

group  
107

LEVENT

*Democratize Trading*

ISRAEL IT

Grow Your Team. Scale Your Business

*Premium Offshore Teams*

Investor Presentation

March 2022

(TASE: GROUP107)

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## GROUP ACTIVITIES

LEVENT

Fintech - Trading Platform

ISRAEL IT

Identifying, Recruiting, and  
Training High-Tech

# ABOUT THE GROUP





## BUSINESS PARTNERS AND CUSTOMERS



# MANAGEMENT AND BOARD OF DIRECTORS



**GUY AMAR**

Founder & CTO

Proven track record in end-user technology and product characterization



**ADI KATZ**

Founder & CEO

Serial-entrepreneur, results-oriented leader with proven achievements in managing business



**DANNY COHEN**

Chairman of the Board

Senior chairman bringing 25 years of experience from financial institutions former CEO of Leumi Card



**MAYA FINGER**

Director

Director of "ACTO" - the Academic Center for Impact Entrepreneurship and Investments.



**MAYBAR DURST**

Director

Founder and CEO of MD Consultancy former senior manager at Cisco USA, 14 Marketing Director of Netvision Israel



**EINAT SKURNIK**

Director

20 years of experience as director of investment pension consulting, analysis, capital market research and development of fintech products



**RONIT SHARIR**

Director

Organizational consultant, group facilitator with experience in international companies



**SANDRA USIEMWANTA**

COO

Senior Director, 16 years of experience formerly Credit Europe Bank



**ROI KATZ**

CFO

12 Years experience as a CPA, Experience in auditing accounts at academic institutions



# ADVISORY BOARD



**TAMAR YASUR**

**Advisory Board**

Current Chairman of the Isracard Group  
Experience in senior positions in large  
financial institutions



**EUGENE KANDEL**

**Advisory Board**

An Israeli economist, the former CEO of Start-Up Nation  
Central, and an Emil Spyer Professor of Economics and  
Finance at the Hebrew University of Jerusalem



**HANNA SHINDLER**

**Advisory Board**

20 years of experience. former hi tech executive at  
Amdocs and Bank Leumi and served as CEO of  
Pepper Golbel

## RUSSIA - UKRAINE: OUR VIEW AND ACTIONS

Relocate part of the staff  
and their family to Poland

Made sure emergency supplies are  
adequate

Established new safety procedures  
for staff

Arranged new staff housing in  
Poland

Added new communication lines

Enabled continuity of business by  
staying close to the group's clients





TRADING IN THE CAPITAL MARKET

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*Democratize Trading*

## TRADING IN THE CAPITAL MARKET

# LEVENT

*Democratize Trading*

- The Levent platform is offered as a B2B2C product
- The target potential customers are banks, brokers, financial institutions that will offer the product to their clients (private traders) who are interested in trading stocks
- The product is offered to the customers in white label format
- A modular product that every potential customer can adapt to their needs, both in terms of visibility (Look & Feel) and in terms of the functions
- Our product is being used by the FIBI Bank Group
- Levent is an R&D company and all the technological development is done in house





