



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

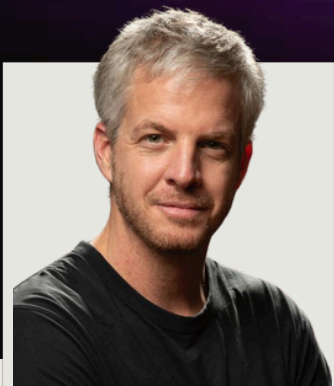
In annual revenue

**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



ISRAELI AIR FORCE



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE





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



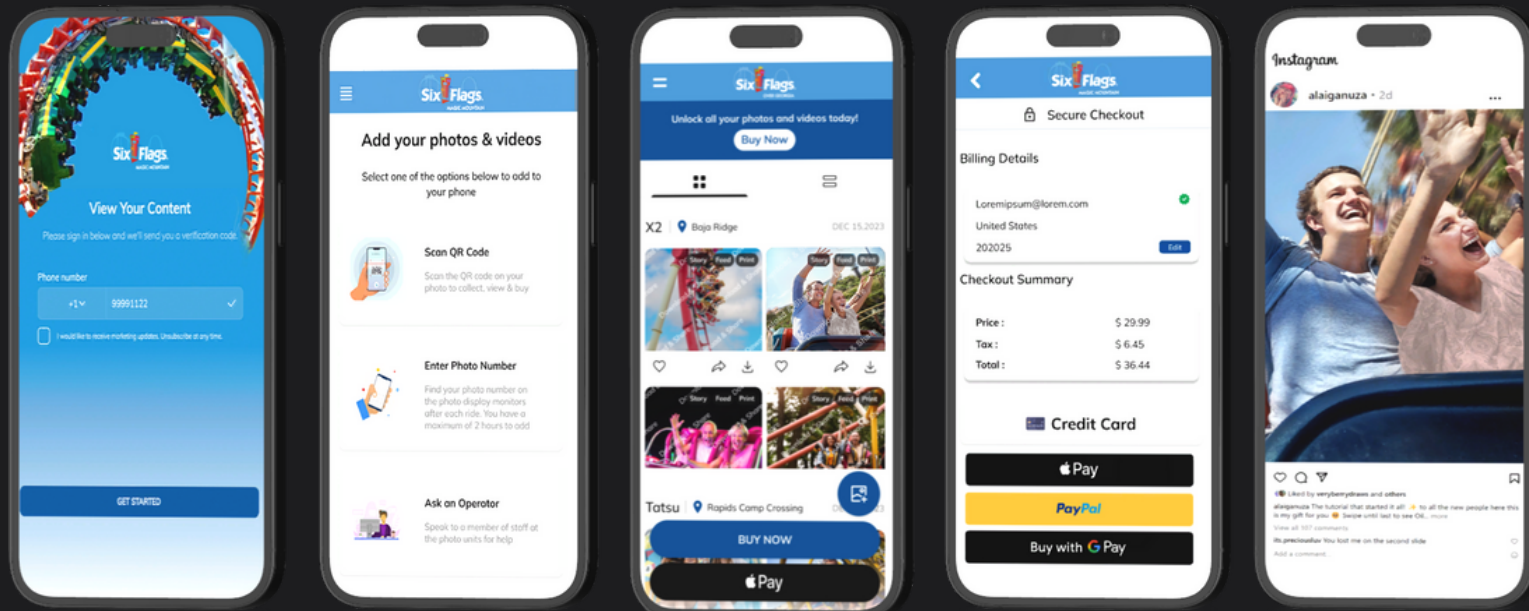
Global Traffic Scale: From **55M** visitors today to **100M** in mid to long term

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

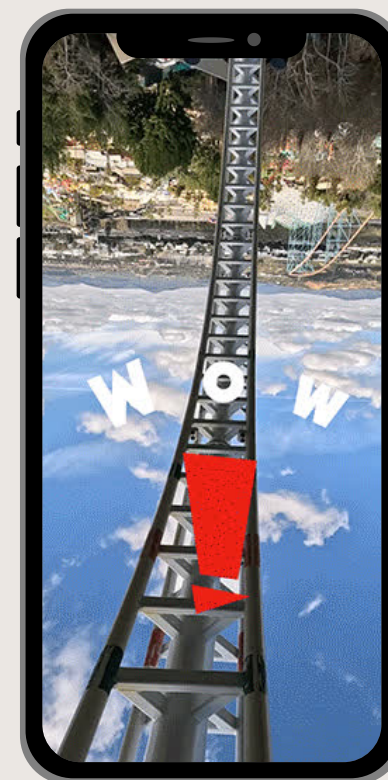
Key Drivers:

- 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



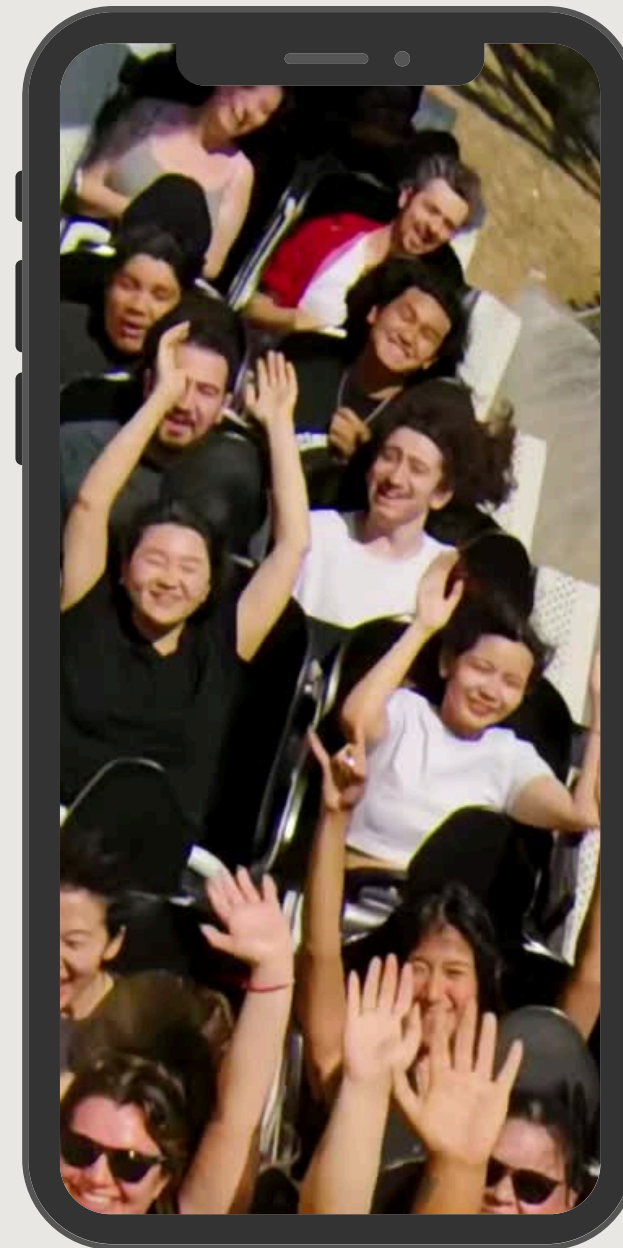
