

## Attending the Unattended

June 9, 2022



# Agenda

9:25AM	Welcome – Sagit Manor, CFO
9:30AM	Company Overview, TAM and Growth Strategy – Yair Nechmad, Co-Founder & CEO
10:05AM	Nayax Technology & Platform – David Ben Avi, Co-Founder & CTO
10:25AM	Nayax GTM & Case Studies – Keren Sharir, CMO
10:45AM	Financial Review – Sagit Manor, CFO
11:00AM	Q&A

# Disclaimer

## Confidential Information

This presentation has been prepared by Nayax Ltd. (the “**Company**”) on a confidential basis for the exclusive use of the party to whom the Company delivers this presentation (such party, together with its subsidiaries and affiliates, the “**Recipient**”).

This presentation is being made pursuant to Section 5(d) of the Securities Act of 1933, as amended (the “**Securities Act**”), and is intended solely for entities that are qualified institutional buyers (as defined in Rule 144A under the Securities Act) or institutions that are accredited investors (as defined in Rule 501 under the Securities Act) solely for the purpose of familiarizing such entities or institutions the Company. The Company is not currently making any offer to sell, or soliciting any offer to buy, securities, and cannot accept any orders for securities at this time. Any such offering of securities will be made only by means of a registration statement (including a prospectus) filed with the Securities and Exchange Commission, and only after such registration statement has become effective. No such registration statement has been publicly filed or become effective as of the date of this presentation. This presentation shall not constitute an offer to sell or the solicitation of an offer to buy any securities, nor shall there be any sale of securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such state or jurisdiction.

## Forward-Looking Statements

All statements other than statements of historical facts contained in this presentation may be forward-looking statements. Any statements by the Company regarding our future results of operations and financial position, business strategy and plans and objectives of management for future operations, including, among others, statements regarding the expected growth, future capital expenditures and debt service obligations, are forward-looking statements. Many of the forward-looking statements contained in this presentation can be identified by the use of forward-looking words such as “anticipate,” “believe,” “could,” “expect,” “should,” “plan,” “intend,” “estimate” and “potential,” among others. Forward-looking statements contained in this presentation include, but are not limited to statements our expectations regarding general market conditions, including as a result of the COVID-19 pandemic and other global economic trends; general economic, political, demographic and business conditions in Israel; fluctuations in inflation and exchange rates in Israel; our ability to implement our growth strategy; the success of operating initiatives, including advertising and promotional efforts and new product and concept development by us and our competitors; our ability to compete and conduct our business in the future; changes in consumer tastes and preferences; the availability of qualified personnel and the ability to retain such personnel; changes in commodity costs, labor, distribution and other operating costs; changes in government regulation and tax matters; other factors that may affect our financial condition, liquidity and results of operations; and other risks and uncertainties. The preceding list is not intended to be an exhaustive list of all of our forward-looking statements. The forward-looking statements are based on our beliefs, assumptions and expectations of future performance, taking into account the information currently available to us. These statements are only estimates based upon our current expectations and projections about future events. There are important factors that could cause our actual results, levels of activity, performance or achievements to differ materially from the results, levels of activity, performance or achievements expressed or implied by the forward-looking statements. In addition, statements that “we believe” and similar statements reflect management's beliefs and opinions on the relevant subject. These statements are based upon information available to management as of the date of this presentation, and while management believes such information forms a reasonable basis for such statements, such information may be limited or incomplete, and such statements should not be read to indicate that management has conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain and investors are cautioned not to unduly rely upon these statements.

You should receive this presentation with the understanding that the Company's actual future results, levels of activity, performance and achievements may be materially different from what management expects. Company qualifies all of these forward-looking statements by these cautionary statements.

These forward-looking statements speak only as of the date of this presentation. Except as required by applicable law, Company does not plan to publicly update or revise any forward-looking statements contained in this presentation after distributing this presentation, whether as a result of any new information, future events or otherwise.

## Industry Information

Market data and industry information used throughout this presentation are based on management's knowledge of the industry and the good faith estimates of management. We also relied, to the extent available, upon management's review of independent industry surveys and publications and other publicly available information prepared by a number of third party sources. All of the market data and industry information used in this presentation involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Although we believe that these sources are reliable, we cannot guarantee the accuracy or completeness of this information, and we have not independently verified this information. While we believe the statistical data, market data, and other industry data and forecasts included in this presentation are generally reliable, such information, which is derived in part from management's estimates and beliefs, is inherently uncertain and imprecise. No representations or warranties are made by the Company or any of its affiliates as to the accuracy of any such statements or projections. Projections, assumptions and estimates of our future performance and the future performance of the industry in which we operate are necessarily subject to a high degree of uncertainty and risk due to a variety of factors, including those described above. These and other factors could cause results to differ materially from those expressed in our estimates and beliefs and in the estimates prepared by independent parties.



# Company and Strategic Overview



Yair Nechmad  
Co-Founder and CEO ✦

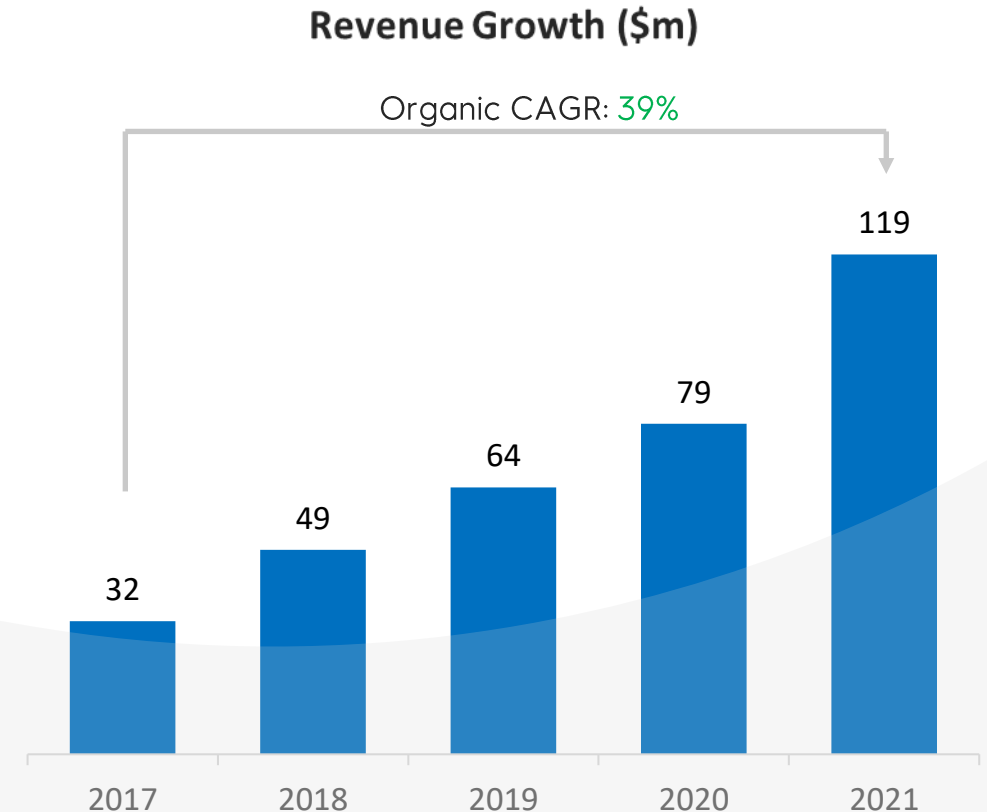
# Leading payment company capturing market share

## Our mission

Simplify commerce and payments for retailers while driving growth, optimizing operations, and enhancing consumer engagement

## Our vision

Our platform empowers retailers to provide consumers with digital payments and connected commerce experiences, enhancing consumer conversion and loyalty.

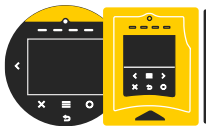


# Nayax (TASE: NYAX) at a glance

## Global



Offices in **8** countries and distributors in **44** markets



Devices in **62** countries



Accepts **80+** payment methods and **40+** currencies

## Scale



2021: **517K**/ Q1.2022: **553K** managed and connected devices



2021: **30K**/ Q1.2022: **34K** end customers

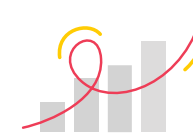


**269M** transactions processed in Q1 2022

## Growth



**67%** Q1.2022 recurring revenue<sup>1</sup> YoY growth

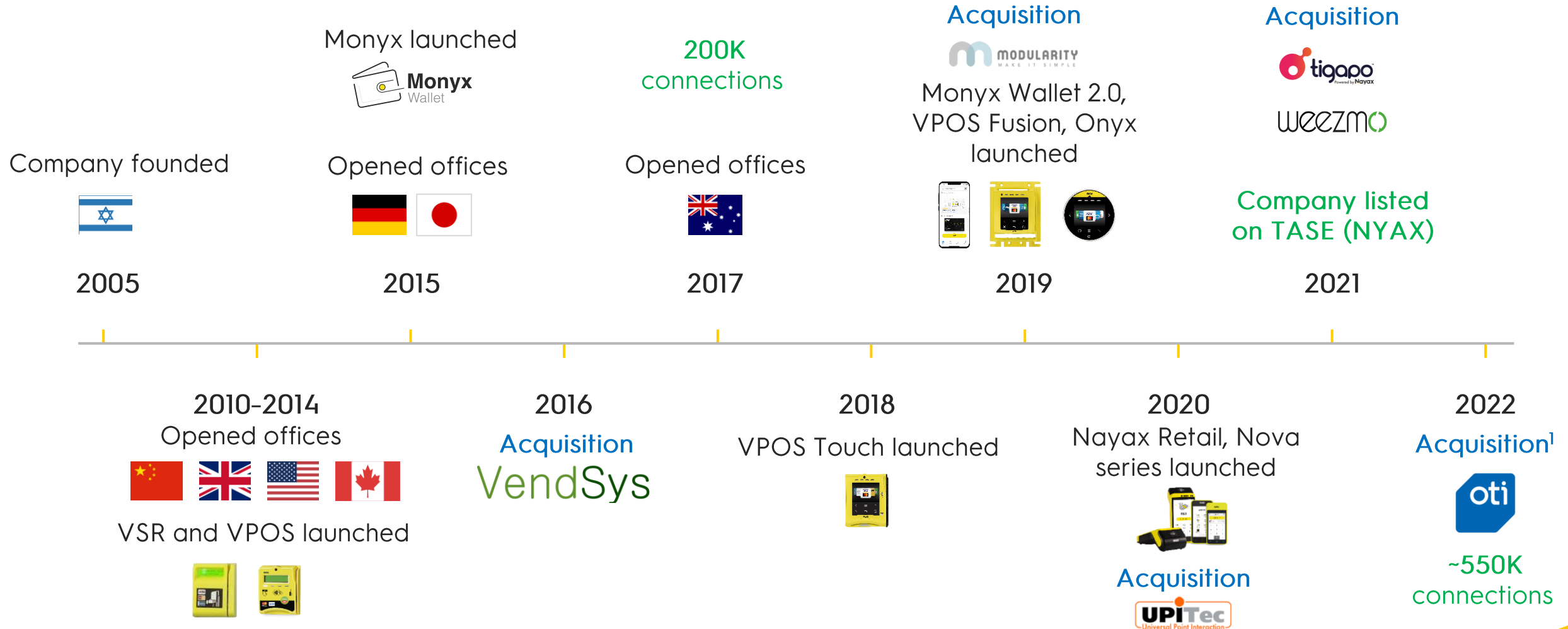


**62%** Q1.2022 customer YoY growth



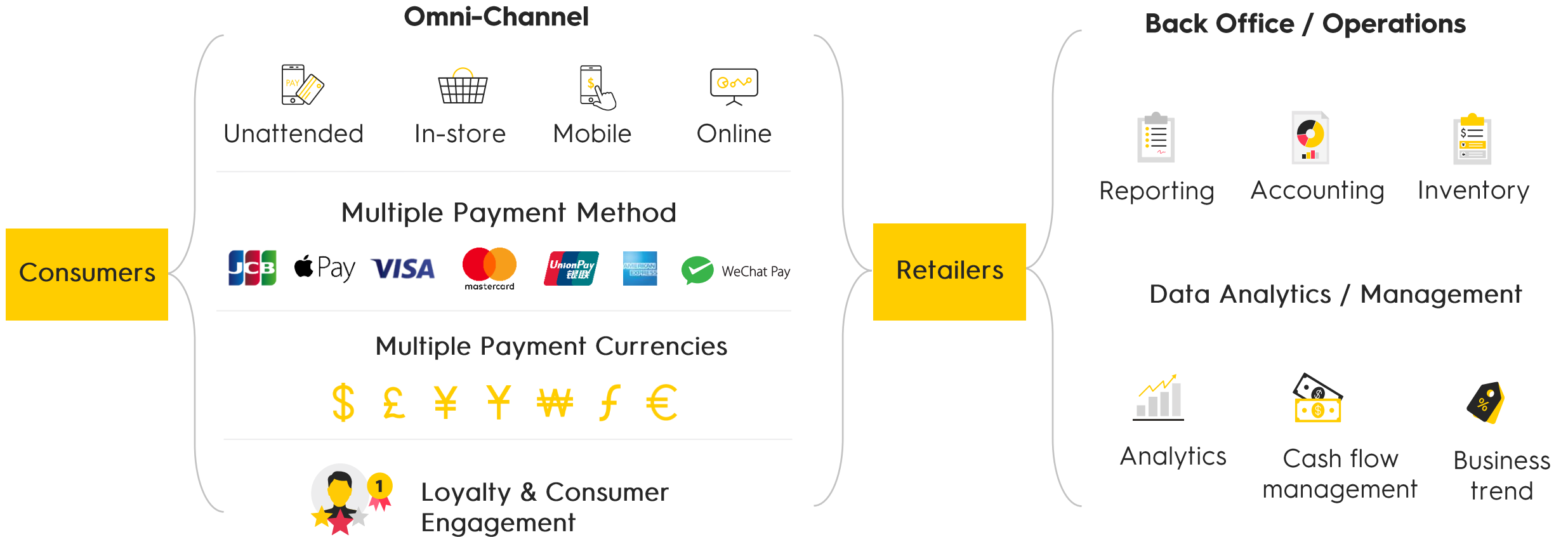
**140%** dollar-based net retention rate<sup>2</sup> and **2.8%** revenue churn for Q1.2022

