



# **WE MAKE HEARTS RACE AND TIME FREEZE**

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

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**2015**

10 Years of cutting-edge  
technology development  
& Deployment

**\$125M**

Million NIS  
of investment

**+55M**

Global annual visitors  
Exposed to personalized high  
value content

**+65**

Employees  
Global HQ Team

**47**

Theme Parks &  
attractions

**NIS 238M**

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**

Finance 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 Ops & Delivery**

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





# OUR

# VISION

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



# OUR UNIQUE OPPORTUNITY



**Global Traffic Scale:** From **55M** visitors today to **100M** in mid to long term

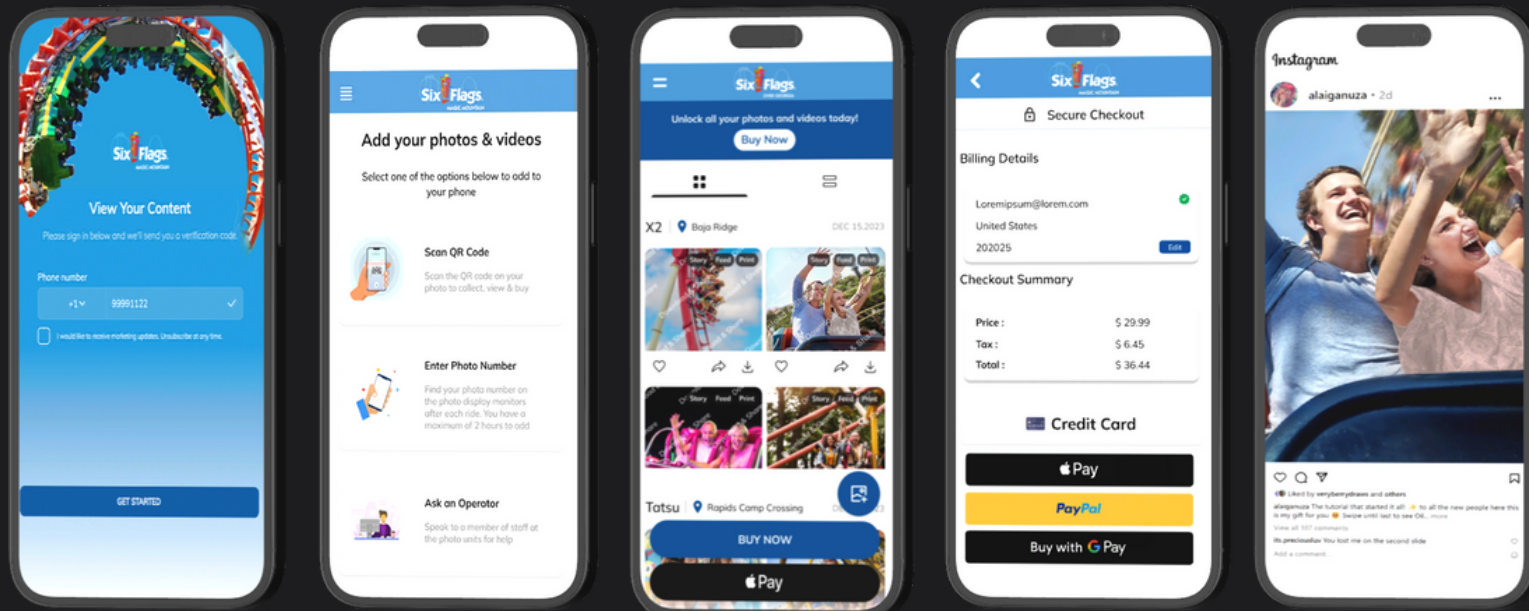
**Expanded Margins:** Digital transformation leveraging data for **monetization opportunities** resulting in **Gross Margin increase**

## Key Drivers:

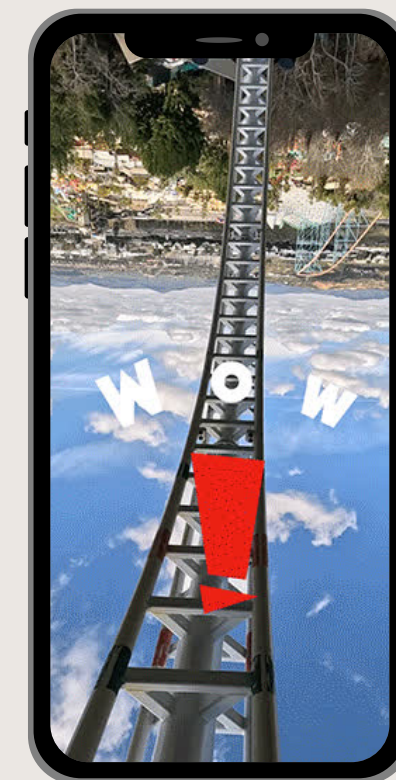
- Immersive **partnerships with global brands**
- AI-driven **authentic personalized content** for instant sharing
- **Monetization** through recurring revenue streams and e-commerce excellence
- **Global operational excellence** – Data driven