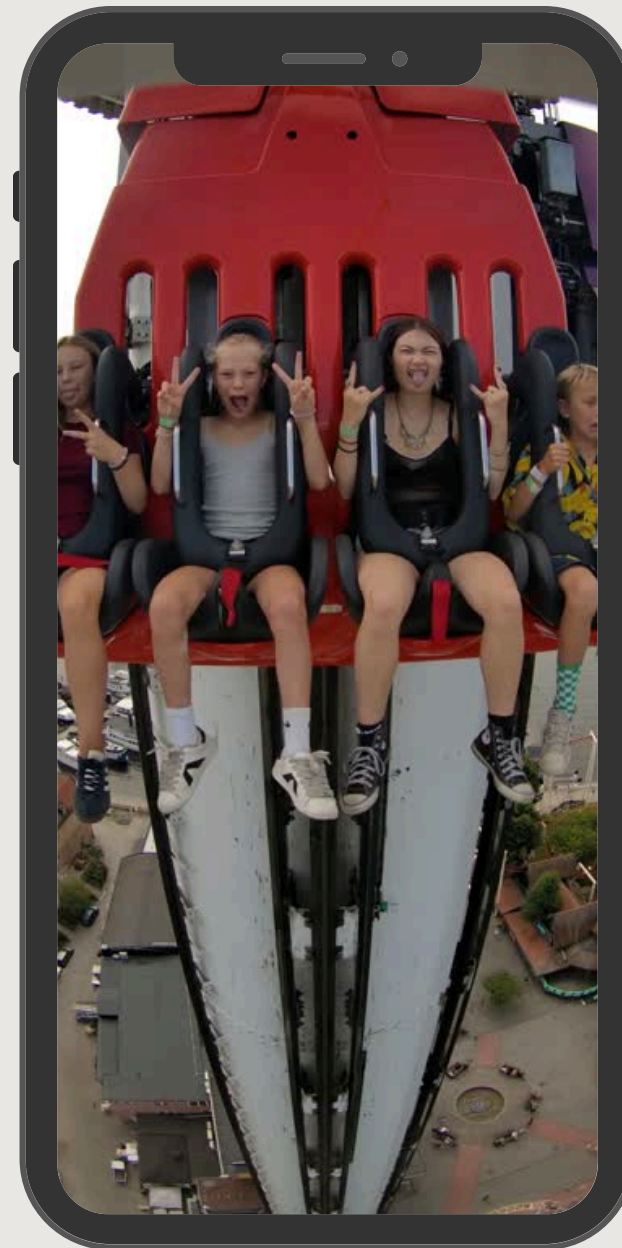
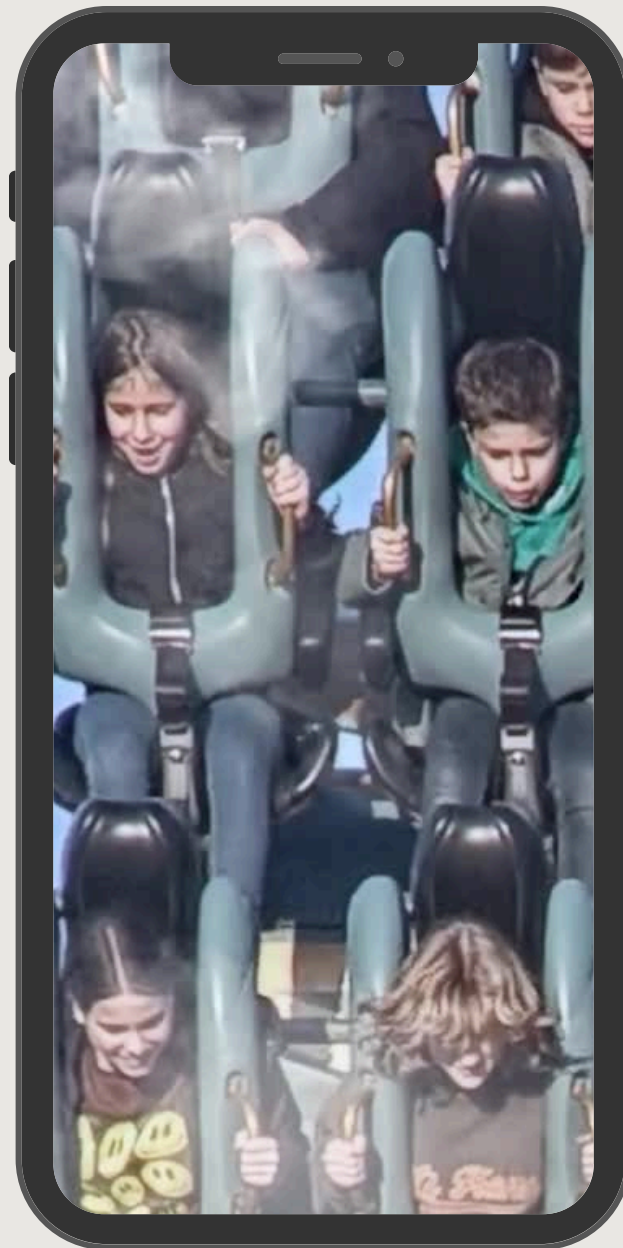
CAPTURE & CONTENT INNOVATION



