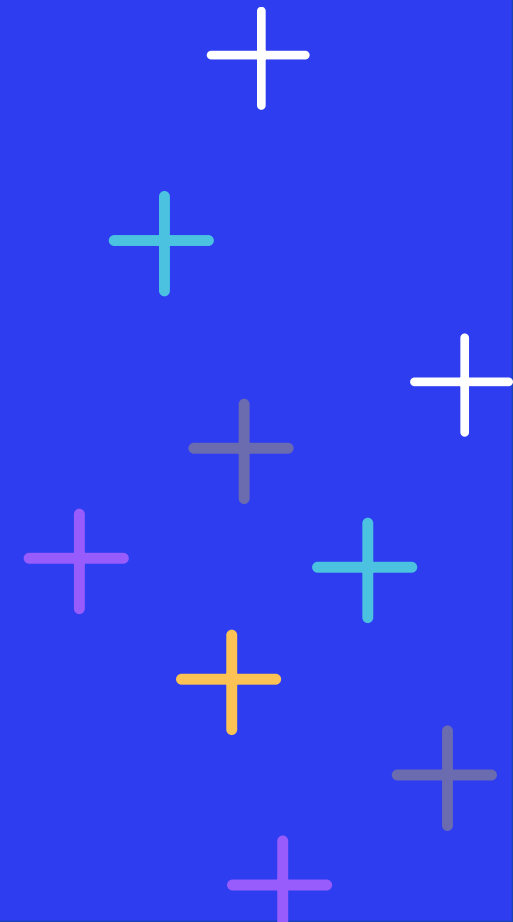


# ZOOMD TECHNOLOGIES

ZOOMD (TSXV: ZOMD) (OTC: ZMDTF)

Investors Presentation / March 2025



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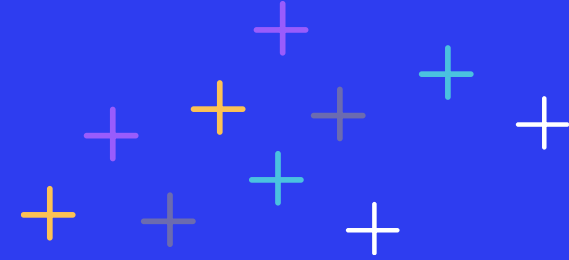
When relying on forward-looking statements to make decisions, we caution readers not to place undue reliance on these statements, as forward-looking statements involve significant risks and uncertainties and should not be read as guarantees of future performance or results and will not necessarily be accurate indications of whether or not the times at or by which such performance or results will be achieved. A number of factors could cause actual results to differ, possibly materially, from the results discussed in the forward-looking statements.

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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. This presentation also includes Adjusted EBITDA. Adjusted EBITDA does not measure performance under IFRS and should not be considered in isolation or as a substitute for net and comprehensive income or loss prepared in accordance with IFRS or as a measure of operating performance or profitability. Adjusted EBITDA does not have a standardized meaning prescribed by IFRS and is not necessarily comparable to similar measures presented by other companies, please see slides 5,18,22.



Zoomd is an award winning technology led, mobile first,  
global performance and user acquisition company,  
serving the unique growth needs of global clients



In late Q2.23 the company began rolling out a series of strategic measures aimed at improving its financial performance and laying the foundation for future growth

- + Ceasing operations in certain business lines. Focusing on core user acquisition activities.
- + Implementing cost-reduction measures to streamline operations and improve efficiency.
- + Diversifying the customer portfolio by expanding operational segments and geographic reach.

# Zoomd displays revenue increase while generating strong bottom line growth



## REVENUES

- Revenues: **\$54.5M** in 2024, **\$15M** in Q4.24
- **70% annual** revenue growth, **100% Quarterly** growth
- In 2024, the Company recorded consistent quarterly YoY revenue growth



## PROFITABILITY

- Adjusted EBITDA: **\$11.3M** in 2024, **\$3.2M** in Q4.24
- **~600% annual** Adjusted EBITDA growth, **~500% Quarterly** growth
- **Net income % of Rev** growth for seven consecutive quarters



## FOUNDATION

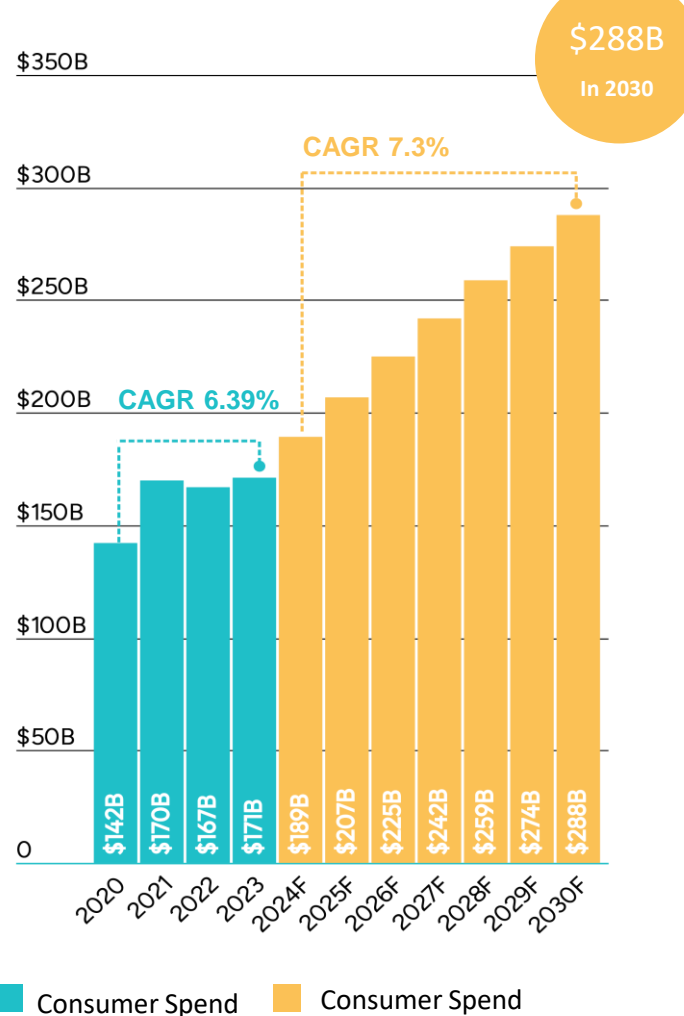
- **\$9.2M** in cash. **No long-term debt**
- **\$7.7M** cash flow from operating activities in 2024
- **Operational efficiency:** Operating expenses as a percentage of revenue improved for seven consecutive quarters