# Proven track record of growth and innovation





# Multi-dimensional challenges across the ecosystem



# Leading end-to-end retail technology and payments platform for unattended commerce and beyond

- Payments Suite

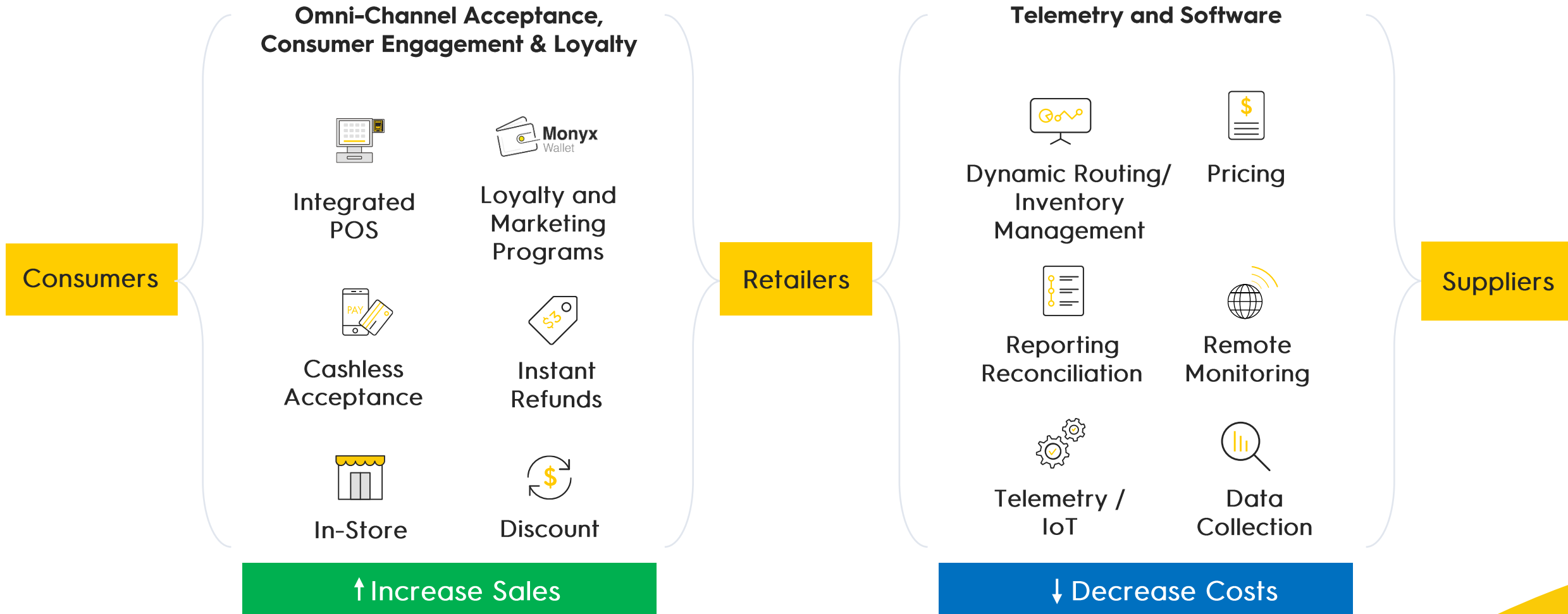
- Loyalty & Marketing Suite

- Telemetry and Management Software Suite

- Integrated POS



# Nayax's platform increases sales and decreases costs for retailers



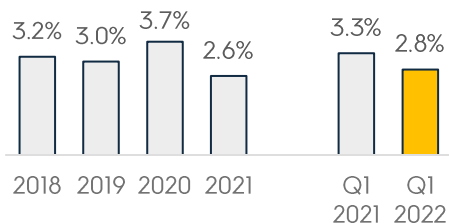
# Bringing a global solution to the local market

## Strong Track Record of Winning Clients

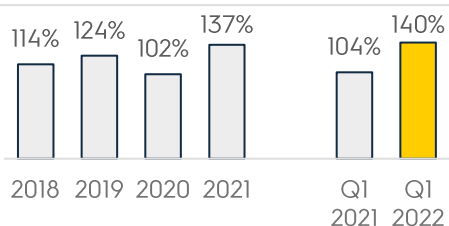


## Retaining & Growing Customers

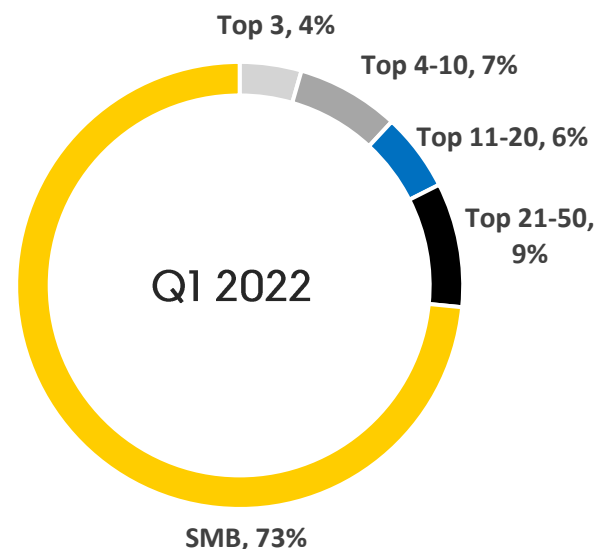
### YoY Revenue Churn Rate



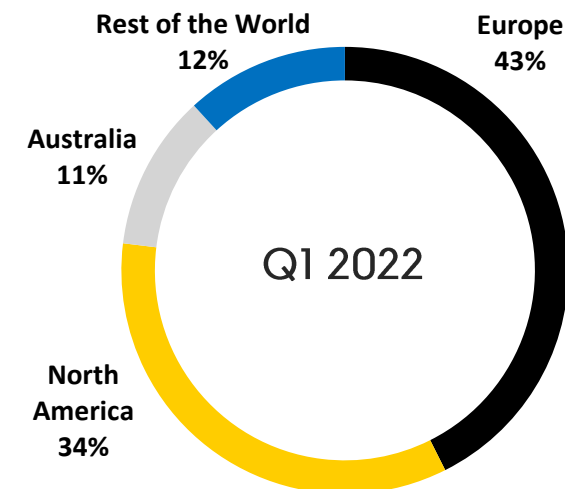
### YoY Dollar-Based Net Retention Rate<sup>1</sup>



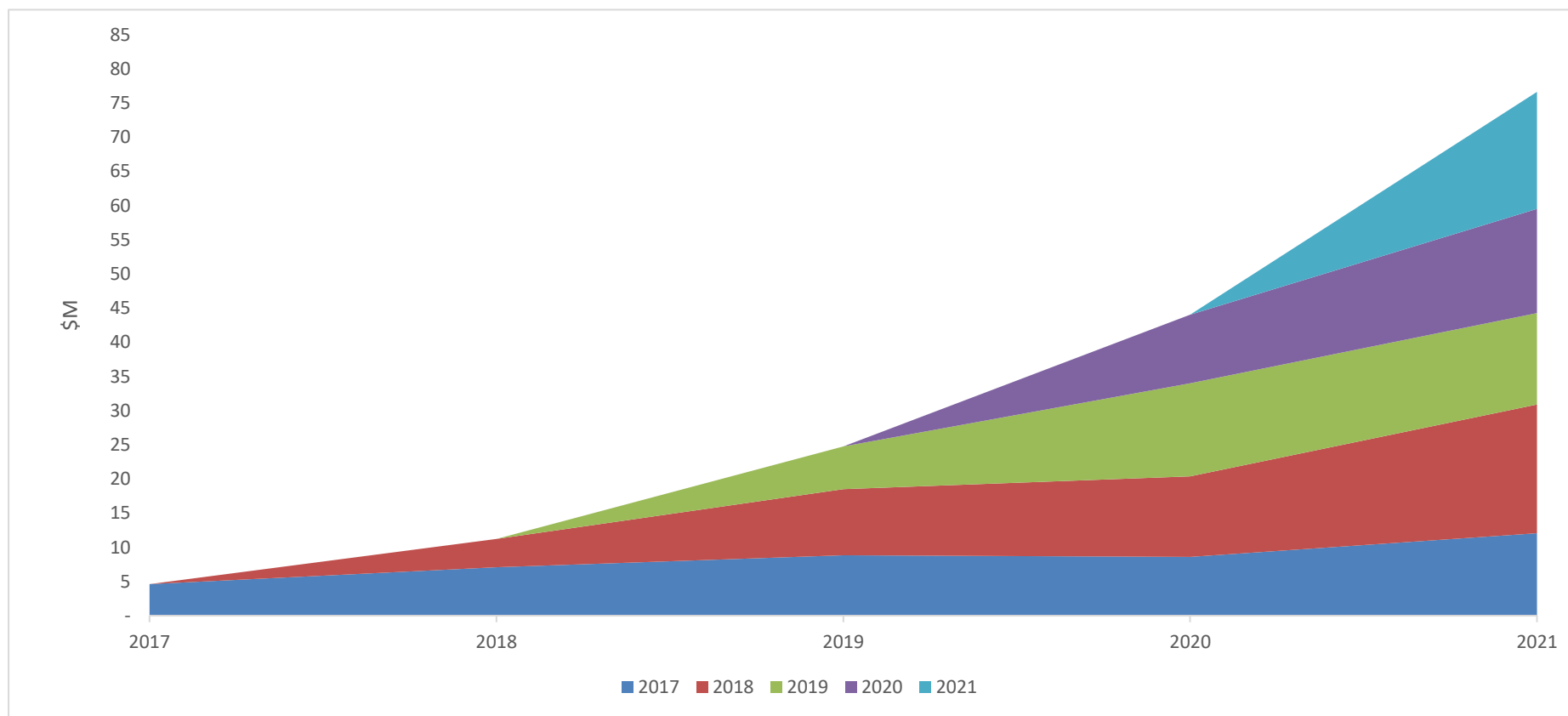
## Low Customer Concentration



## Global Reach



# Growing with our customers



Land and  
Expand  
Yielding  
Higher  
Customer  
Loyalty

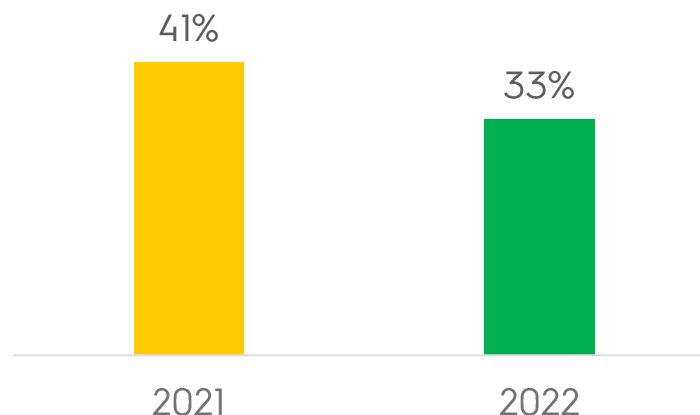


# Market Opportunity

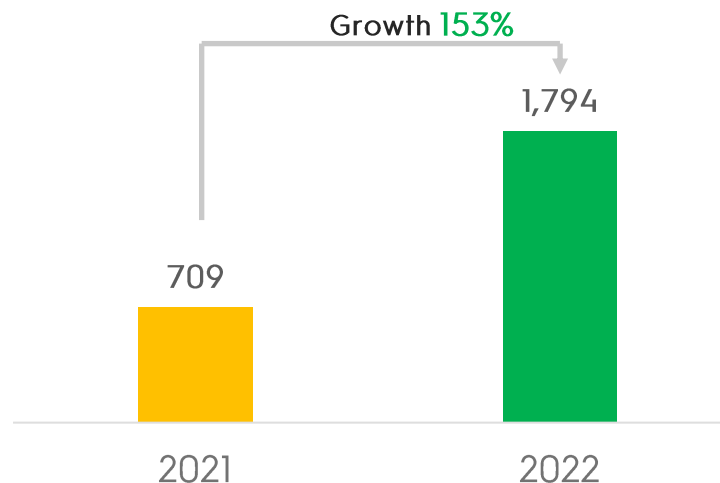
# Paradigm shift

- Treat payments as strategic, create opportunities to increase revenue and profit
- Adopt personalization capabilities for consumer emotional connection and retention
- Reduce OPEX

Global Cash Usage<sup>(1)</sup> (%)



Electronic Payments<sup>(1)</sup> (\$m)