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

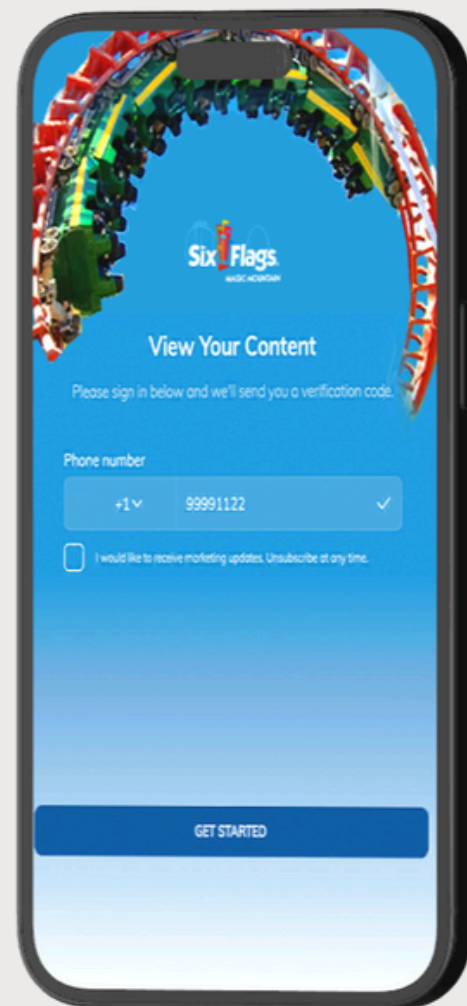
4K CINEMATIC CAPTURING UNITS AI-DRIVEN AUTOMATIC VIDEO ENGINE

TRY ME!

