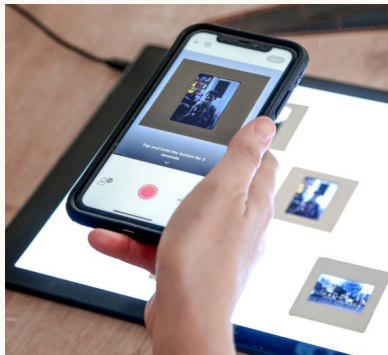
Paying subscribers

An increase of **43%** compared to 2020



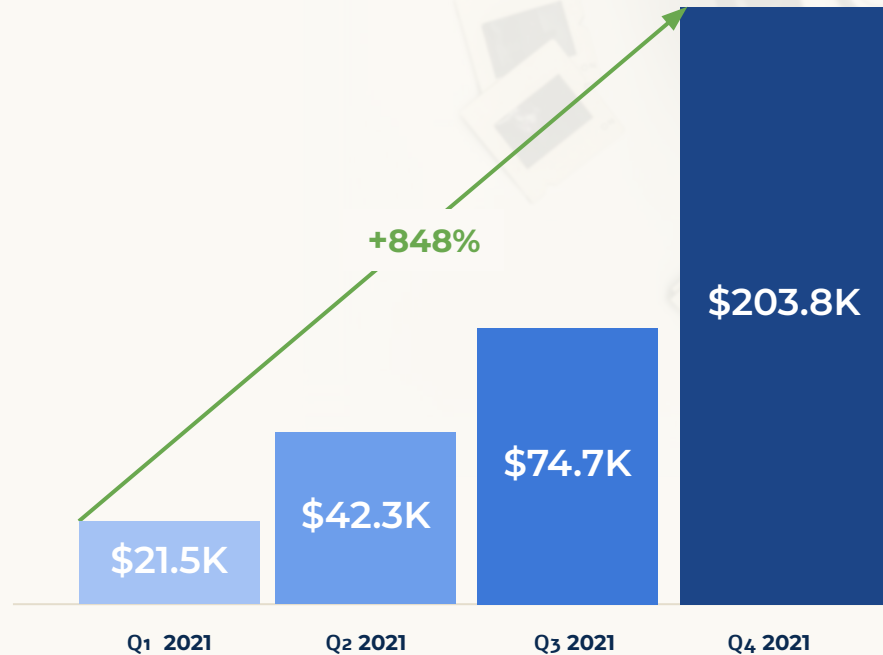
### Subscriber's tenure:

- One year
- One to two years
- 3 years or more



## New and evolving channel: Amazon sales

The increase in sales from Photomyne's Amazon online store throughout 2021:



## Growth engines in 2022



### **Strategic collaborations**

Developing additional sales channels



### **New technologies**

Sharpen, animate, colorize



### **New apps**

New domains, diverse audiences



Investing in the Company's  
**Amazon online store**



Increasing investment in  
**Sales and marketing**



Preserving and recruiting of  
**Quality personnel**



