

# ZOOMD TECHNOLOGIES

(TSXV: ZOMD) (OTC: ZMDTF)

Investors Presentation / May 2025



# Disclaimer

## No Offering of Securities

This presentation is not, and under no circumstances is to be constructed as, a prospectus, offering memorandum, or advertisement or a public offering of securities.

## Non-Reliance

This presentation does not provide full disclosure of all material facts relating to Zoomd Technologies Ltd., or its securities, and is not subject to liability for misrepresentations under applicable securities legislation.

## Third Party Information

This presentation includes market information, industry data and forecasts obtained from independent industry publications, market research and analyst reports, surveys and other publicly available sources. Although Zoomd believes these sources to be generally reliable, such information cannot be verified with complete certainty. Accordingly, the accuracy and completeness of this information is not guaranteed. Zoomd has not independently verified any of the information from third party sources referred to in this news release nor ascertained the underlying assumptions relied upon by such sources.

## General

This presentation is property of Zoomd Technologies Ltd. (the “Company”, “Zoomd”, “us” or “we”) and Cannot be circulated or forwarded without our consent.

Any graphs, tables or other information demonstrating our historical performance or that of any other entity contained in this presentation are intended only to illustrate past performance and are not necessarily indicative of our or such entities’ future performance. The information contained in this presentation is accurate only as of the date of this presentation or the date indicated. No securities regulatory authority has expressed an opinion about the securities described herein and it is an offence to claim otherwise.

All references in this presentation to dollars, “\$” or “US\$” are to United States dollars, and all references to and “C\$” are to Canadian dollars.

## Cautionary Note Regarding Forward-Looking Information

This presentation contains “forward-looking information” and “forward-looking statements” (collectively, “forward-looking information”) within the meaning of applicable securities laws. Forward-looking information may relate to our future financial outlook and anticipated events or results and may include information regarding our financial position, business strategy, growth strategies, addressable markets, budgets, operations, financial results, plans and objectives. In some cases, forward-looking information can be identified by the use of forward-looking terminology such as “plans”, “targets”, “expects” or “does not expect”, “is expected”, “an opportunity exists”, “budget”, “scheduled”, “estimates”, “outlook”, “forecasts”, “projection”, “prospects”, “strategy”, “intends”, “anticipates”, “does not anticipate”, “believes”, or variations of such words and phrases or statements that certain actions, events or results “may”, “could”, “would”, “might”, “will”, “will be taken”, “occur” or “be achieved”. In addition, any statements that refer to expectations, intentions, projections or other characterizations of future events or circumstances contain forward-looking information.

Statements containing forward-looking information are not historical facts but instead represent management’s expectations, estimates and projections regarding future events or circumstances. This forward-looking information and other forward-looking information are based on our opinions, estimates and assumptions in light of our experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we currently believe are appropriate and reasonable in the circumstances. Despite a careful process to prepare and review the forward-looking information, there can be no assurance that the underlying opinions, estimates and assumptions will prove to be correct. Certain assumptions in respect of our ability to execute our growth strategies; our ability to retain key personnel; our ability to maintain and expand geographic scope; our ability to obtain and maintain existing financing on acceptable terms; currency exchange and interest rates; the impact of competition; the changes and trends in our industry or the global economy; and the changes in laws, rules, regulations, and global standards are material factors made in preparing forward-looking information and management’s expectations.

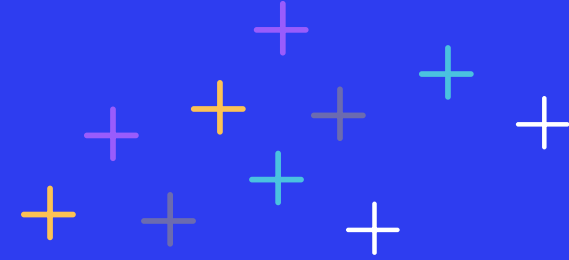
When relying on forward-looking statements to make decisions, we caution readers not to place undue reliance on these statements, as forward-looking statements involve significant risks and uncertainties and should not be read as guarantees of future performance or results and will not necessarily be 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.

All forward-looking information in this presentation is made as of the date hereof. Except as expressly required by applicable law, we assume no obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise.

All of the forward-looking information contained in this presentation is expressly qualified by the foregoing cautionary statements.