# The mobile digital ad space is projected to continue its consistent growth

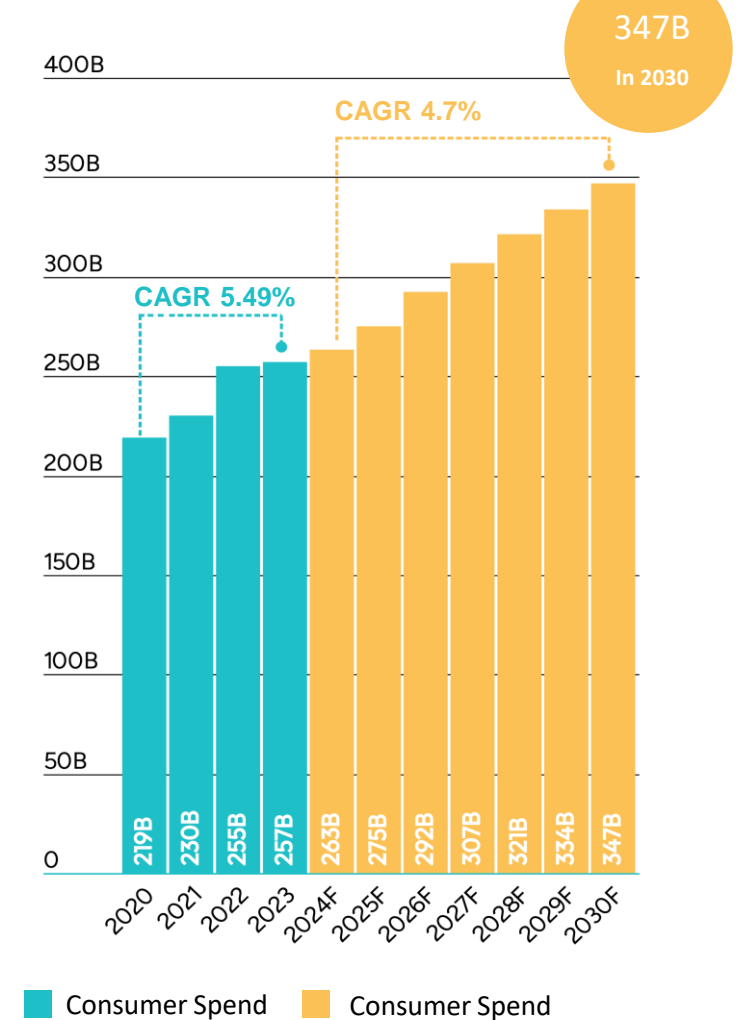
Mobile media budgets are rapidly increasing, making mobile devices the primary screen for advertisers' media expenditures

Consumer spending in mobile apps is projected to continue its upward trend, with Apple iOS users representing most of this growth

