



WE MAKE HEARTS RACE AND TIME FREEZE

*It's All About Embracing The Extraordinary, Rich & Diverse
Human Experiences*

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2015

9+ Years of cutting-edge technology development & Deployment

~125M

NIS in Investment

55M

Global visitors
Exposed to innovative high value content generated in real time in the parks

+65

Employees
Global HQ Team

42

Theme Parks & attractions



~138M

NIS in annual revenue

**WHO
WE ARE**

Pomvom is a global leader in AI-powered photography and video solutions, transforming visitor experiences at theme parks and attractions through innovative content capture and seamless digital delivery

POMVOM MANAGEMENT TEAM



**MATAN
MANDELBAUM**

CEO

15+ years of impeccable global operations and proven commercial growth capabilities, seamless execution driving outstanding business results



**TAMARA
MIKHEL**

**Chief Financial
Officer**

Financial executive with 20+ years of experience in global public and private tech companies, such as Verbit, Google, and Fitbit



**KEREN
RAVIV**

**Chief Product & Tech
Officer**

Experienced Tech & Business leader with a proven record in delivering game-changing products in diverse sectors



**RONI
GOREV**

Chief Legal Officer

Experience representing public and private companies, in the technology and infrastructure sectors



**ODED
KNAAN**

**VP Operations &
Delivery**

Significant leadership and operational expertise as a reserve Colonel with over 28 years of service in the IDF Defense Intelligence branch



OUR

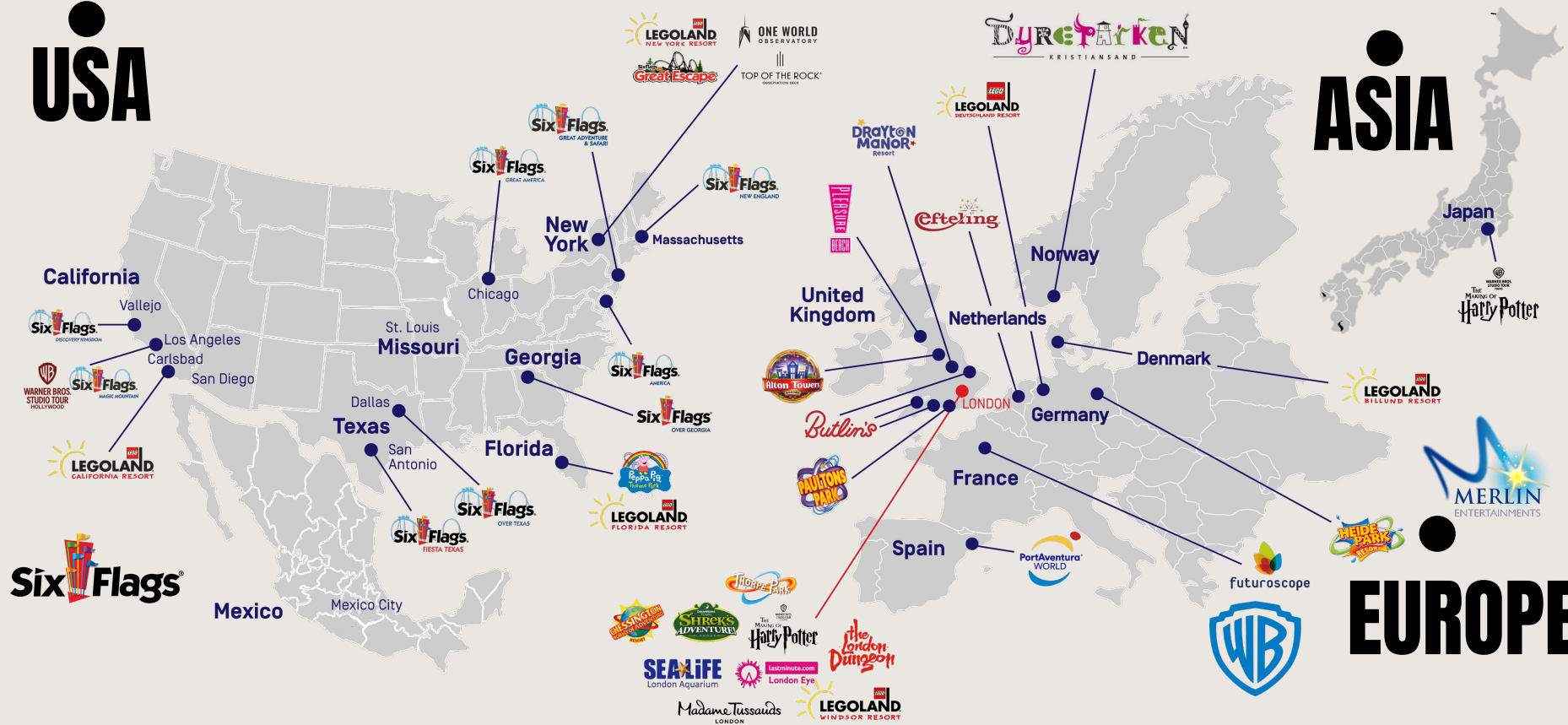
Lead the experience economy by bridging physical memories with digital innovation, engaging 100M+ users worldwide, and redefining unforgettable moments at scale

