alarum

NASDAQ / TASE: ALAR

Corporate Presentation

March 2024

Disclaimer & Forward-Looking Statements

This presentation was by prepared Alarum Technologies Ltd. (the "Company" or "Alarum").

This presentation does not constitute an offer to purchase or sell securities of the Company or an invitation to receive such offers, nor does it constitute a recommendation or opinion with respect to the Company's securities and is intended for informational purposes only. The information presented in the presentation with respect to the Company's operations is concise and presented for convenience purposes only and does not provide all of the information on the Company and its subsidiaries and its business, nor is it a substitute for inspection of the Company's periodic reports. This presentation may contain copyrighted material the use of which has not always been specifically authorized by the copyright owner. We are making such material available in our efforts to advance understanding of issues related to our solutions. This presentation may also contain links or reference to other third-party websites. Such links or references are only for the convenience of the reader, user or browser; Alarum and its members do not recommend or endorse the contents of the third-party sites.

This presentation contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act and other securities laws. Words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" and similar expressions or variations of such words are intended to identify forward-looking statements. For example, the Company is using forward-looking statements when it discusses its estimated revenue, annual run-rate, the potential of its products, its strategy and growth drivers, the execution of its business strategy, the future value for shareholders and customers, its high retention rate, market potential for its products and future market growth. Forward-looking statements are not historical facts, and are based upon management's current expectations, beliefs and projections, many of which, by their nature, are inherently uncertain. Such expectations, beliefs and projections are expressed in good faith. However, there can be no assurance that management's expectations, beliefs and projections will be achieved, and actual results may differ materially from what is expressed in or indicated by the forward-looking statements. Forward-looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the forward-looking statements. For a more detailed description of the risks and uncertainties affecting the Company, reference is made to the Company's reports filed from time to time with the Securities and Exchange Commission ("SEC"), including, but not limited to, the risks detailed in the Company's annual report on Form 20-F filed with the SEC on March 14, 2024, and in any subsequent filings with the SEC. Forward- looking statements speak only as of the date the statements are made. The Company assumes no obligation to update forward-looking statements to reflect actual results, subsequent events or circumstances, changes in assumptions or changes in other factors affecting forward-looking information except to the extent required by applicable securities laws. If the Company does update one or more forward-looking statements, no inference should be drawn that the Company will make additional updates with respect thereto or with respect to other forward-looking statements.

Alarum Technologies

Who we are

A publicly traded company Dual listed on Nasdaq and TASE. **Holds 100% of NetNut, a global provider of internet access and web data collection solutions.**

What we do

Providing data collection solutions Offer enterprises with advanced tools to gather, analyze and extract data from the web anonymously without getting misled, manipulated or blocked.

Our Value

Innovation, stability & competitive edge Our innovative data collection solutions support **enterprises** worldwide in **expanding and growing their business** by maintaining competitive advantage, leading the market and improve financial outcomes.

Our vision

Lead the data collection market with innovative in house developed products, **using advanced AI technologies,** collaboration with elite teams, building on our robust well-established network.

About Us

Internet access and web data collection solutions

Financial Results

78% CAGR
Over 5 years

~$26.5 million
Revenues 2023 up 43% YoY

75%
Gross Margin Q4 2023

$1.7 million Net profit
Q4 2023

$2.2 million
Adjusted EBITDA Q4 2023

Balance Sheet

$10.9 million*
In cash
company is well funded

No debt**
No toxics, low number of warrants, no ATM

Senior management
Invested over $1 million in the last investment

Business

$17 billion
Total addressable market
Operate in the attractive market of data collection***

NetNut
Is a leading well-known global brand in the field

High retention rate

SAAS
product is fully SAAS:
Online sales,
Subscription base

* As of December 31, 2023
**Except $1.1 M revenue sharing loan
***Sources: Data Collection and Labeling, Grand View Research, 2023,

Business Timeline

2013–2019

Focus on cybersecurity solutions for enterprises

2019–2021

Strategic shift to M&A

Acquired NetNut

2022

Started our path to profitability

2023

Focus on NetNut:
- Sold our enterprises cybersecurity activity
- Scaled down consumer activity

Q4 2023

Achieved record revenue and net profit of $1.7 million

As of H2 2023, Alarum is focused only on its data collection solutions

Market Overview – Data Collection

Global Market Size

Valued at $2.2 billion in 2022, expected to expand at a CAGR of 28.9% from 2023 to 2030 to reach $17.1B

Market Drivers:

- Data-Backed Decisions: The growing importance of data-backed decisions for businesses necessitates a constant flow of data

- Critical for AI: Data collection and labeling play a critical role in model development, accuracy and functioning of AI systems that must train its model on big data sets

- Social Media: Monitoring and understanding of social media activity, enabling more effective marketing and improving user experiences for digital marketing growth

- Buyer Trends: End-users are demanding a complete web-data platform featuring an entirely-automated data labeling stack

High-speed, scalable IP Proxy Network (IPPN) enables comprehensive and geographically diverse data collection