# INNOVATION - THE UNIQUENESS OF THE LEVENT PLATFORM



*What Makes Us Special*

Set stop loss in advance

Repeat strategy mode

Run strategy backtesting

User interface with multiple languages  
support

Set entry and exit in advance

The strategies are independent from volume

Set strategies with no expiration date

Set multiple exit conditions from  
strategy

# LEVENT - THE COMPANY OVER THE YEARS





## GROWTH POTENTIAL

**~8,600**  
Banks and financial institutions\*

**75K-600K**  
Potential customers of financial institutions

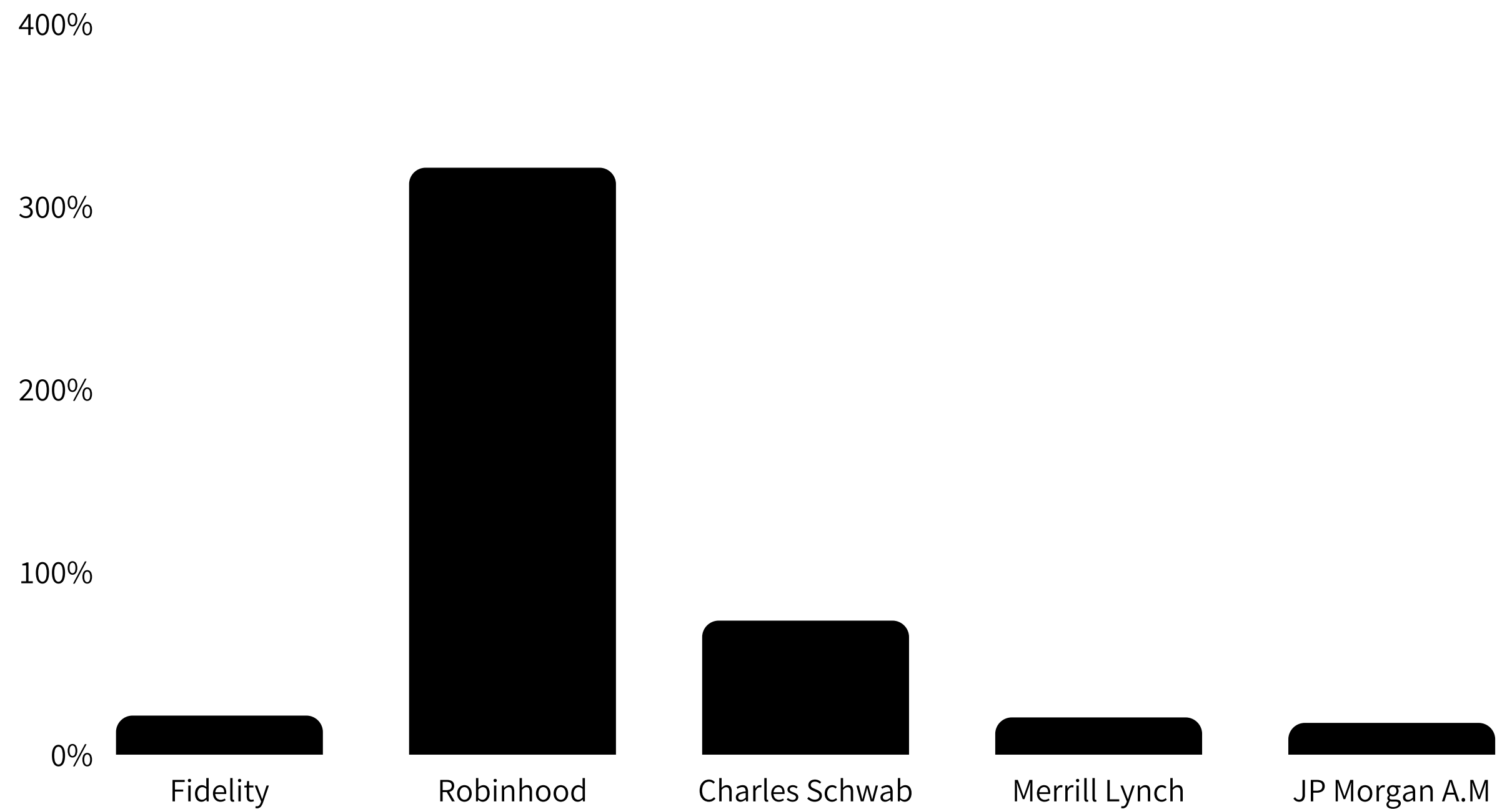
**0.15\$-0.25\$**  
Per transaction / Monthly payment