49.5%

of unattended consumers use unattended solutions because they are faster

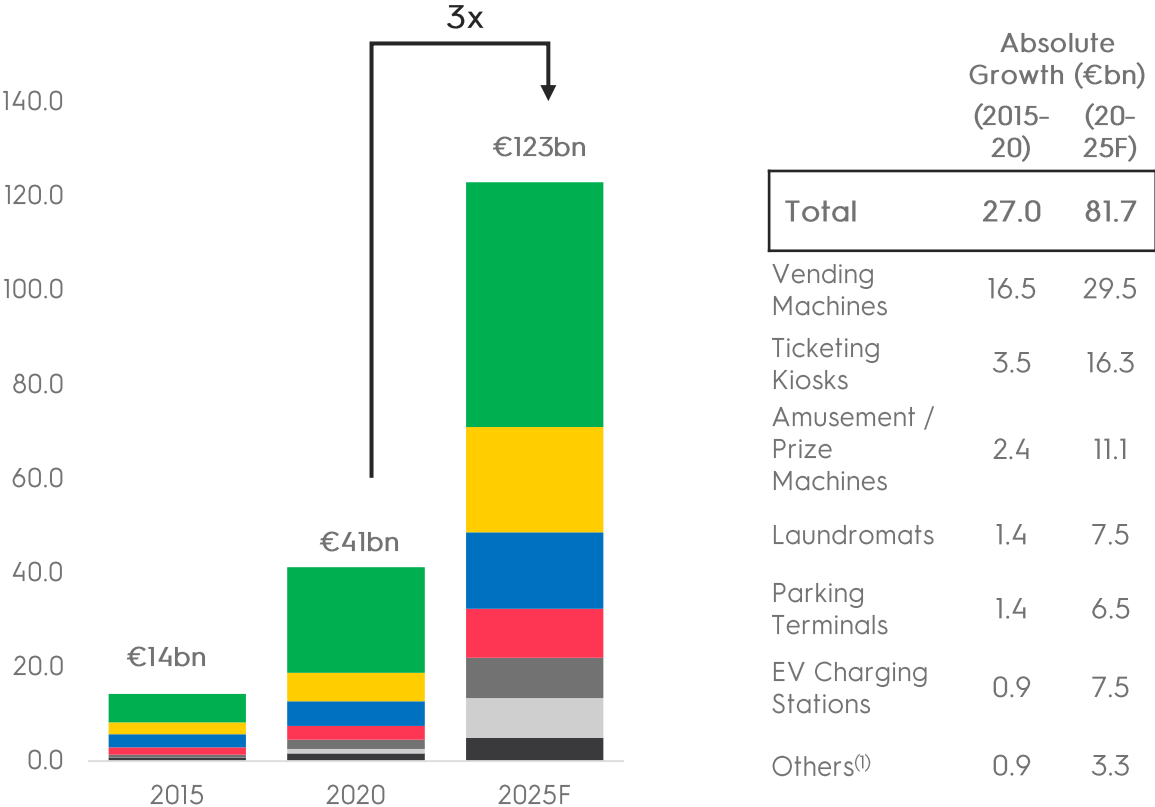
29.3%

would make more purchases from unattended channels

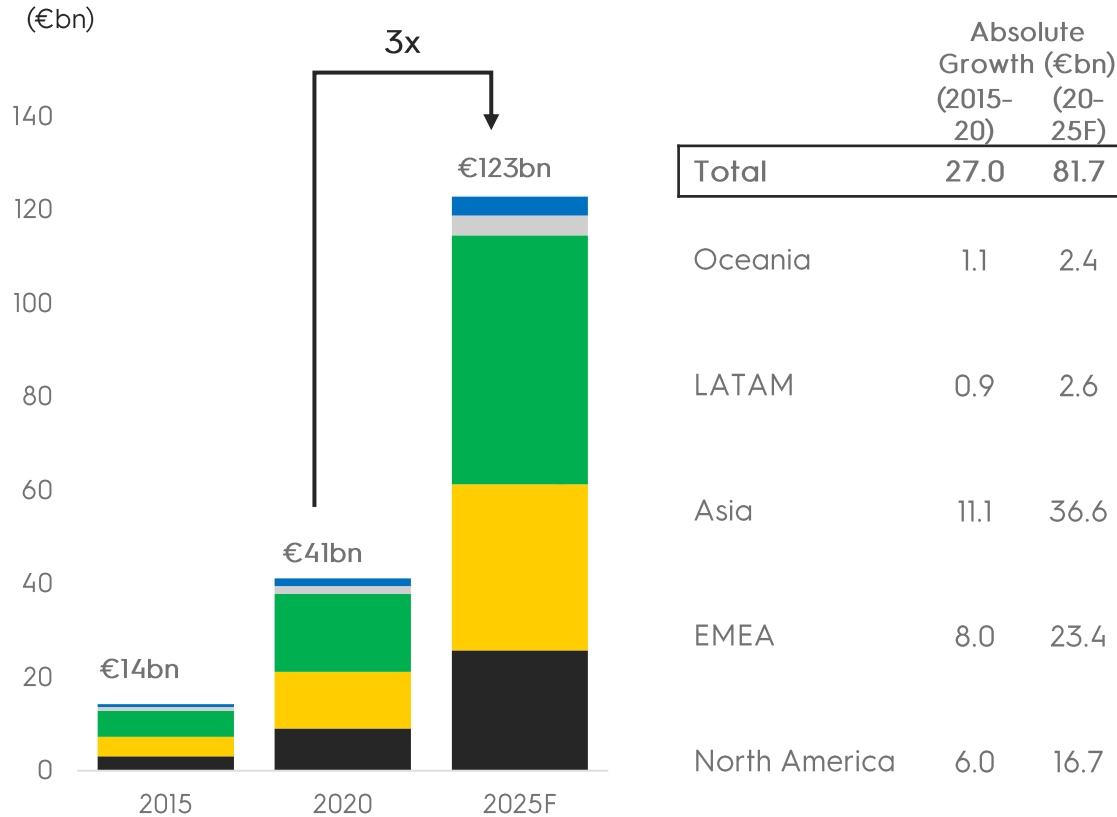


# Global cashless unattended transaction value expected to triple over next five years

Cashless Payments Transaction Value By Vertical (€bn)






Cashless Payments Transaction Value By Region (€bn)





# Nayax differentiates through its focus and breadth of platform



	Global Reach	Management Suite	Seamless Deployment	Omni-channel	Consumer Engagement and Loyalty
<b>Nayax</b>	✓	✓	✓	✓	✓
<b>Worldline / ingenico GROUP</b>	✓		✓	✓	
 <b>cantaloupe</b>		✓	✓		
 <b>cpi</b> <small>CRANE PARTNER SOLUTIONS</small>	✓	✓			

# Addressing the unattended opportunity has substantial barriers to entry

## Substantial Barriers To Entry



Comprehensive, end-to-end solutions



Integrations with unattended machines in multiple verticals



Proprietary Integrated POS devices



Global payments acceptance network



Addressing SME and Enterprise customers



Large installed customer base

## Global Regulatory Infrastructure

Gov. / Safety



Payment security



Health

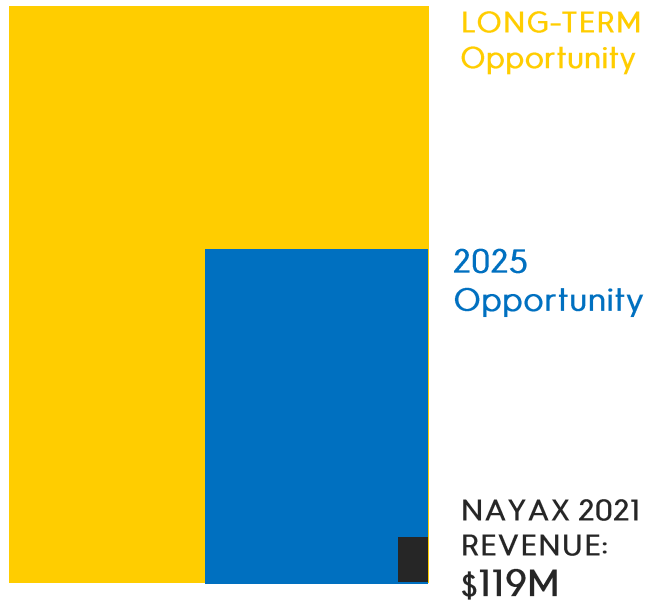


Telecommunications



# Blue ocean - large market opportunity in unattended Retail

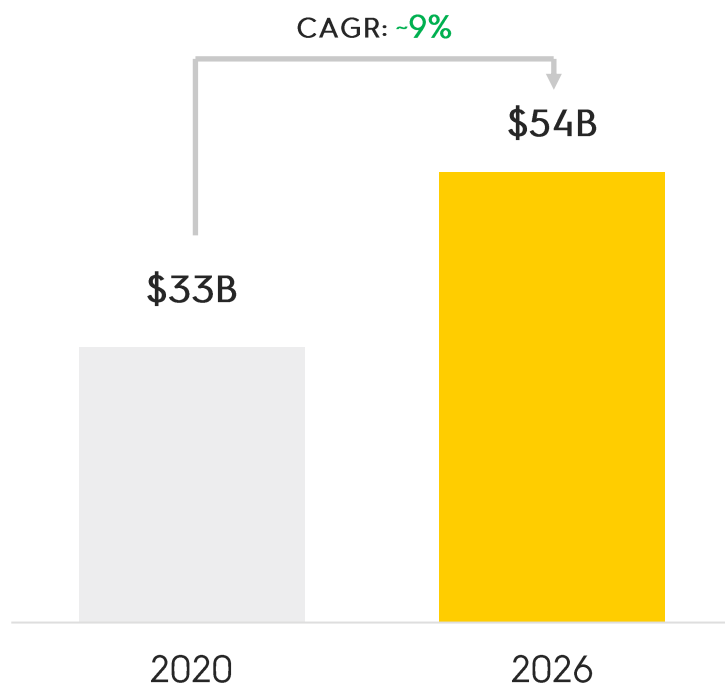
## Our Opportunity



Benefitting from  
Strong Tailwinds

# Broader retail market - significant opportunity to expand TAM

SME POS Products and Solutions Spend<sup>1</sup>



Entering retail market with strong offering

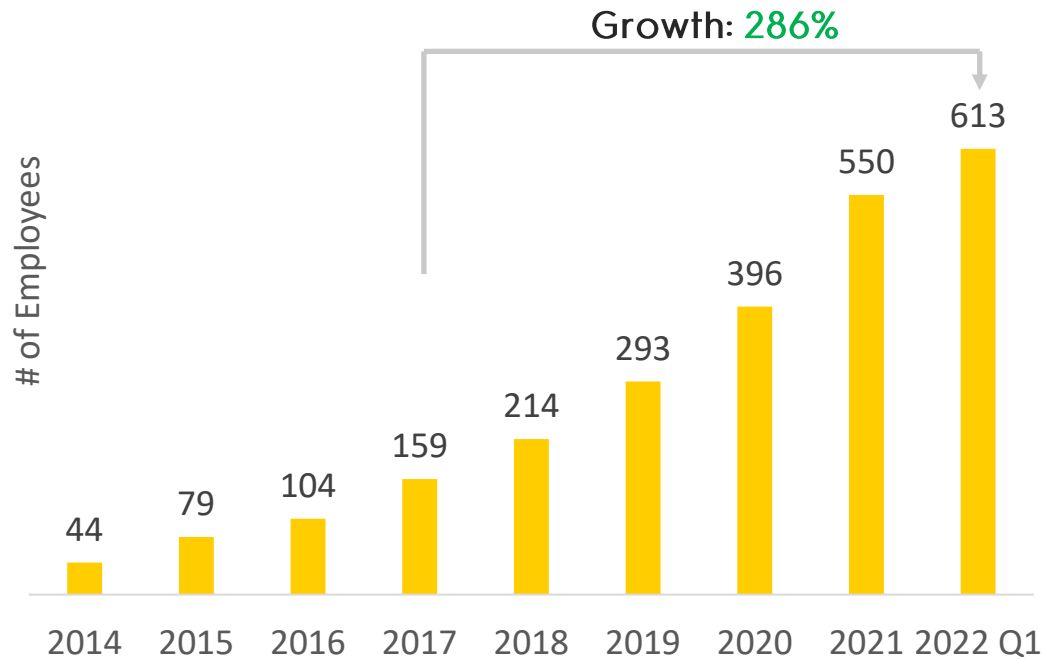
# Strategy for sustained long-term growth



# Nayax culture & values



More than 600 employees in 11 countries



**Own It**



**Listen and  
Communicate**



**Act**



**Honesty**



# Our Continuous Growth

# Follow the Yellow POS Road in 60+ Countries...

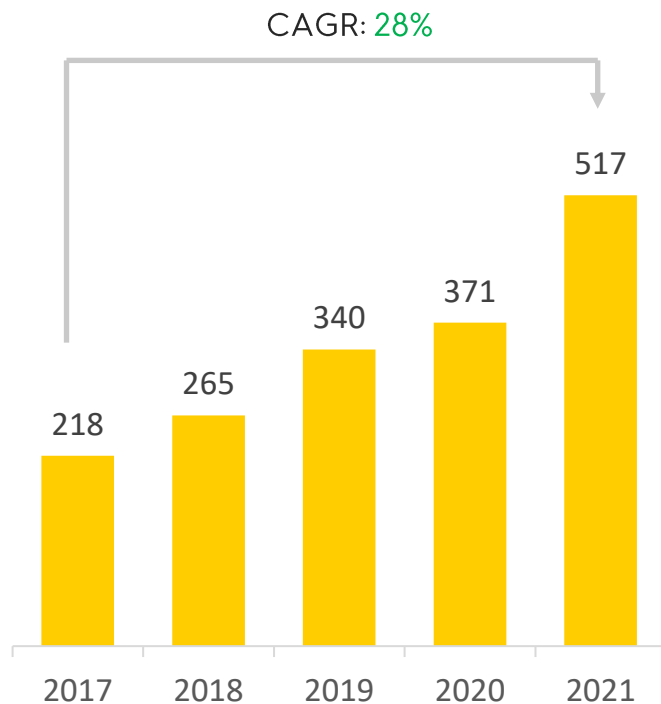




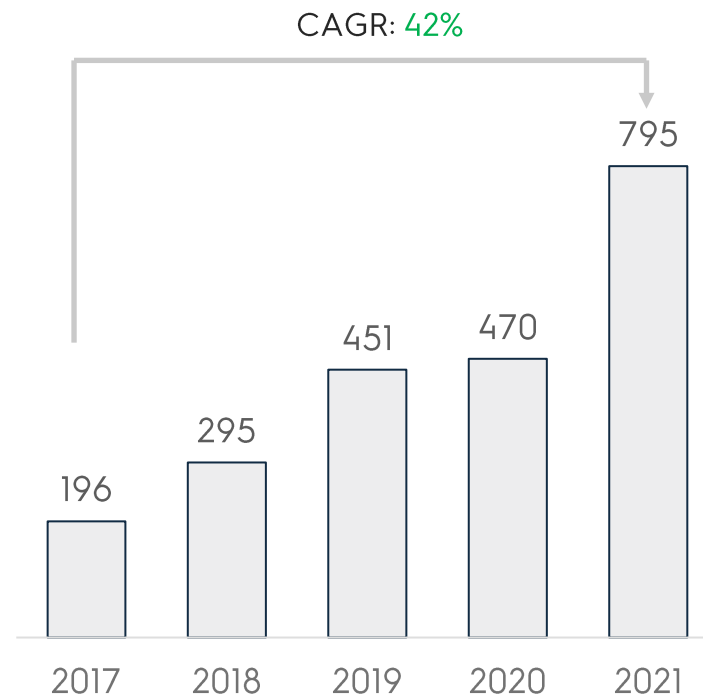
# Uninterrupted track record of growth

Consistent & strong organic growth

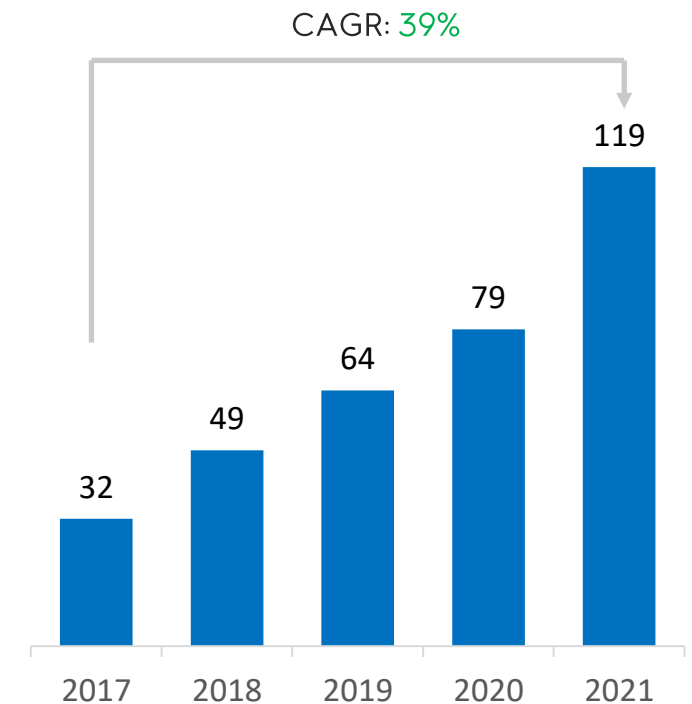
Number of Managed and Connected Devices (thousands)



Number of Transactions (millions)