Data Collection & Labelling
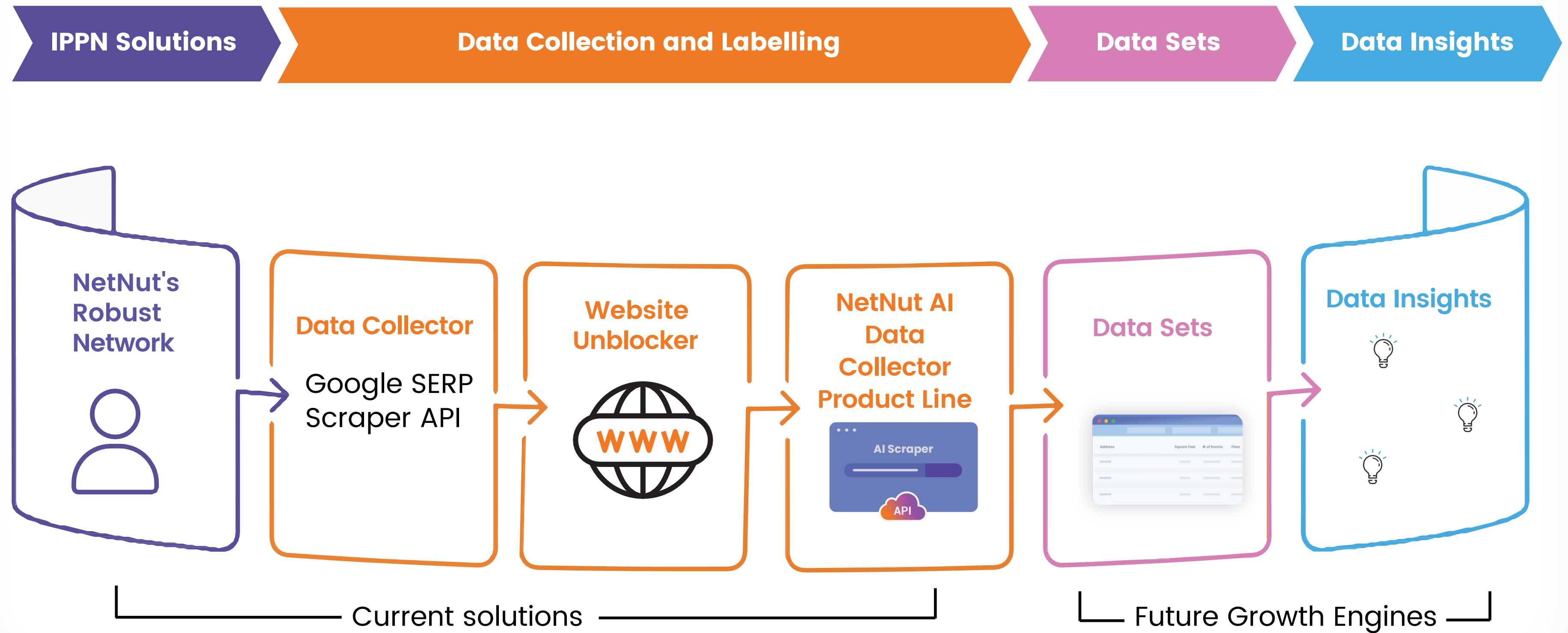**$17.1B**

IPPN
$259.7M
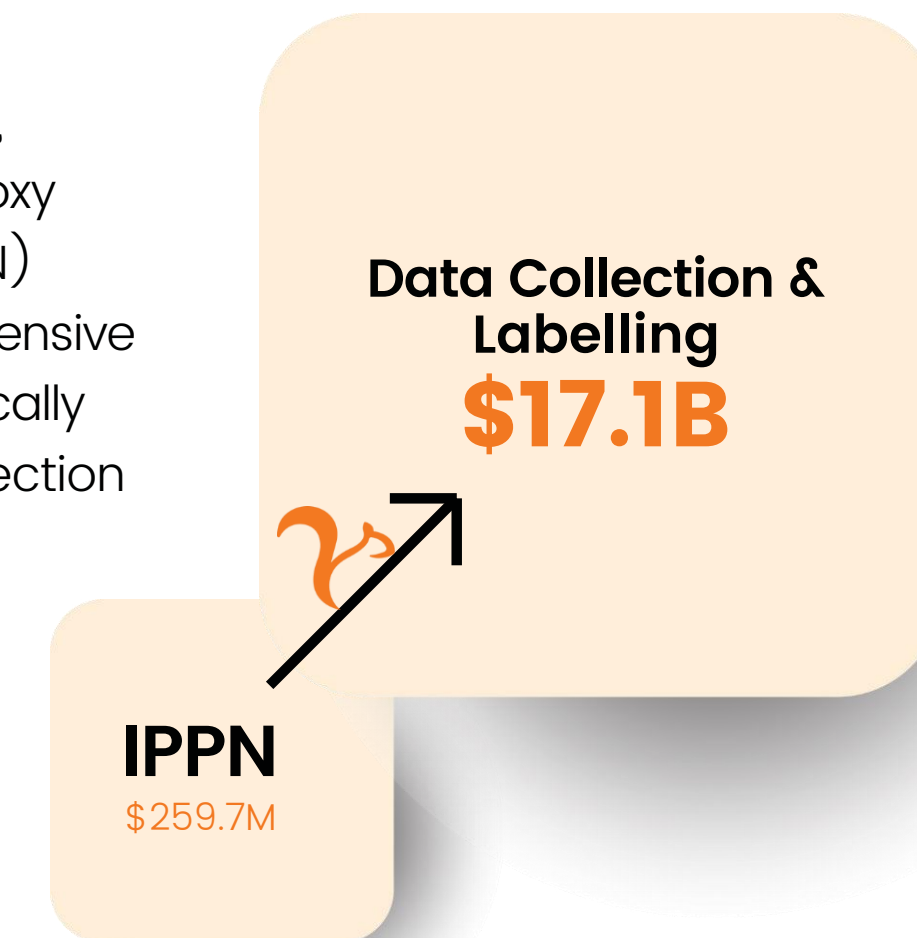
Example

Acquisition of IP Proxy Business

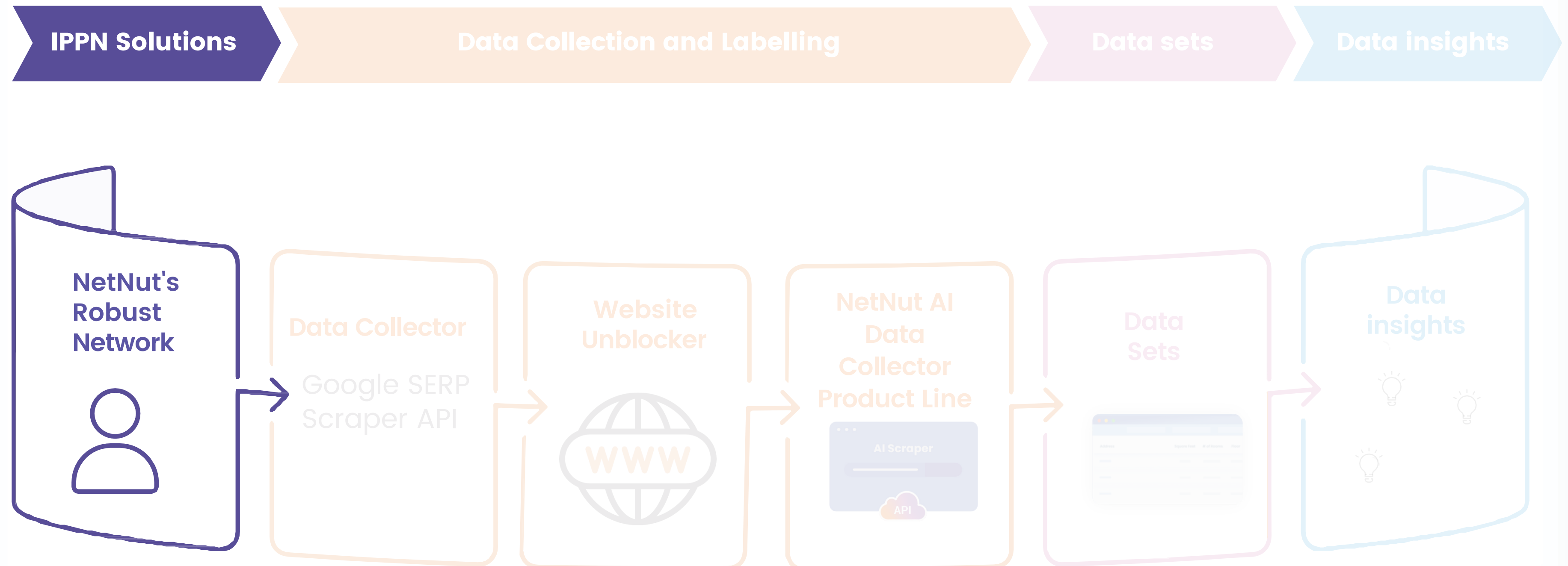Y2017: EMK Capital acquired Bright Data, world's largest IP proxy provider at estimated **X5** over revenues*

EMK Capital
Enterprise Management Knowledge

bright data
formerly Luminati Networks

Data Collection Landscape

| IPPN Solutions | Data Collection and Labelling | Data Sets | Data Insights |

NetNut's Robust Network

Data Collector
Google SERP Scraper API

Website Unblocker
WWW

NetNut AI Data Collector Product Line
AI Scraper
API

Data Sets

Data Insights

Current solutions

Future Growth Engines

alarum

Data Collection Landscape

IPPN Solutions — **Data Collection and Labelling** — **Data sets** — **Data insights**