VISION

USA

**●
ASIA**

EUROPE



OUR UNIQUE OPPORTUNITY



Global Traffic Scale: From **55M** visitors today to **100M** in 3–5 years

Expanded Margins: Digital transformation leveraging data for **monetization opportunities** resulting in **Gross Margin increase**

Key Drivers:

- Immersive **partnerships with global brands**
- AI-driven **authentic personalized content** for instant sharing
- **Monetization** through recurring revenue streams and e-commerce excellence
- **Global operational excellence** – Data driven



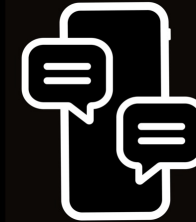
LIMITATIONS OF TRADITIONAL RETAIL

- Physical queues
- 1:1 selling
- Static pricing



UNTAPPED REVENUE STREAMS

- Restricted to during the visit
- Focused on groups rather than individuals



PRODUCT FIT

- Millennial, Gen Z & A guest Demographics
- Exponential growth of social media video content
- Demand for instantly shareable, personalized content

THE PROBLEM

Bridging The Engagement Gap: Transforming Photography Services To Reach **95%** Of Unengaged Visitors

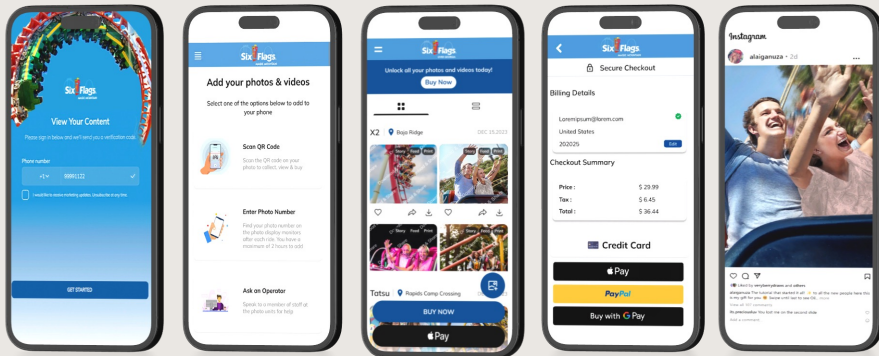


TRANSFORMING THE INDUSTRY ►

Be the "Netflix of Experiential Media," connecting brands, venues, and audiences through innovative content and engagement.