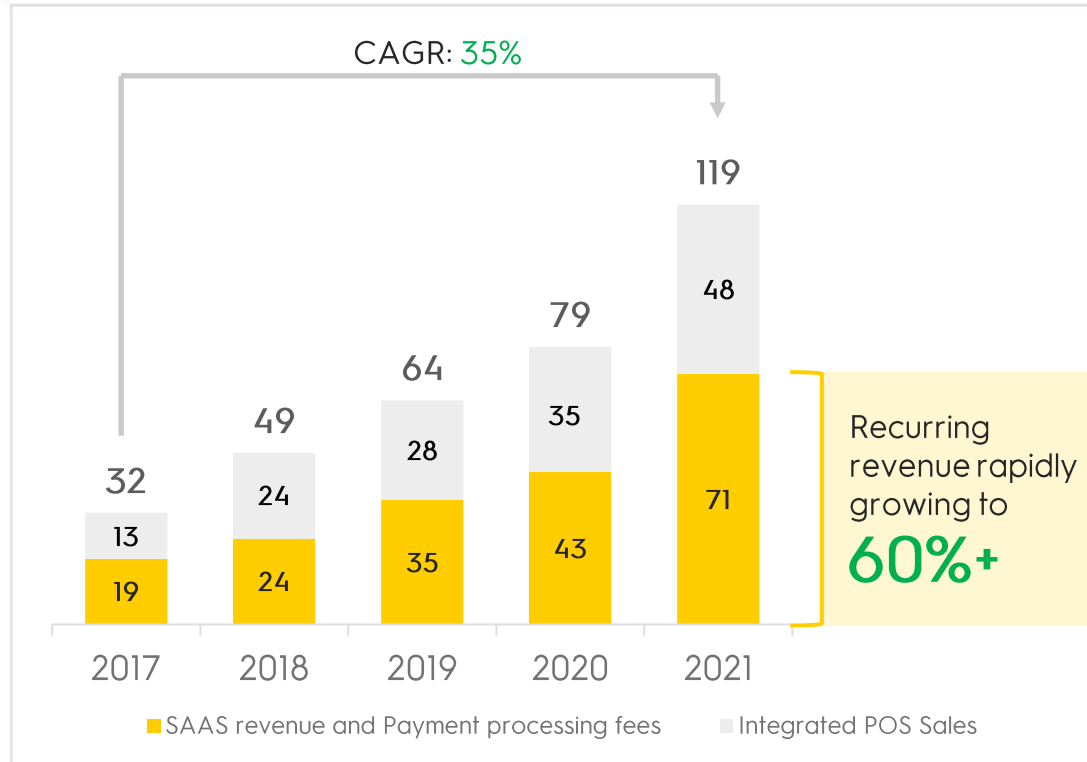
Revenue Growth (\$m)



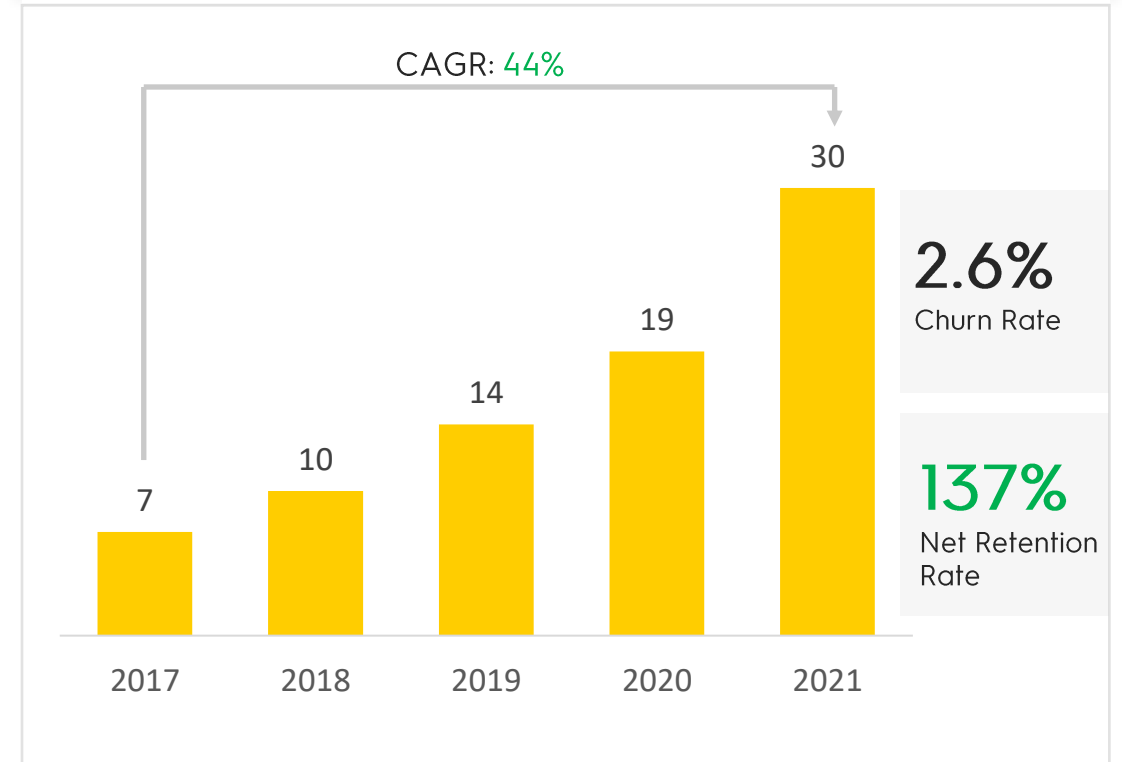
# Rapidly growing recurring revenue base

And expected to continue to grow over time

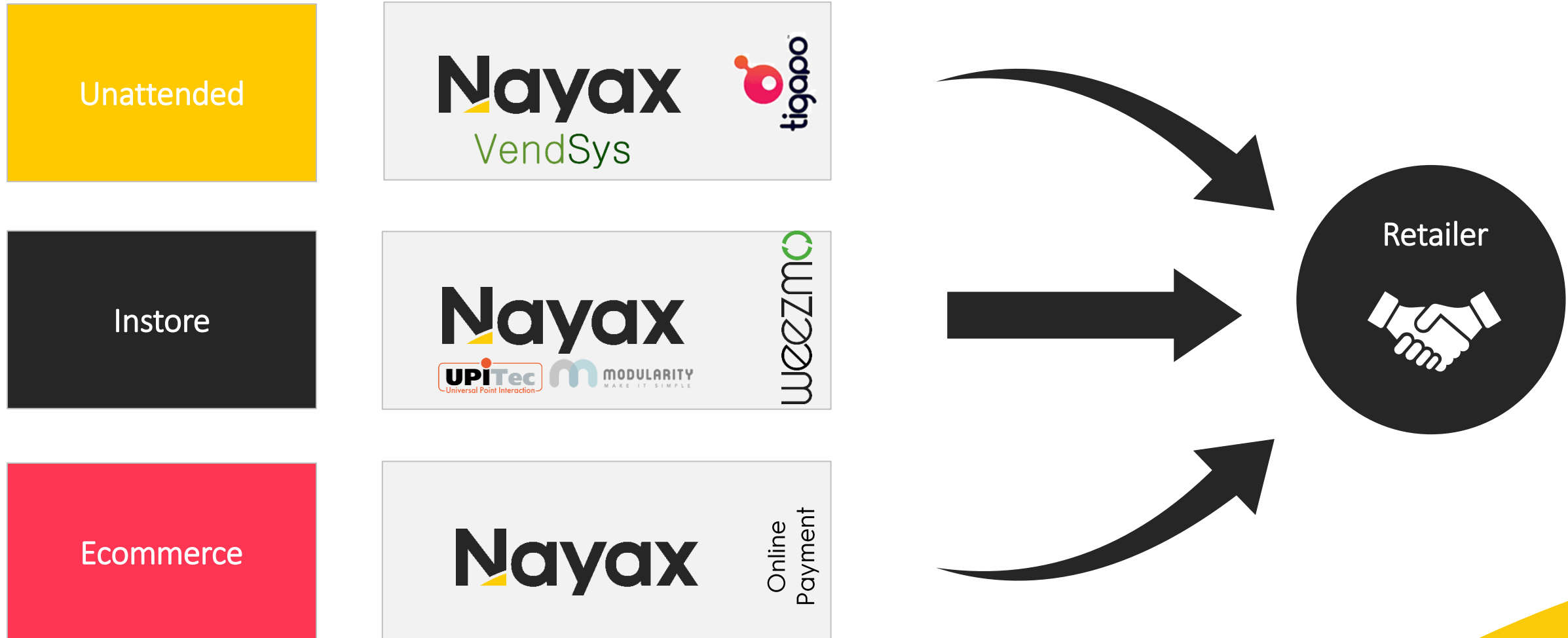
## 60% Recurring Revenue Mix (\$m)



## Fueled by High Customer Stickiness



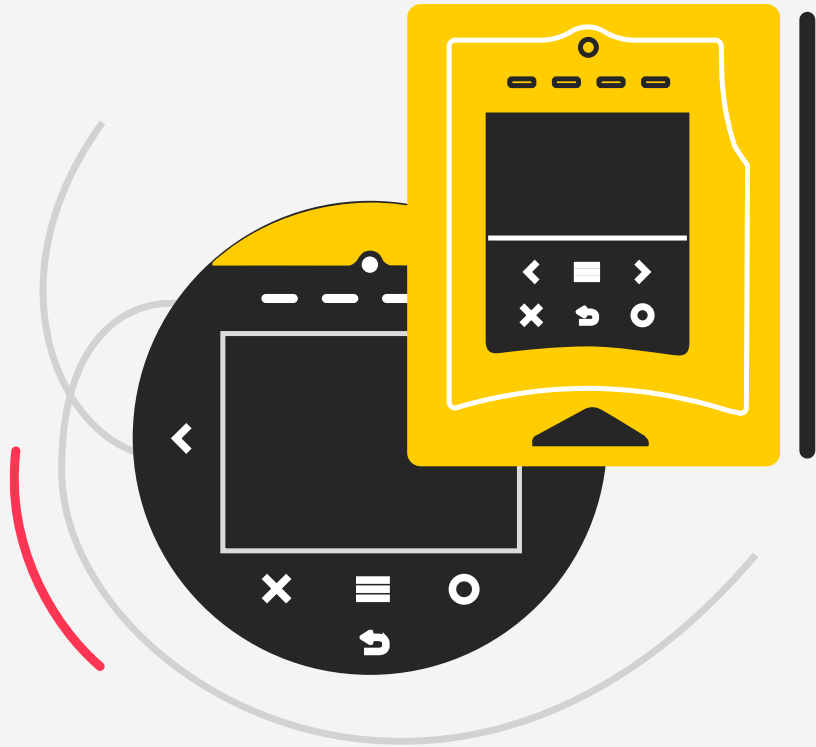
# Nayax platforms approaching retailers from all angles