## 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.



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



# Zoomd displays revenue increase while generating strong bottom line growth



## REVENUES

- **\$18.2M** in Q1.25 Revenues
- **\$8.7M** in Q1.24 Revenues
- **Over 100%** revenue growth



## PROFITABILITY

- **\$4.8M** in Q1.25 Net Income
- **\$0.5M** in Q1.24 Net Income
- **~800%** Net Income growth



## FOUNDATION

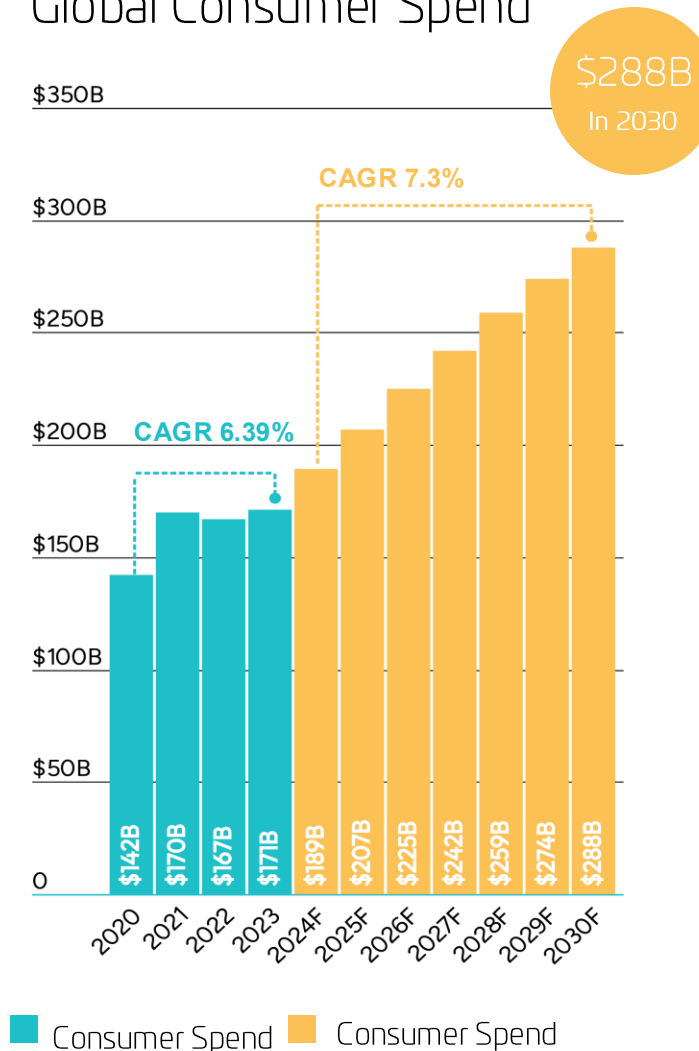
- **\$12.5M** in cash. **No long-term debt**
- **\$3.3M** cash generated in Q1.25
- **Operational efficiency**  
Operating expenses as a percentage of revenue improved for eight consecutive quarters

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

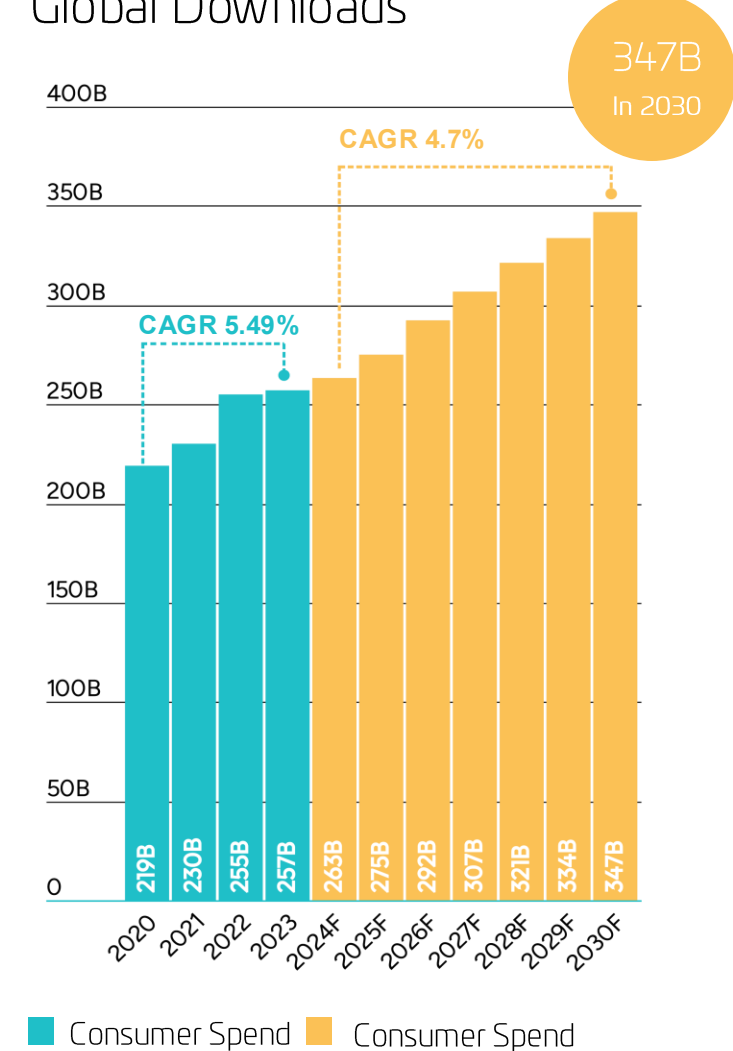
Mobile media budgets are rapidly increasing, making mobile devices the primary screen for advertisers' media expenditures