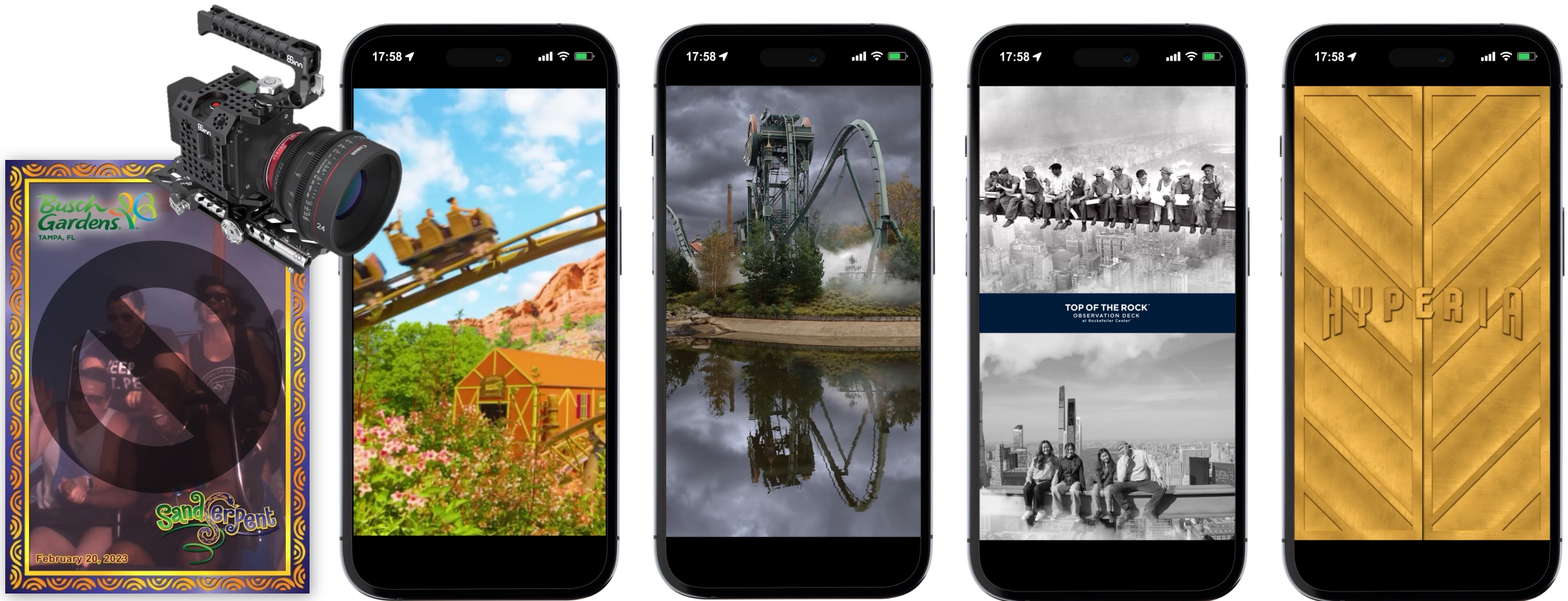


OUR DIGITAL PLATFORM



CAPTURE & CONTENT INNOVATION





4K CINEMATIC RIDE VIDEO

MULTI-VIDEO ENGINE TO CREATE ENGAGING SOCIAL MEDIA-READY CONTENT

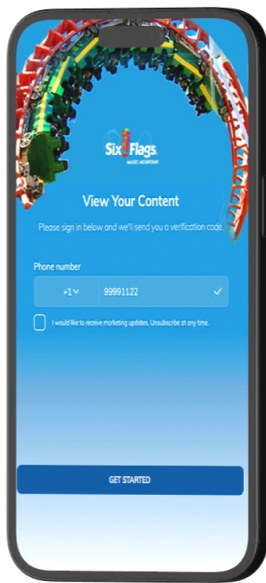
4K CINEMATIC CAPTURING UNITS AI-DRIVEN AUTOMATIC VIDEO ENGINE



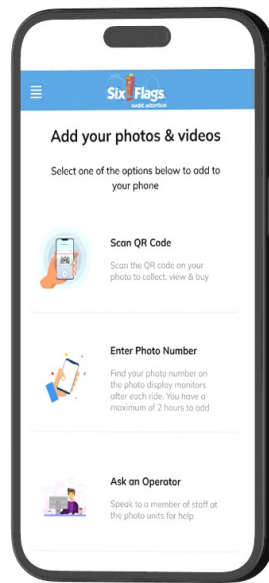
TRY ME!