# Nayax Technology & Platform



David Ben Avi  
Co-Founder and CTO ✦

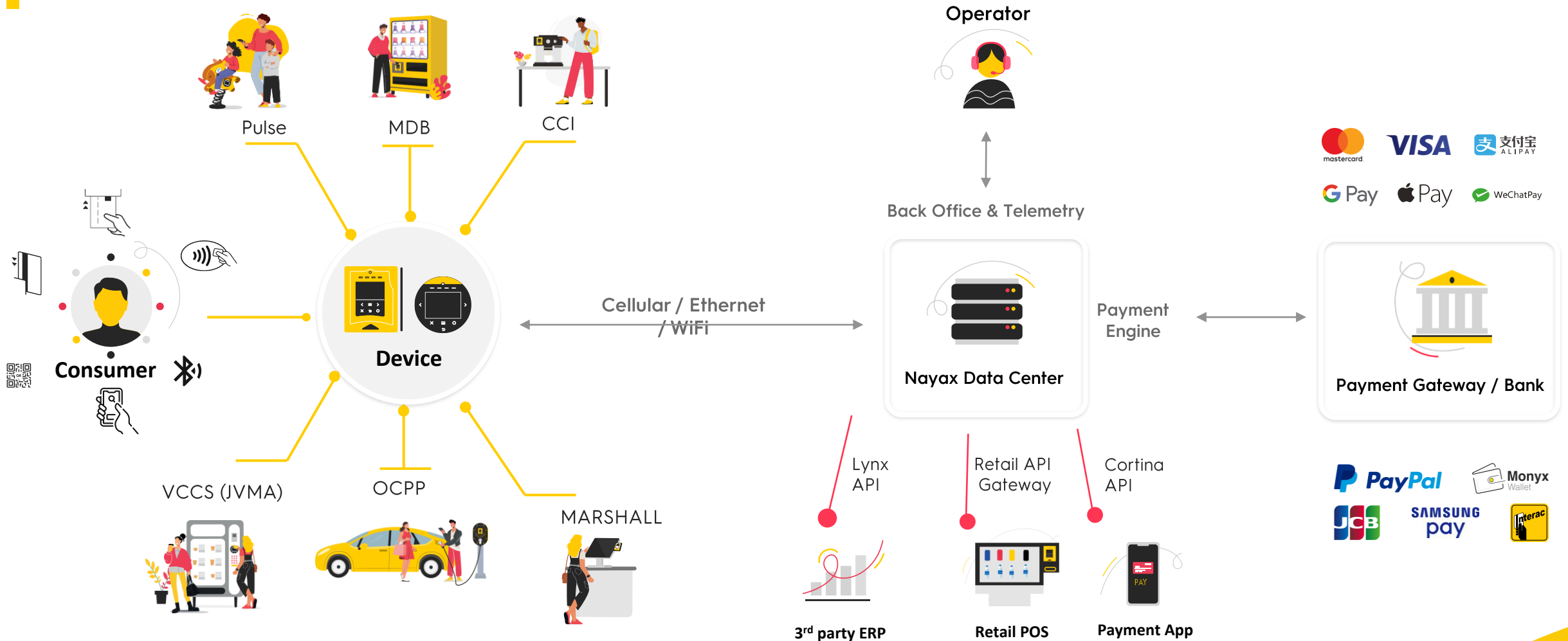


# Nayax Unattended Technology

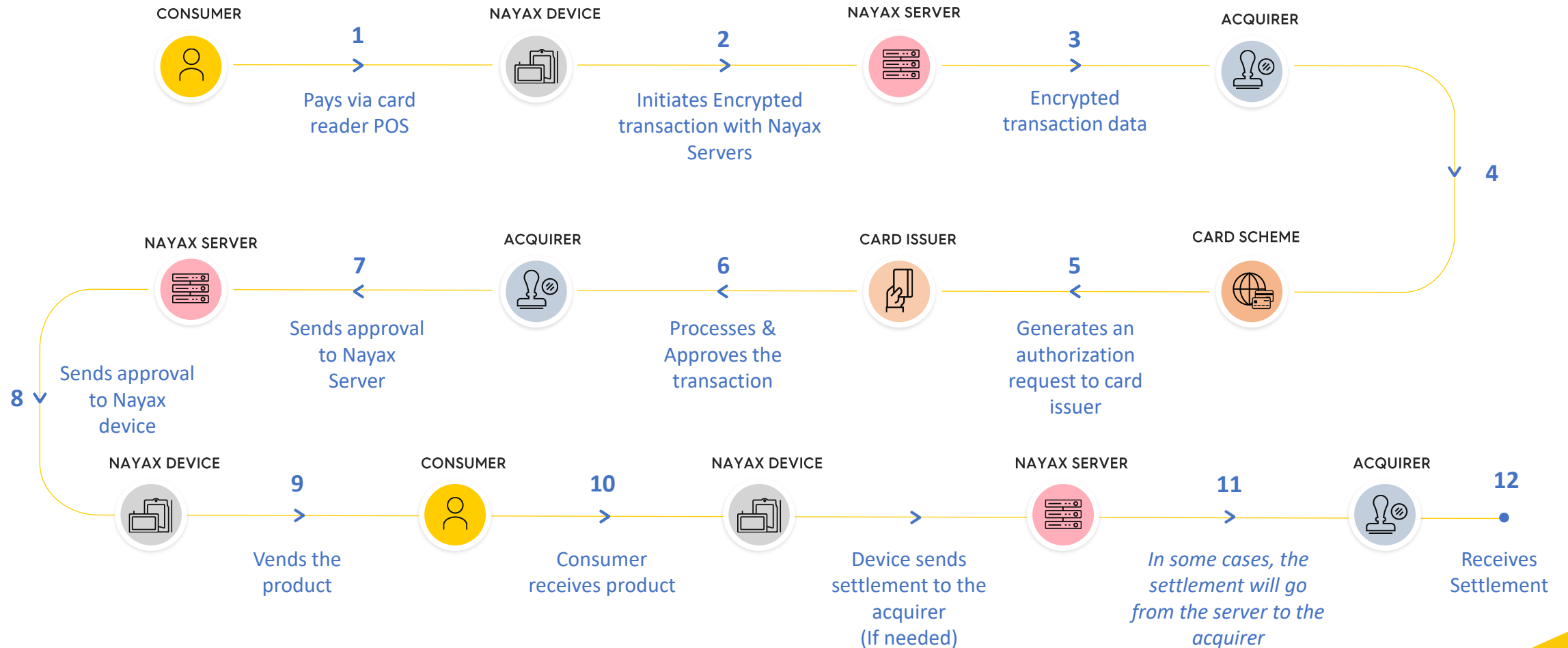
# What are Nayax's key technology principles?

1		Global infrastructure based on Nayax's proprietary core technology	✓
2		Security, reliability, redundancy, high availability and fast responsiveness is Nayax's expertise	✓
3		Agile organization to support innovation, rapid development and frequent releases	✓
4		Multi-discipline specialization	✓
5		Substantial expertise supporting a mass production IoT environment	✓

# The Nayax eco-system

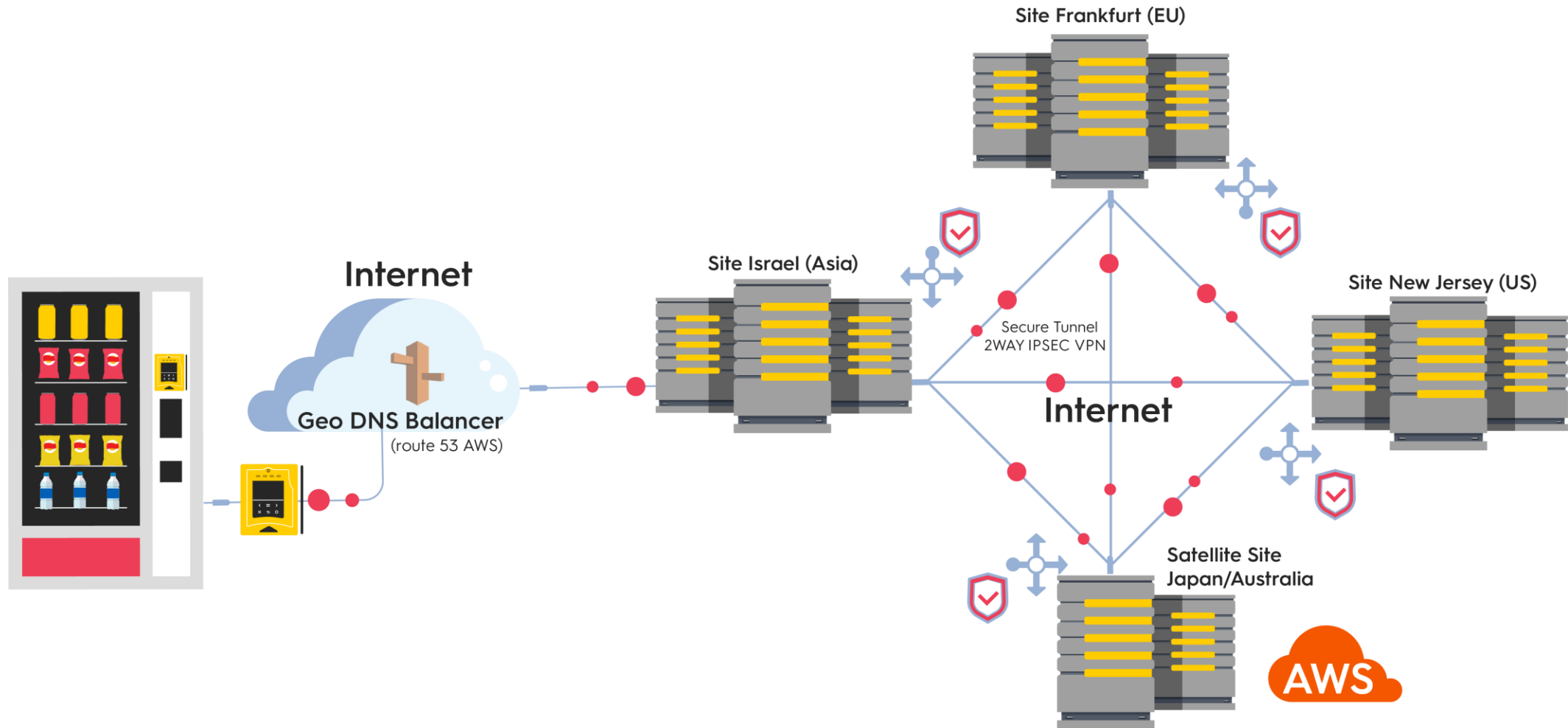


# Typical transaction flow overview





# Nayax network flow and site topology



# IT infrastructure and security information

## Privacy Department

Aligned with GDPR (EU Privacy Laws)  
Aligned with CCPA (California Privacy Laws)  
Aligned with Israeli Privacy Law



## Corporate Security Infrastructure

**EDR** – End Point Detection & Response for workstation and servers ([Sophos](#))  
**Device Encryption** – Encryption of employees' workstations ([Sophos](#))  
**MDM** – Mobile Device Management ([Sophos](#))  
**DLP** – Data Leakage Prevention (Email and emp. computers) ([Sophos](#))  
**CASB** – Cloud software security management ([Netskope](#))  
**Mail Security** – Cloud email anti-phishing and spam security system ([Fortimail/Cisco Ironport](#))  
**Password Manager** – Centralized password management ([LastPass](#))  
**FIREWALLs** – Filters incoming and outgoing network traffic ([ForiGate](#))  
**NAC** – Network access control ([HP ClearPass](#))  
**End Point Permission Manager** – Employees PCs permission management ([CyberArk](#))



## Information Security Regulations & standards

Certified PCI DSS L1 service provider  
Certified ISO 27001:2013 - Procedures and processes  
Certified EMV solutions



## Production Security & Infrastructure

**SIEM/SOC-team** – monitors all security systems 24/7 ([IBM Qradar](#))  
**WAF** – Web Application Firewall ([Imperva](#))  
**Anti-DDOS** – Prevents Denial of Service Attacks ([Incapsula](#))  
**Secured DNS** – Prevents reaching malicious assets outside Nayax network ([Cisco Umbrella](#))  
**3rd party modules / code inspection** – ([Whitesource](#))  
**FIREWALLs** – Filters incoming and outgoing network traffic ([ForiGate](#))  
**Load Balancer** – Load Balancer and traffic manager ([F5](#))  
**Hypervisor** – hypervisor operating system component ([VMware](#))  
**Kubernetes** – Build, run, and manage modern apps on any cloud ([Tanzu and AWS](#))  
**Log Analyze** – It provides a distributed, multitenant-capable full-text search engine ([Elastic Search and Corologic](#))





# Nayax Platform

# Leading end-to-end retail technology and payments platform for unattended commerce and beyond

- Payments Suite

- Loyalty & Marketing Suite



- Telemetry and Management Software Suite

- Integrated POS



# Global payments acceptance network maximizes sales

- Connections and capabilities to deliver enterprise payments
- International payment network helping customers maximize payment conversion and acceptance across multiple countries
- Merchant Of Record Model Driving Competitive Offering For SMEs

## Key Features

40+

Currencies



Global Acceptance

80+

Payment Methods and Acquirers



Prepaid System



Merchant of Record

Nayax

## Payments Suite

Covering the most used payment methods

### Schemes



### Global Acquirers



### Alternative Payment Methods



### Wallets



# Nayax's integrated POS is a key competitive differentiator

- Integrated POS devices enable the acceptance of digital payments
- Devices hardware and software is designed and developed in-house with Nayax's own specifications
- Nayax manages the entire value chain of the manufacturing process and is able to dictate specifications to manufacturing partners

## Key Features



Plug and Play



Easy Onboarding



Multiple Network Connections



Array of POS Devices



Touch Screen Device



Constant Updates



Multilingual Voice And Text Interaction

Nayax

Integrated POS

Branded Integrated POS solutions for a vast array of retailers' needs



# Telemetry and management software suite provides full visibility to retailers

Nayax

Telemetry and Management  
Software Suite

- Proprietary software management suite serves as a central intelligence hub for our customers
- Customers can remotely control their machines for more efficient operations
- Customer support offered in 20 languages

## Key Features



Inventory  
Management



API Suite for Third-  
Party Systems



Location  
Monitoring



Customized  
Alert Suite



Employee  
Management



Reports & BI



Flexible  
Hierarchy



Store  
Management

Accessible and easy-to-use telemetry  
and management solutions



# Loyalty & marketing suite drives incremental revenue

- Proprietary consumer engagement marketing and loyalty platform
- Front-end: Monyx Wallet, an e-wallet that allows consumers to make electronic payments with their phone
- Back-end: the Nayax platform enables customers to manage multiple marketing and loyalty campaigns