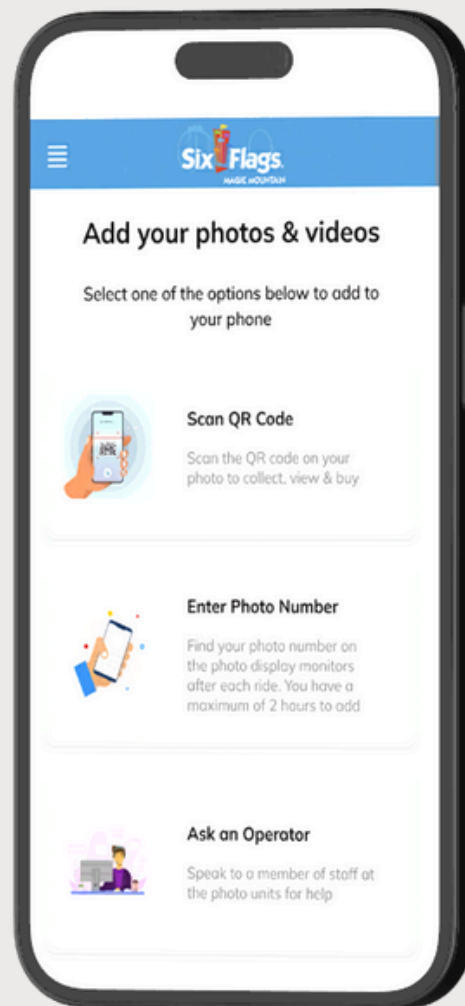


DIGITAL SOLUTION

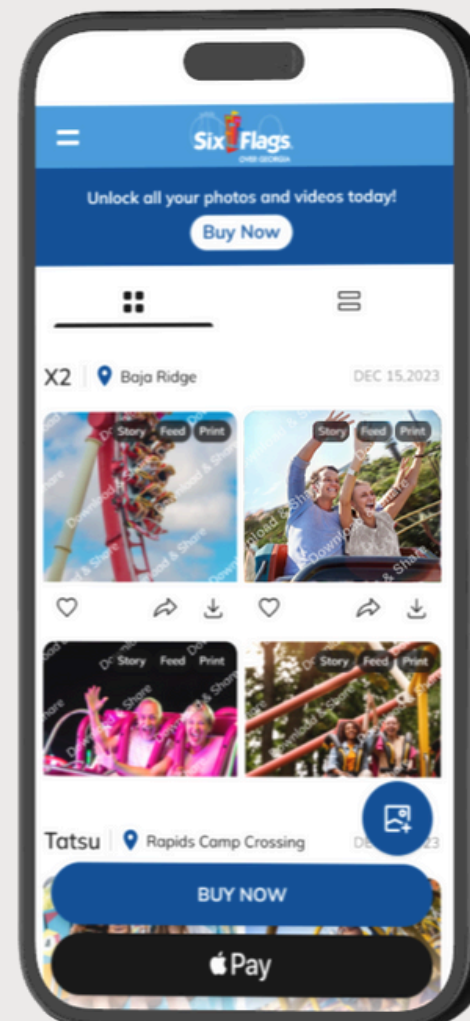
SEAMLESS, DIGITAL EXPERIENCE FOR VISITORS