**2.5%**  
Estimated penetration rate

**LEVENT**  
*Democratize Trading*



# GROWTH POTENTIAL - CHANGE IN THE LARGEST STOCK BROKERAGE FIRMS BY ASSETS UNDER MANAGEMENT

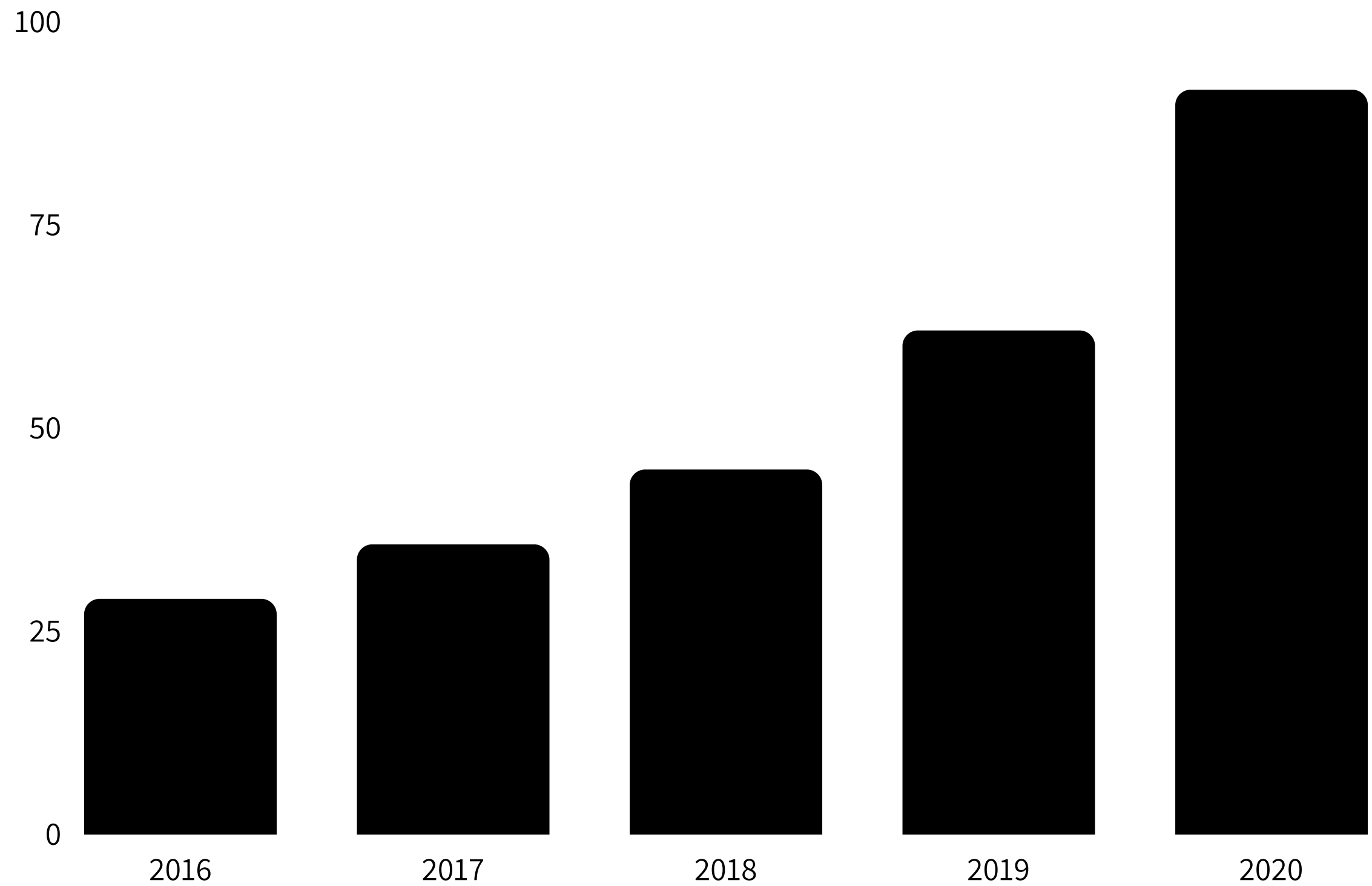


The numbers are from September of 2020 and 2021\*

Robinhood’s numbers are from March of 2020 and 2021\*\*



# GROWTH POTENTIAL - STOCK TRADING APP USERS



Stock trading app users (Millions) 2016-2020

# OUTSOURCING DOMAIN: IDENTIFYING, RECRUITING, AND TRAINING HIGH-TECH





## THE MAIN PROBLEM IN THE HIGH-TECH INDUSTRY

There is a huge shortage of high-tech workers

Along with a steady increase in employee salaries and recruitment costs

## ISRAEL IT - ONE STOP SHOP

Placing, recruiting, training, and managing teams  
for the high-tech industry

Planning and development of tech projects

### ISRAEL IT

- Founded in 2019
- One of the fastest growing IT companies
- 169% growth in ARR up to December 2021
- Word-of-mouth organic growth without marketing expenses
- Providing placing, recruiting, training, and management services for teams in the high-tech field
- Providing end-to-end tech project planning and development
- Is engaged with over 300 professional contractors in tech and media