# OUR DIGITAL PLATFORM



# CAPTURE & CONTENT INNOVATION

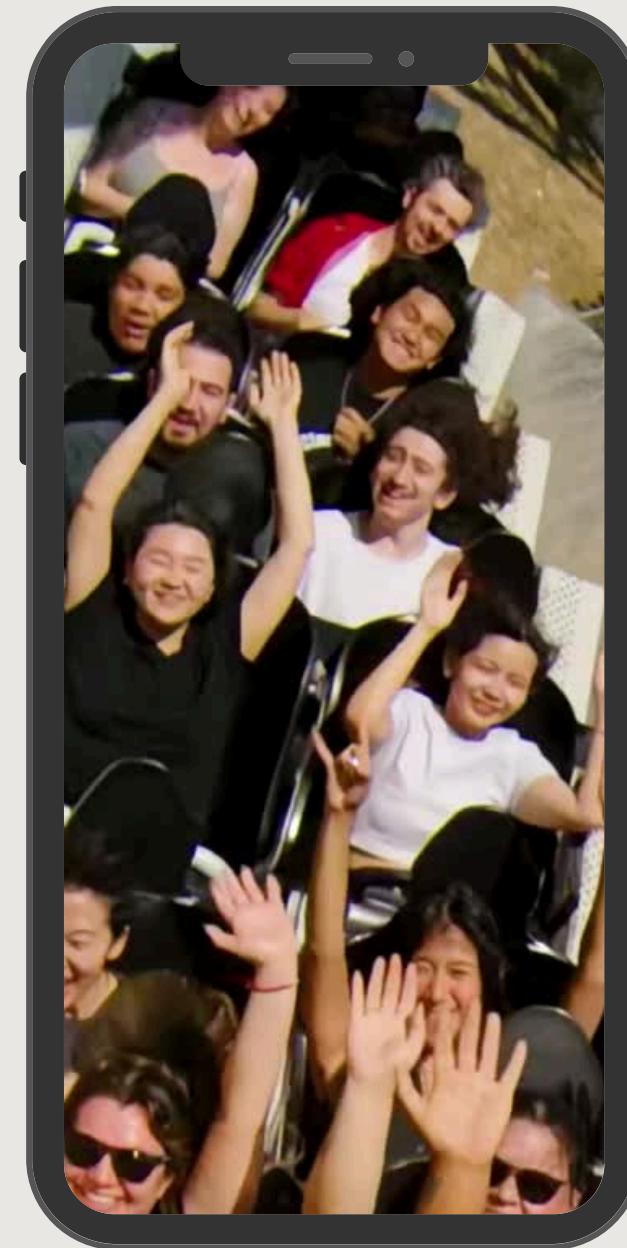
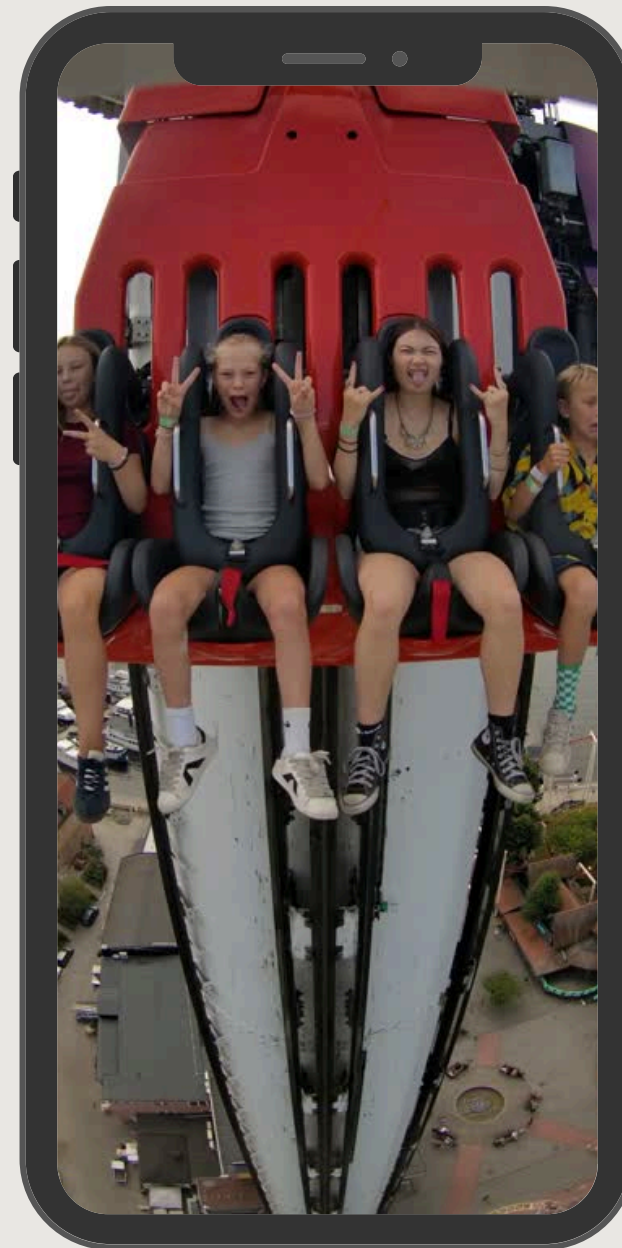


## TRANSFORMING THE INDUSTRY

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

**NETFLIX**





# 4K CINEMATIC RIDE VIDEO

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

**4K CINEMATIC CAPTURING UNITS AI-DRIVEN AUTOMATIC VIDEO ENGINE**

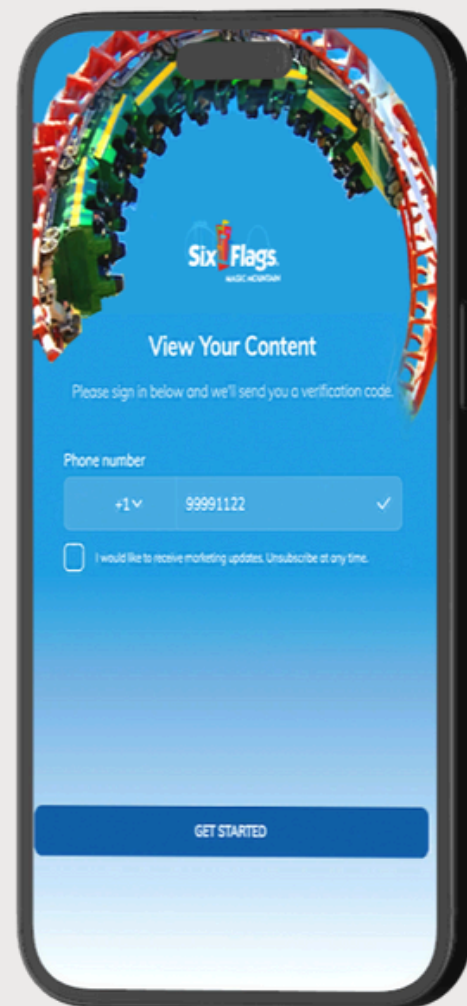


TRY ME!