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

Global Consumer Spend

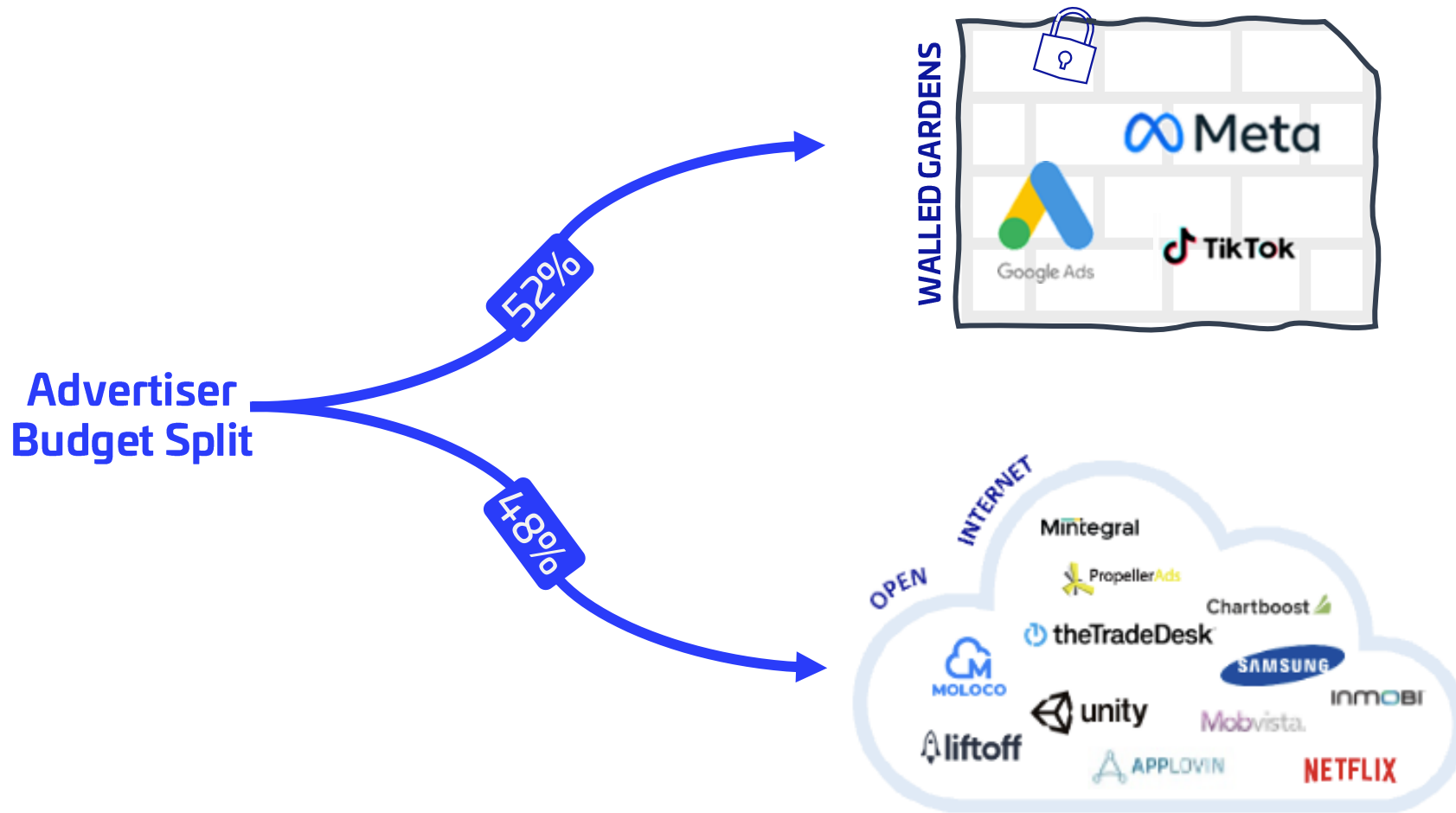


Global Downloads



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

Outside of walled gardens		In walled gardens	Cross channel
			
<b>Skipper Networks</b>	<b>DSP</b>	<b>Albert</b>	<b>CGC</b>
Leverage Ad Networks at Scale	Programmatic Media Buying	Social & Search Hyper Scale Campaign Management	Creator-based Video Production
Hundreds of integrations: Ad & SDK Networks, publishers, device manufacturers	Integrated to more than 30 of the largest mobile (app & web) exchanges	Internal tech-based serving Top funnel to performance objectives	User Acquisition focused business differentiator