DIGITAL SOLUTION

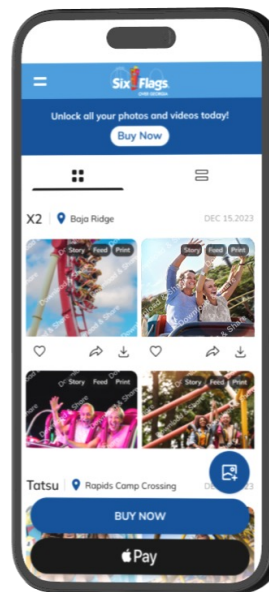
SEAMLESS, DIGITAL EXPERIENCE FOR VISITORS



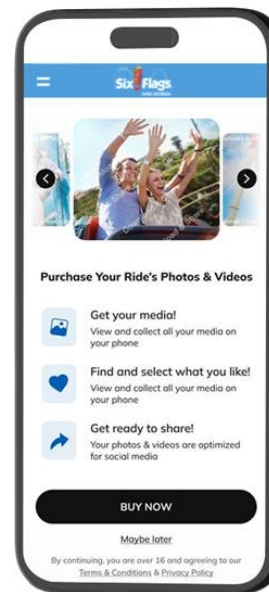
1. Customized landing page



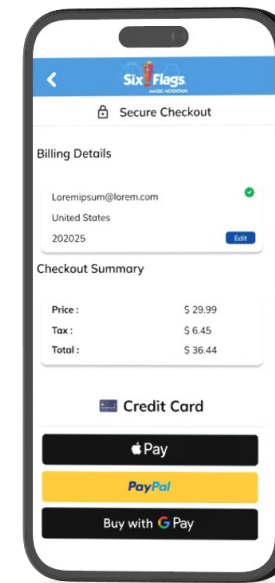
2. Configurable association



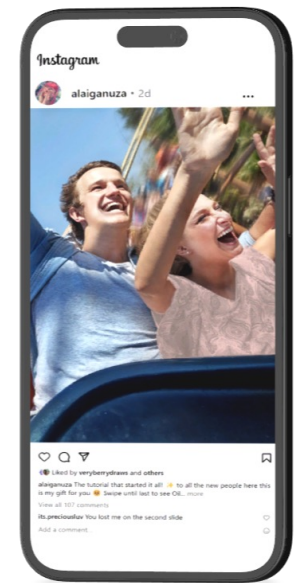
3. Add Media



4. Personalized Digital Package



5. Simple Payment



6. Share to Social media

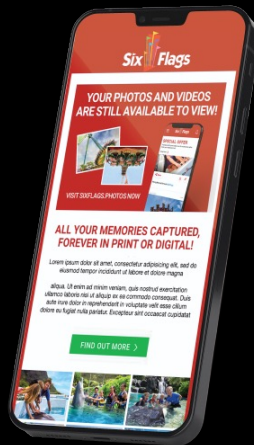
MONETIZING THE JOURNEY



PRE-VISIT



DURING VISIT



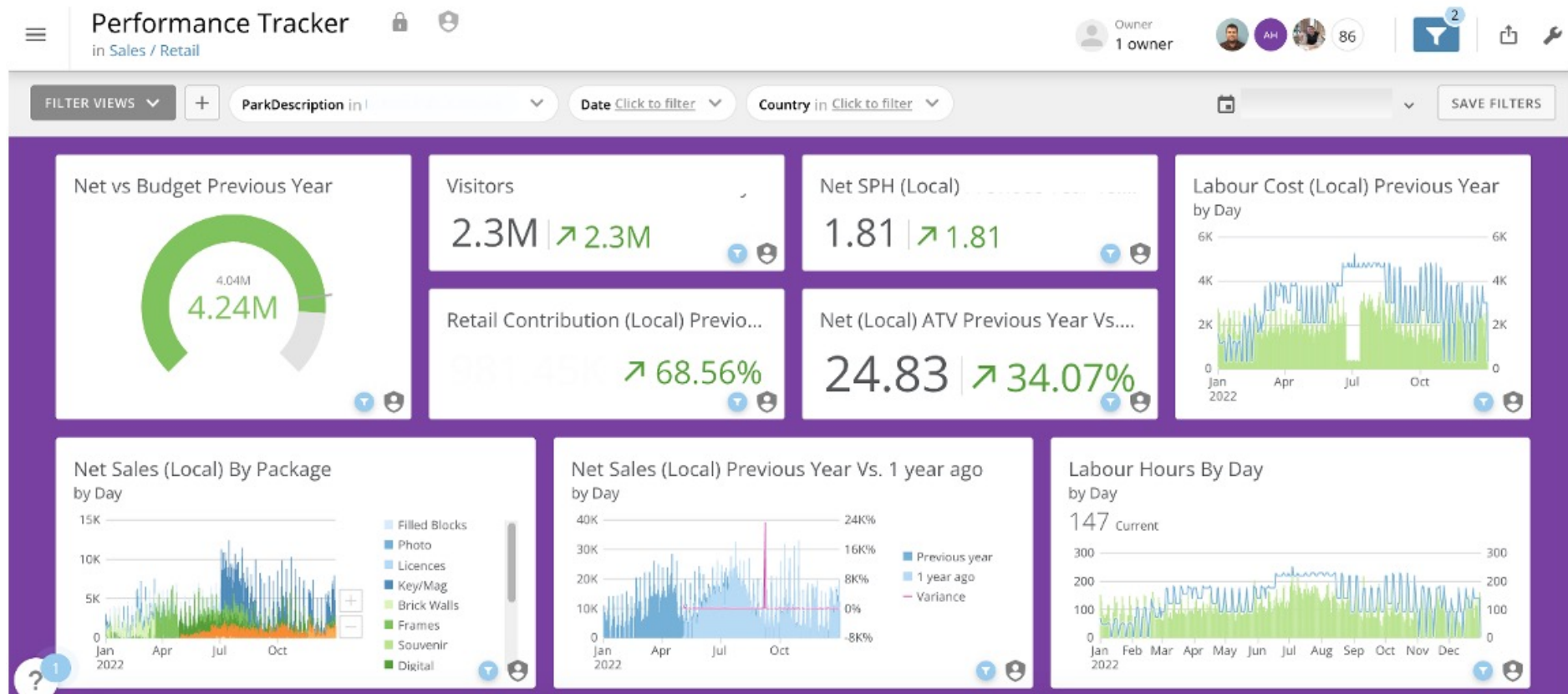
POST VISIT

- **New Revenue Streams:** Unlock additional monetization opportunities with targeted offers.
- **On-site:** High throughput digital-first approach in our point of engagement
- **Ongoing Customer Journeys:** We extend the customer relationship beyond a single visit, fostering repeat engagement and long-term loyalty.