NetNut's Robust Network

Data Collector
Google SERP Scraper API

Website Unblocker
WWW

NetNut AI Data Collector Product Line
AI Scraper
API

Data Sets
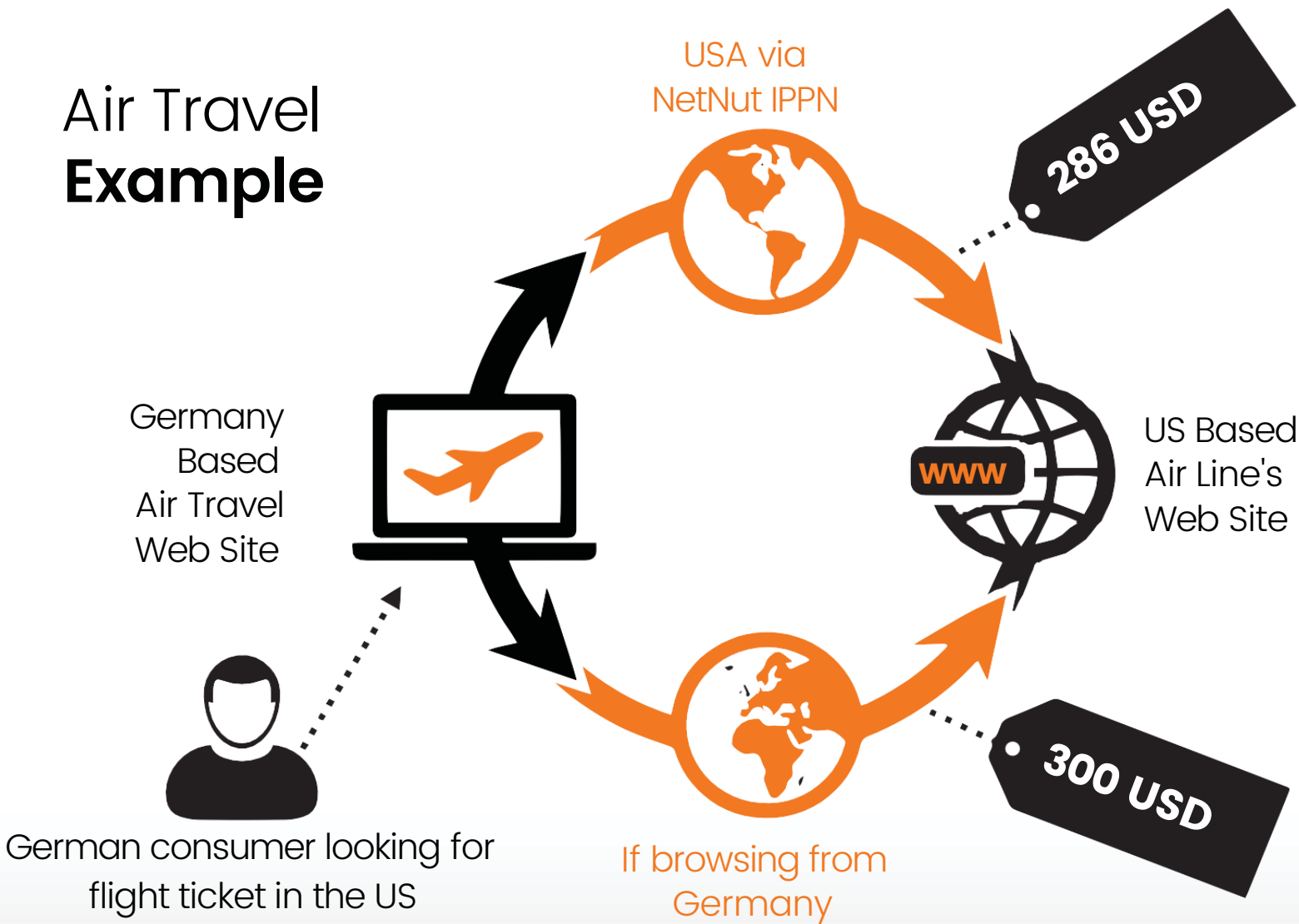
Data insights

The Need: Enterprise Challenges

Companies that do not adopt business IP proxy solutions that simulate different users are at risk of gathering incorrect & misleading data, or being exposed

✓ Websites increasingly change their displayed information based on user IP address, location & demographic attributes

✓ To conduct competitor analysis, price comparisons & data extraction, companies need to access websites as a "simulated user" to capture the REAL & ACCURATE information

To browse the internet while maintaining anonymity, enterprises need to mask their IP address

Air Travel **Example**

USA via NetNut IPPN

286 USD

Germany Based Air Travel Web Site

US Based Air Line's Web Site

www

German consumer looking for flight ticket in the US

If browsing from Germany

300 USD

Our customers seamlessly collect accurate, transparent & in scale data from any public online sources

NetNut's platform is based on our proprietary reflection technology. Our hybrid network infrastructure comprises of more than 1,000 servers and over 700 proxy servers deployed around the globe connected to 52 million IPs of various types including ISP IPs and data center IPs in leading data centers providing full global coverage

Our Customers' Value :

> Business continuity by preventing blocking and misleading data

> Efficiency and cost reduction by automation

> Increasing revenues by full geographic coverage and data in scale

> Improving AI models by training with big data

Selected Use Cases

Ad verification
Our ad network customers view their advertisers' landing pages to ensure they don't contain malware or improper ads. This verification is crucial for fraud detection.

Brand protection
Corporations, such as Nike and Adidas, monitor the web for proper use of their brand to protect their Intellectual Property, trademarks and pricing strategy.

SEO Monitoring
Search engine data helps to provide insights for tracking rankings, checking Google's index, local listings or gaining data on competitive SEO practices and strategies.

Travel
Travel companies collect pricing information of their competitors from different GEO location. Our network allows them to adapt their pricing accordingly and gain competitive advantage.

Business intelligence
E-commerce companies similar to Ebay or Amazon collect product related features and pricing from the web using our network to get the data in a reliable way without being misled.

Web data extraction
Web scraping involves collecting data from websites to scan public records, maintain the competitive advantage, strengthen sales intelligence or scraping social media data.

11

alarum

Customer Case Study:
Dynamic Pricing Company Success with NetNut's Network

12B
requests/month

1,020T
of data collection

99%
success rates on average

Using **52M+** IPs from various countries worldwide

Customer and Industry Profile

Based in the USA, the Dynamic Pricing Company has a global team spread across 15 countries and customers in 100+ countries spread across all six continents. The company offers an innovative data driven solution which dynamically manage pricing and rates based on real-time: help vacation rentals increase revenues and save them hours in the process.

Challenges

The company experienced significant difficulties in collecting vast amounts of data from various sites in real-time. Ensuring the localization of data was also a critical concern. Due to the extensive scale of the data collection effort, issues with reliability and challenges in circumventing blocking mechanisms were common.

Solutions Provided by NetNut

NetNut delivered a comprehensive solution to the company, seamlessly integrating both rotating residential and data center proxies. This fusion of offerings allowed the company to customize its web data collection strategies for each target site, ensuring the use of the most appropriate IP product. Concurrently, this approach facilitated cost-saving measures without sacrificing quality.

Our Value

By leveraging NetNut's advanced proxy solutions, the Dynamic Pricing Company achieved remarkable improvements in its web data collection processes. These enhancements have directly contributed to the company's ability to provide more efficient and effective dynamic pricing services to its clients.
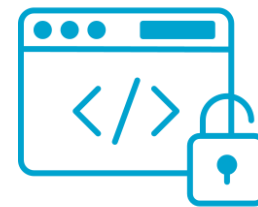
Data Collection Landscape
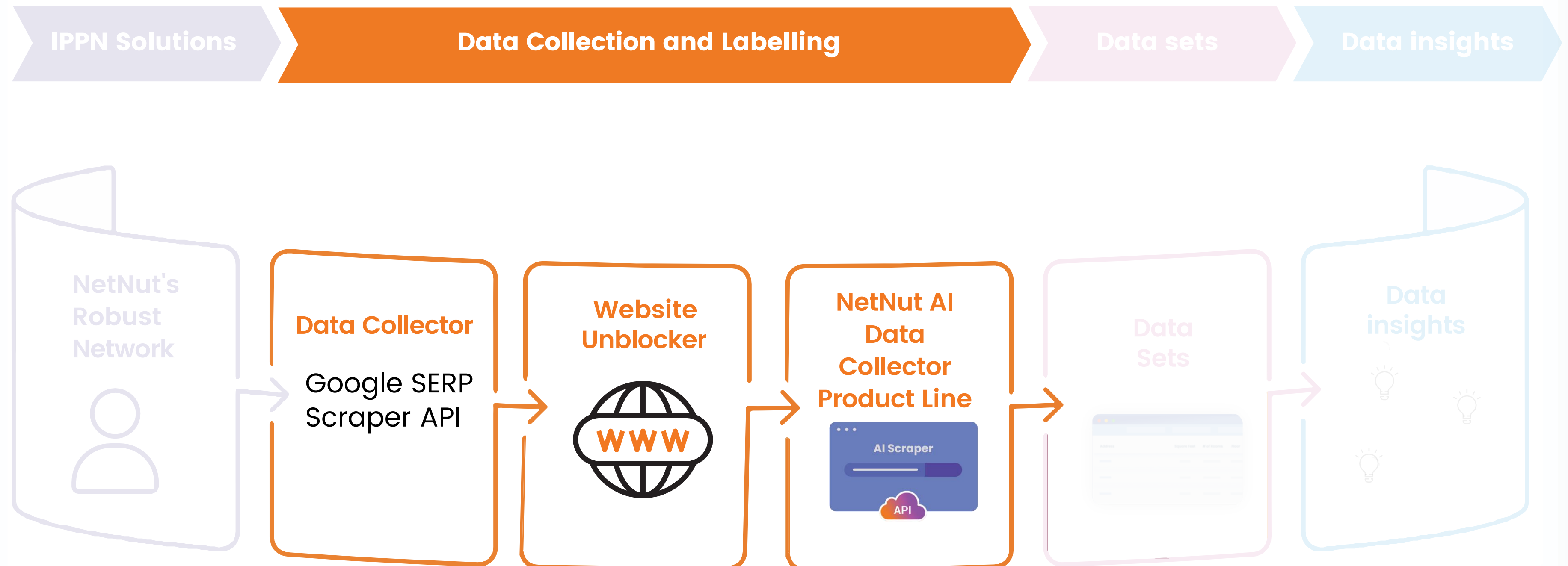
Data Collection Product Line

SERP API

- *Simple API integration*
- *Real time structured data*
- *Search results from any location, site, device*