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



## eCommerce

SHEIN

DOUGLAS



## i/Gaming



LiveScoreBet™



## Finance



crypto.com



## Other



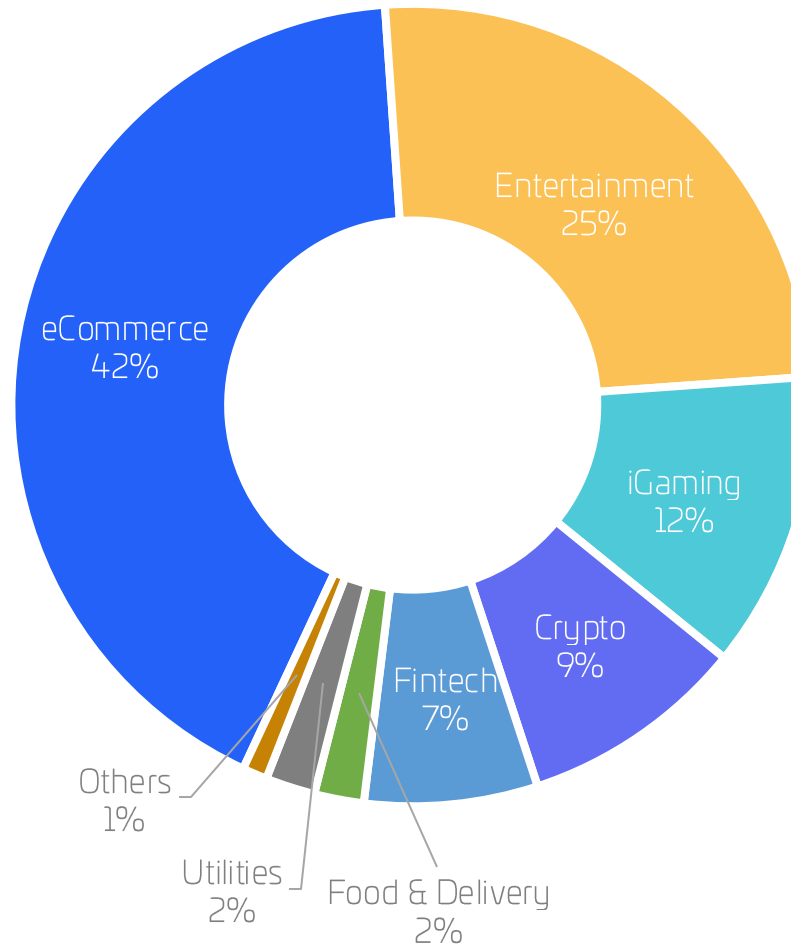
Our customers span the globe, conducting campaigns in over 50 countries

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



# Client's app category by revenue 2024

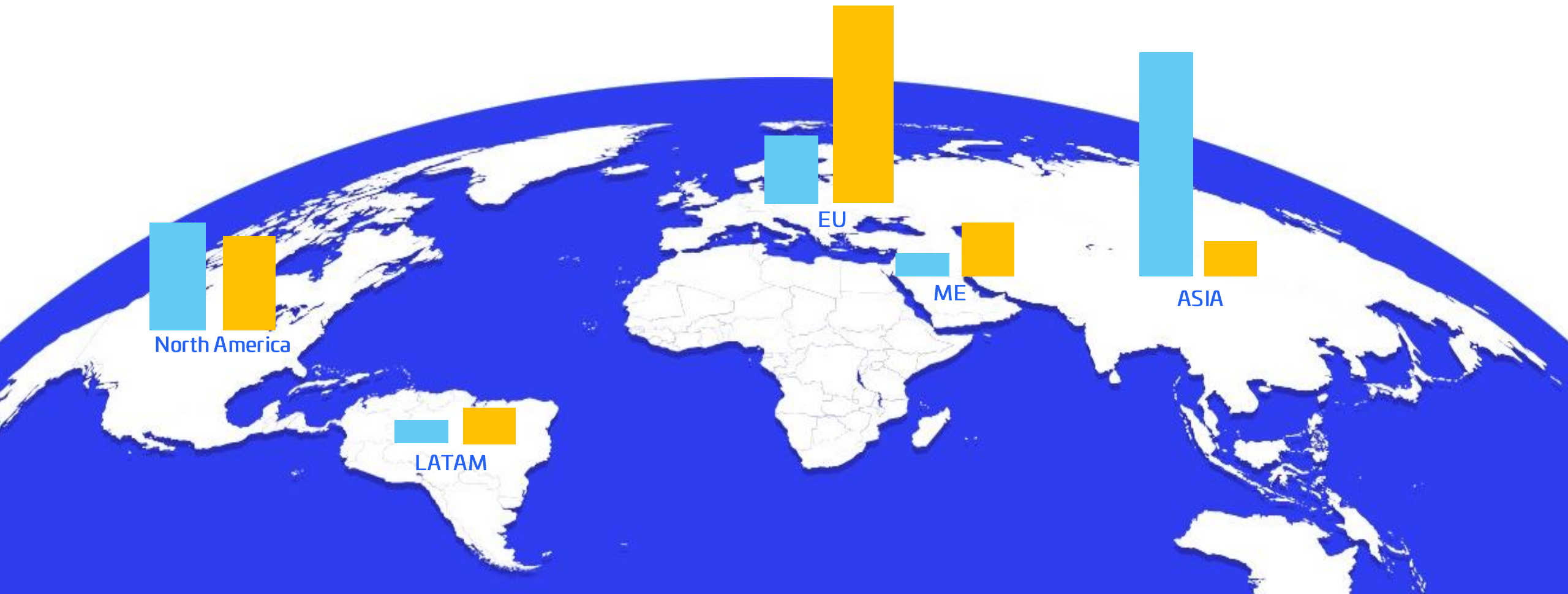
Client's App Category By Revenue (2024)