## Key Features



Discount Options



Gamification



Bonus



Coupons



Campaign Management



Loyalty Programs



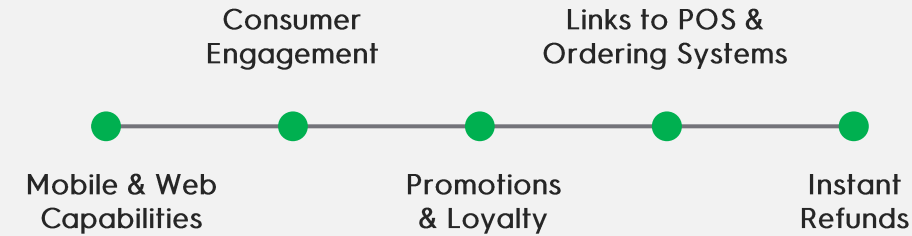
Monyx Wallet App



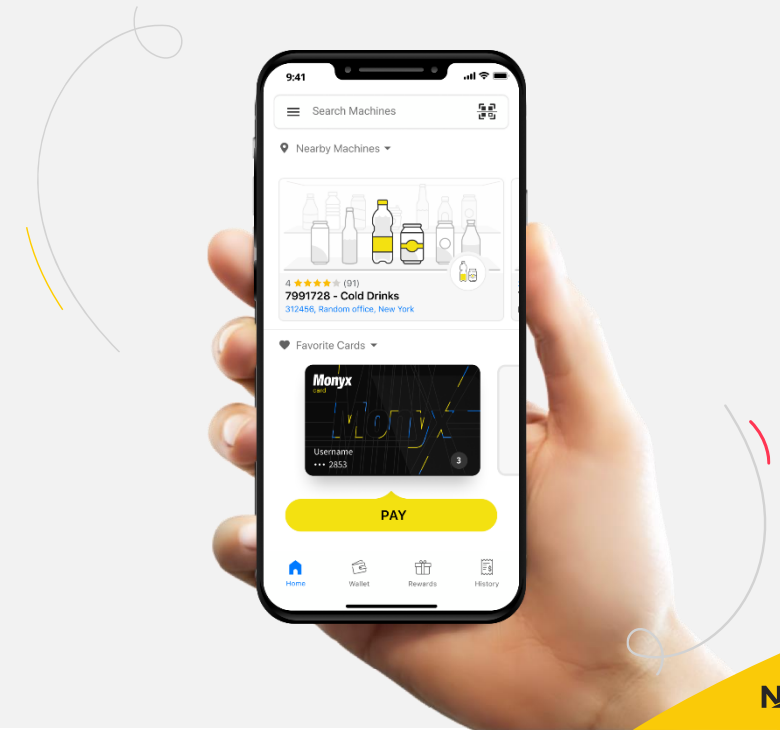
Omni-channel Reward



## Loyalty & Marketing Suite

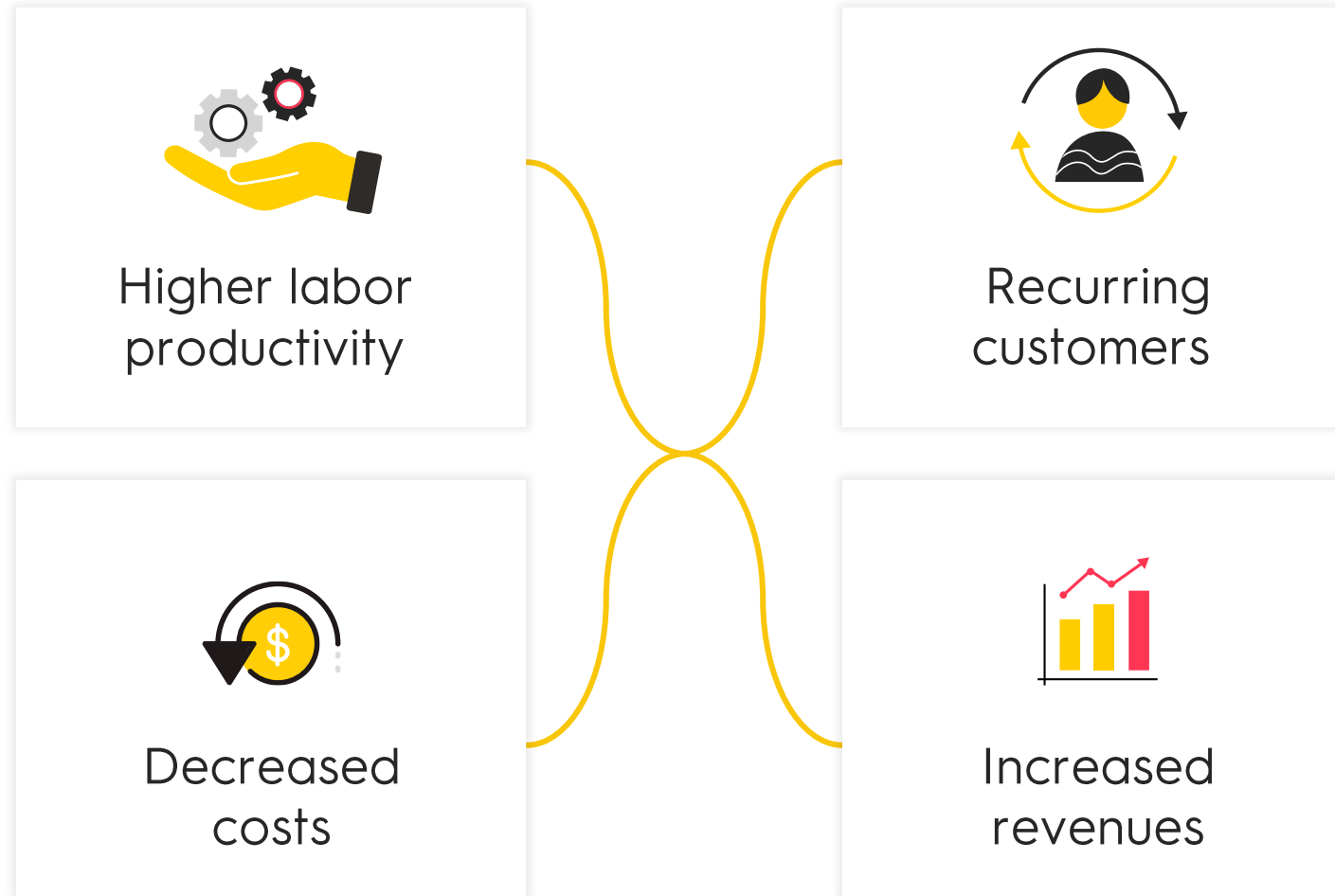


## The Monyx Wallet





# The goal: increase retailers' bottom line



# Emerging verticals & Go-to-Market & Customer Case Studies



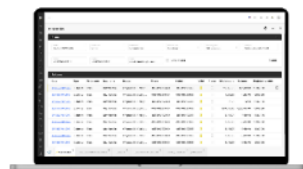
Keren Sharir  
CMO



Nayax  
Emerging, High-  
growth Verticals

# Our platform delivers differentiated in-store solutions

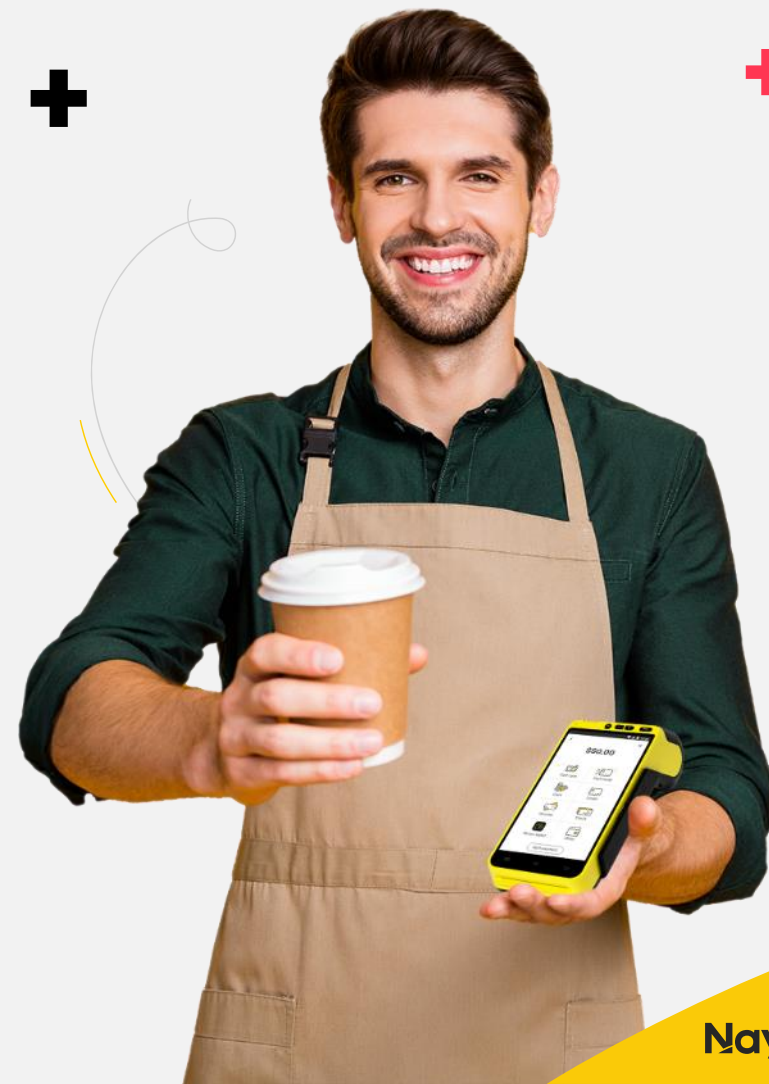
- Platform also delivers attended retail POS and payment systems, leveraging its differentiated global payment infrastructure and software platform
- Developing a complete management suite for attended market with marketing capabilities, loyalty and inventory management that links to an online store



Global Payment  
Network

Software Management  
Suite

Omni-channel  
Marketing AI / Analytics

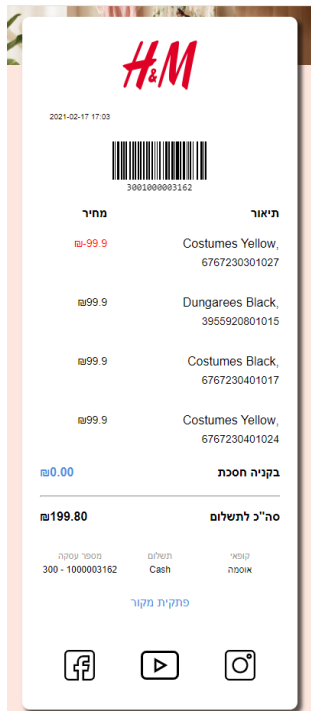


# Introducing Weezmo

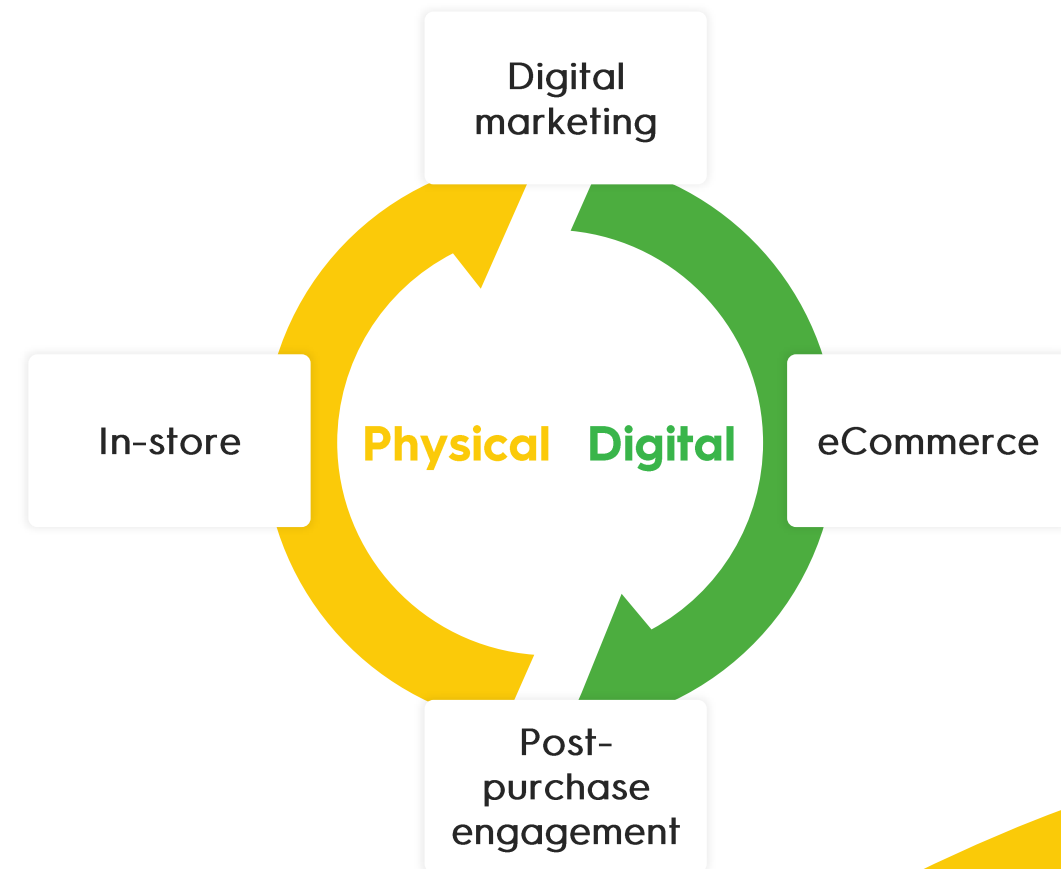
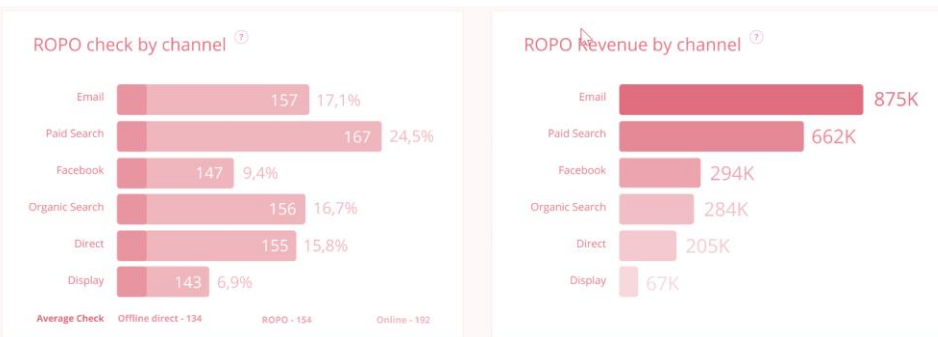
## The marketing insights platform for retailers

Giving retailers the tools to engage with their customers and increase ROI by connecting the online and in-store attribution and gaining full visibility of their customers' journeys.

Case study:



Channel	Source/Medium	Campaign	Spend	ROPO Revenue ▼	Total Revenue	RORO Revenue % ▼	ROI (online + ROPO) ▼
Paid Search	google / cpc	Campaign Gc1	30150	114,519	371,952	30.8%	1133.67%
Email	email	Campaign E1	9700	104,027	232,905	44.7%	2301.09%
Organic Search	google / organic	(not set)		86,590	284,594	30.4%	
Facebook	facebook	Campaign FB1	27000	64,128	205,866	31.2%	662.47%
Direct	direct/none	(not set)		60,819	205,002	29.7%	
Paid Search	google / video	Campaign GV1	17300	59,762	202,226	29.6%	1068.93%
Email	email	Campaign E2	6000	36,764	120,520	30.5%	1908.67%
Facebook	facebook	Campaign FB2	10150	31,001	88,772	34.9%	774.60%
Paid Search	google / cpc	Campaign Gc2	7025	28,586	87,762	32.6%	1149.28%
Email	Campaign	Campaign E3	5100	27,302	81,360	33.6%	1495.30%
Email	email	Campaign E4	3700	24,175	71,602	33.8%	1835.19%



# EV Meter - complete EV charging solutions for your charging network

Residential & Commercial environments



## EV Charging Stations

A universal charging stations, designated for residential or commercial environments and controlled by a dedicated app

Charge your electric vehicle at home or on the go!



## HIVE – Management Platform

A smart cloud-based management platform, designed to automate, optimize and control your EV charging network.

Grow your EV charging business!



## Payment Solutions

A built-in payment solutions accepting credit & debit cards, digital wallet, QR codes and closed loop payments.

Pay by using ANY payment method!

# Tigapo - Innovative payment and management platform for FECs & Amusement Routes

Leveling up the operators' game by offering players a customized and engaging experience. in longer sessions, increased spending, and a higher percentage of Resulting repeat players