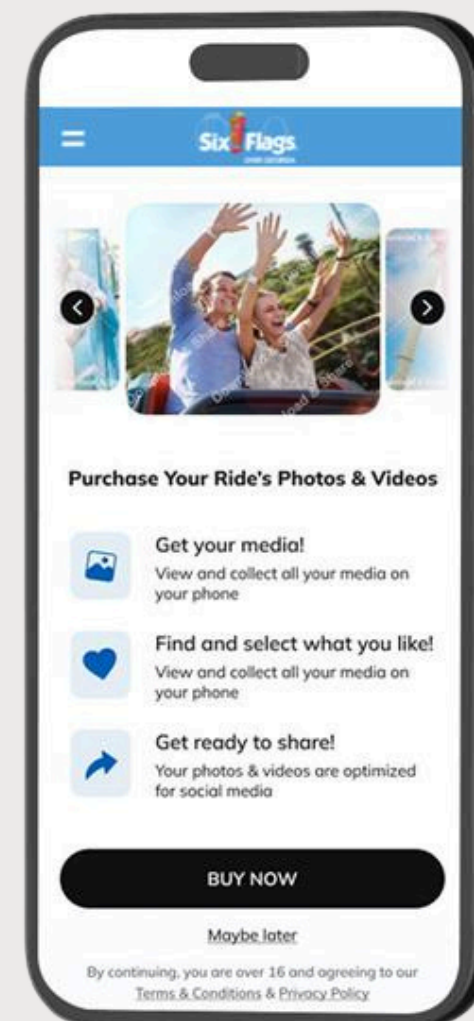
1. Customized landing page



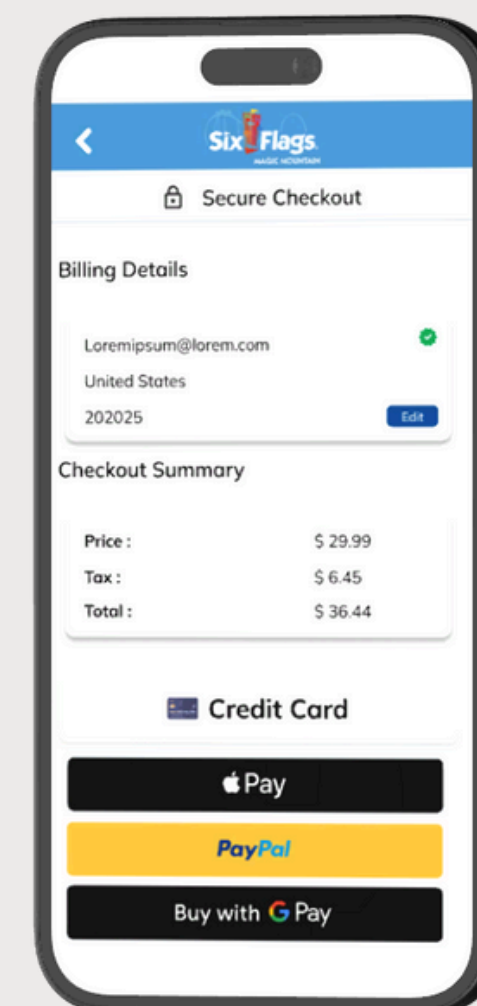
2. Configurable association



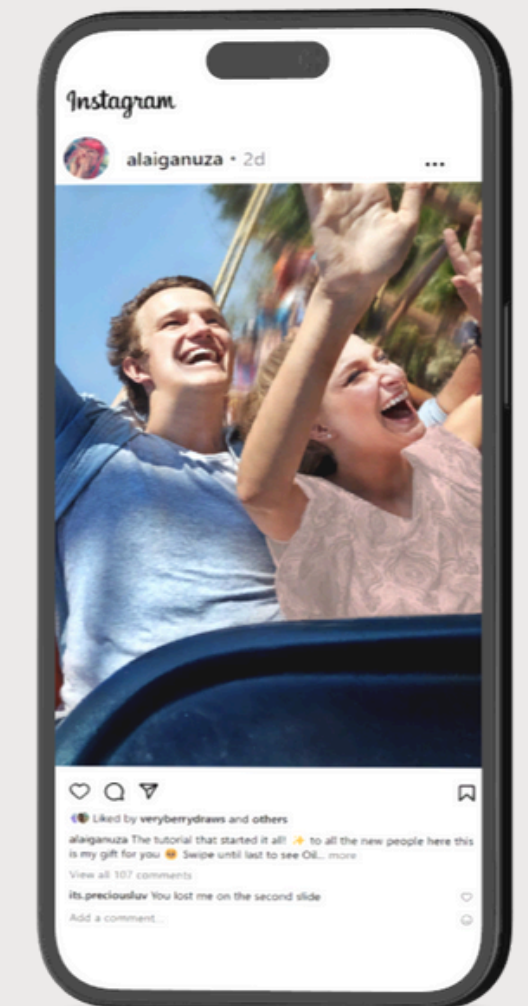
3. Add Media



4. Personalized Digital Package

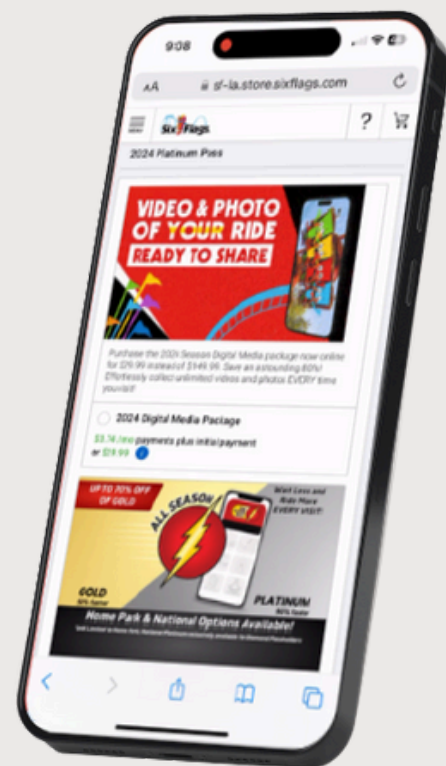


5. Simple Payment



6. Share to Social media

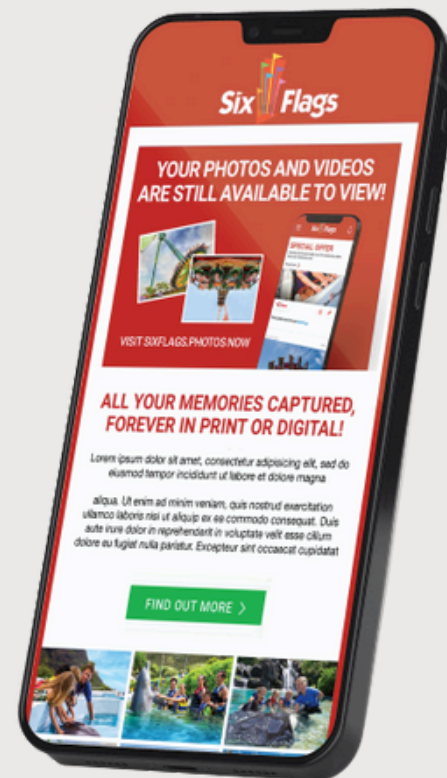
MONETIZING THE JOURNEY



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

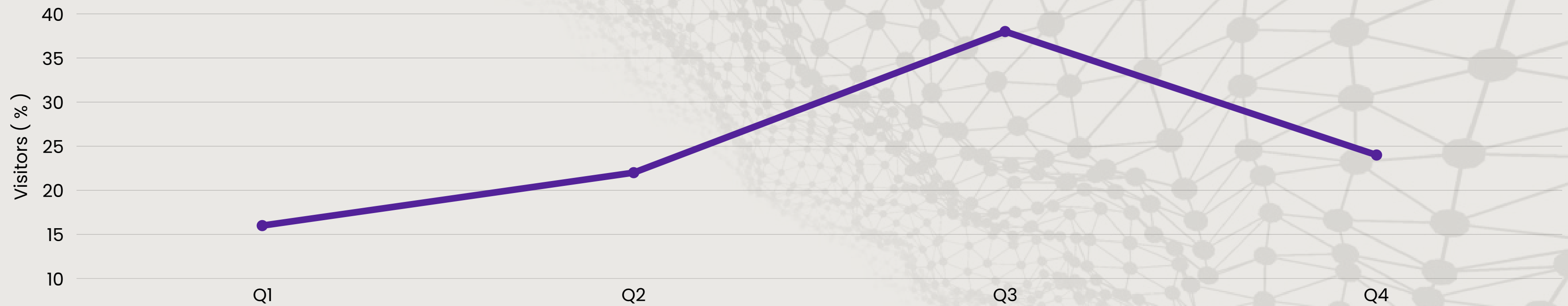
Equity Financing