Website Unblocker

- *100% success rate*
- *Bypass advanced anti bot systems*
- *Auto IP rotation, auto-retry, CAPTCHA solving, dynamic browser fingerprinting*
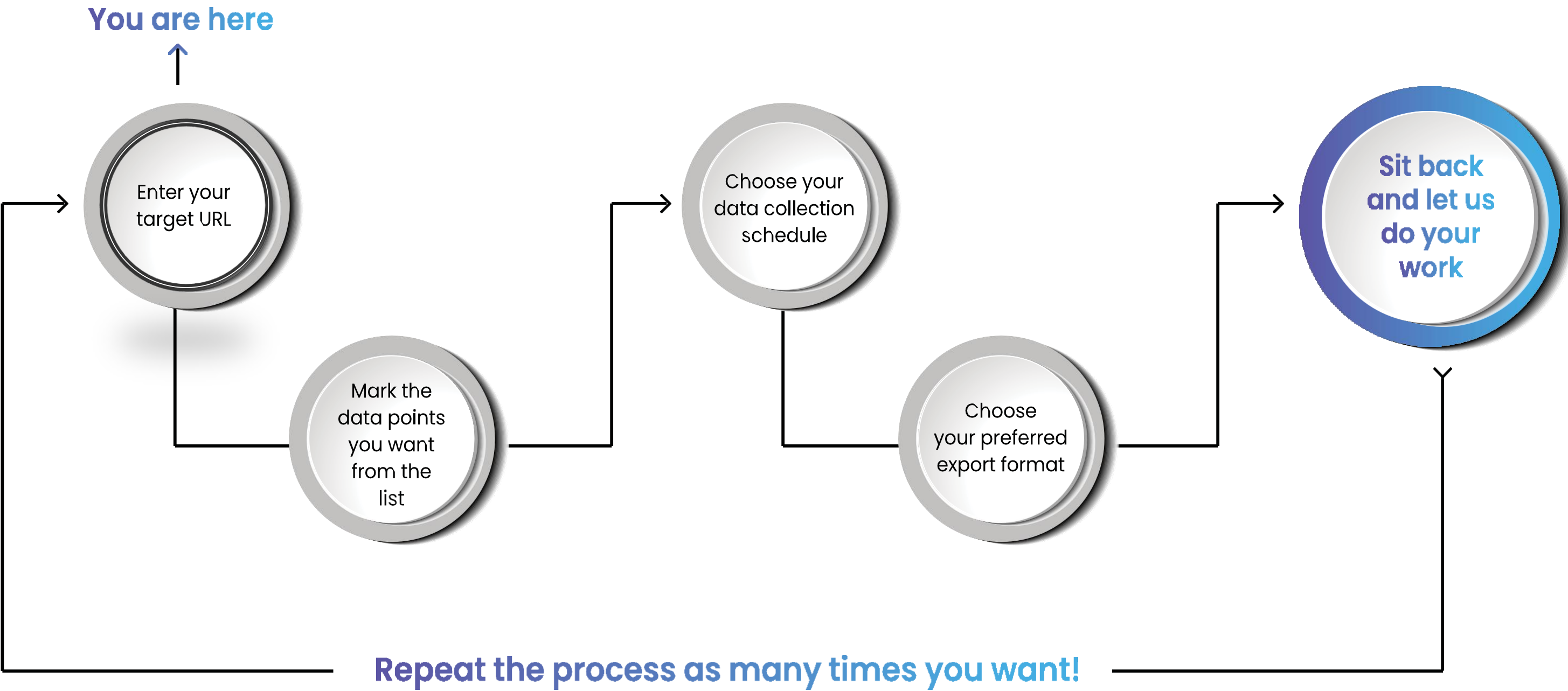
AI Data Collector

- *The advanced AI solution automatically adapts to website changes*
- *Ensuring continuous data collection without any downtime*

In Launch: AI Data Collector

Enables enterprises to effortlessly generate a data collector within minutes, thanks to its intuitive, no-code interface. The tool's advanced AI automatically adapts to website changes, ensuring continuous data collection without any downtime.

You are here

Enter your target URL

Mark the data points you want from the list

Choose your data collection schedule

Choose your preferred export format

Sit back and let us do your work

Repeat the process as many times you want!

No CAPTCHAs | Always Live | No Code | Set Your Own Schedule

15

Companies who love us...

PriceLabs
Dynamic Pricing

travelfusion
Travel Data Aggregation

Lenovo 联想
Social Media Data Collection

RocketReach
Email Verification

Apollo.io
Email Verification

zyte
SEO
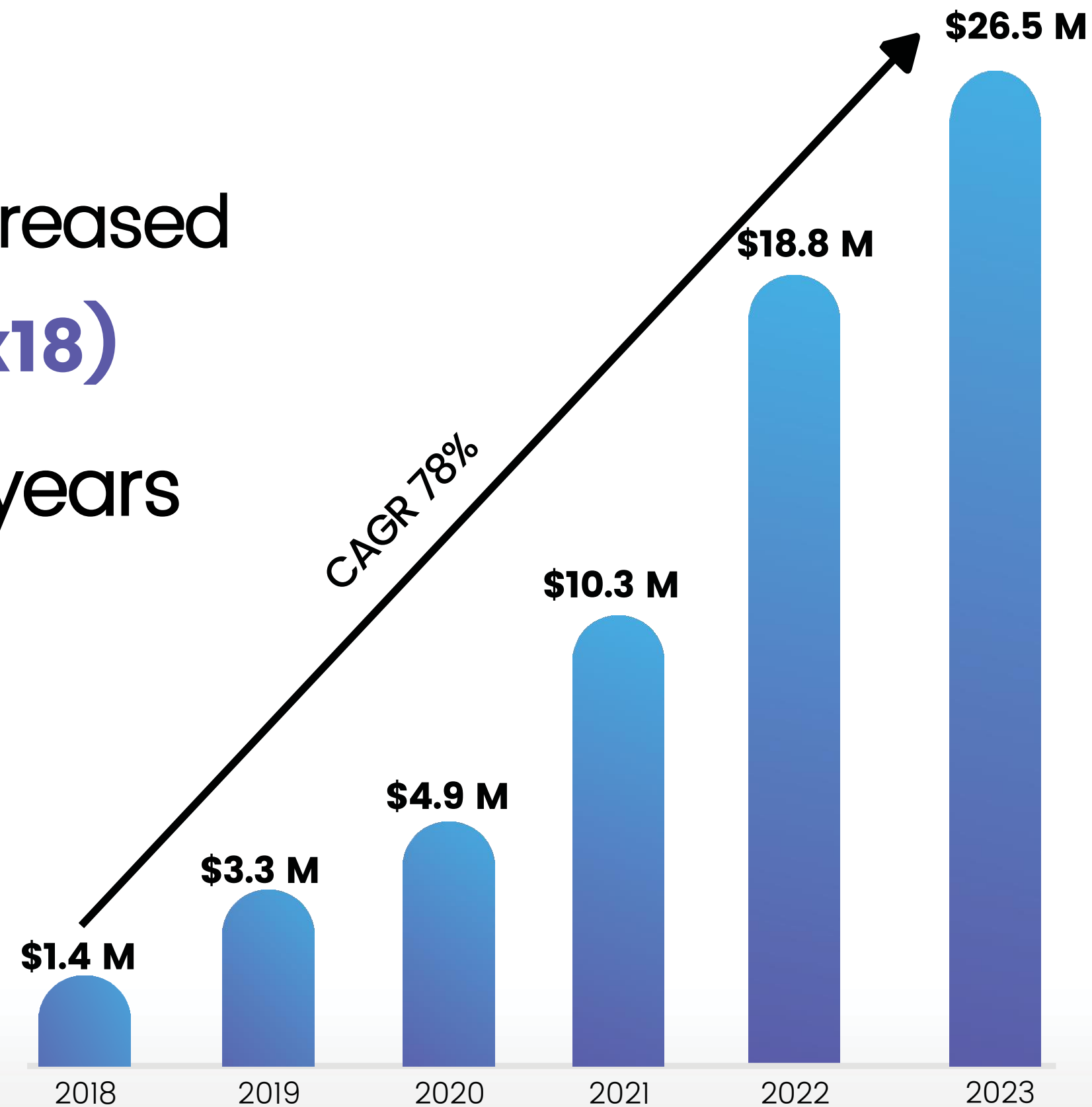
geoedge Add Integrity
Ad Verification