### Global Consumer Spend

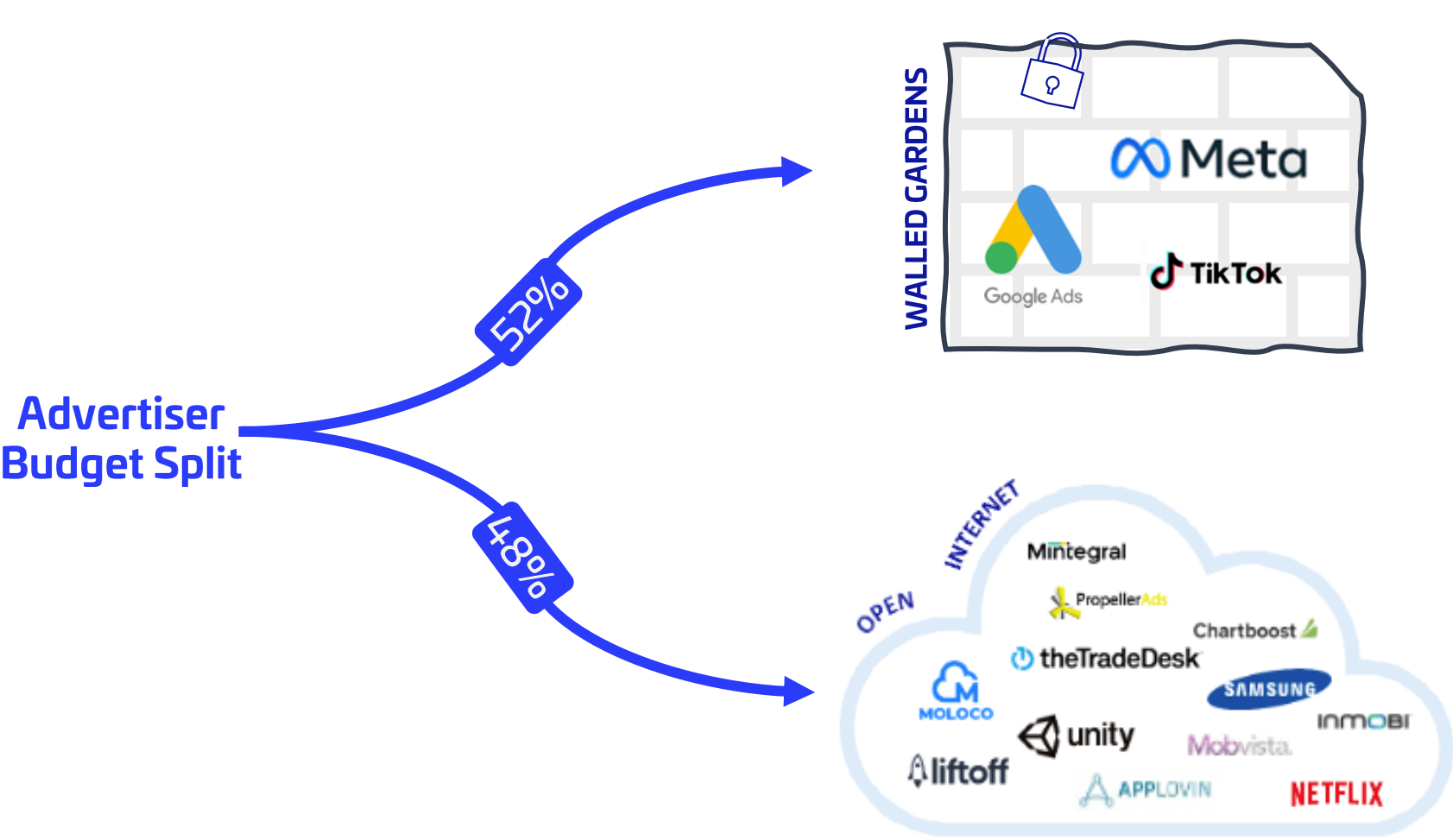


### Global Downloads



Source: Sensor Tower, April 2024, 2030 mobile market forecast report

# Zoomd primarily assists companies navigate the convoluted “outside the walled gardens” space, where roughly half the marketing budget is spent



- + Zoomd primarily operates in the Open Internet segment
- + It is a very complex and convoluted media space
- + Optimal media channel varies based on geo, demographics, segment, etc.
- + Most large advertisers lack the knowledge, skill and tech stack to optimally leverage

Marketing budget spend split - source: The Trade Desk Intelligence, 2023

We empower brands to expand globally with minimal resources and optimal impact, offering access to an extensive network of both global and local media channels through a single, unified service provider

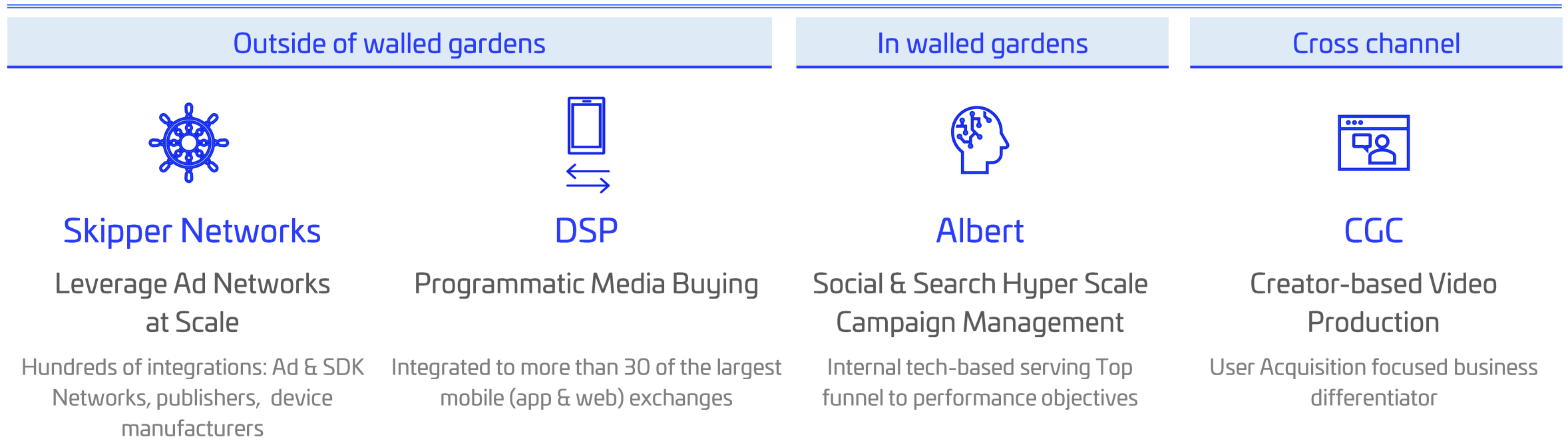


Our award-winning solutions provide a complete toolkit for achieving outstanding results in global performance marketing



# Zoomd's tech-based services fill needs across all media types in a KPI directed approach

## Zoomd Data Platform



Zoomd's diverse range of products and services, provides customers a one-stop-shop 360-degree comprehensive solution