Mobile app



Tigapo's reader



Redemption terminal



Cloud-based management platform



Kiosk



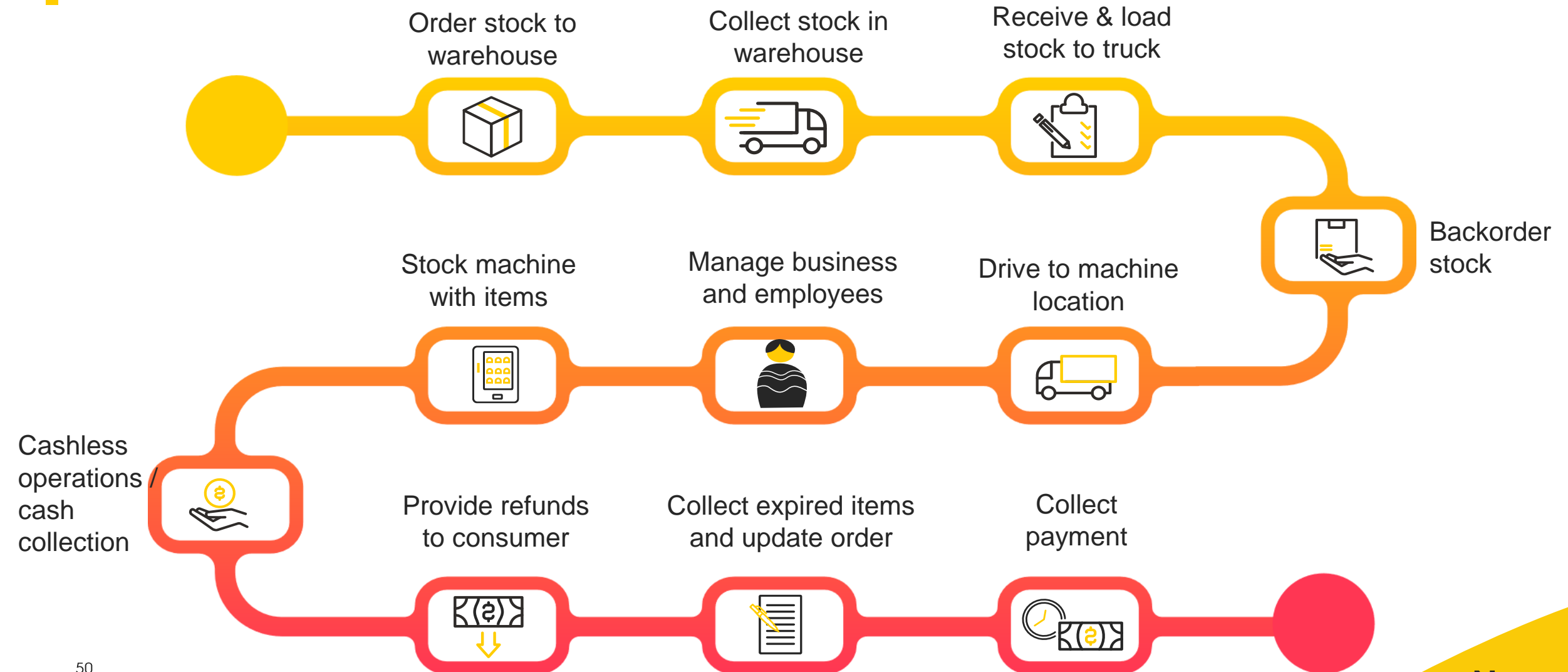
# Go-to-Market Strategy



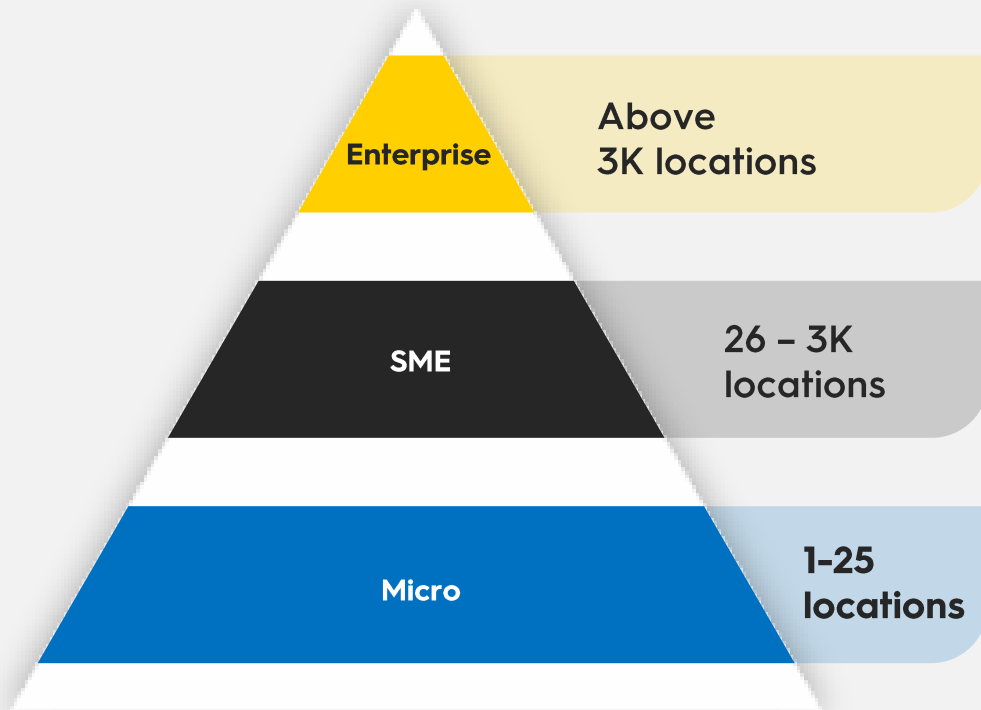
# Nayax answering all retailers needs



# We've got you covered



# Multichannel GTM strategy addressing the global opportunity



## Direct Sales

### Enterprise Sales Team

Global sales team of 30  
10 languages spoken  
Covering 8 markets



### Inside Sales Team

Global team of 20  
7 languages spoken

### Online Shop

Available in select markets

### Marketing

SEO	Webinars
PPC	Colleague/Influencers referrals
Social media	Affiliate network
Ads & article	Marketing automation

## Global Distribution Network

### Distribution Partners



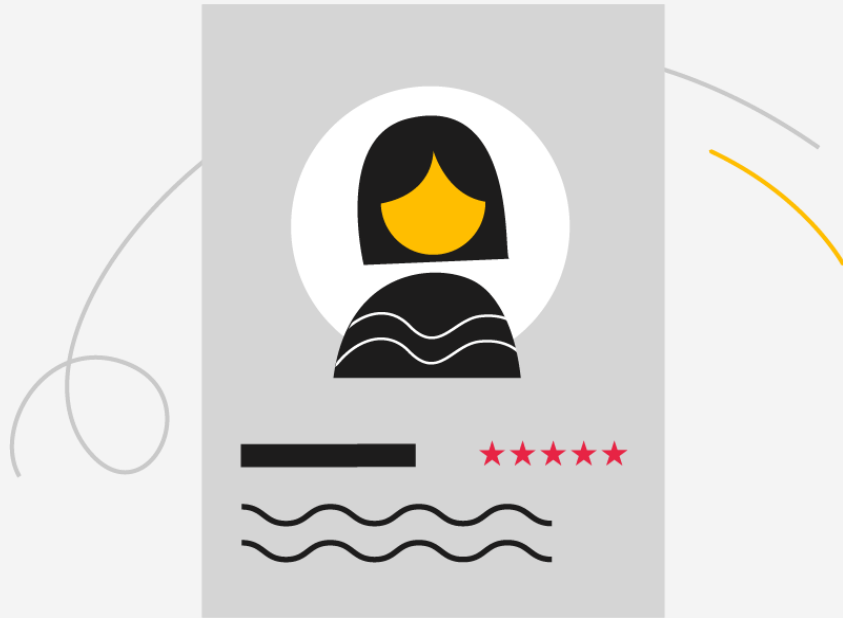
Distribution partners in more than 44 countries

Sell across customers segments

- Distributors undergo **annual certification** process with Nayax
- Comprehensive **training programs** to create uniform messaging and customer engagement
- Access to Nayax hub to provide **detailed business information** for the distributor

## OEM / Resellers

**950+ OEM** directly integrate Nayax's POS to their machines / **resellers** that sells Nayax to their customers



# Customer Case Studies

# Case study: Innovative Vending Solutions (IVS)



Global



Global presence  
and system



10K+ Locations  
(massage chairs  
and kiddie  
strollers)

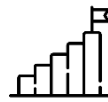


Purchased 10K+ Nayax devices  
with a plan for growth in the next  
Qs



## Challenges Faced

- International presence
- Ability to integrate the POS with special pricing capabilities
- Desire for propriatey app
- Data transfer to a 3<sup>rd</sup> party system



## Outcome

- + Increased revenue
- + Operational transparency, lower operational cost with alerts and monitoring
- + Working on their next solution with Nayax embedded into their planning from day 1

Nayax increased our sales by over 30%. They are not just our cashless supplier, but our true technology partner. We know we have made the most secure investment in our cashless technology by going all in with Nayax."

Matt Marino, Innovative Vending Solution (IVS)  
COO

# Case Study: Five Star Food Services

## largest Canteen Franchise



Global presence  
and system



75K+ Locations

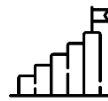


Purchased 25K+ Nayax devices  
with a plan for growth in the next  
Qs; using VendSys



### Challenges Faced

- Promoting their brand and finding returning consumers
- Ever changing pricing from suppliers
- Increase revenue
- EMV



### Outcome

- + Using our loyalty campaigns by SKU to leverage supplier side discounts to increase revenue
- + Using remote price changing to lift revenue
- + More reliable processing and communication has led to higher cashless acceptance rate
- + Implementing features like multi-vend with incremental auth to increase ATV and reduce negative consumer issues/costs

Nayax increased our average transaction price and revenue. With Nayax we saw an increase in the cashless % sales as well as overall lift in revenue showing that the cashless increase didn't cannibalize cash sales

Greg McCall, Five Star, CRO



# Case Study: EV Charging



Global



Smart open payment, easily integrated



Rapid expansion of the open charging infrastructure

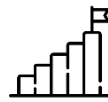


10K+ Nayax devices deployed nationally by the largest CPO networks on multiple OEM chargers



## Challenges Faced

- Offer open payments, not just subscription or plug- and-charge
- Charger integration with global OEMs
- CPOs/EVSPs to receive data for operational transparency
- EMV payments



## Outcome

- + CPOs to reach a larger pool of EV drivers and meeting open payment legislative requirements
- + Utilizing our API/ SDK suite to achieve operational efficiencies, robust data exchanges and advanced integration capabilities
- + Helping drivers, beyond early adopters, feel comfortable in choosing an EV car (paying in any way they choose)
- + Nayax is the go-to cashless service provider for the growing national DC charging network (public works, rest stops, and private industry like convenience store chains)



# Financial Overview



Sagit Manor  
CFO



# Powerful business model build on solid recurring revenue

## Revenue sources

Hardware

+

SaaS

+

Processing

=

**Rapidly Growing Recurring Revenue Base**



## Multi Layers of Value Creation

Purchase fee per sold connected POS

**"Lock in"**

Monthly Subscription Fee (SaaS) per connected POS

**60%+**  
Recurring Revenue

Processing fee as % of transaction volume

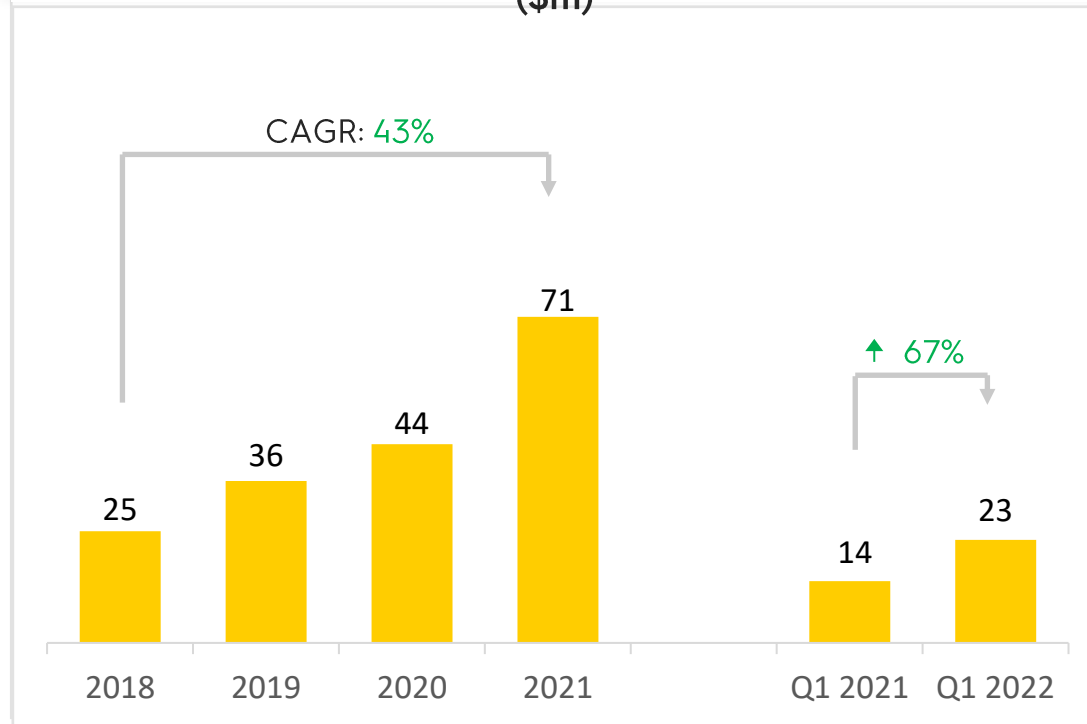
- Consistently growing recurring revenue base
- Superior payment processing economics

**2.5%+**  
Take Rate

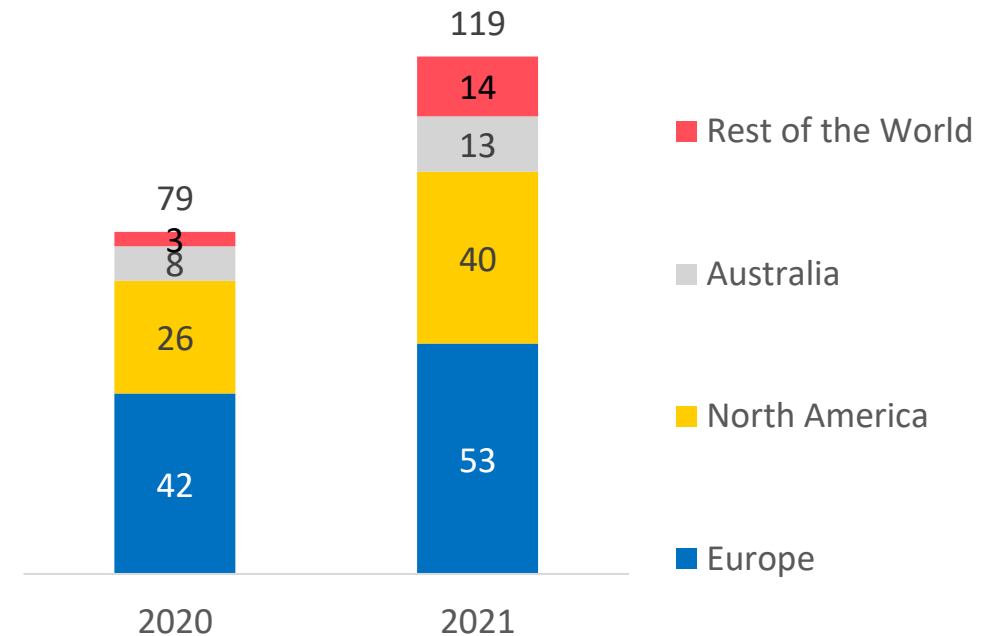
# Execution on strategy resulting consistent & strong growth

Just starting our journey around the world

High Recurring Revenue  
(\$m)



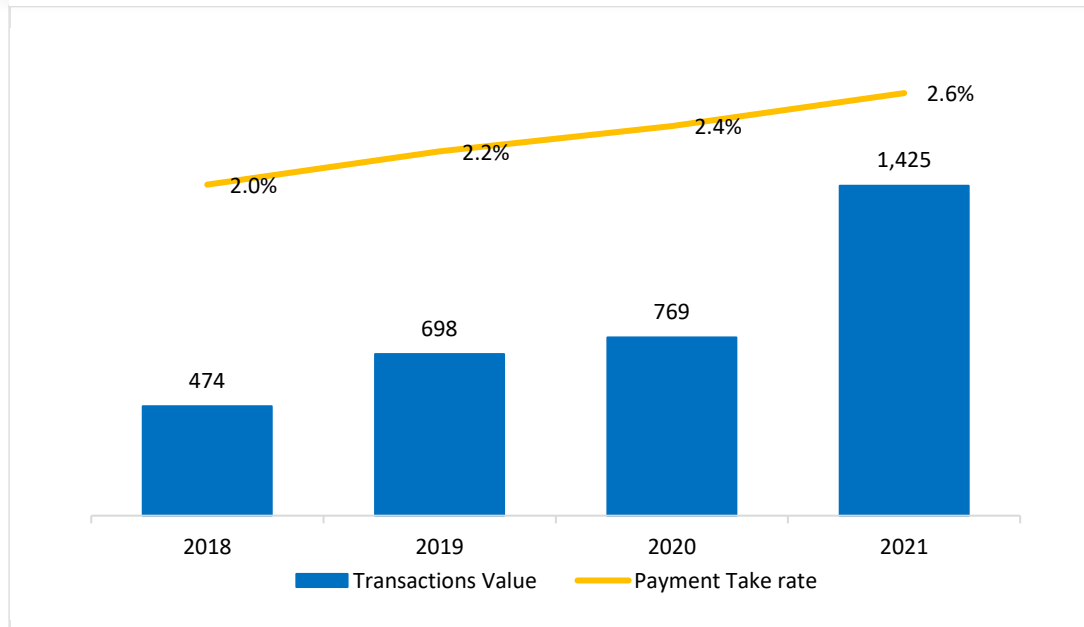
Revenue by Region (\$m)