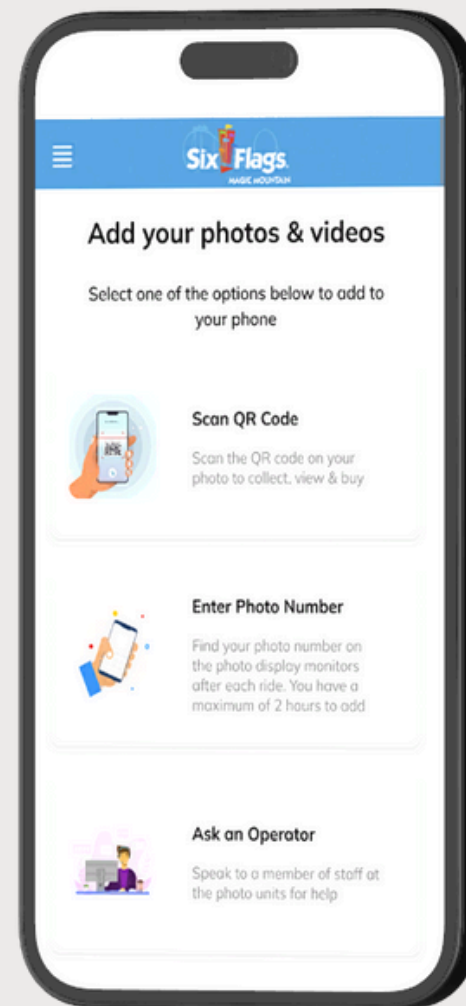


# DIGITAL SOLUTION

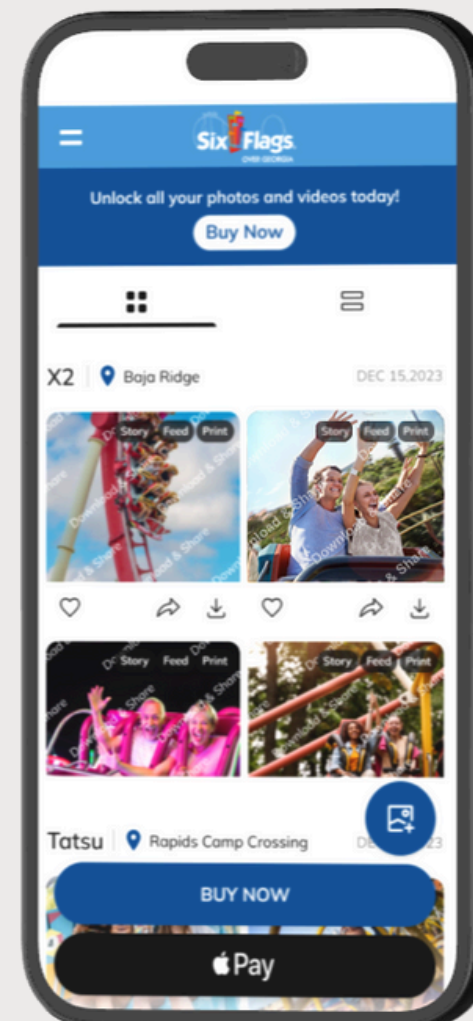
SEAMLESS, DIGITAL EXPERIENCE FOR VISITORS