# Global brands trust Zoomd with their customer acquisition process

## Food & Delivery

HERSHEY'S



Ta Da



FREE NOW



## eCommerce

SHEIN

DOUGLAS

Liverpool

Fanatics



privalia

## i/Gaming



tipico

LiveScoreBet

UNIBET

888 HOLDINGS



## Finance

BBVA



crypto.com

Walmart



AIG

acorns

## Other

amazon music

Lightricks



Comex

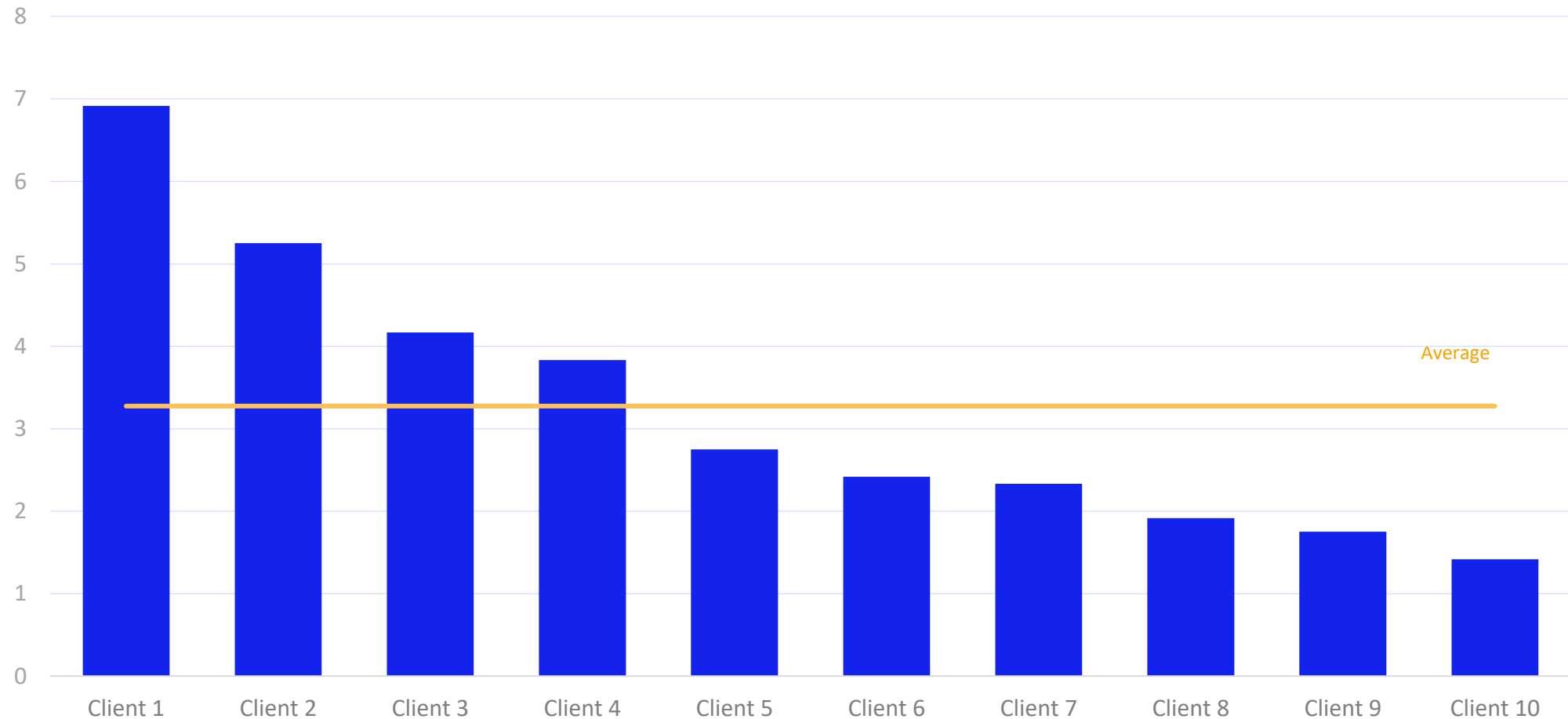
Flo

ViX

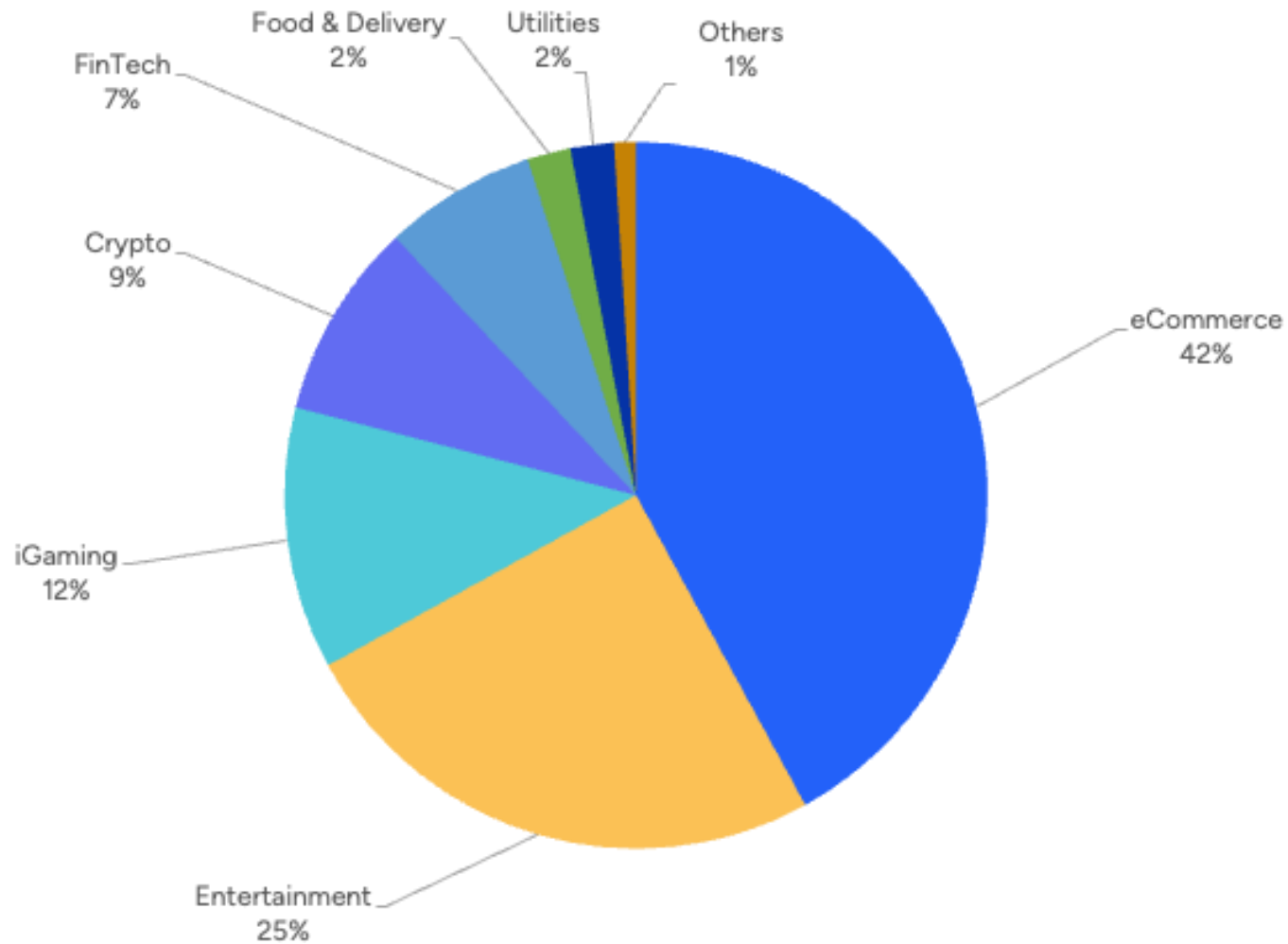
Our customers span the globe, conducting campaigns in over 50 countries