19.7M NIS Raised
in Q1'25

Debt Restructured

Seasonality & Business Dynamics

Quarterly Attendance Trend



- 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

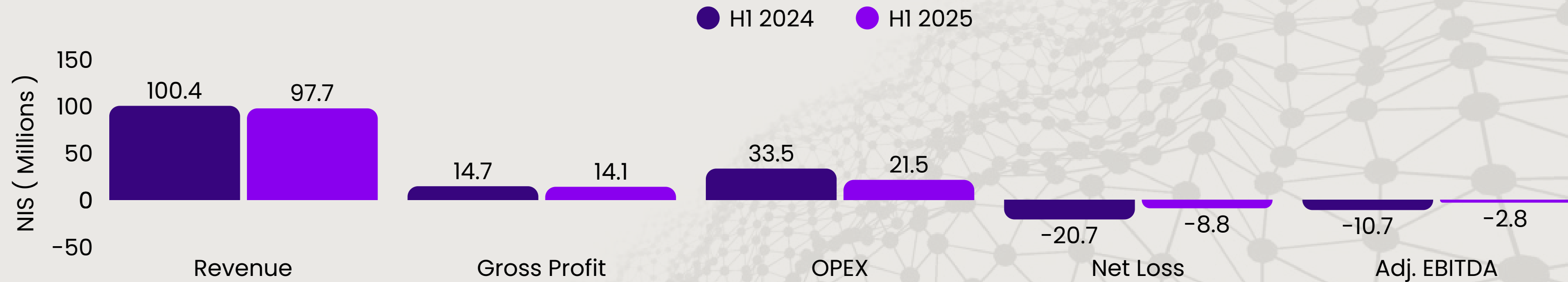
Risks / Watchpoints

⚠ US attendance remains below expectations

\$ FX volatility

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

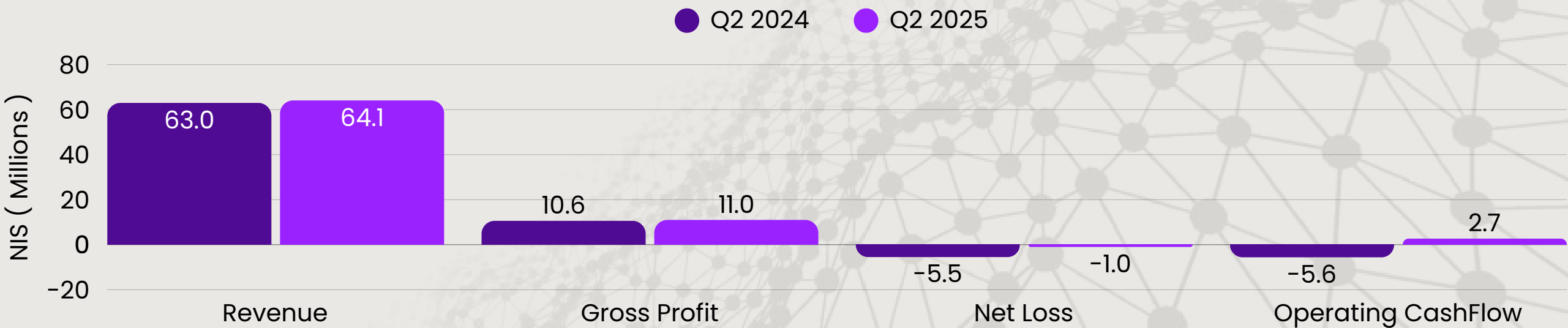
23.6M

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	+1.4M	+2.7M
(+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