- **Post-Visit Engagement:** We reconnect with guests after their theme park visit through personalized digital content and customized e-commerce products.

**OPERATIONAL
EXCELLENCE**

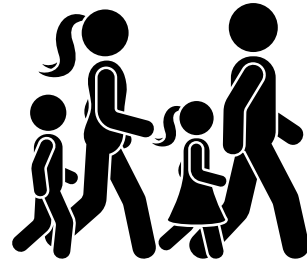
OPS EXCELLENCE

MONITORING AND CONTROLLING - DATA DRIVEN DECISION - MAKING





Pre-Visit Sales

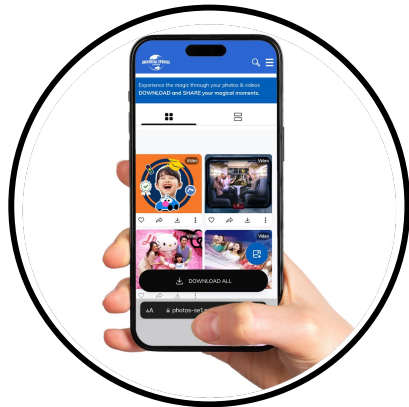


Site's Capturing Units



Point of Engagement

VISITOR JOURNEY



Post-Visit Sales



User Generated Content



Digital Platform



Self Capture  Pomvorn

**FY'2024 &
BEYOND**

H2'24 IN REAR VIEW

BUILDING POSITIVE MOMENTUM TO FY'25



Leadership Change

New Management
New BOD

New Contract Signed

Scandinavia 4 New Sites to
be deployed in Q2'2025
Non-staffed model
Annual visitors 2.7M