# WHAT MAKES ISRAEL IT UNIQUE?

*Grow Your Team. Scale Your Business*

Recruitment in an effective time frame

Adherence to quality human capital

Employee costs are about 55% lower

Transparent and known business model

Success in matching a candidate

100% savings in recruiting costs

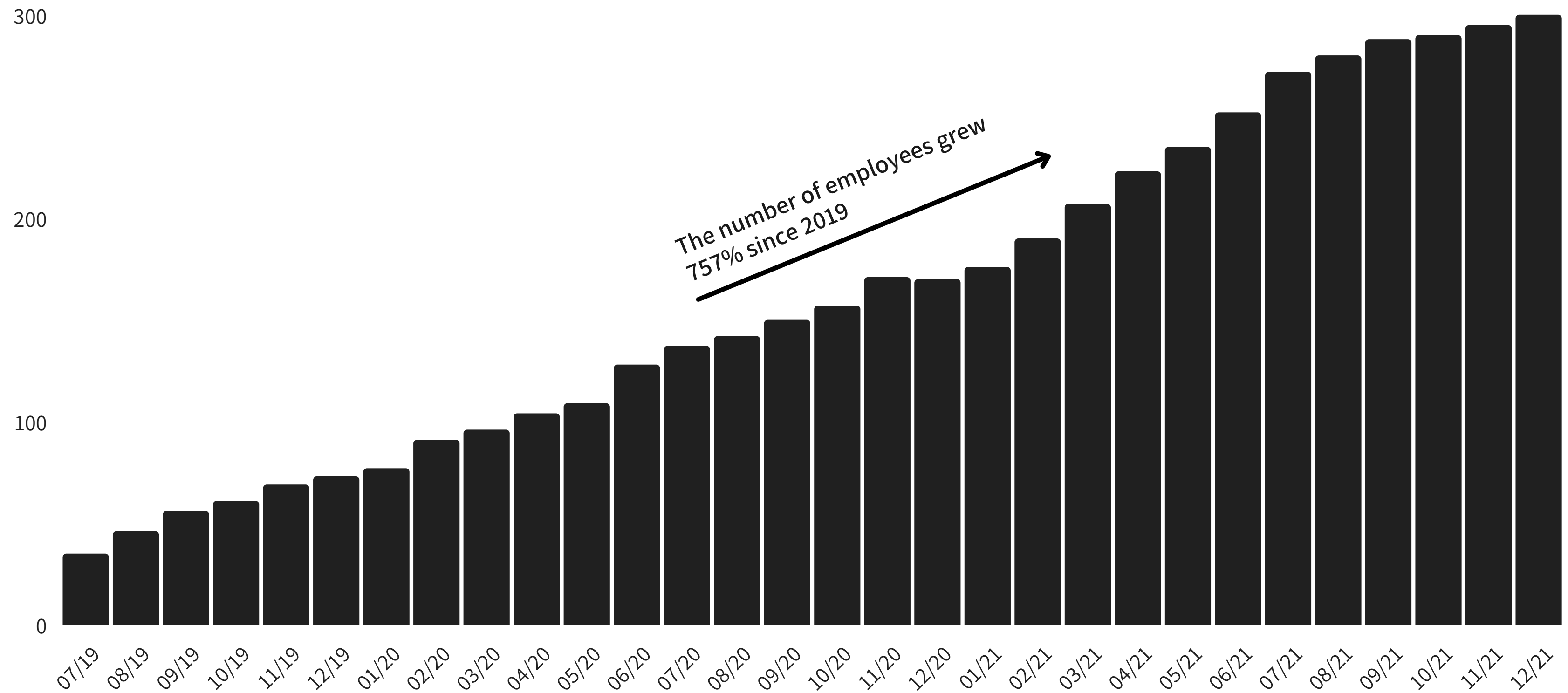
High employee stability

Tech and social hub

ISRAEL IT  
Grow Your Team. Scale Your Business

## GROWTH RATE

The tech centre is diverse and consists of developers, designers, recruiters and management