# More than 3 years of average top 10 client retention is a testament of customer satisfaction

Top 10 Clients Age in Years (2024)

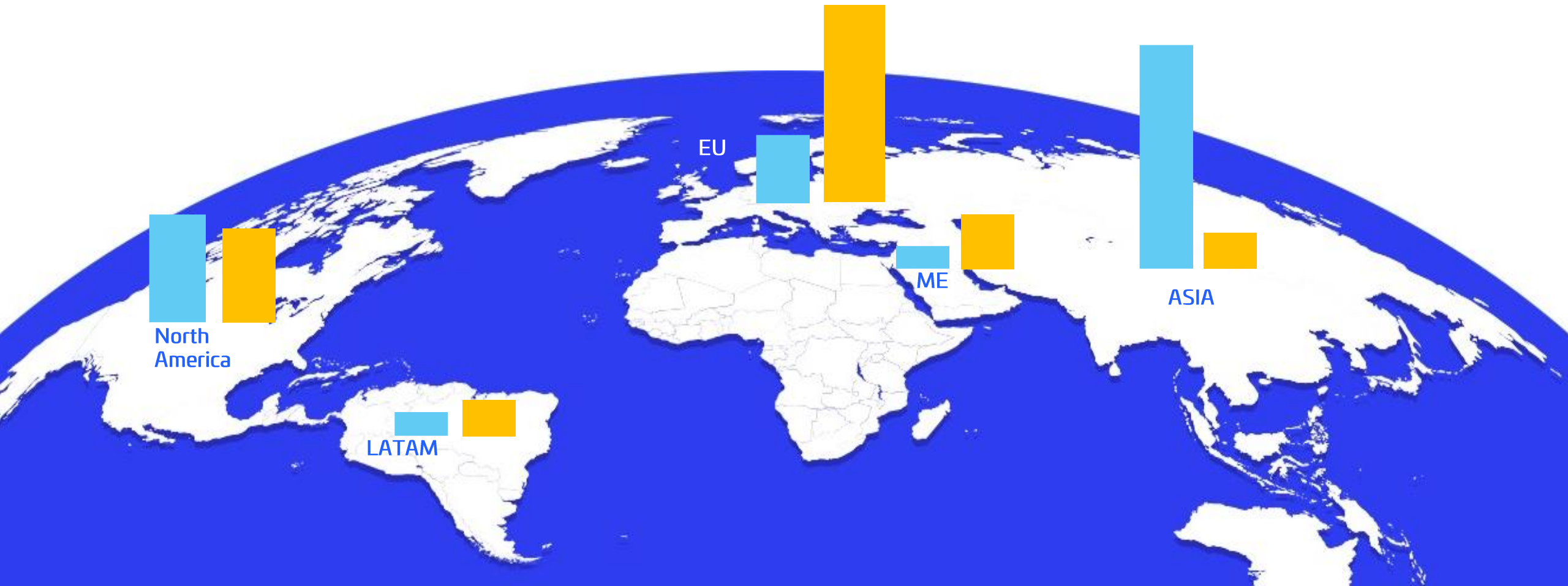


# Client's app category by revenue 2024

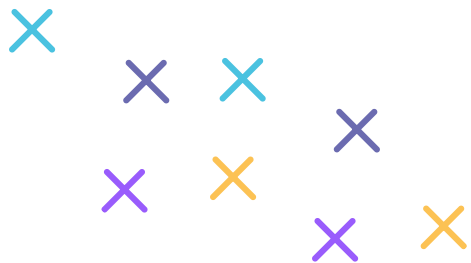


# We assist large advertisers break out of their domestic markets, primarily from EU & APAC into North America & EU

■ Revenue Source (% of total revenue, 2024)  
■ Targeted Markets (% of total media spend, 2024)



# Zoomd has a differentiated value proposition, revolving around three key themes



## + Global Strategy

Leveraging technology for superior client results through knowhow, data, automation, and internal tools for efficiency and scale in a global level

## + Unique Value Proposition

Advertisers consolidate UA, saving time and reducing campaign management costs and resources. Consolidating results

## + Tech Toolbox

A dynamic, mobile-first performance marketing platform with products and solutions designed for adaptability and global reach, driving client expansion efficiently

# Zoomd's management team has multi decade experience in AdTech



**Ido Almany**  
CEO

Extensive experience in leadership positions from the fintech industry. Former CEO of American Express' Licensee in Israel in the last 5 years. Served as a management team member of The Isracard Group, supporting it's IPO in 2019. Led digital products in Discount Bank and was a strategic consultant at TASC.