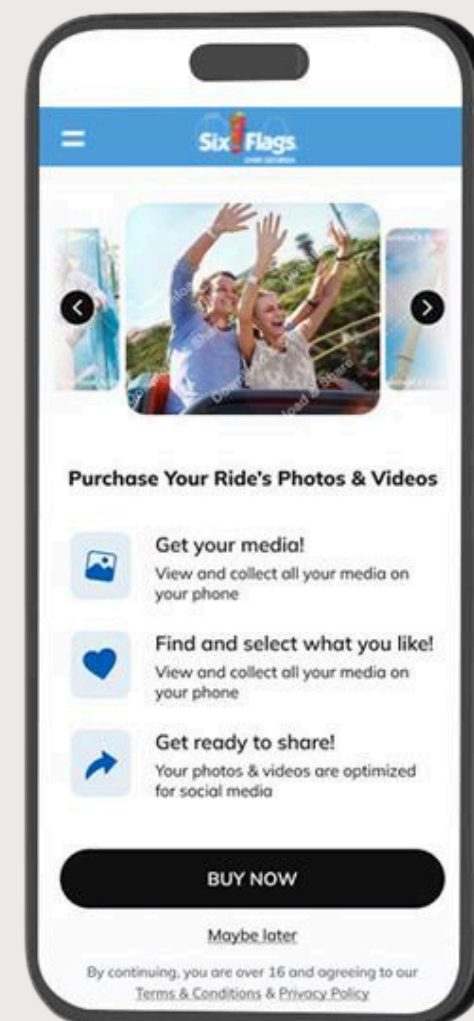
1. Customized landing page



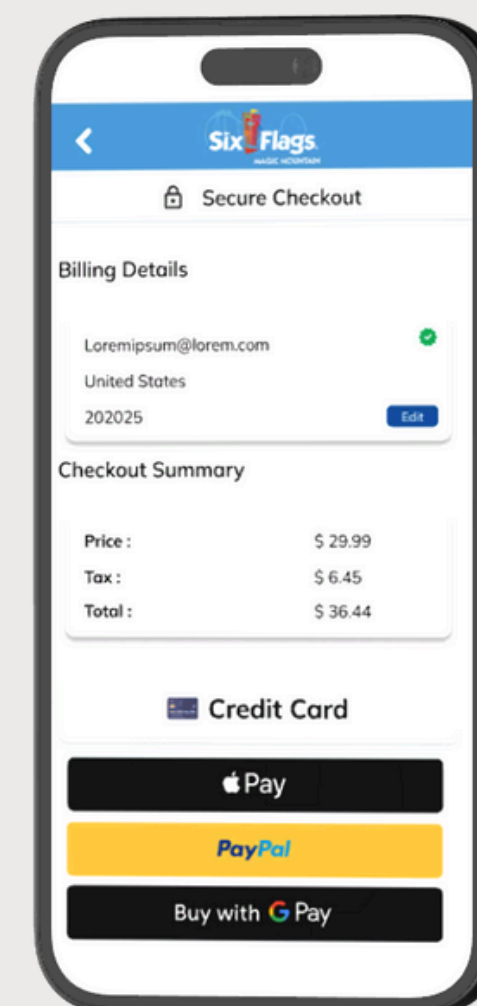
2. Configurable association



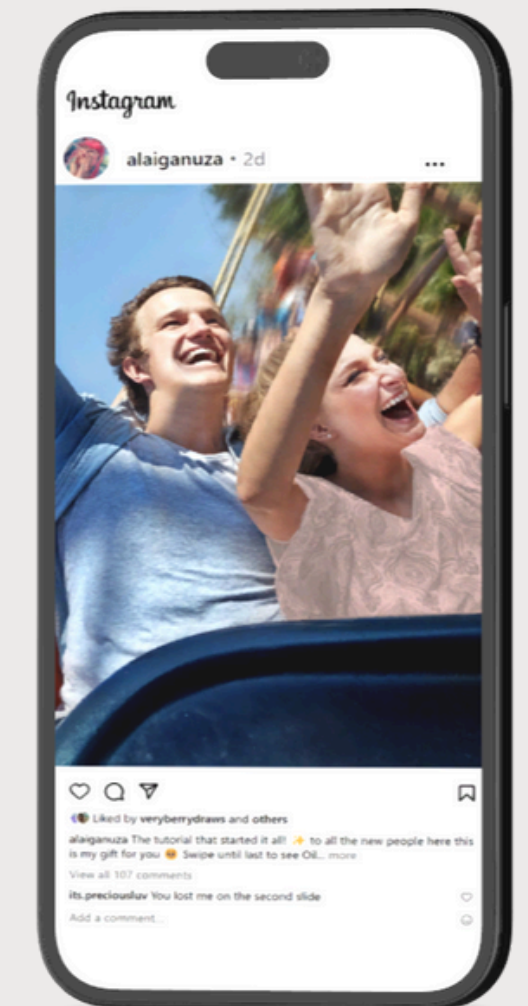
3. Add Media



4. Personalized Digital Package

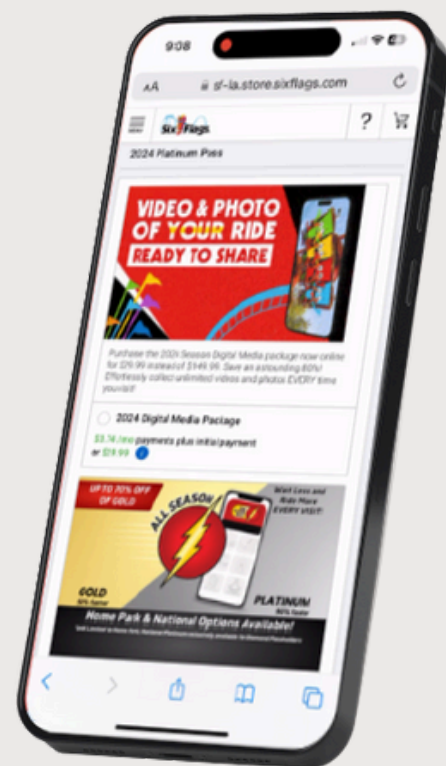


5. Simple Payment



6. Share to Social media

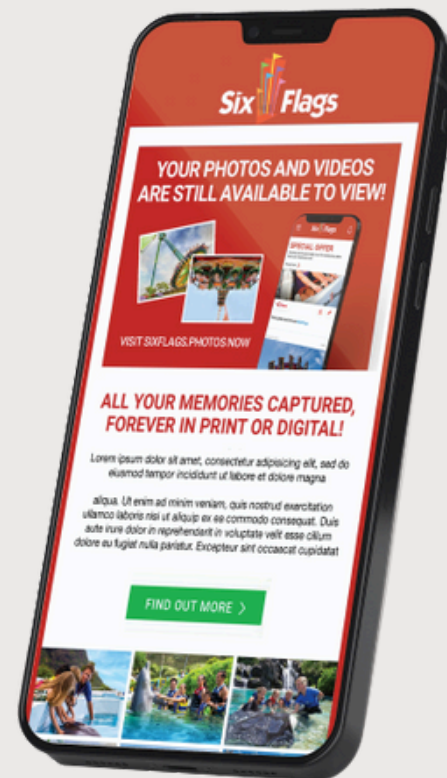
# MONETIZING THE JOURNEY



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.





# **Pomvom Ltd**

## **H1 & Q2 2025**

# **Financial Performance**

**47 operating sites across Europe, US, Japan**  
**Q2 2025 milestone: first positive EBITDA**



# H1'25 in Retrospect

## Building Positive Momentum for H2 & FY'25



### **Contracts Signed & Amended**

Six Flags amended in Q1

Scandinavia 4 New Sites deployed in Q2

Universal Las Vegas signed and deployed in Q3

Warner Bros, Harry Potter NY amended in Q3

### **Digital Sales Growth**

Strategic Investments  
Driving Margin Growth  
and Increases the Digital Platform  
Users

### **Operational Efficiency**

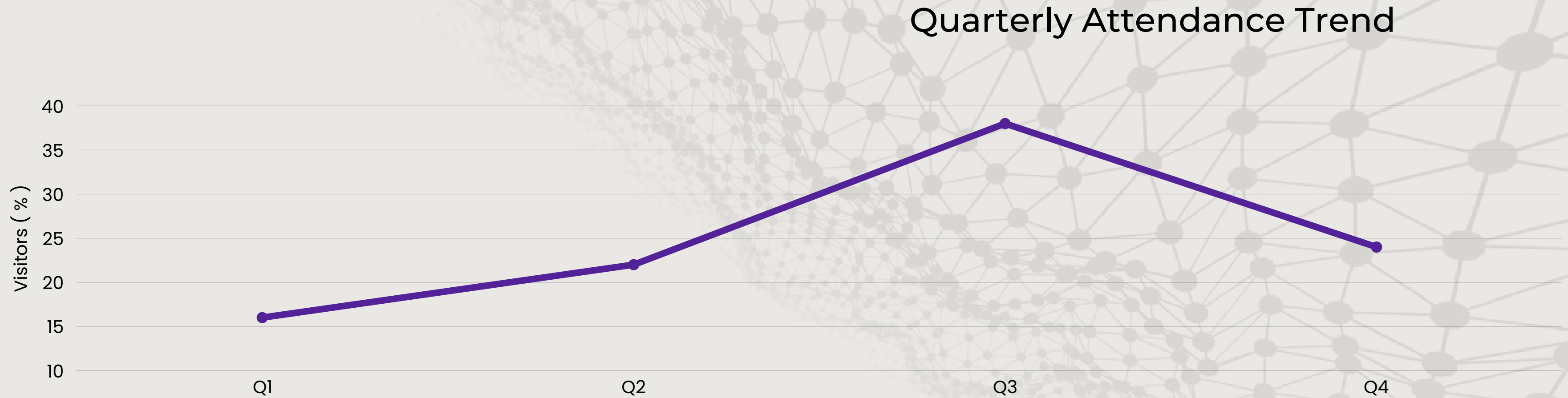
Efficiency Plan Executed  
Updated Org Structure  
Cost Structure Adjusted

### **Equity Financing**

19.7M NIS Raised  
in Q1'25

### **Debt Restructured**

# Seasonality & Business Dynamics



- Q3 peak to offset H1 softness
- Attendance impacted by external factors (US site disruptions, weather)
- Ongoing efficiency mitigation
- Inflation pressures managed through implementation of pricing strategy

and cost efficiency

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## Risks / Watchpoints

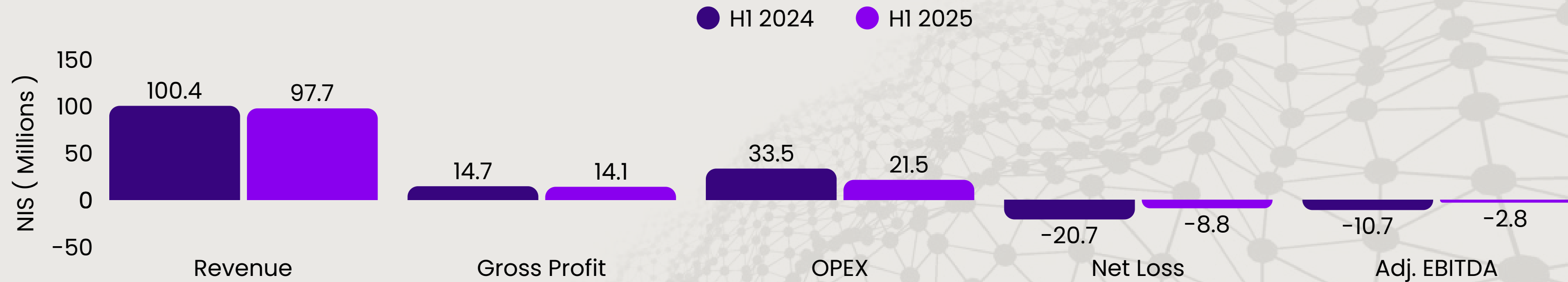
⚠ US attendance remains below expectations

\$ FX volatility

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# H1 2025 Overview

Despite attendance pressures and macro headwinds, Pomvom delivered stable revenues, protected margins, cut costs and operating losses significantly, improved liquidity and adj. EBITDA.