APIFY
Scraping As A Service

import.io
Market Research

Alarum - Exceptional Annual Revenue Growth
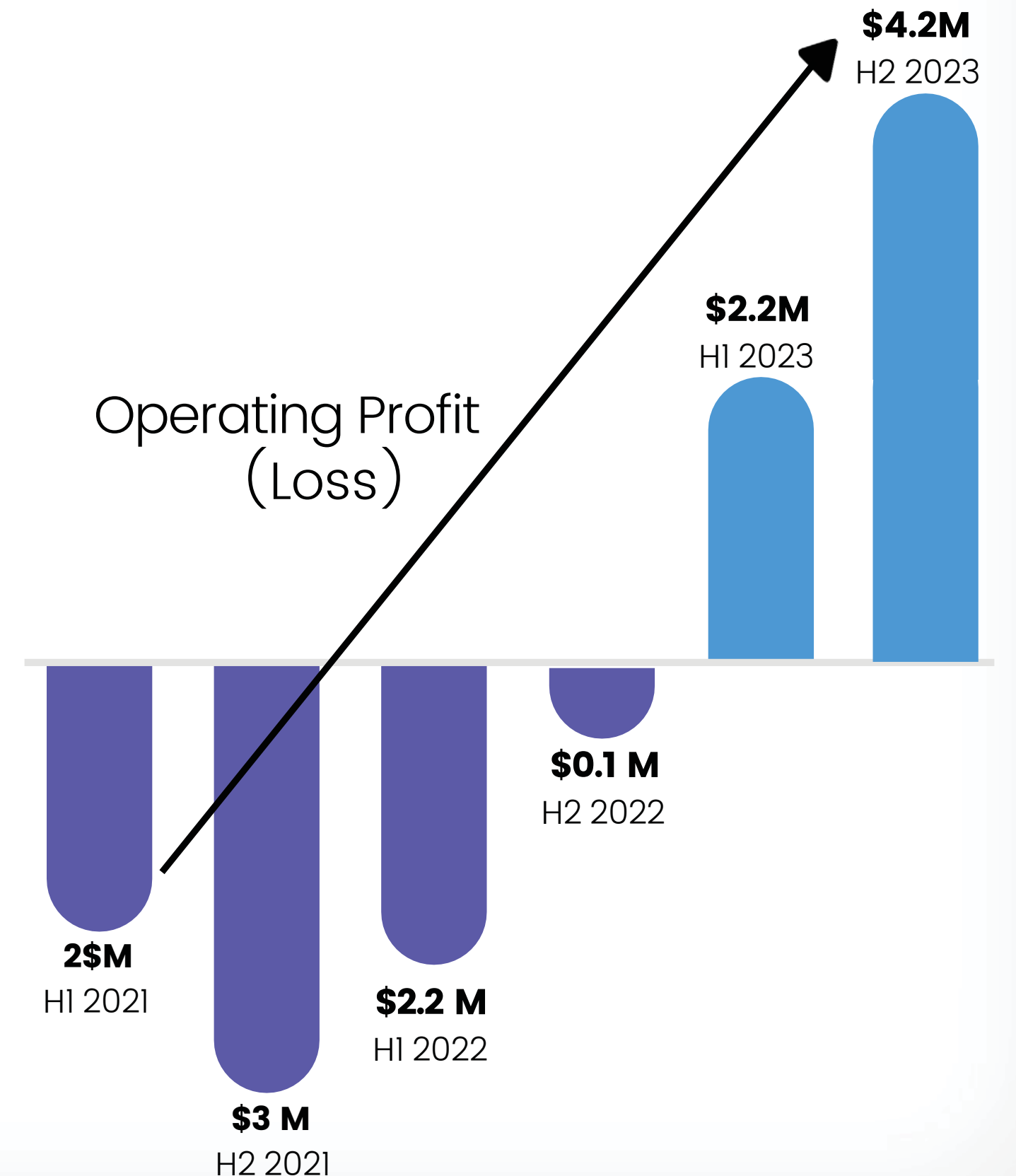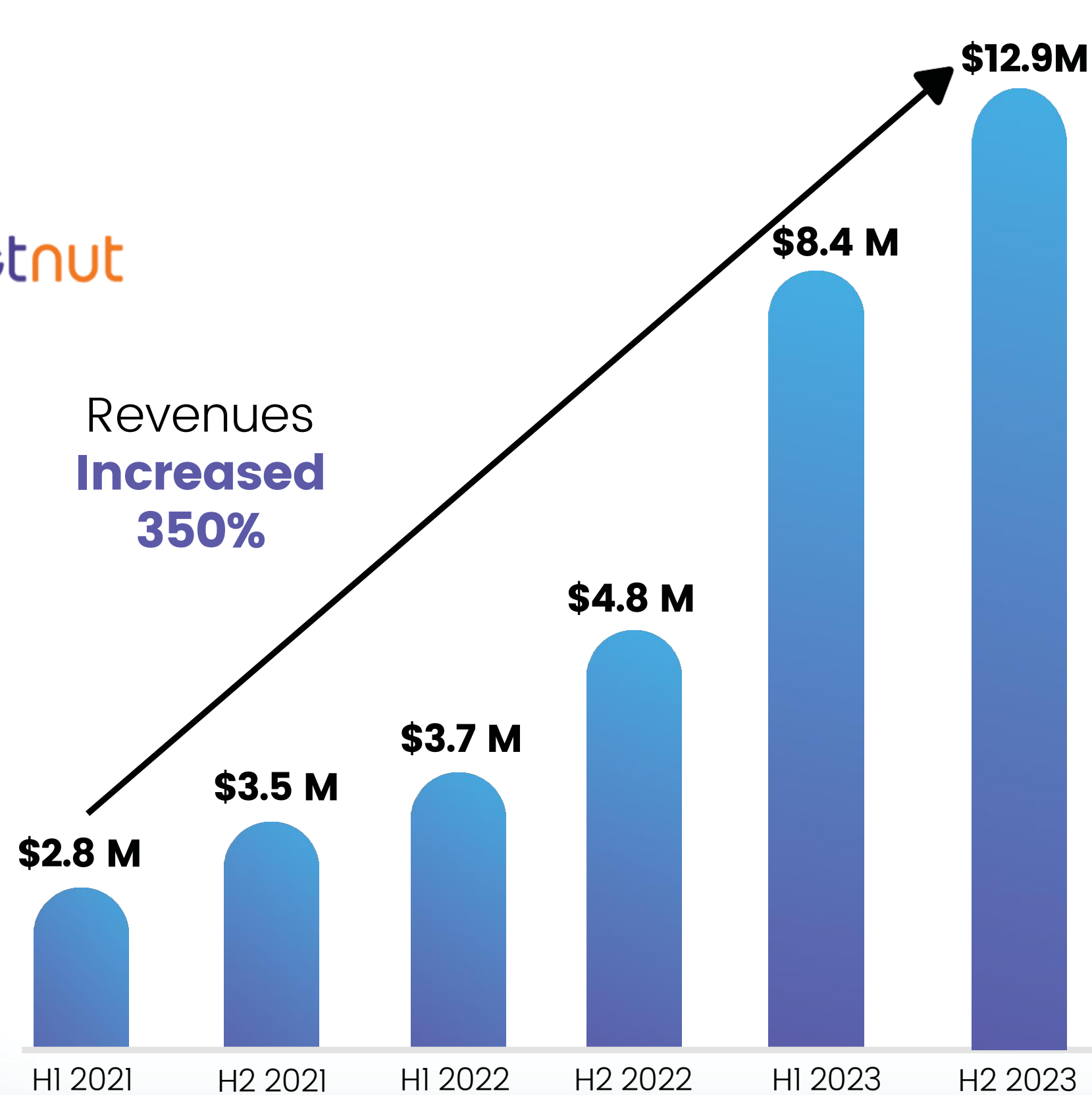
Revenue increased

1700% (x18)

Over five years

CAGR 78%

$1.4 M — 2018
$3.3 M — 2019
$4.9 M — 2020
$10.3 M — 2021
$18.8 M — 2022
$26.5 M — 2023

alarum

Customer Breakdown 2023

By Industry

Number of customers

Legend:
- eCommerce
- Automated Data Collection
- Ad verification
- Social Media
- Ticketing
- Sales Intelligence
- Re-Seller
- VPN
- Travel
- Digital Marketing
- SEO
- Google
- People Data
- Brand Protection
- Sneakers
- Market Research