Operational Efficiency

Efficiency Plan Executed
Cost Structure Adjusted

Deployment Of New Parks

4 Sites In USA

Digital Sales Growth

Strategic
Investments
Driving Margin
Growth

Equity Financing

19.7M NIS Raised
in Q1'25

H2'24 FINANCIAL HIGHLIGHTS

Focused Lean Execution

TOTAL REVENUES

Revenues of **137.9M** NIS, increase of **3%** vs. H2'23.

ONLINE / DIGITAL REVENUES

Online Revenues increase of **46%** HoH to **13%** of total revenues.

Digital Products Revenues increase of **54%** HoH to **53%** of total revenues.

GROSS PROFIT

Increase of **7%** in gross profit HoH, with GM improving from **18%** to **19%** HoH.

TAX

One-time income tax benefit of **0.1M** NIS vs. **-1.9M** NIS due to Global Tax Structure improvement..

NARROWING LOSSES

44% Decrease in Operating loss to **4.5M** NIS vs. **8.1M** NIS HoH due to workforce reduction and expense control initiatives.

78% Decrease in Operating loss net-off restructuring expenses to **1.7M** NIS.

SHIFT TO POSITIVE ADJ. EBITDA

Adjusted EBITDA of **0.7M** NIS vs. **-1.0M** NIS

CASH AND EQUIVALENTS

Cash balance of **15.4M** NIS as of 31 December 2024
(**+6.7M** NIS in Restricted deposit) vs. **21M** NIS as of 31 December 2023

Cash Balance of **26.1M NIS** as of 13 March 2025 (**+5.9M** NIS in Restricted deposit)

SHIFT TO POSITIVE CASH FLOW FROM OPERATIONS

Cash flow from operations of **7.5M** NIS vs. **-0.8M** NIS

WORKING CAPITAL IMPROVEMENT

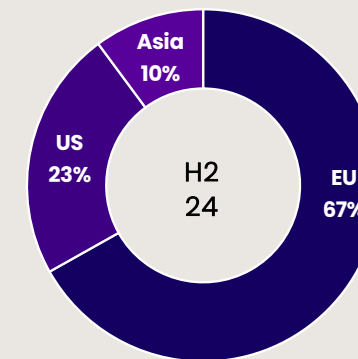
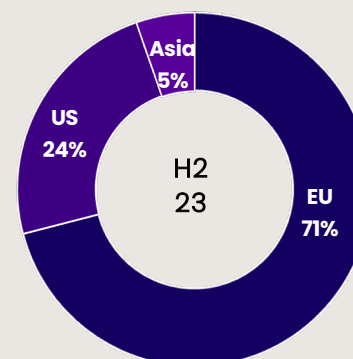
Increasing the revenue collected directly by Pomvom accelerates cash flow, enhances working capital, and streamlines collection processes.

P&L SUMMARY

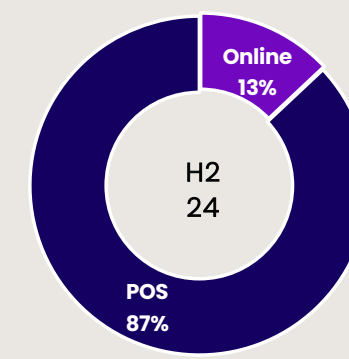
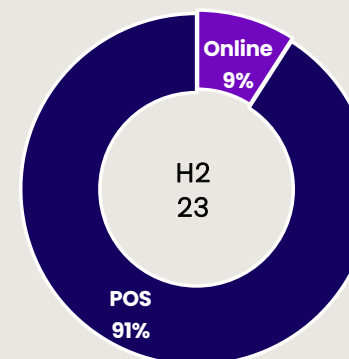
	H2		FY	
NIS (K)	2023	2024	2023	2024
REVENUES	133,619	137,914	218,437	238,341
COGS	109,638	112,256	177,899	198,012
GROSS MARGIN	23,981	25,658	40,538	40,329
OPEX	32,058	27,396	62,850	60,911
RESTRUCTURING EXP.	-	2,754	-	2,754
LOSS FROM OPERATIONS	(8,077)	(4,492)	(22,312)	(23,336)
FINANCE EXP.	777	1,316	1,365	2,577
INCOME TAX EXP. (Income)	1,872	(103)	2,212	481
NET LOSS	(10,726)	(5,705)	(25,889)	(26,394)
EBITDA	(4,235)	(632)	(16,180)	(15,896)
ADJUSTED EBITDA	(963)	741	(8,784)	(9,941)