**Revenue**

97.7M ↓ 3% YoY

**Gross Profit & Profitability**

14.1M 14.4% (stable)

**OPEX**

21.5M ↓ 36% YoY

**Net Loss**

(8.8M) ↓ 57% YoY from (20.7M)

**Adj. EBITDA**

(2.8M) ↓ 81% YoY from (10.7M)

**Cash Position**

23.6M

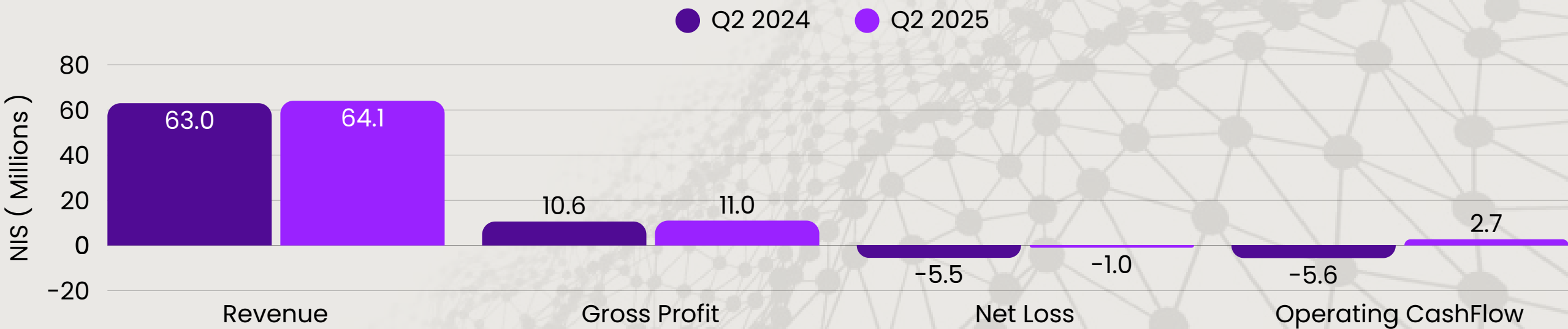


# Q2 2025 Performance

**Positive Adj. EBITDA 1.4M+ Cash Flow From Operations 2.7M**

**Adj. EBITDA: NIS 1.4M (adjusted for stock based compensation only)**

Revenue	Gross Profit	Net Loss	EBITDA	Adj. EBITDA	Operating Cash Flow
64.1M	11.0M	(1.0M)	+0.5M	<b>+1.4M</b>	<b>+2.7M</b>
(+1.7% YoY)	17.2% margin (vs 16.9%)	vs. (5.5M) LY	vs. (3.4M) LY	vs. (1.2M) LY	vs. (5.6M) LY



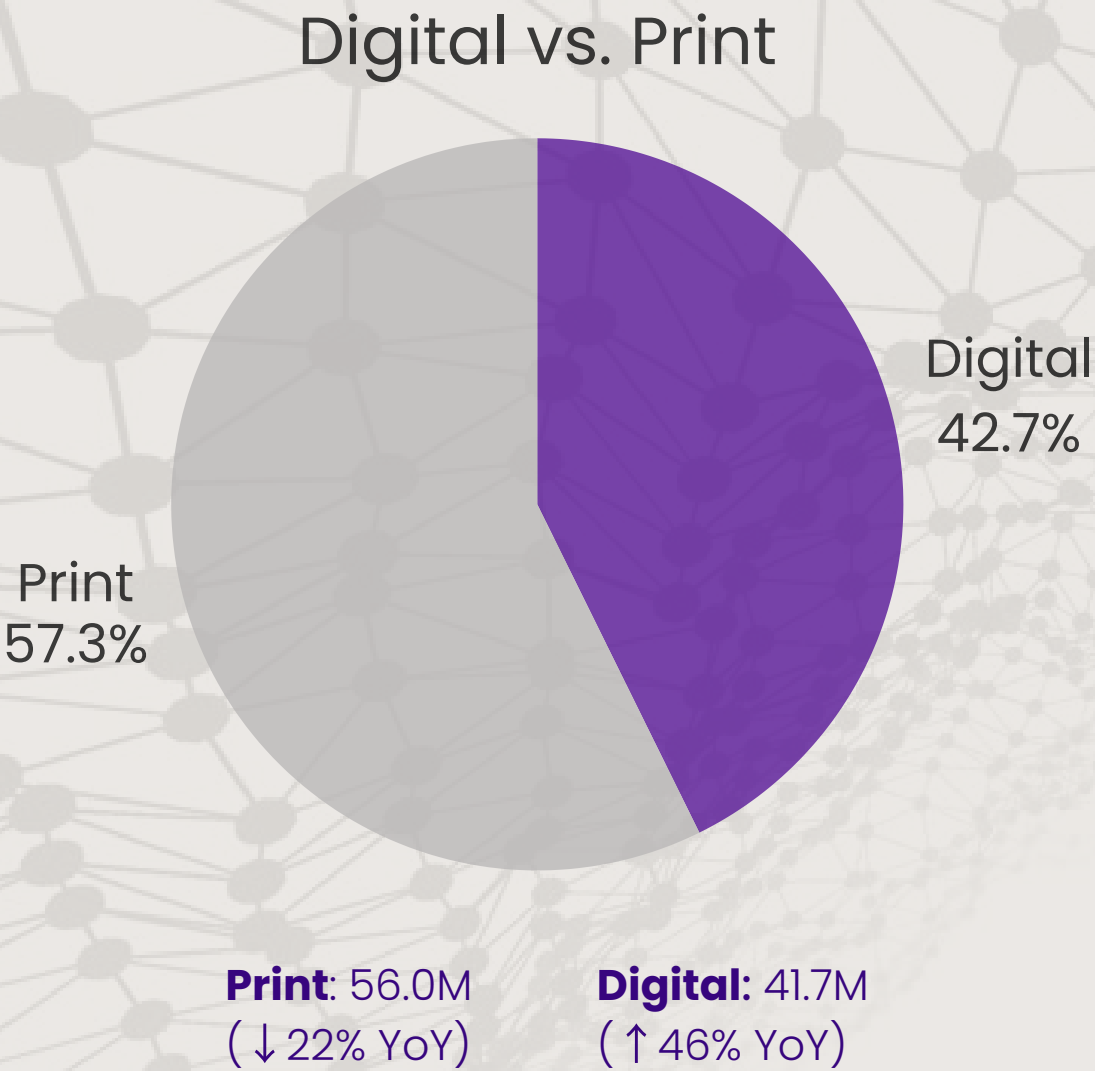
## Q2 marked a turning point:

- Revenue was stable despite attendance pressures, margins held firm, and the company delivered its first positive EBITDA in Q2.
- While improvements in profitability are modest, they reflect tangible benefits from cost discipline and contract adjustments.
- Positive cash flow highlights better working capital management.