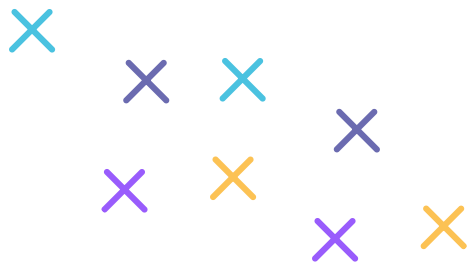
# We assist large advertisers expand out of their domestic markets

■ 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 Toolkit

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 its 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, FocalInfo 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.



**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.



**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.

# Business Metrics & Financials

---





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

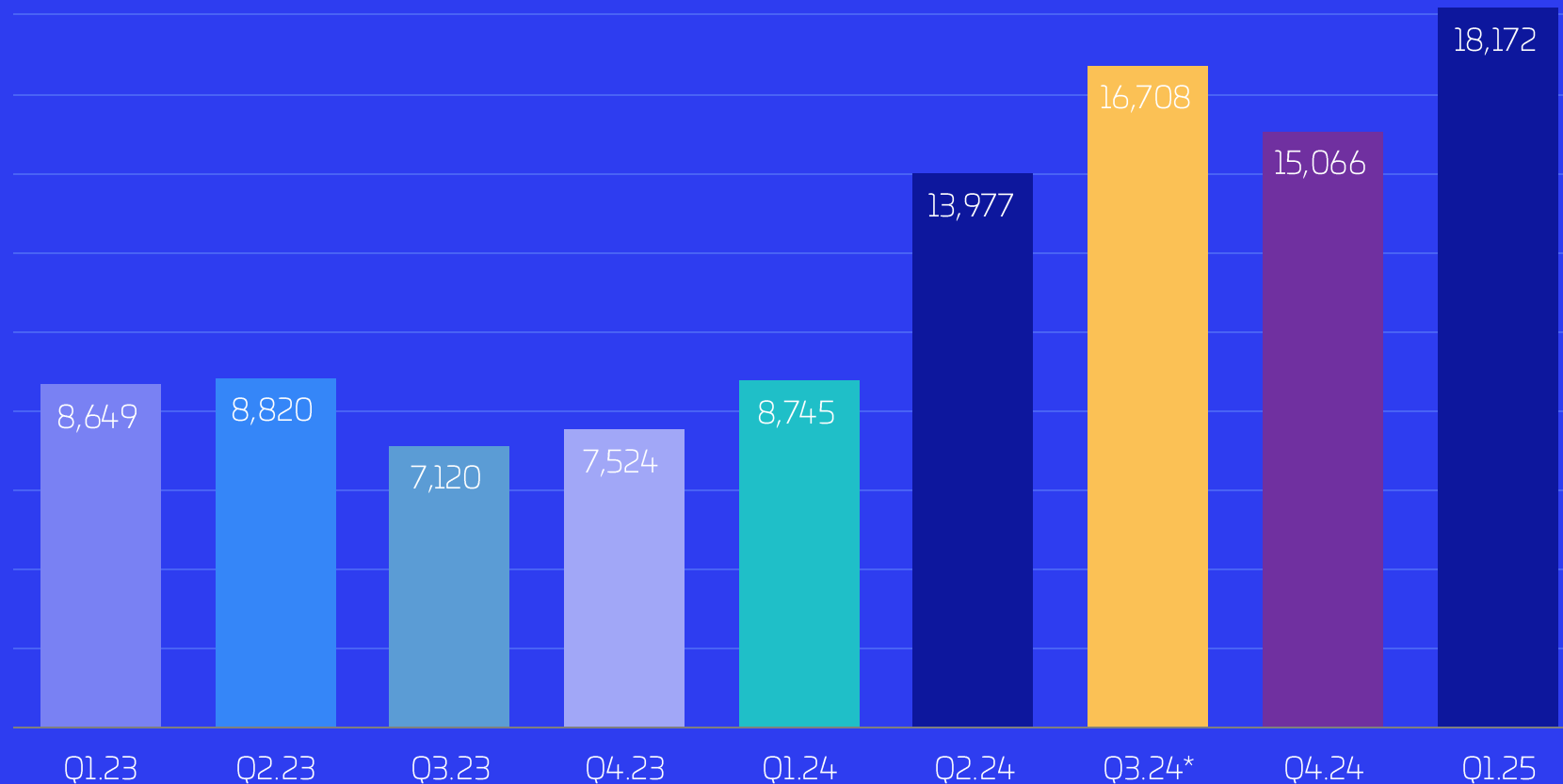
## Quarterly Results 2023-Q1.2025 (Thousands USD)