Pie values: 85, 48, 43, 20, 19, 17, 17, 14

By customer size

	Number of customers	Aggregate revenue
X > $1,000,000	3	$5.8 million
$100,000 < X < $1,000,000	34	$9.9 million
$10,000 < X < $100,000	131	$4.7 million
$1,000 < X < $10,000	196	$0.8 million
0 < X < $1,000	591	$0.1 million

NetNut: Revenue Growth and Operating Profit

Revenues Increased 350%

Revenues:
- H1 2021: $2.8 M
- H2 2021: $3.5 M
- H1 2022: $3.7 M
- H2 2022: $4.8 M
- H1 2023: $8.4 M
- H2 2023: $12.9M

Operating Profit (Loss):
- H1 2021: 2$M
- H2 2021: $3 M
- H1 2022: $2.2 M
- H2 2022: $0.1 M
- H1 2023: $2.2M
- H2 2023: $4.2M

Customer Success

NetNut's Net Retention Rates

Net Retention Rates (NRR) represent the average growth rates of current customers only, without the revenues generated from new customers, but including up-sales and cross-sales on one hand and churn on the other hand.
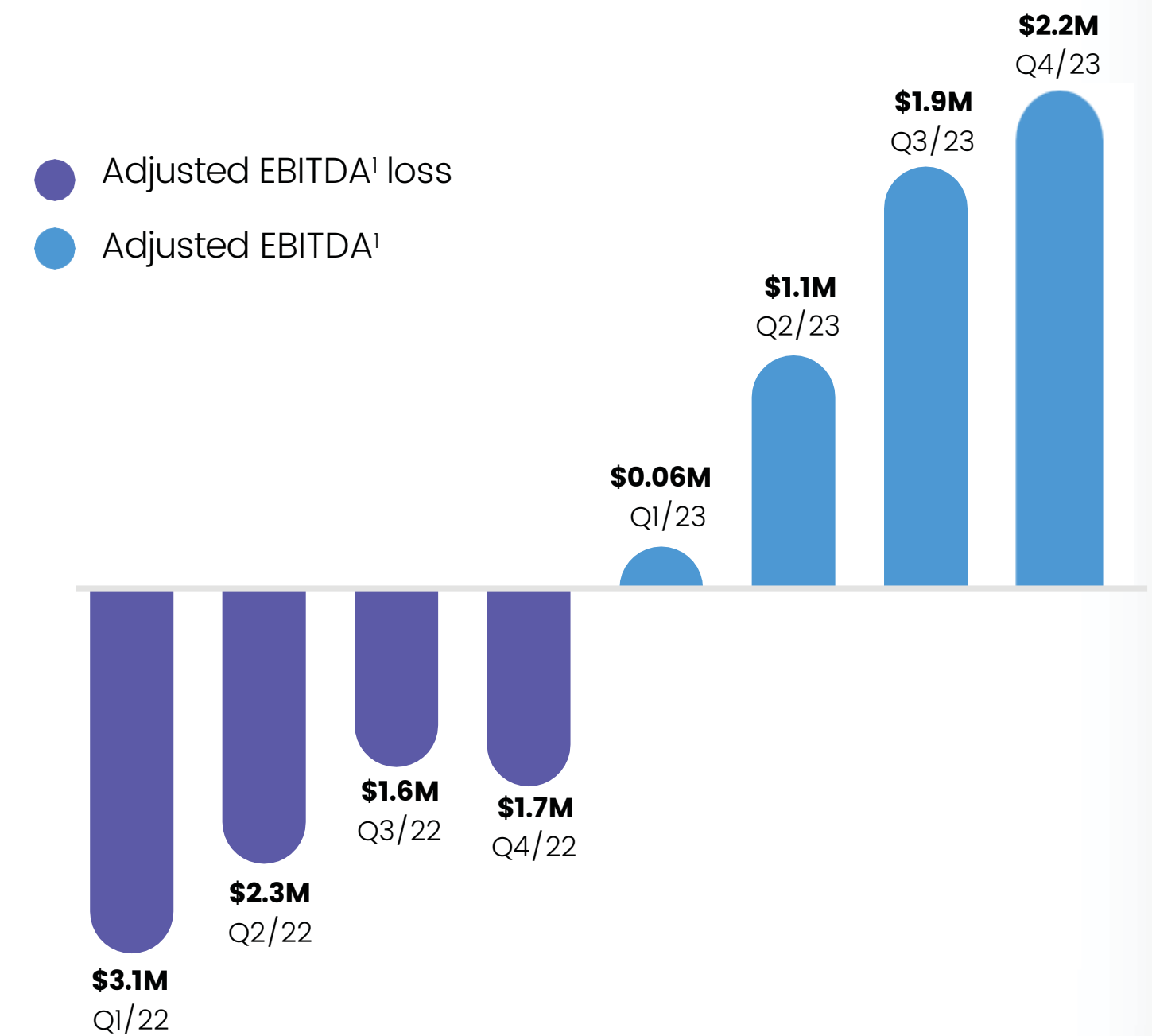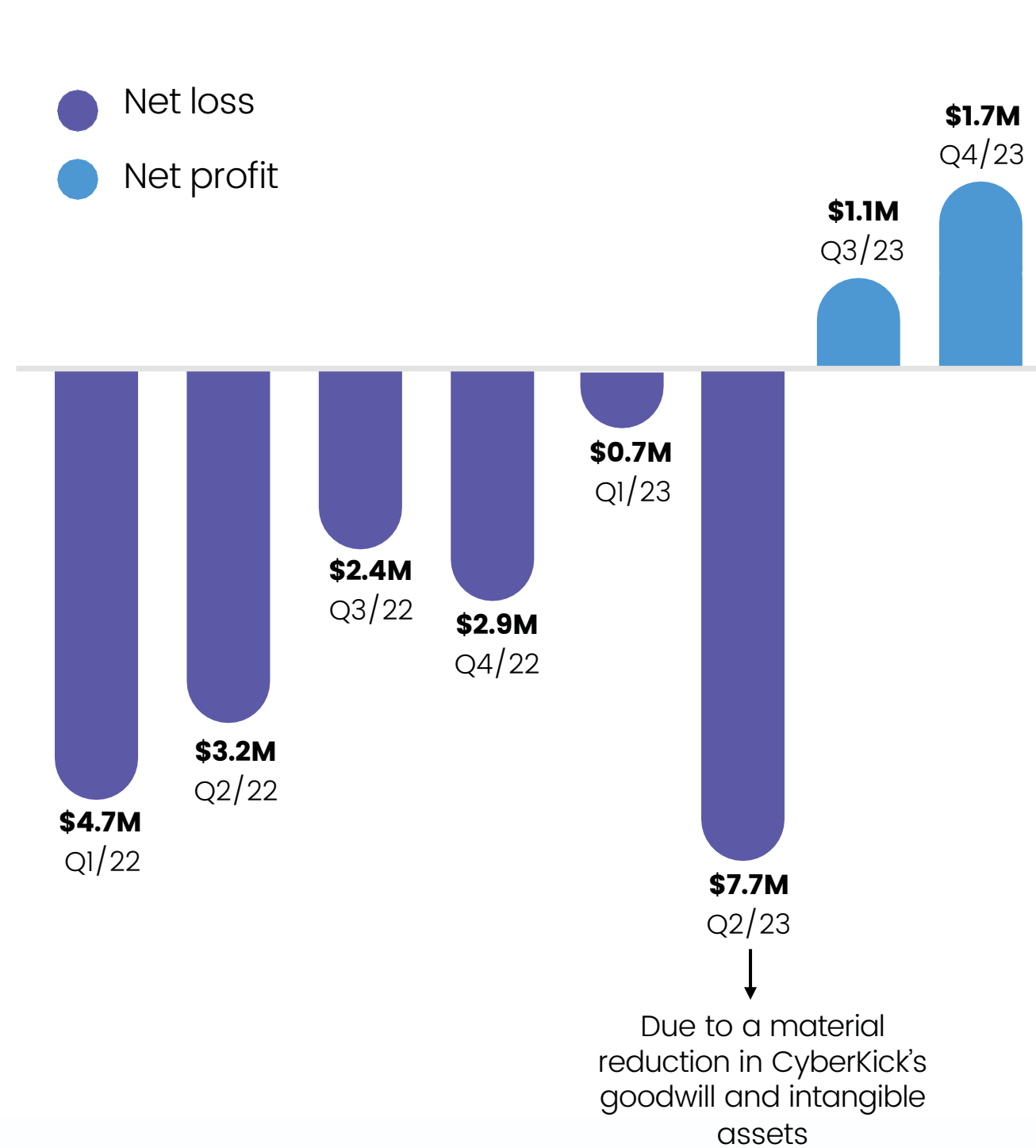
NRR greater than 100% indicates that the company experiences revenue growth from its existing customer base in the specific period even after accounting for lost revenue due to customers' churn. Conversely, an NRR lower than 100% suggests that the company loses revenue from existing customers in the specific period due to churn which is higher than revenue gain through up-sells or cross-sells.