REVENUE BREAKDOWN

GEO

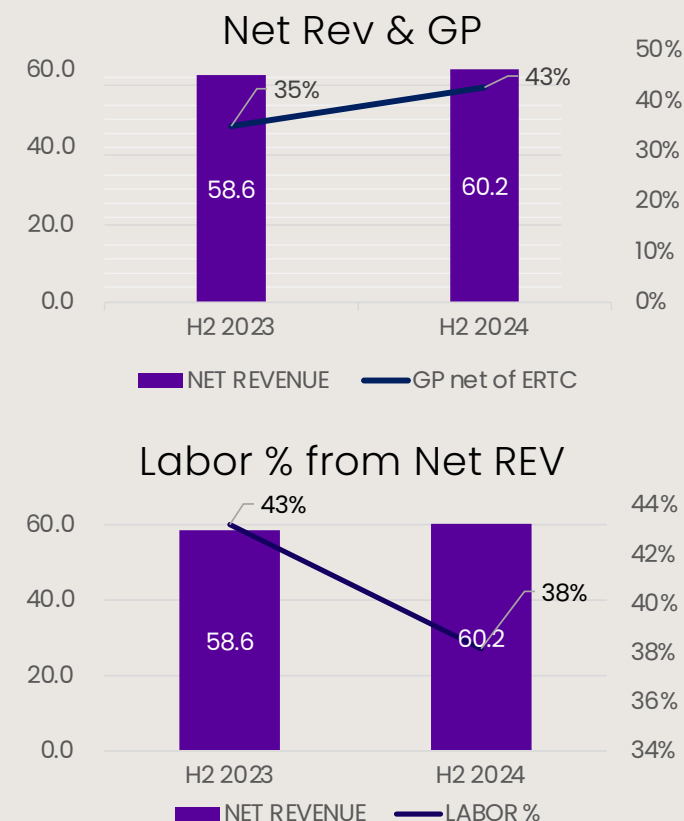


IN-PARKS vs. ON-LINE



GROSS PROFIT & GROSS PROFIT NET OF REV-SHARE

	H2		FY	
NIS (K)	2023	2024	2023	2024
REVENUES	133,619	137,914	218,437	238,341
REVENUE SHARE TO PARTNERS	(75,029)	(77,685)	(121,326)	(134,328)
REVENUES NET OF REV SHARE	58,590	60,269	97,111	104,013
LABOR	21,819	23,061	37,739	43,137
D&A	2,567	2,991	3,754	5,895
CLOUD SERVICES	1,872	283	1,872	761
OTHER	8,351	8,236	13,208	13,891
GROSS PROFIT	23,981	25,658	40,538	40,329
MARGIN	18%	19%	19%	17%
MARGIN NET OF REV SHARE	40%	43%	42%	39%
*MARGIN NET OF REV SHARE ADJUSTED FOR ERTC	35%	43%	35%	39%