	Q1.23	Q2.23*	Q3.23	Q4.23	Q1.24	Q2.24	Q3.24	Q4.24	Q1.25
<b>Revenues</b>	8,649	8,820	7,120	7,524	8,745	13,977	16,708	15,066	18,172
<b>Cost of Sales and Services</b>	5,204	5,643	4,306	4,936	5,315	8,645	10,139	8,895	10,126
<b>Gross Profit</b>	3,445	3,177	2,814	2,588	3,430	5,332	6,569	6,171	8,046
<b>% of Revenues</b>	40%	36%	40%	34%	39%	38%	39%	41%	44%
<b>Total Operational Expenses</b>	4,115	3,739	2,892	2,532	2,841	2,943	3,320	2,883	3,133
<b>% of Revenues</b>	48%	42%	41%	34%	32%	21%	20%	19%	17%
<b>Impairment</b>	2,839	-	-	-	-	-	-	-	-
<b>Operating Income (Loss)</b>	(3,509)	(562)	(78)	56	589	2,389	3,249	3,288	4,913
<b>Net Income (Loss)</b>	(3,578)	(785)	(260)	(31)	539	2,152	3,163	3,054	4,755
<b>% of Revenues</b>	-41%	-9%	-4%	0%	6%	15%	19%	20%	26%
<b>Adjusted EBITDA</b>	159	381	575	557	1,219	3,033	3,863	3,227	5,178
<b>% of Revenues</b>	2%	4%	8%	7%	14%	22%	23%	21%	28%

\* Announced repositioning efforts

Since the repositioning efforts announced Q2.23, revenue is up,  
with Q1.24 to Q1.25 growth of 108%

Quarterly Revenues 2023-Q1.2025 (Thousands USD)