# Revenue Breakdown

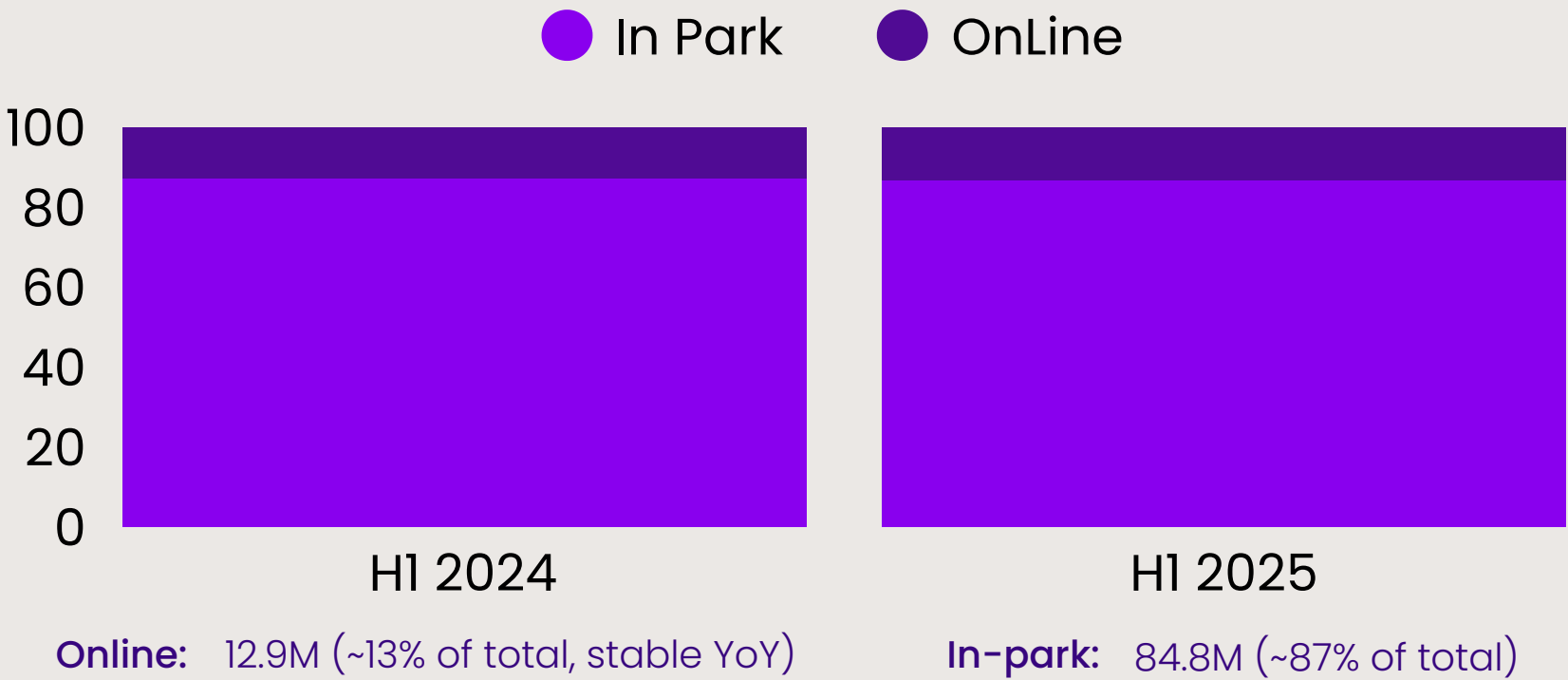
Product Mix (H1 2025)



Revenue mix highlights Pomvom's global footprint and transition toward digital. Europe remained resilient, the US faced pressures, and digital continued to grow as a share of revenue. Online sales stable, with in-park still the dominant channel.

A high proportion of revenue from digital product sales is expected to be maintained, with the company believing that an equal split between revenues from digital product sales and print product sales represents an optimal revenue mix.

Channel (H1 2025 vs H1 2024)