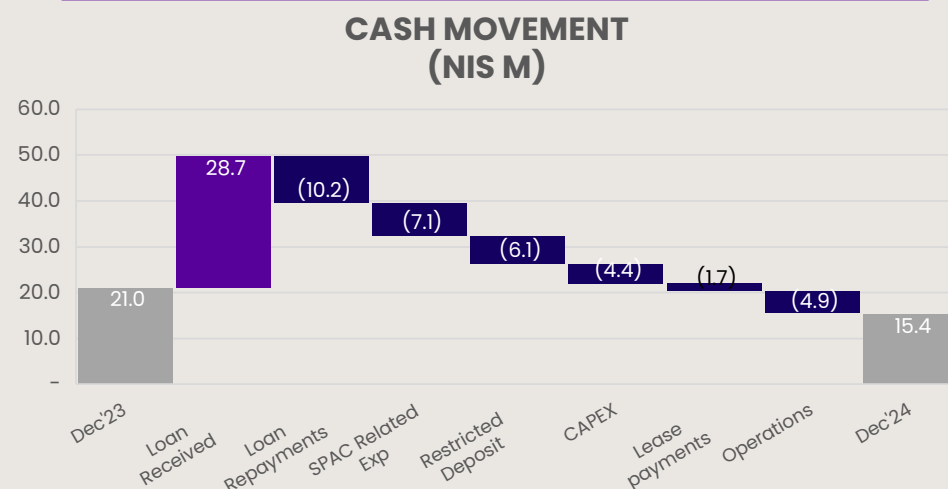
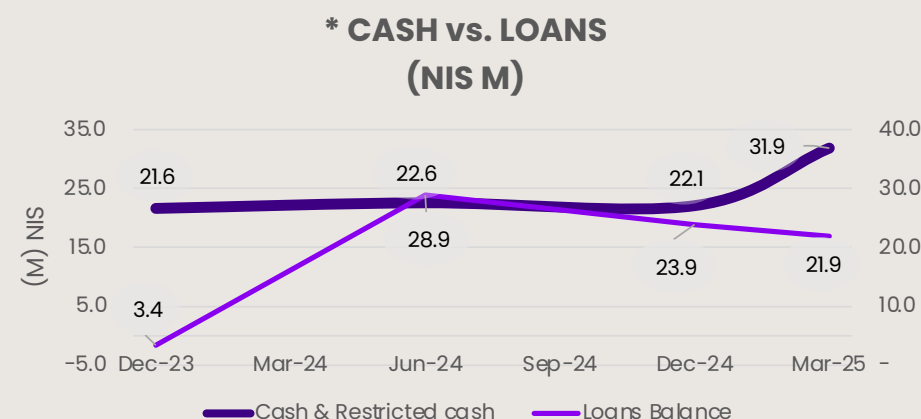
- Gross Profit net of the ERTC (Employee retention tax credit) received during 2023. (6.1M NIS received in 2023, 3.5M NIS of it received in H2-23)
- The Gross Profit net of Rev-Share presented above does not represent the gross profit margin in accordance with the IFRS

BALANCE SHEET & CASH FLOW SUMMARY

	FY	
NIS (K)	2023	2024
CASH AND EQUIVALENTS	21,010	15,384
RESTRICTED DEPOSIT (ST + LT)	615	6,710
RECEIVABLES	7,581	7,272
TOTAL CURRENT ASSETS	32,514	28,431
TOTAL ASSETS	58,614	55,000
TOTAL CURRENT LIABILITIES	25,477	33,867
TOTAL NON-CURRENT LIABILITIES	2,759	16,324
EQUITY	30,378	4,809
**FINANCIAL DEBT	3,399	23,886

*Cash balance of 31.9M includes cash and cash equivalent and restricted deposit

**Financial Debt includes PPP loan received in 2023 and Mizrahi loan received in 2024



MULTIPLE PILLARS TO DRIVE GROWTH

FOCUS ON GROWTH AND PROFITABILITY

NEW PARTNERSHIPS

- Strategic Profitable Partners

SCANDINAVIA DEPLOYMENT

- 4 New Sites
- Non-Staffed Model

REV SHARE IMPROVEMENT

- Existing Contracts Renegotiated

CONTENT VALUE UPGRADE

DIGITAL SALES GROWTH

- Investments Driving Margin Growth
- Digital Platform:
 - Customer Journey Touch Points
 - Upsell/Cross-Sell

OPERATIONAL EXCELLENCE

- Lean Execution

THANK

YOU