**Tsvika Adler**  
CFO

Tsvika has over 15 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).



**Omri Argaman**  
Co-founder & CMO

Co-founder of Moblin. Since the merger Omri acts as Zoomd's CMO and business development manager. A respected global mobile marketing leader, with more than 20 years of extensive experience in the digital marketing field. Held a range of positions in Microsoft for 7 years.



**Yair Yaskerovitch**  
COO

Yair brings over 25 years of experience in Business Development & Sales in several positions and industries to global enterprises, such as: Ralph Lauren, Sony Entertainment and many more. Has been with Zoomd since 2010.



**Niv Sharoni**  
Co-founder & CTO

Niv has over 20 years of experience in the software industry specialized in Mobile Technologies. Niv co-founded Moblin and served as the company's CTO since. Niv has had extensive experience as a developer in various software companies and Israel's biggest mobile operator.



**Nir Levy**  
VP R&D

Nir holds nearly 25 years of technology experience. Analysis, architecture design, planning and implementation of complex projects. Implementation of new web and mobile systems from scratch. In-depth knowledge of Information Security, scalability and performance optimization.

# The Board of Directors encompasses multidisciplinary experience



## Amit Bohensky Chairman & Co-Founder

- An Israeli serial entrepreneur (Unicoders - sold to Matrix, FocallInfo sold to Verint Systems, Develop Soft to Code Value )
- Founded Zoomd in 2012, as envisioned the revolution of digital advertising, user targeting and internal search arena.
- Partner at Moonbow.vc – A small stress case tech companies' investment VC.



## Darryl Cardey Director

- Mr. Cardey director at Zoomd and a principal of CDM Capital Partners.
- 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 acts as a director for Zoomd as well as to a number of public companies across a broad spectrum of industries.



## Amnon Argaman Director

- Mr. Argaman is an experienced C.P.A and financial consultant, acted as a senior partner at Moore Stephens, Israel
- Extensive experience in public and private entities.
- He was a director for several corporations and public companies.
- Amnon is the co-founder of several other companies related to real estate, import and consulting.
- Amnon is an active board member. Mr. Argaman is a Lieutenant Colonel (Res) in the I.D.F



## Avigur Zmora Director

- Mr. Zmora Avigur is an experienced CEO, Investor and board member, with vast knowledge in SaaS B2B and B2C type businesses.
- 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.
- 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.



## Ofer Eitan Director & Co-Founder

- Mr. Eitan was the Co-founder and CEO of Moblin, experienced entrepreneur with a demonstrated history, strong business development professional.
- Acted as Zoomd CEO until Q1 2023 and currently as an active board member.
- Prior to Zoomd, served as the Co-Founder and CEO of Moblin a world pioneer in mobile marketing & advertising technologies.



# Business Metrics & Financials

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# Zoomd showcases consistent fundamentals improvement since the Q2.23 refocusing

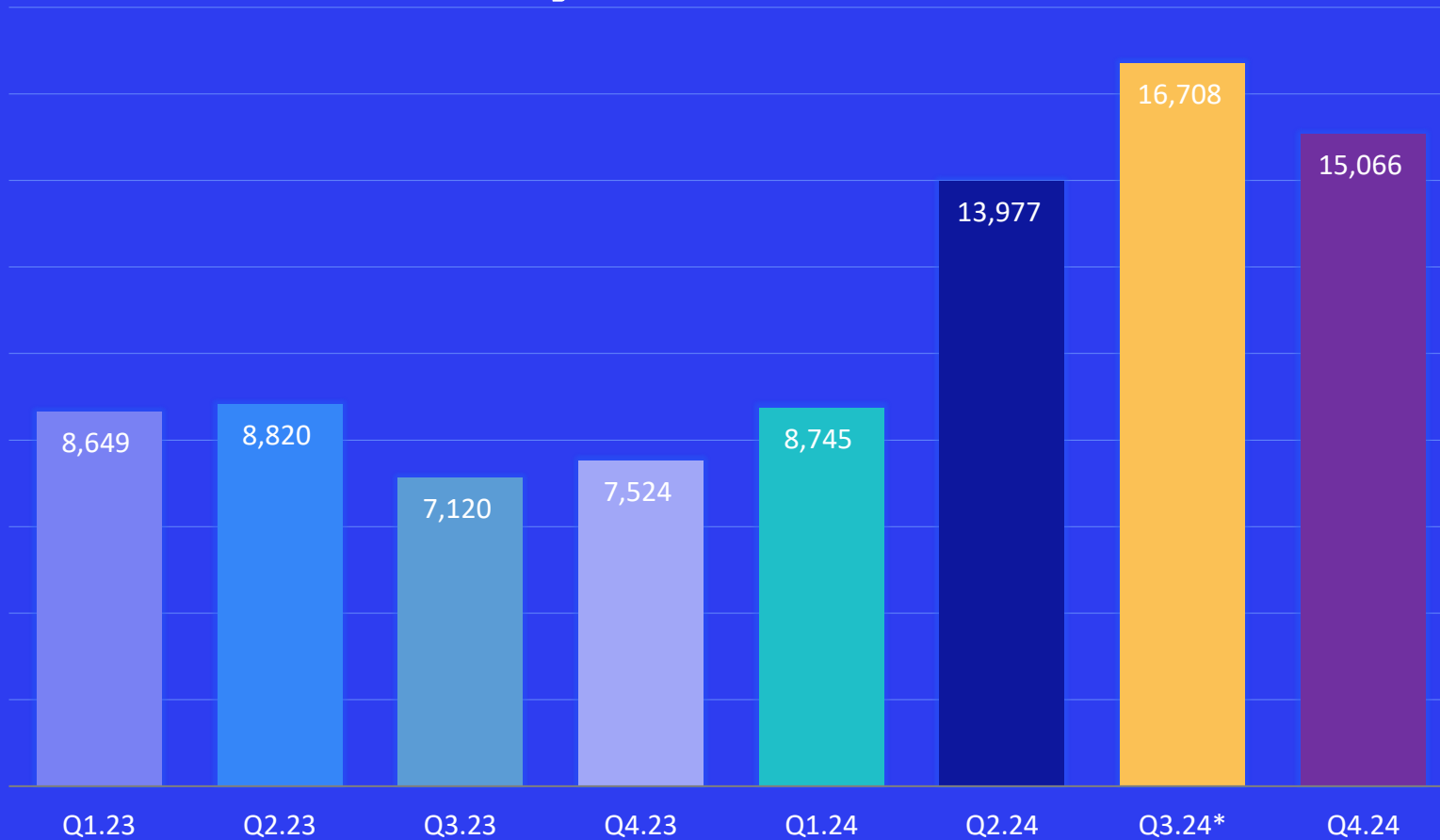
## Quarterly Results 2022-2024 (Thousands USD)