In NetNut we have high NRR in 2023 - one of the reasons for the 2023 rapid revenue growth

1.44 — 30.09.23

1.53 — 31.12.23
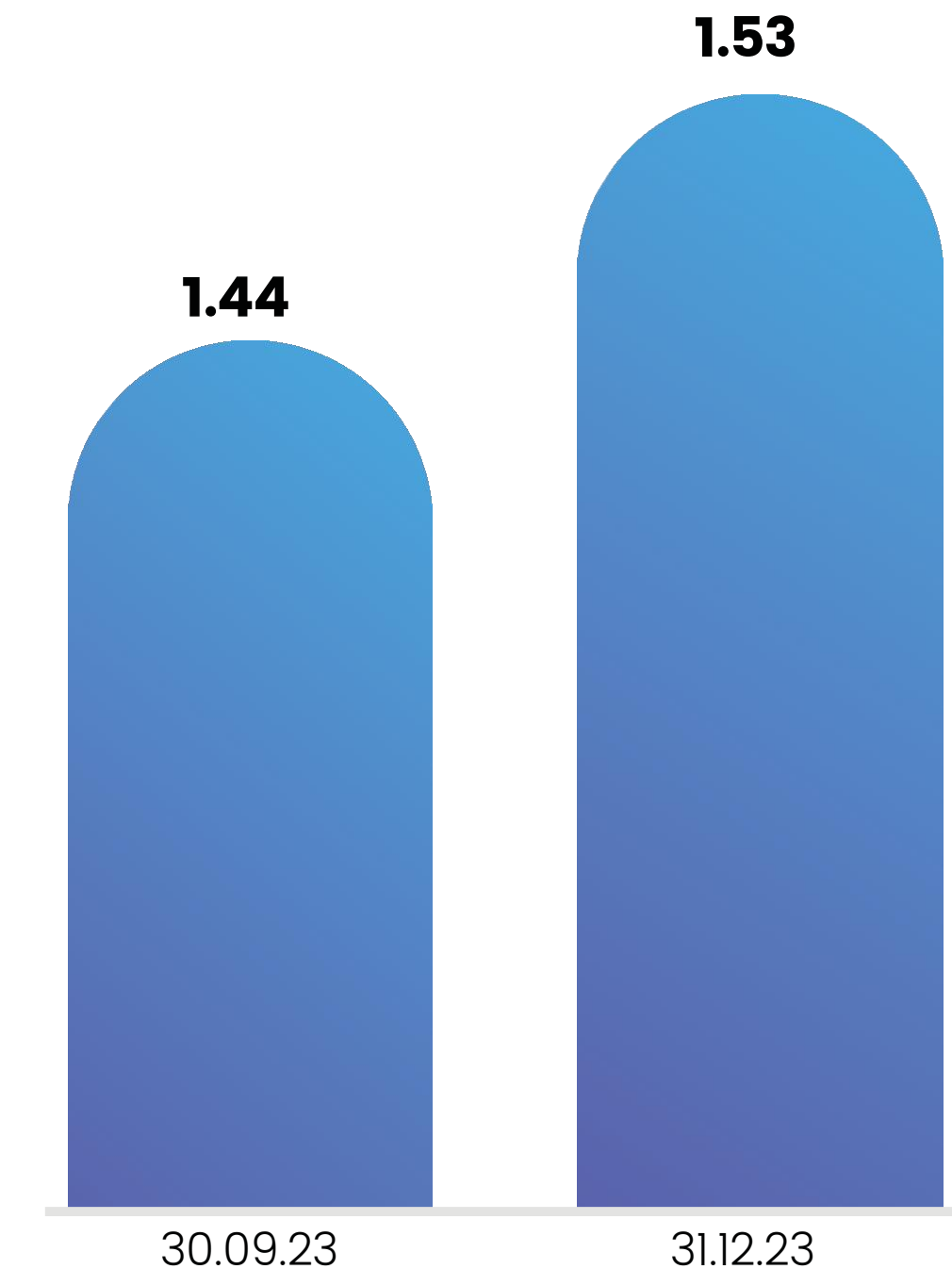
We calculate our NRR as of a period end by starting with the Annual Recurring Revenues (ARR) from the cohort of all customers as of 12 months prior to such period-end, or the Prior Period ARR. We then calculate the ARR from these same customers as of the current period-end, or the Current Period ARR. Current Period ARR includes any expansion and is net of contraction or attrition over the last 12 months but excludes ARR from new customers in the current period. We then divide the Current Period ARR by the Prior Period ARR to arrive at the point-in-time NRR. We then calculate the average of the trailing four quarter point-in-time NRR to arrive at the NRR.

Our Path to Profitability

Net loss

Net profit

$4.7M
Q1/22

$3.2M
Q2/22

$2.4M
Q3/22

$2.9M
Q4/22

$0.7M
Q1/23

$7.7M
Q2/23

Due to a material reduction in CyberKick's goodwill and intangible assets

$1.1M
Q3/23

$1.7M
Q4/23

Adjusted EBITDA[1] loss

Adjusted EBITDA[1]

$3.1M
Q1/22

$2.3M
Q2/22

$1.6M
Q3/22

$1.7M
Q4/22

$0.06M
Q1/23

$1.1M
Q2/23

$1.9M
Q3/23

$2.2M
Q4/23

[1] The Company defines EBITDA (EBITDA loss) as net profit (loss) from continuing operations before depreciation, amortization and impairment of intangible assets, interest and tax, and defines Adjusted EBITDA (Adjusted EBITDA loss) as EBITDA (EBITDA loss) as further adjusted to remove the impact of (i) impairment of goodwill (if any); and (ii) share-based compensation expense

Balance Sheet & Cap Table

Assets:

Cash	10.9
Trade & other receivables	2.4
Goodwill	4.1
Intangibles	1.4
Other assets	1.3
Total Assets	**20.1**

Liabilities:

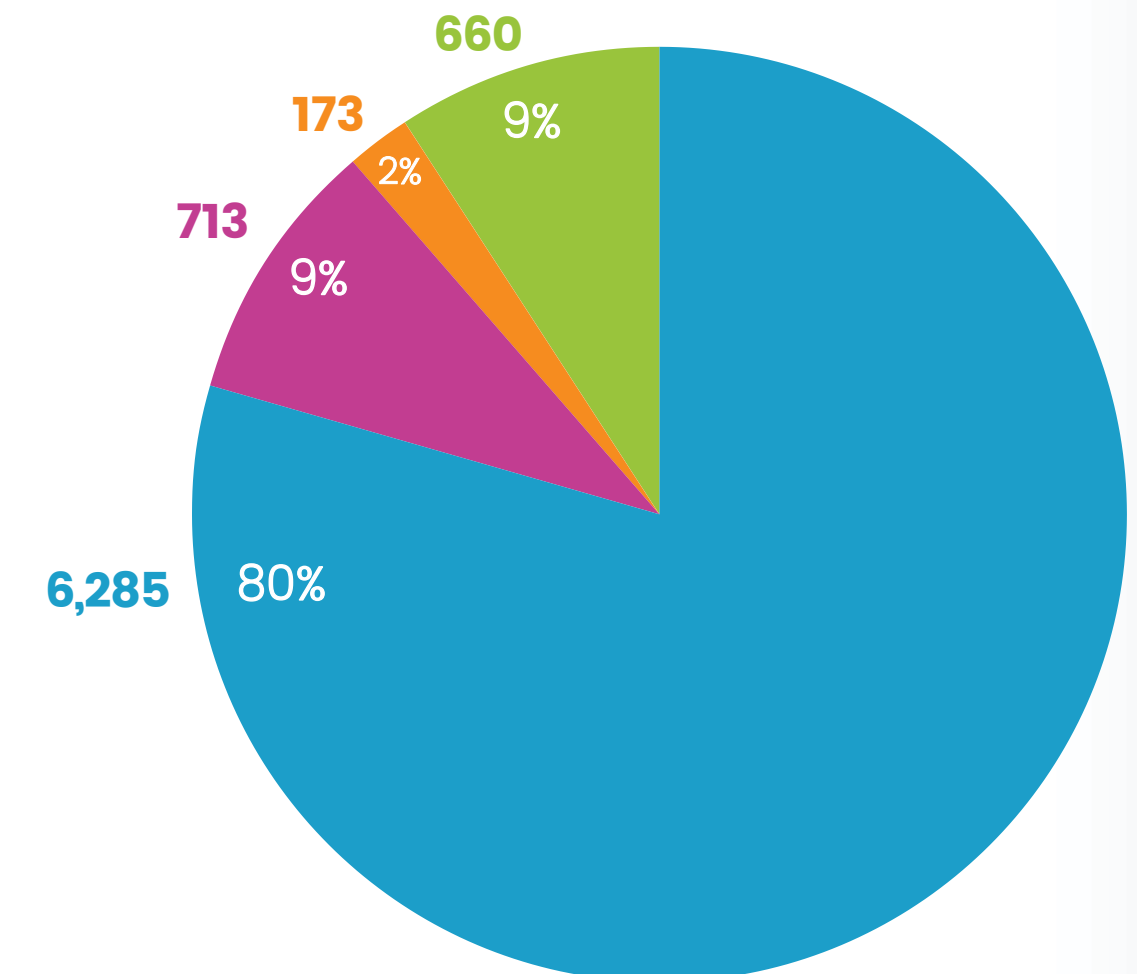|	
Trade & other payables	2.8
Contract liabilities	2.0
Long-term loan	1.1
Other Liabilities	1.0
Total liabilities	**6.9**
Total equity	**13.2**