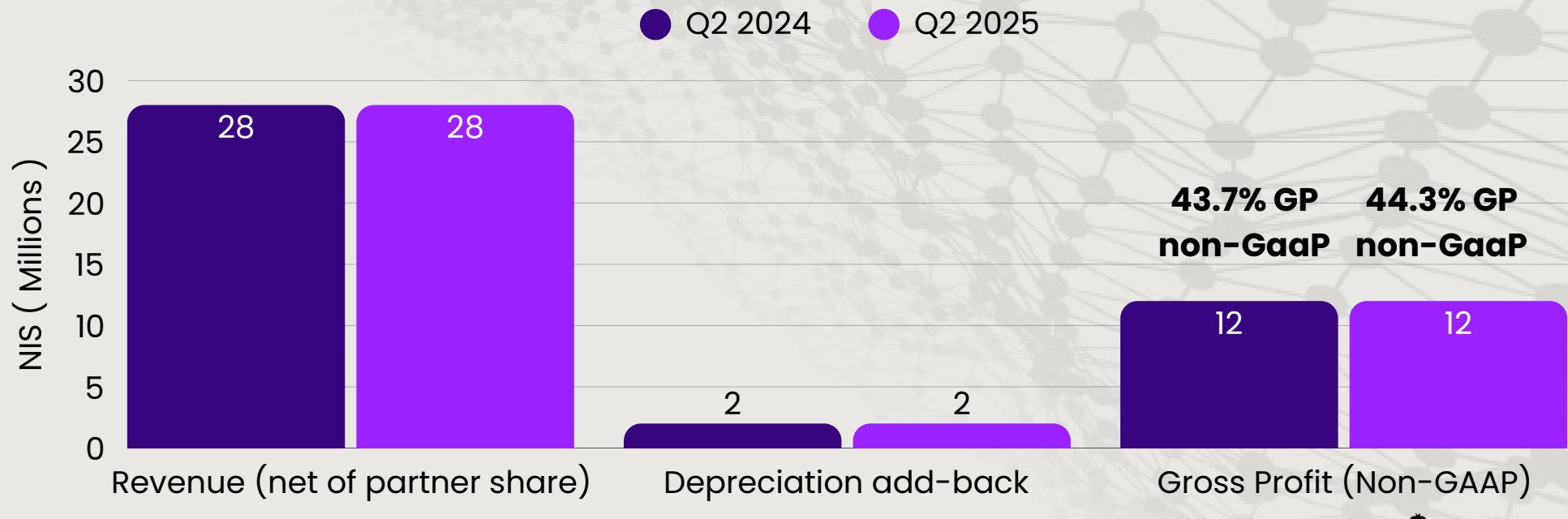
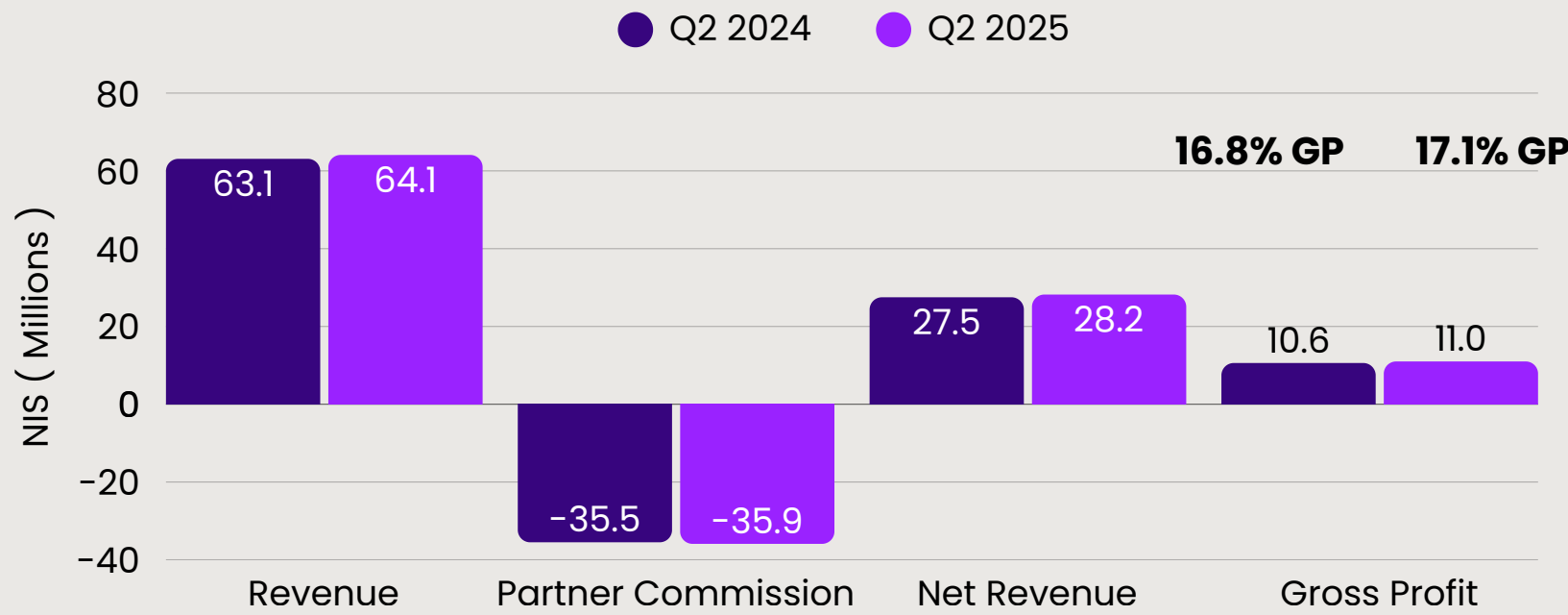
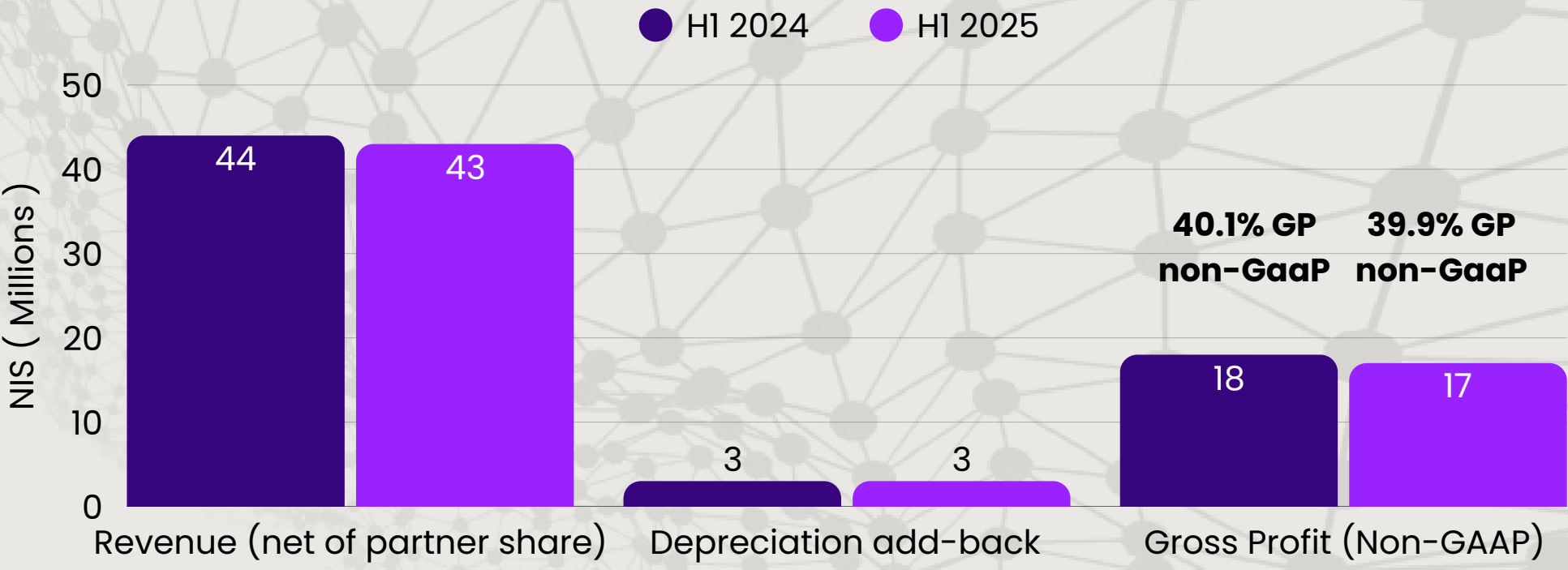
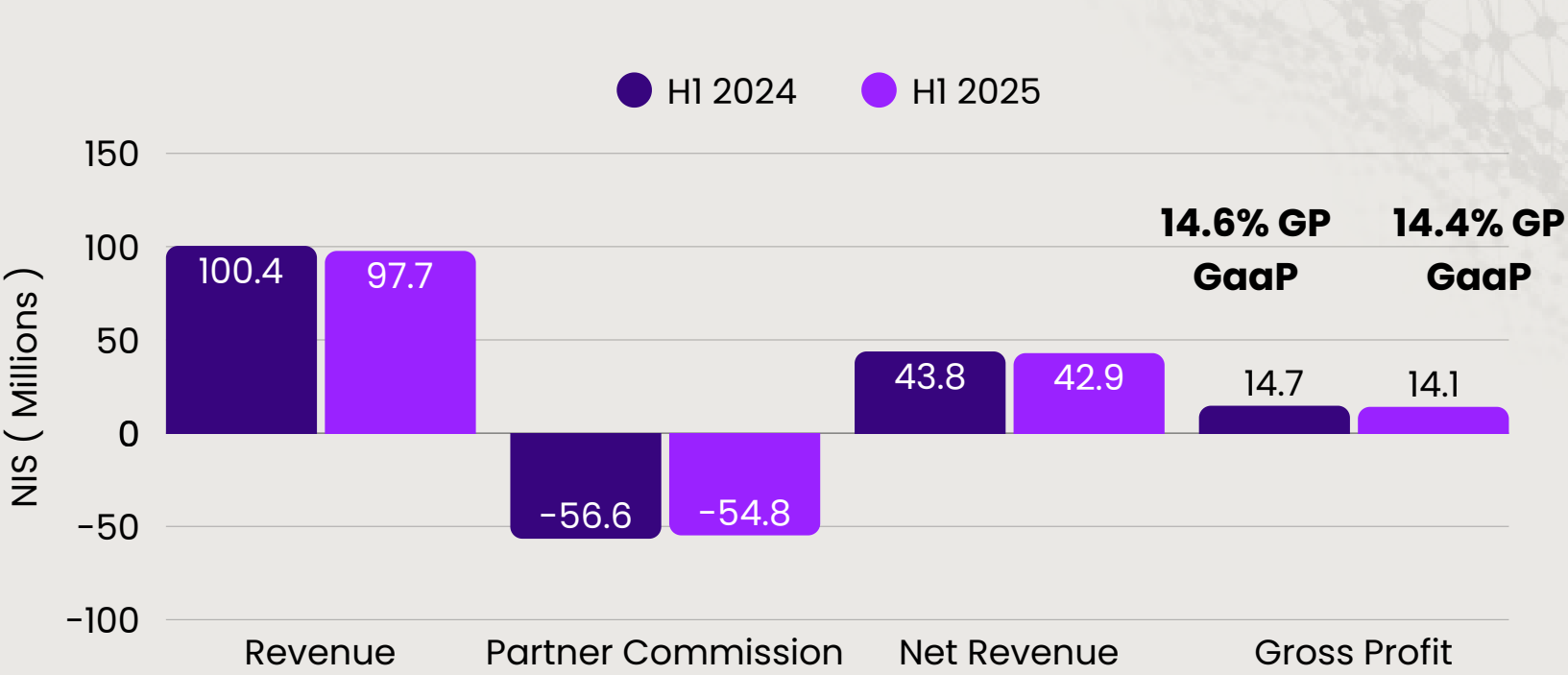
# Gross Profit