	Q1.22	Q2.22	Q3.22	Q4.22	Q1.23	Q2.23*	Q3.23	Q4.23	Q1.24	Q2.24	Q3.24	Q4.24
<b>Revenues</b>	16,250	16,217	9,790	10,766	8,649	8,820	7,120	7,524	8,745	13,977	16,708	15,066
<b>Cost of Sales and Services</b>	11,451	11,517	6,731	6,716	5,204	5,643	4,306	4,936	5,315	8,645	10,139	8,895
<b>Gross Profit</b>	4,799	4,700	3,059	4,050	3,445	3,177	2,814	2,588	3,430	5,332	6,569	6,171
<b>% of Revenues</b>	30%	29%	31%	38%	40%	36%	40%	34%	39%	38%	39%	41%
<b>Total Operational Expenses</b>	3,867	4,620	4,517	5,718	4,115	3,739	2,892	2,532	2,841	2,943	3,320	2,883
<b>% of Revenues</b>	24%	28%	46%	53%	48%	42%	41%	34%	32%	21%	20%	19%
<b>Impairment</b>	-	-	-	-	2,839	-	-	-	-	-	-	-
<b>Operating Income (Loss)</b>	932	80	(1,458)	(1,668)	(3,509)	(562)	(78)	56	589	2,389	3,249	3,288
<b>Net Income (Loss)</b>	821	7	(1,730)	(1,951)	(3,578)	(785)	(260)	(31)	539	2,152	3,163	3,054
<b>% of Revenues</b>	5%	0%	-18%	-18%	-41%	-9%	-4%	0%	6%	15%	19%	20%
<b>Adjusted EBITDA</b>	1,932	1,580	15	163	159	381	575	557	1,219	3,033	3,863	3,227
<b>% of Revenues</b>	12%	10%	0%	2%	2%	4%	8%	7%	14%	22%	23%	21%

\* Announced Refocusing efforts

# Since the refocusing efforts announced Q2.23, revenue is up, with Q4.23 to Q4.24 growth of 100%

Quarterly Revenues 2023-2024 (Thousands USD)