# THE GLOBAL MARKET - THE WORLD DEMAND FOR HIGH-TECH WORKERS



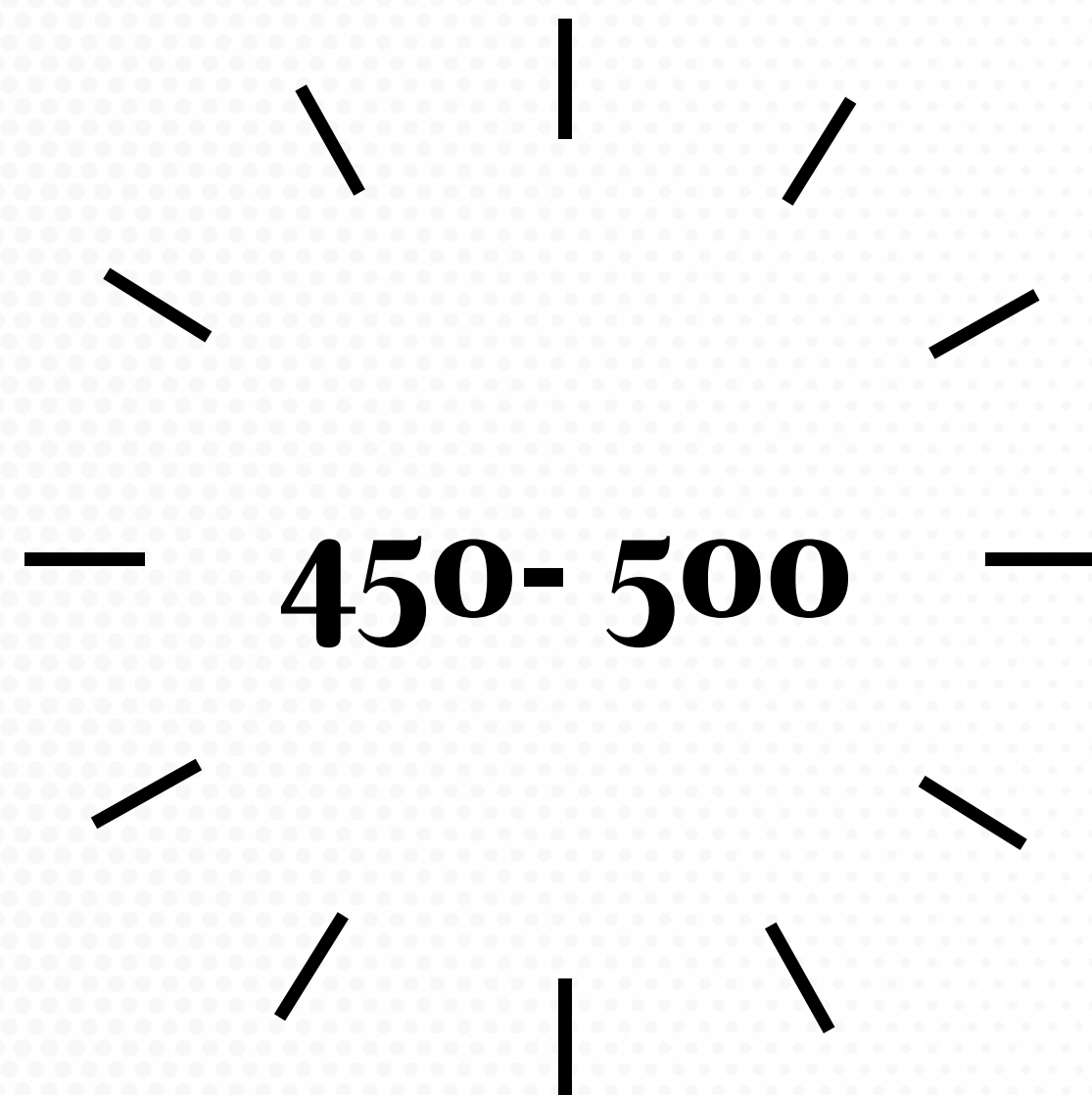
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Canada Source: <https://bit.ly/3IMh7jd>