Gross margins were broadly stable in **H1**. In Q2, modest improvement reflected early benefits from contracts and digital mix, partly offset by higher labor costs, softer attendance, and FX.

Note on Gross Profit presentation:

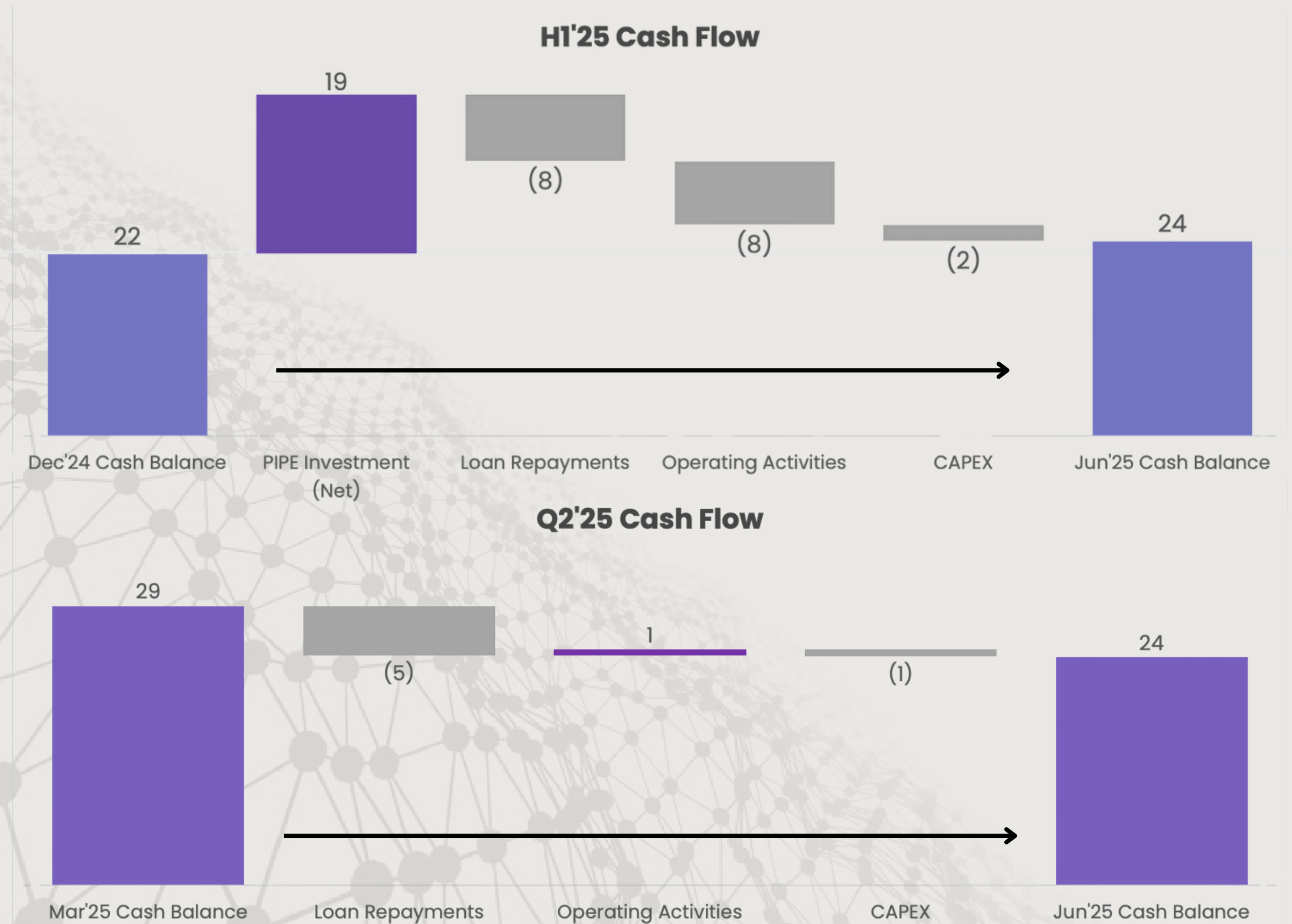
GaaP (IFRS): Includes depreciation of fixed assets (cameras & park installations) and partner commissions – lower margins, but consistent with accounting standards.

Non-GaaP: Excludes non-cash depreciation and partner commissions – reflects the underlying economic contribution of operations.



# Cash Flow & Balance Sheet

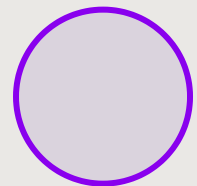
- Cash balance strengthened during H1 2025, supported by the PIPE raise in Feb'25.
- In H1, debt service (advanced \$1M payment) and negative operating cash flow reduced balances.
- In Q2 the company generated operating cash flow.
- Debt reduced by 13M YoY; Net Debt ↓ 25%.
- Sufficient liquidity with over 23M cash at quarter-end."





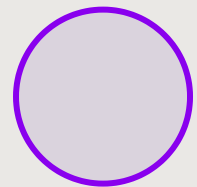
# Closing Takeaways

## On the path to profitability and sustainable growth



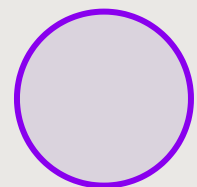
### **Resilient performance in H1**

*Despite of the attendance and macro headwinds  
While revenues are expected to remain broadly stable YoY*



### **Turning point in Q2**

*First positive Adj. EBITDA and positive cash flow*



### **Liquidity strengthened – 23.6M NIS cash**

*Solid cash position at quarter-end supports stability*



### **Path forward**

*2025 focused on profitability & cash. 2026 set for sustainable growth with digital transformation and new partnerships*



# THANK YOU

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[www.pomvom.com/investors](http://www.pomvom.com/investors)

Investor Relations  
[investments@pomvom.com](mailto:investments@pomvom.com)

Next Earnings  
Q3 2025 Results