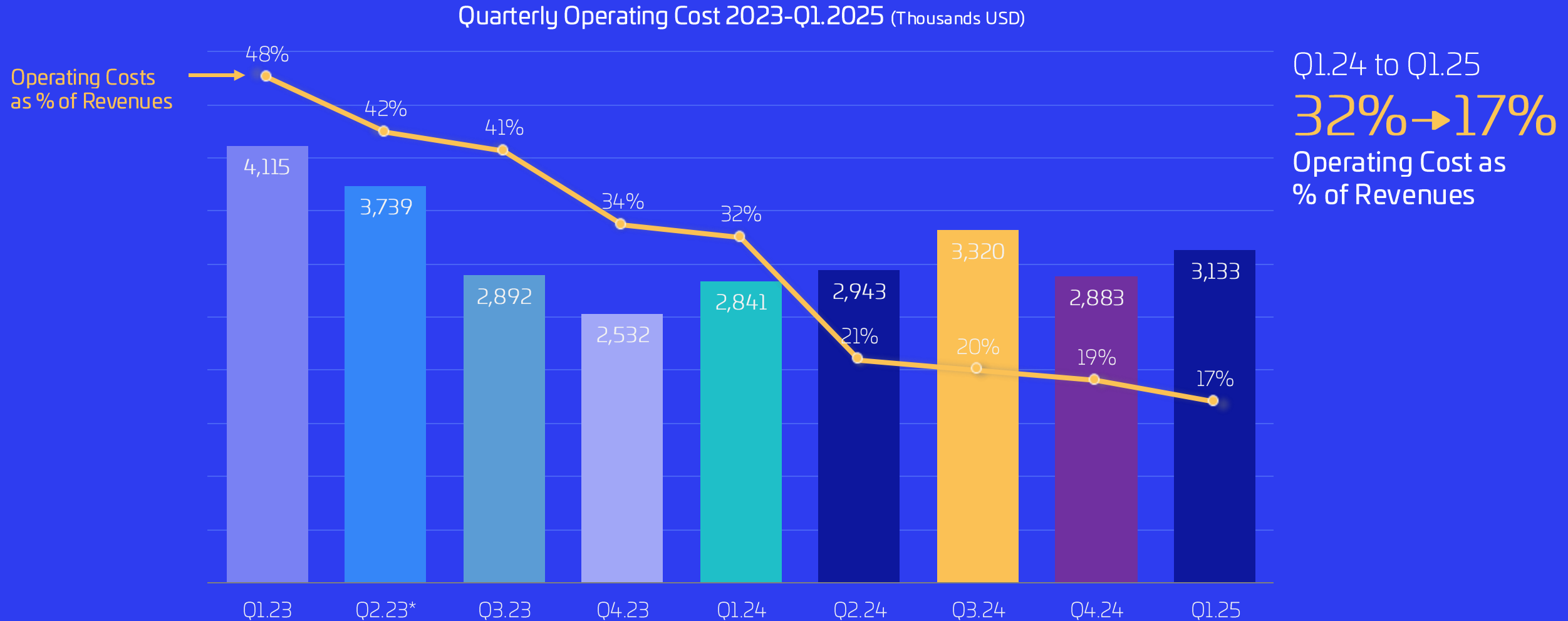
Q1.24 to Q1.25

**+108%**

Revenue growth each  
quarter compared to  
the corresponding  
quarter

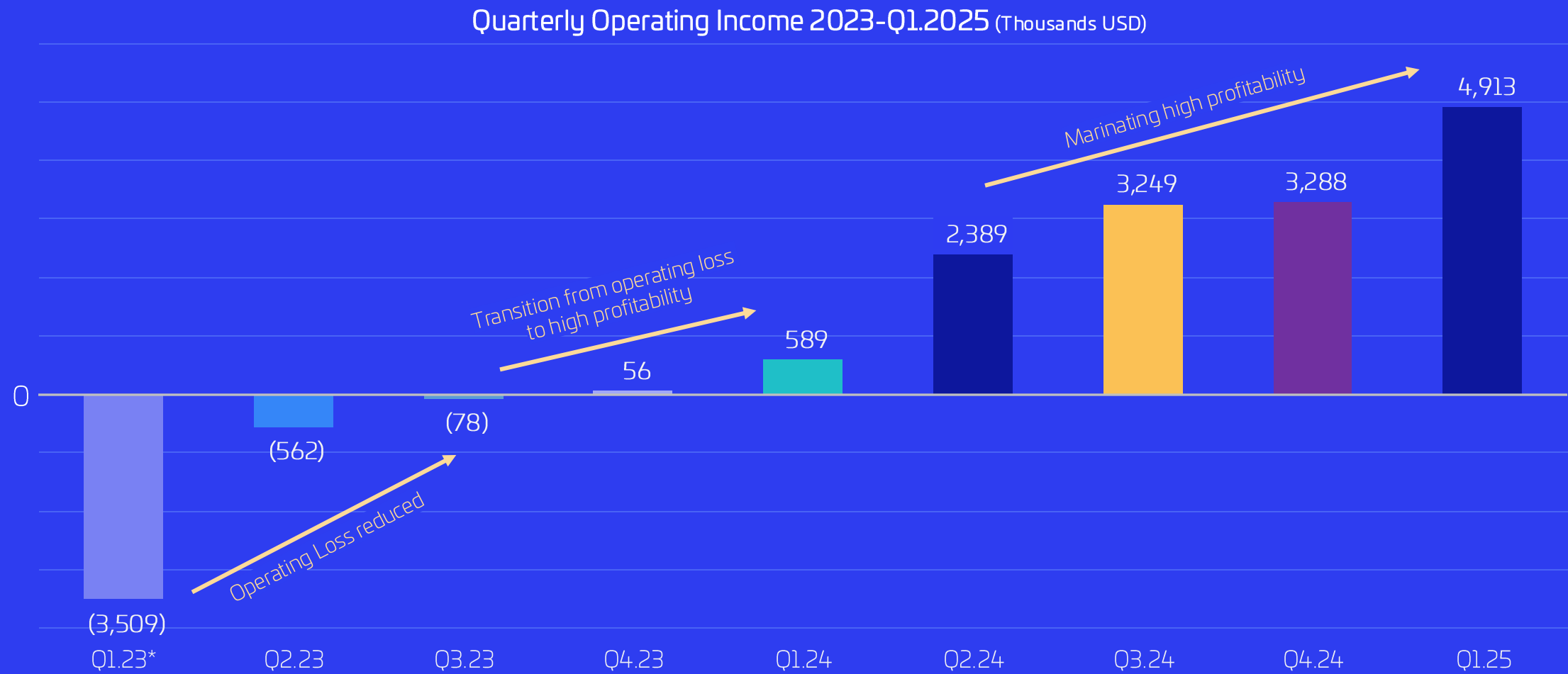
\*The company recognized the majority of its revenue from  
UEFA Euro 2024 tournament in Q3.2024.