Israel Source: <https://bit.ly/3HLowOi>

Europe Source: <https://bit.ly/3pGpvsU>

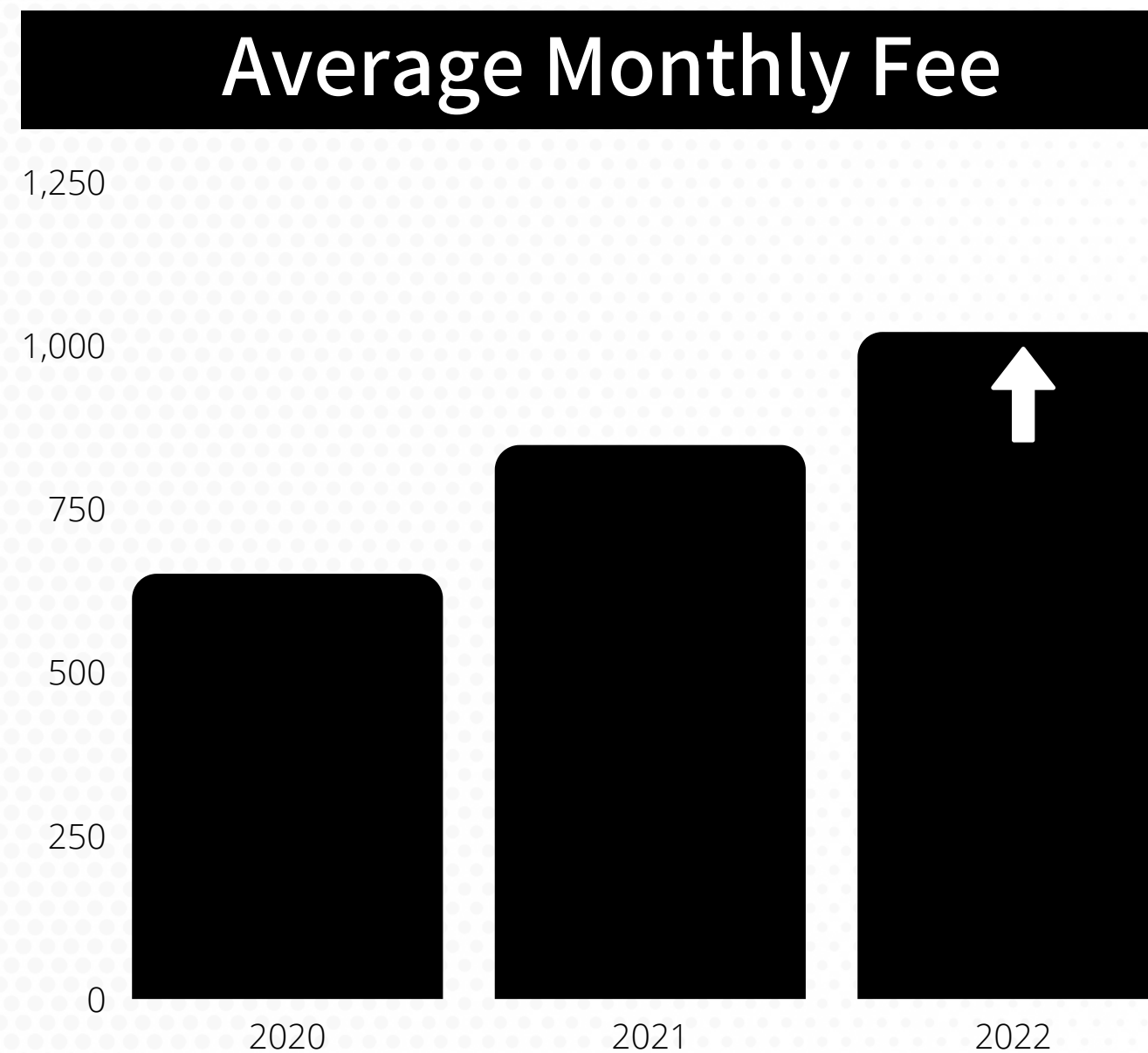
# TARGET OF CONTRACTORS IN 2022



## GROWTH POTENTIAL

Two drivers of growth:

- An increase in the wages of contractors employed via the group
- Incorporating additional new commission levels of \$1500 and \$2000





## ACADEMY ACTIVITIES

|                             |                     |
|-----------------------------|---------------------|
| Opening date of the academy | December 2021       |
| Number of courses completed | 3                   |
| Method of study             | Online and physical |
| Graduation rate             | ~80%                |
| Employment within Israel IT | ~10%                |

## ADDITIONAL PRODUCTS - DIGITAL WALLET

# PAY NOW!

Implementation of the PAY NOW! solution to a third party

5% profits from the joint venture

This is the first case where Israel IT showed its ability to commercialize a technology it has developed

# THE GROUP'S GOALS FOR THE COMING YEAR

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*Democratize Trading*

Identifying additional banks and brokers

Launching together with FINASTRA

Identifying acquisition/merger opportunities

ISRAEL IT

Grow Your Team. Scale Your Business

*Premium Offshore Teams*

Consistent growth in the number of employees

Recruiting clients from new markets

Establishment of centers in other cities  
in Eastern Europe



FINANCIAL REPORTS

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## FINANCIAL REPORTS

2021 Record in sales



Sales increased to **16.1** MM ILS

## ARR -CONSISTENT GROWTH RATE

|                                     |               |
|-------------------------------------|---------------|
| Sep 20 to Sep 21 growth of -        | 146%          |
| June 20 to June 21 growth of -      | 121%          |
| March 20 to March 21 growth of -    | 167%          |
| December 20 to March 21 growth of - | <b>169%</b> ↗ |



# PROFIT AND LOSS STATEMENT ANALYSIS

Annual increase in  
revenue by 127%

| Thousands of ILS    | 2019    | % Change | 2020    | % Change | 2021     |
|---------------------|---------|----------|---------|----------|----------|
| Revenue             | 2,202   | 223%     | 7,113   | 127%     | 16,181   |
| Cost of good sold   | (1,410) | 226%     | (4,599) | 155%     | (11,727) |
| Gross Profit        | 792     | 217%     | 2,514   | 77%      | 4,454    |
| Percentage of sales | 36%     |          | 35%     |          | 28%      |

## PROFIT AND LOSS STATEMENT ANALYSIS

Most A&D expenses come from Share-Based Non cash compensation and one time IPO expenses

| Thousands of NIS                    | 2019  | 2020  | 2021  |
|-------------------------------------|-------|-------|-------|
| R&D Expenses                        | 1,160 | 2,515 | 7,345 |
| Administrative and general expenses | 546   | 1,647 | 8,346 |

| Thousands of NIS                    | 2019 | 2020 | 2021  |
|-------------------------------------|------|------|-------|
| Share Based - Non cash compensation | 0    | 0    | 4,212 |
| One-Off IPO expenses                | 0    | 0    | 1,300 |

## QUARTERLY ANALYSIS

Increase in revenue  
during Q4 / 21  
is expected to continue in  
Q1 / 22

| Thousands<br>of NIS | Q1 2021 | Q2 2021 | Q3 2021 | Q4 2021 | 2021 Yearly |
|---------------------|---------|---------|---------|---------|-------------|
| Revenue             | 4,047   | 3,624   | 3,857   | 4,653   | 16,181      |
| Net loss            | (2,306) | (1,388) | (3,917) | (4,091) | (11,701)    |



## QUARTERLY ANALYSIS

The change in property plant and equipment capital is due to the growth in the number of employees, the sale of computers and peripherals, which are expected to provide the needs by the end of Q1 / 22

| Thousands of NIS                         | 2020 | 2021   |
|--|------|--------|
| Cash                                     | 92   | 10,559 |
| Trade and accounts receivable            | 295  | 1,088  |
| Property plant and equipment capital net | 234  | 1,294  |
| Total assets                             | 621  | 12,941 |

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*Alfa Ventures*

(TASE: GROUP107)

**Thank you!**