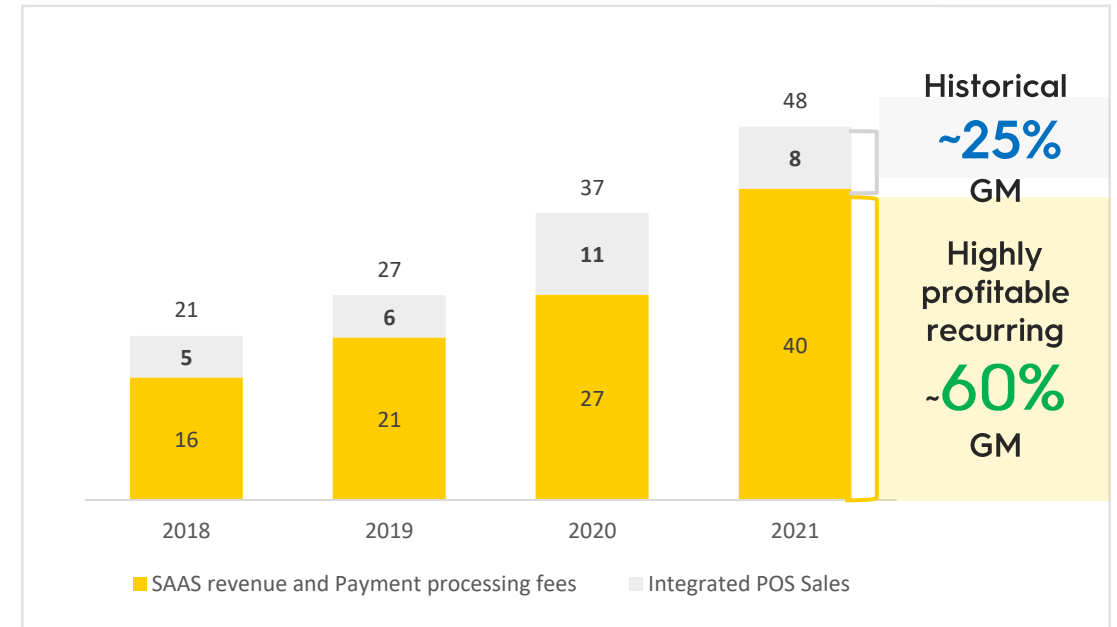
# Superior payment processing economics

Dominating the attractive Merchant Acquirer segment of Unattended POS

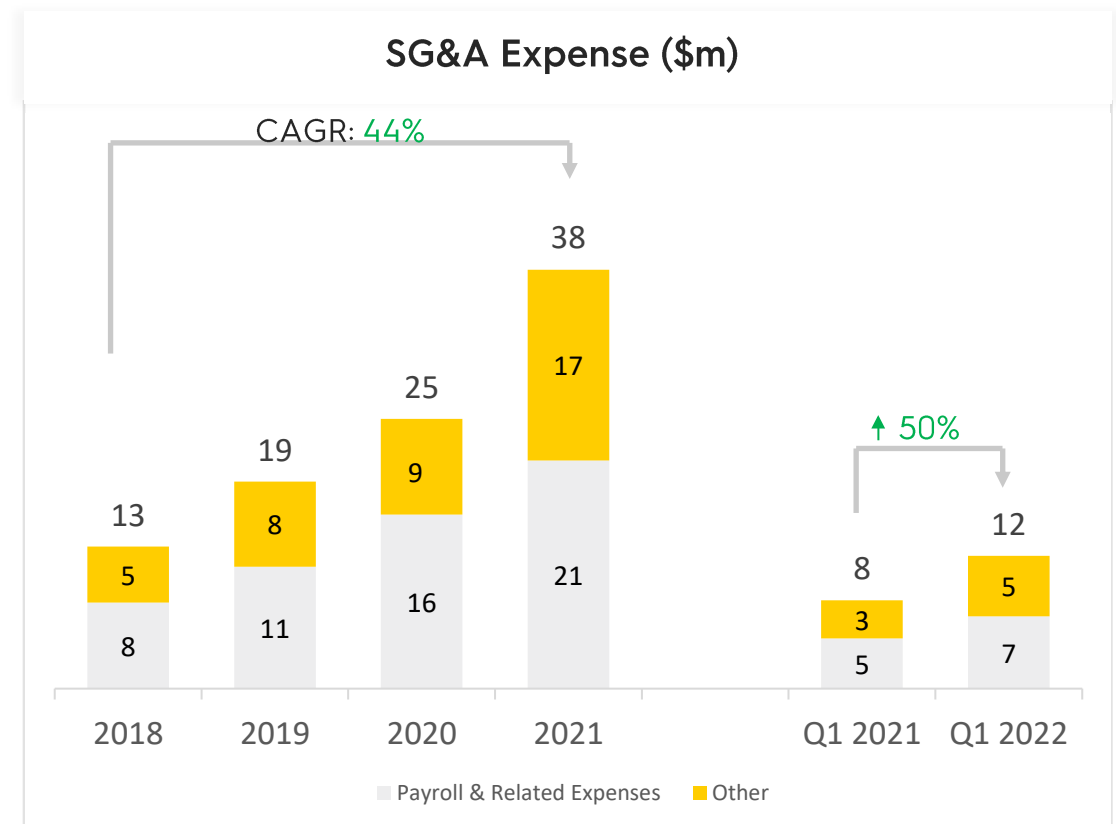
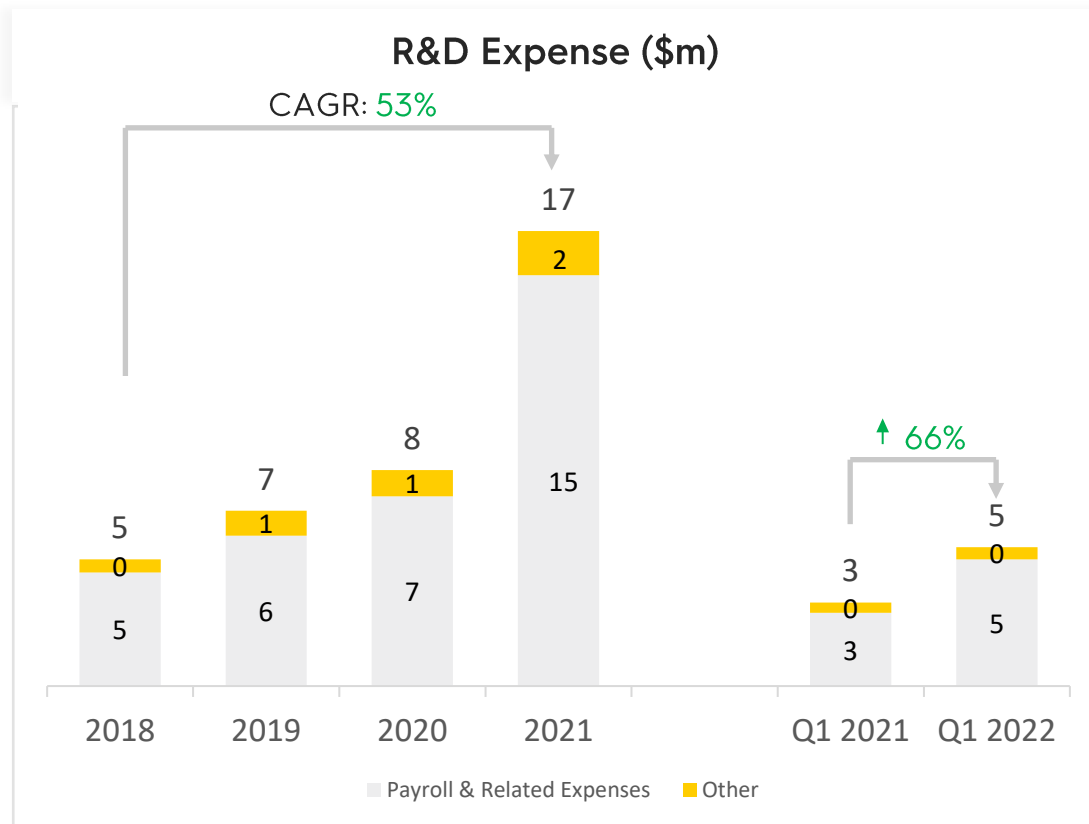
## Attractive Payments Take Rate



## Blended Gross Profit (\$m)



# Higher operating expenses to support strategic growth plan



# Highly visible path to profitability and \$1 Bn revenue

**+35%** annual revenue growth

Highly visible growth fueled by new connected devices

Global scale and tech advantage enable Nayax to grow faster than the industry

Significant operating leverage

## Long Term Growth Model & Profitability Framework

~FY23-FY24      ~FY27-FY28



Target

### REVENUE GROWTH

+35%

+35%

### % of RECURRING REVENUE

~60% - 65%

~65% - 70%

### TOTAL REVENUE

~\$1.0Bn

### GROSS PROFIT

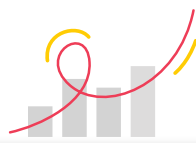
+50%

### Adj. EBITDA

+30%

# Nayax in numbers

Strong growth, high recurring revenue, and winning market share



Consistent Top Line  
Growth

**35%+**

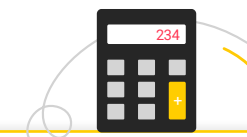
Revenue CAGR (2018-2021)



Strong Recurring Revenue<sup>1</sup>  
Growth

**67%+**

SaaS and processing fees  
Q1.22 Over Q1.21



High Recurring Margins

**55%+**

Q1.22



Significant Customer  
Growth

**62%+**

Q1.22 Over Q1.21



High Net Retention Rate<sup>2</sup>

**140%+**

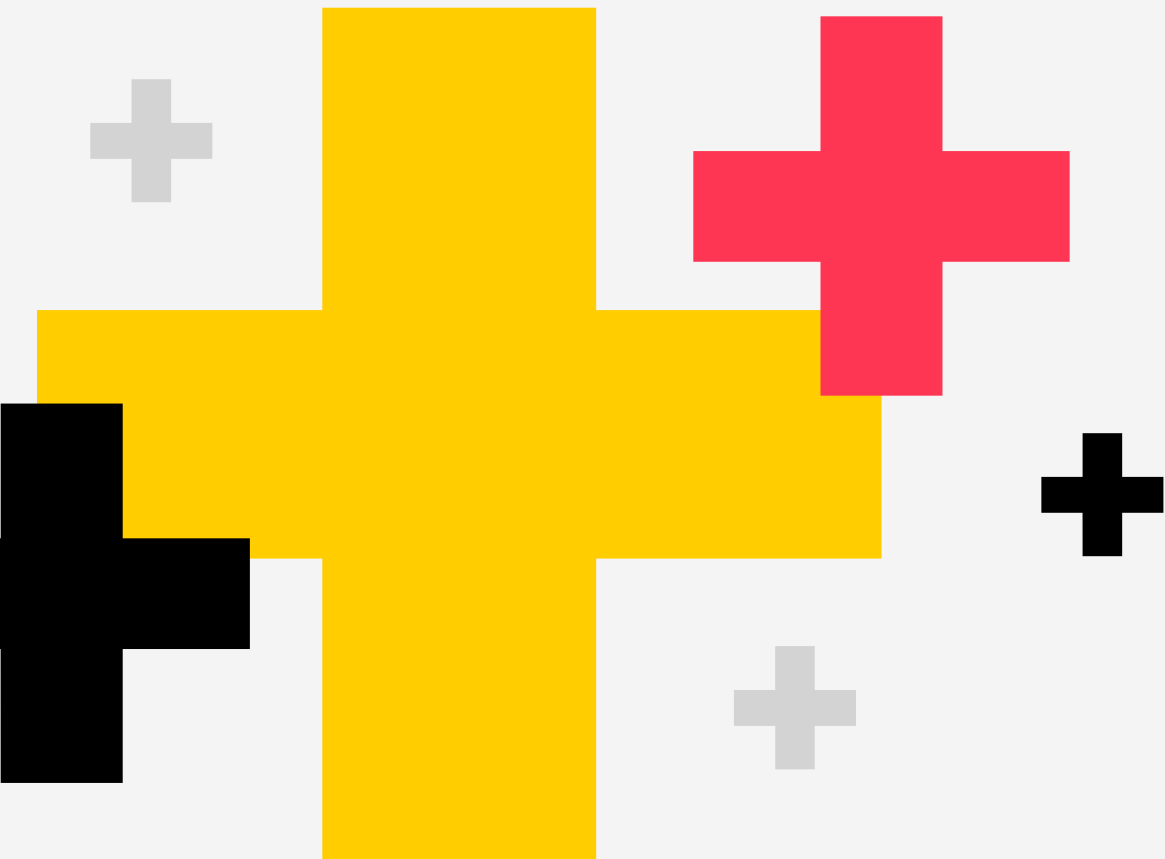
Q1.22



Managed and Connected  
POS Devices

**550K+**

Q1.22



Thank You

# Key definitions

- **Managed and Connected** – Devices that are operated by our customers.
- **End Customers** – Customers that contributed to Nayax revenue in the last 12 months.
- **Recurring Revenue** – SAAS revenue and payment processing fees.
- **Dollar-based net retention rate** – Measured as a percentage of revenue from returning customers in a given year as compared to the revenue from such customers in the prior year, which reflects the increase in revenue and the rate of losses from customer churn.
- **Revenue churn** – The percentage of revenue lost as a result of customers leaving our platform in the last 12 months.
- **Existing Customer Expansion** – Revenue generated within a given cohort over the years presented. Each cohort represents customers from whom we received revenue for the first time, in a given year.
- **Adjusted EBITDA** – Defined as net income (loss) before other income (expense), interest income (expense), foreign exchange gain (loss), income taxes, and depreciation and amortization, adjusted to exclude the effects of share-based compensation expense and certain nonrecurring expenses that management believes are not indicative of ongoing operations, consisting primarily of Equity method investee expenses and other indirect charges associated with our initial public offering.