# Operational Excellence - Operating cost as a percent of revenue is considerably down, even as revenue doubled from Q1.24 to Q1.25



\* Announced repositioning efforts

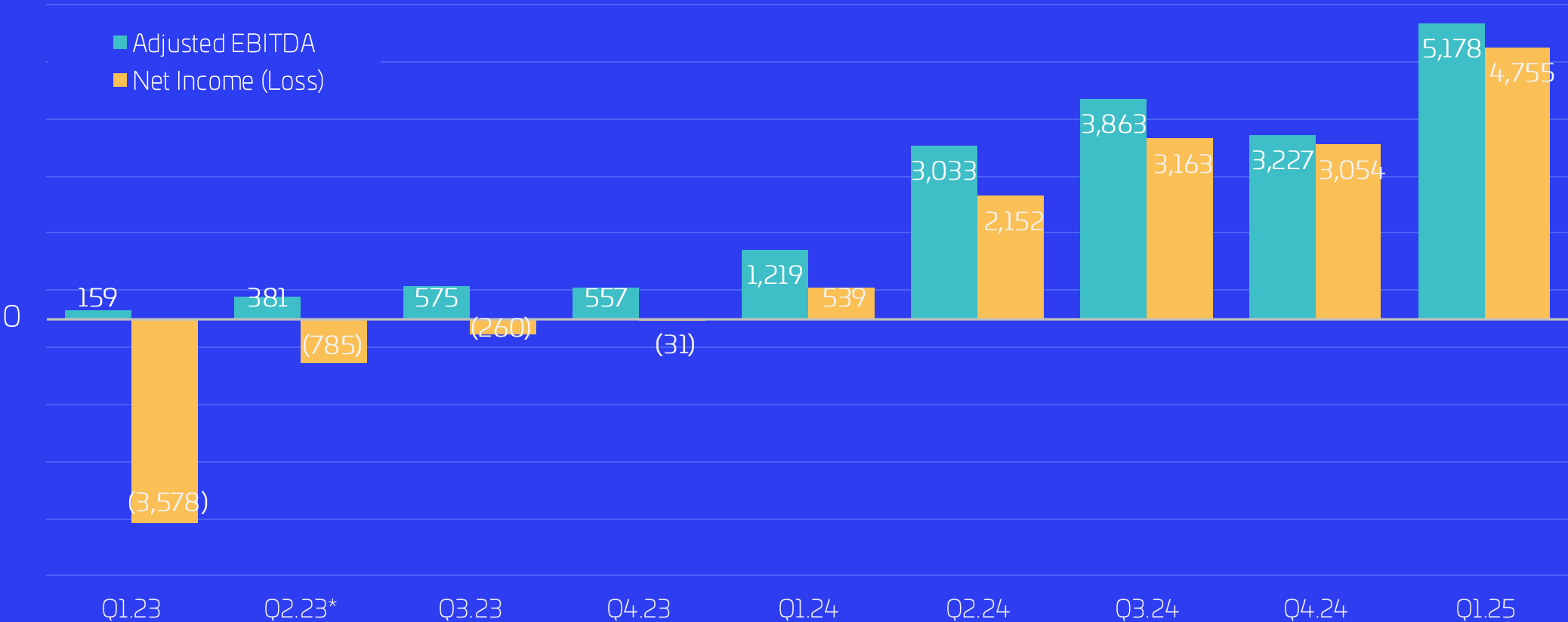
# Operational Excellence - transitioning from operating loss to operating income, achieving \$4.9M in Q1.25



\* Announced repositioning efforts

# Prioritizing fundamentals - From Negative to Record Net Income

Quarterly Adjusted EBITDA and Net Income 2023-Q1.2025 (Thousands USD)



Q1.24 to Q1.25  
**+\$4.2M**  
Net Income

\* Announced repositioning efforts

# Cap Structure

Zoomd Technologies	Data as of Mar. 31 <sup>th</sup> , 2025
Market Cap	C\$64 million
Stock Price   52-Week Range	C\$0.65   C\$0.06 - C\$1
Basic Shares Outstanding	99.2 million
FD Shares Outstanding	108.1 million
Management Ownership	29.4%
Cash	C\$18 million

\* All Shares are non-restricted

# Thank You

For more information, please visit us at:  
<http://www.zoomd.com/investors>

Investor Relations:  
[ir@zoomd.com](mailto:ir@zoomd.com)