Total balance sheet 20.1

* USD M
* December 31, 2023

ADSs (thousand, %)
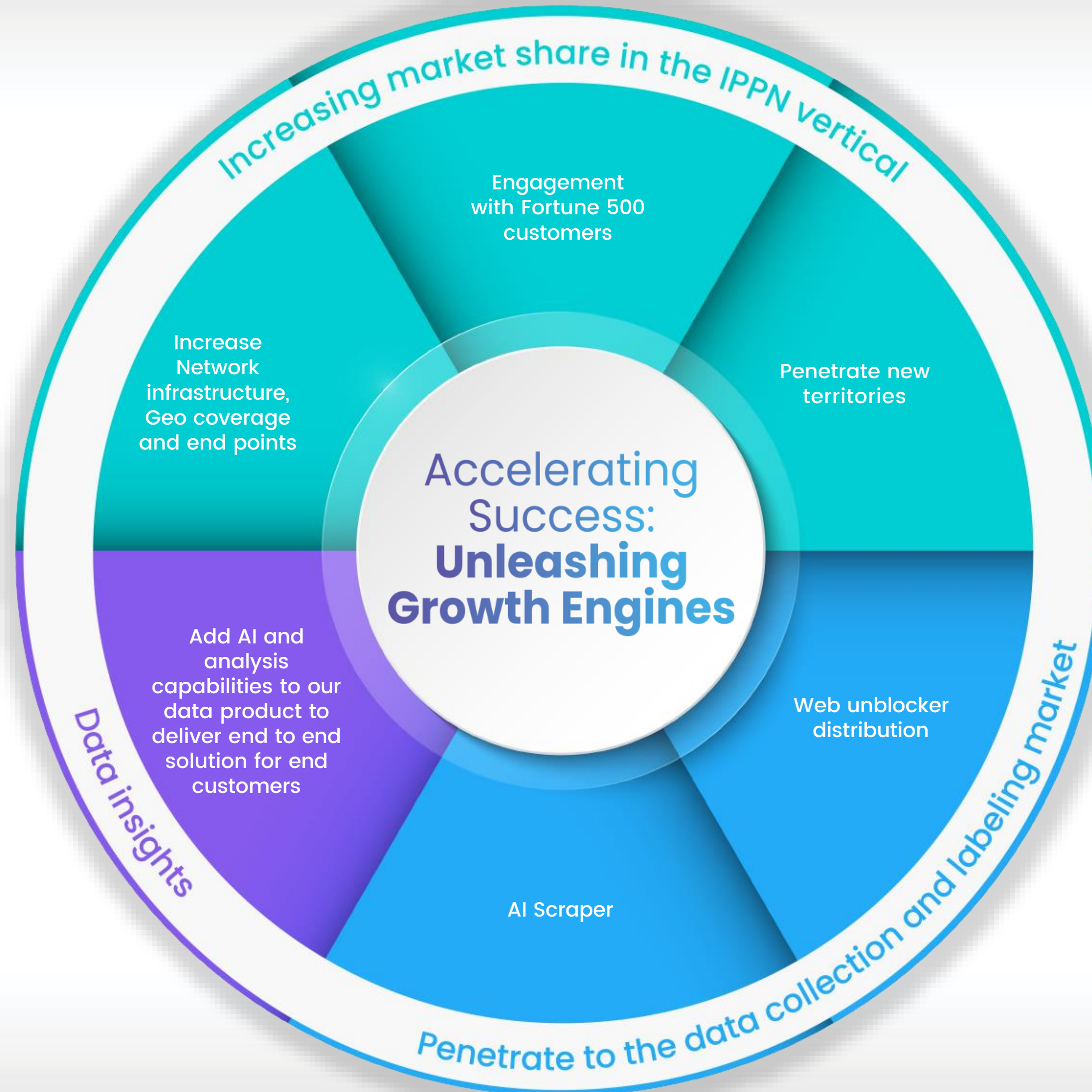

- Outstanding
- Employees allocated options[1]
- Employees allocated Restricted Share Units[2]
- Warrants[3]

660 — 9%
173 — 2%
713 — 9%
6,285 — 80%

[1] Weighted average exercise price $7.83, Mostly expire between 2030-2032

[2] Vested ratably until end of 2026

[3] Weighted average exercise price – $40; 220 thousand at exercise price of $2.72, 160 thousand at $12 and 280 thousand at $33-$80

Accelerating Success: **Unleashing Growth Engines**

Increasing market share in the IPPN vertical

Engagement with Fortune 500 customers

Penetrate new territories

Increase Network infrastructure, Geo coverage and end points

Add AI and analysis capabilities to our data product to deliver end to end solution for end customers

Web unblocker distribution

Data insights

AI Scraper

Penetrate to the data collection and labeling market

alarum

23

Leadership

alarum

Chen Katz
Chairman of the Board

in

Shachar Daniel
Chief Executive Officer,
Co-Founder, Director

in

Shai Avnit
Chief Financial Officer

in

Omer Weiss
Corporate Legal Counsel

in

Ezra Muallem
Chief Operating Officer

in

Moshe Kramer
Senior V.P. R&D

in

Tomer Cohen
Chief Technology Officer

in

Jeffy Binhas
Chief Revenue Officer

in

David Matrikin
V.P. Product Strategy

in

Eitan Bremler
V.P. Product
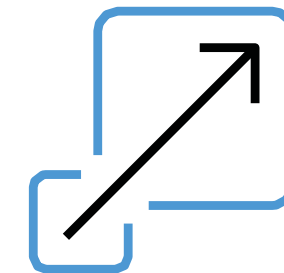
in

Dafna Lipowicz
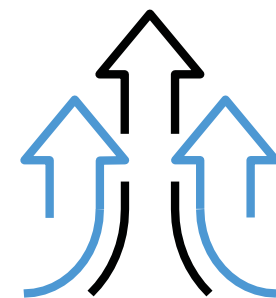V.P. People

in

Key Takeaways
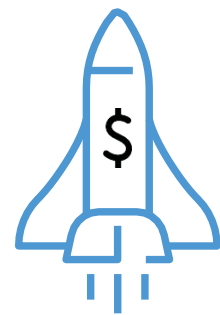
Record revenue and all time high operating cashflow for the fourth quarter of 2023

Innovation at the attractive growing market of data collection

Highly-scalable business model – 75%+ gross margins

Record revenue for 2023 – $26.5 million

Achieved record net profit of $1.7 million and record Adjusted EBITDA of $2.2 million in Q4 2023

Thank You

Investor Relations
Michal Efraty
Direct: +972-523044404
investors@alarum.io

Alarum Technologies Ltd.
Alarum Technologies Ltd.
P.O. Box 174
30 Haarba'a Street
Tel Aviv 6473925 Israel
www.alarum.io

NASDAQ / TASE : ALAR