2023 to 2024

**+70%**

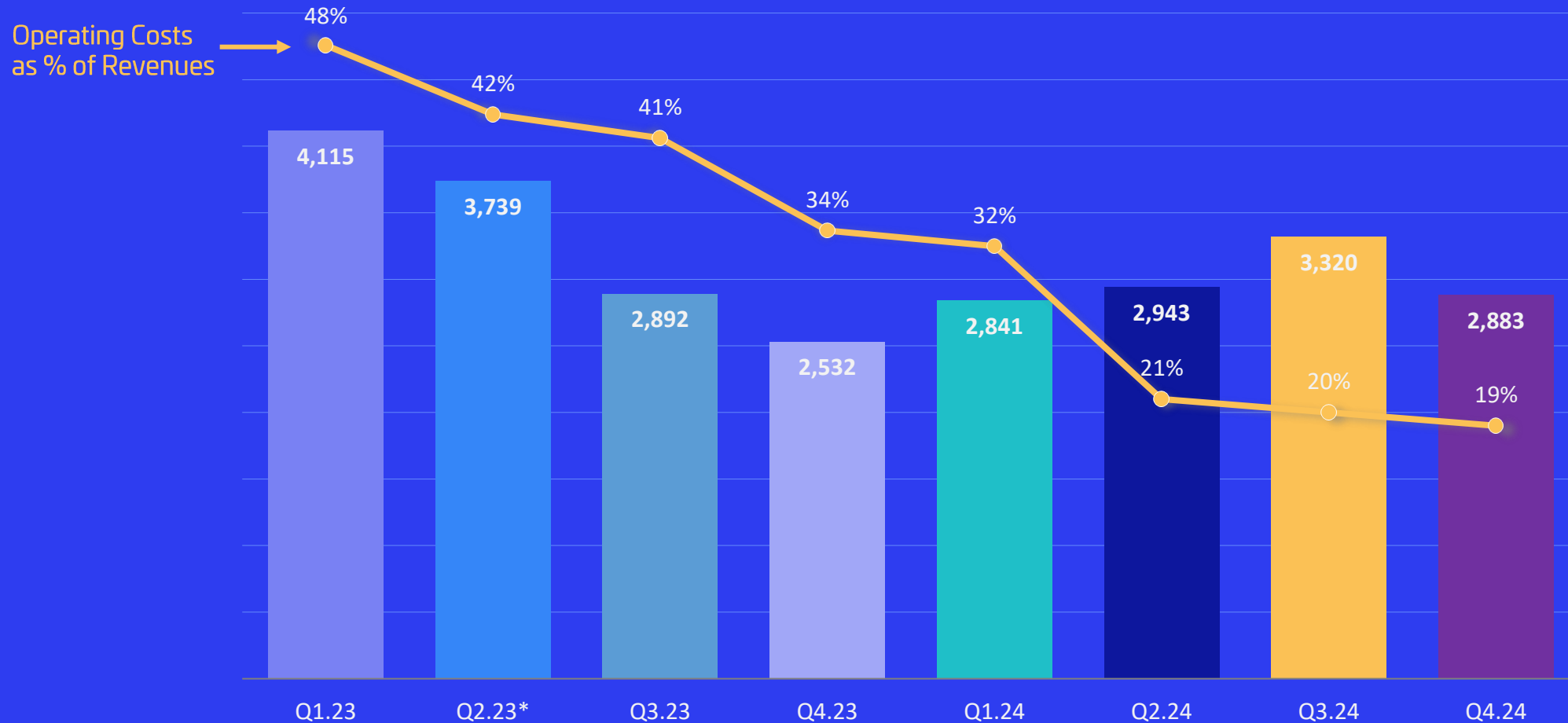
Revenue growth

Revenue growth each quarter compared to the corresponding quarter

↑ \*The company recognized the majority of its revenue from UEFA Euro 2024 tournament in Q3.2024.

# Operating cost as percent of revenue is considerably down

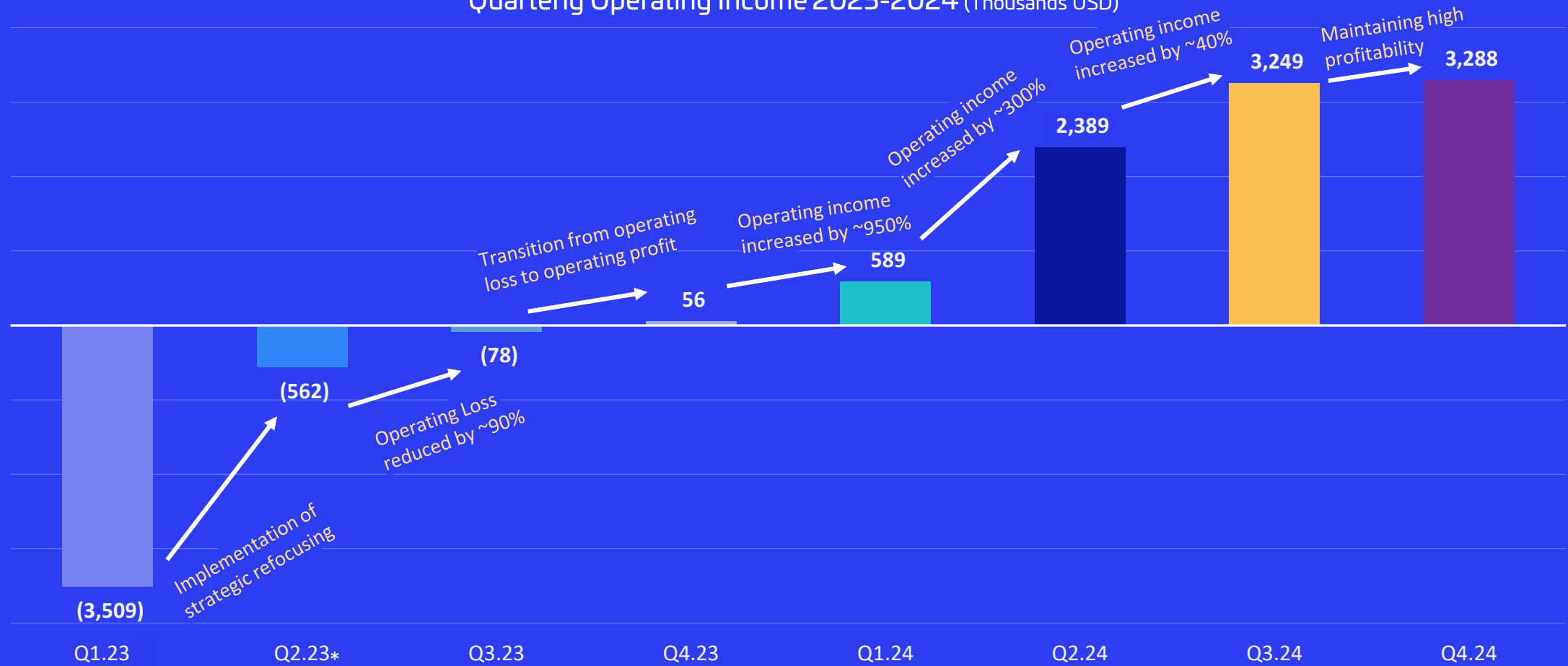
Quarterly Operating Cost 2023-2024 (Thousands USD)



\* Announced Refocusing efforts

# Operational Excellence - transitioning from operating loss to operating income, with a gain of ~\$3.3M for Q4.24

Quarterly Operating Income 2023-2024 (Thousands USD)



\* Announced Refocusing efforts

# Q4.24 displayed the seventh consecutive quarter with net profit % of Rev improvement

Quarterly Adjusted EBITDA and Net Income 2023-2024 (Thousands USD)



2023 to 2024  
**+\$13.6M**  
Net Income

Net Income growth  
for seven  
consecutive  
quarters

\* Announced Refocusing efforts

# Cap Structure

## Zoomd Technologies

Data as of Dec. 31<sup>th</sup>, 2024

Market Cap

C\$82 million

Stock Price | 52-Week Range

C\$0.83 | C\$0.06 - C\$1

Basic Shares Outstanding

98.7 million

FD Shares Outstanding

108.1 million

Management Ownership

29.2%

Cash

C\$13.3 million

\* All Shares are non-restricted

# Thank You

For more information, please visit us at:  
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Investor Relations:  
Lytham Partners  
[ir@zoomd.com](mailto:ir@zoomd.com) / [ZOMD@lythampartners.com](mailto:ZOMD@lythampartners.com)

