



August 2, 2022

Nayax Ltd.
(the “Company”)

To:
Israel Securities Authority
22 Kanfei Nesharim Street
Jerusalem 95464

To:
The Tel-Aviv Stock Exchange Ltd.
2 Achuzat Bayit Street
Tel Aviv 6525216

www.magna.isa.gov.il

maya.tase.co.il

Re: Launch by the Company of CoinBridge- a New Payment Solution

The Company hereby reports that it has obtained an issuer license from MasterCard, which allows it to issue pre-paid and debit cards, as part of a new solution called "CoinBridge", that the Company expects to launch later this year.

CoinBridge is a groundbreaking solution that converts any virtual asset into real currency and purchases, turning any existing Loyalty App into an e-wallet. By utilizing CoinBridge's solution, Retailers and Loyalty Clubs will be able to offer their members a way to spend their Rewards, Points, Giftcards and any other Loyalty benefits at any shop worldwide, both in store and online - seamlessly, just as if they were using Google Pay or Apple Pay wallets. Using the CoinBridge solution will allow Retailers to generate higher customer spending at their shops, increased purchase frequency and stronger member loyalty while providing wider financial freedom for their customers. CoinBridge's patented (pending) technology **requires no merchant or website integration** whatsoever, making the first of its kind solution, compatible with any credit card accepting merchant and website worldwide.

The Company plans to launch the CoinBridge solution during this year, first in Israel, and then in other additional territories, gradually.

The Company's estimates regarding the launch of the CoinBridge solution in Israel and in other territories, as described above, constitute forward-looking information, as such term is defined in the Securities Law, 5728-1968. Such estimations are based on the information known to the Company as of the date of this report, and may not materialize, or materialize materially differently than as stated above, inter alia, due to their dependence on external factors that are

not in the Company's control, including the risk factors set out in Section 1.35 of the Company's annual report for the year 2021 (published on March 28, 2022, reference number: 2022-01-030507).

Sincerely,

Nayax Ltd.

Signed by: Michael Galai

Chief Legal Officer and Secretary of the Company