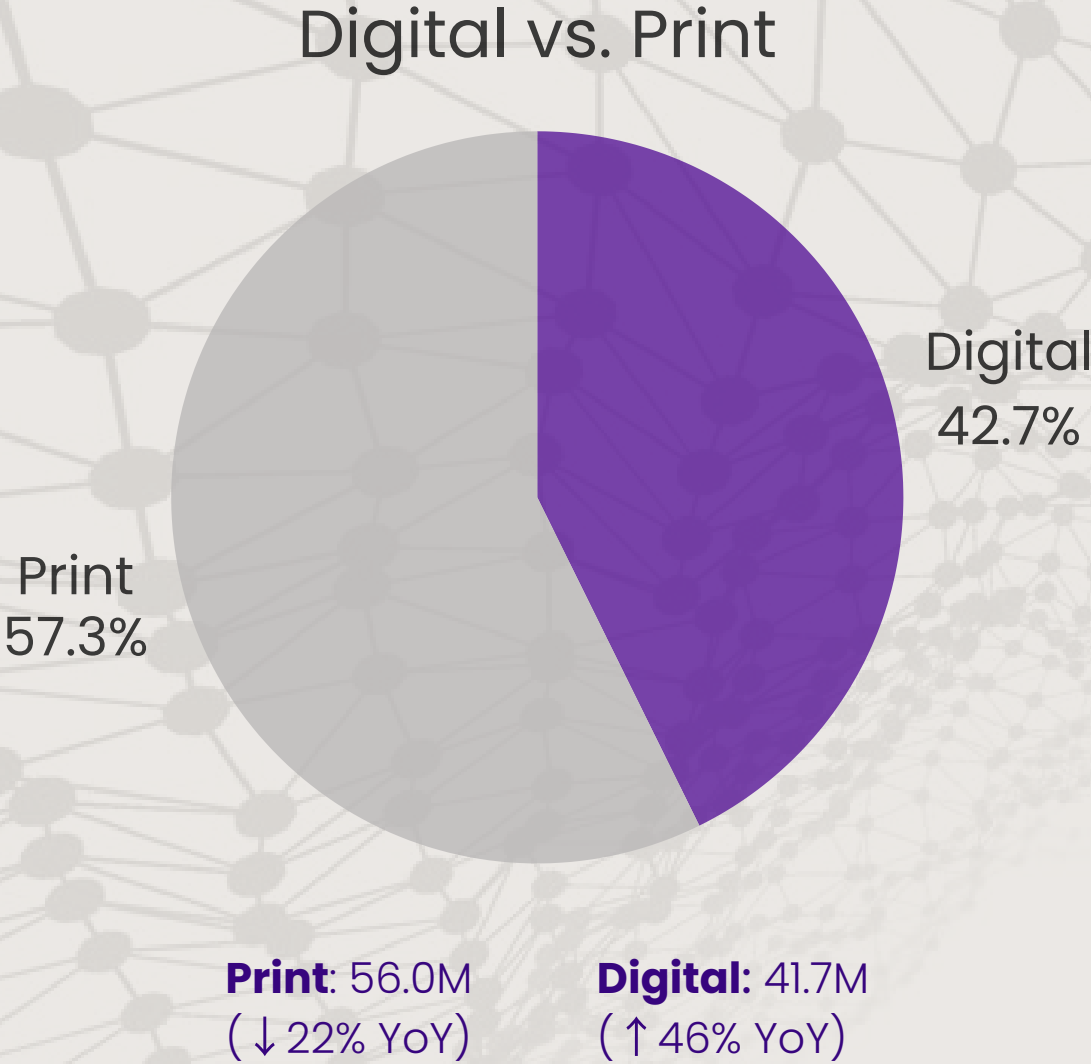


Q2 marked a turning point:

- 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

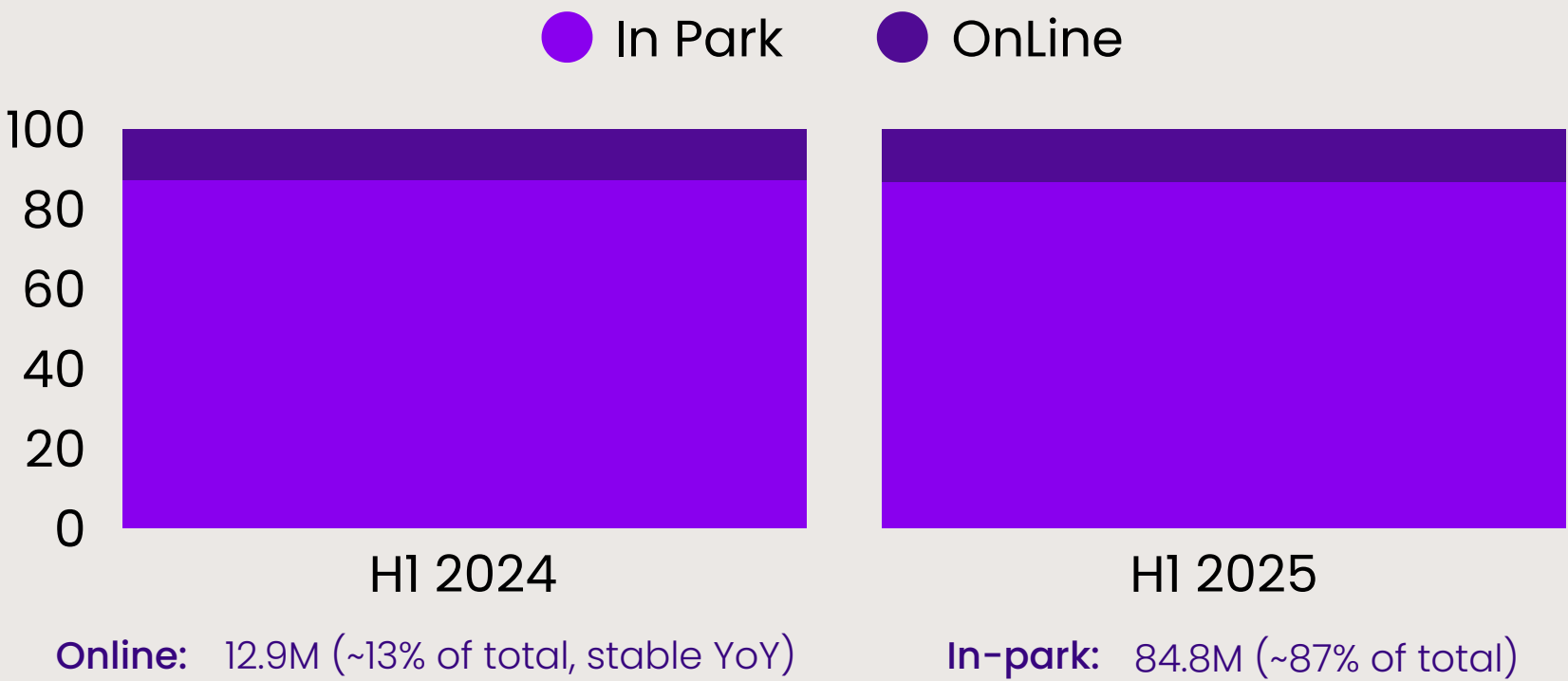
Product Mix (H1 2025)



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)



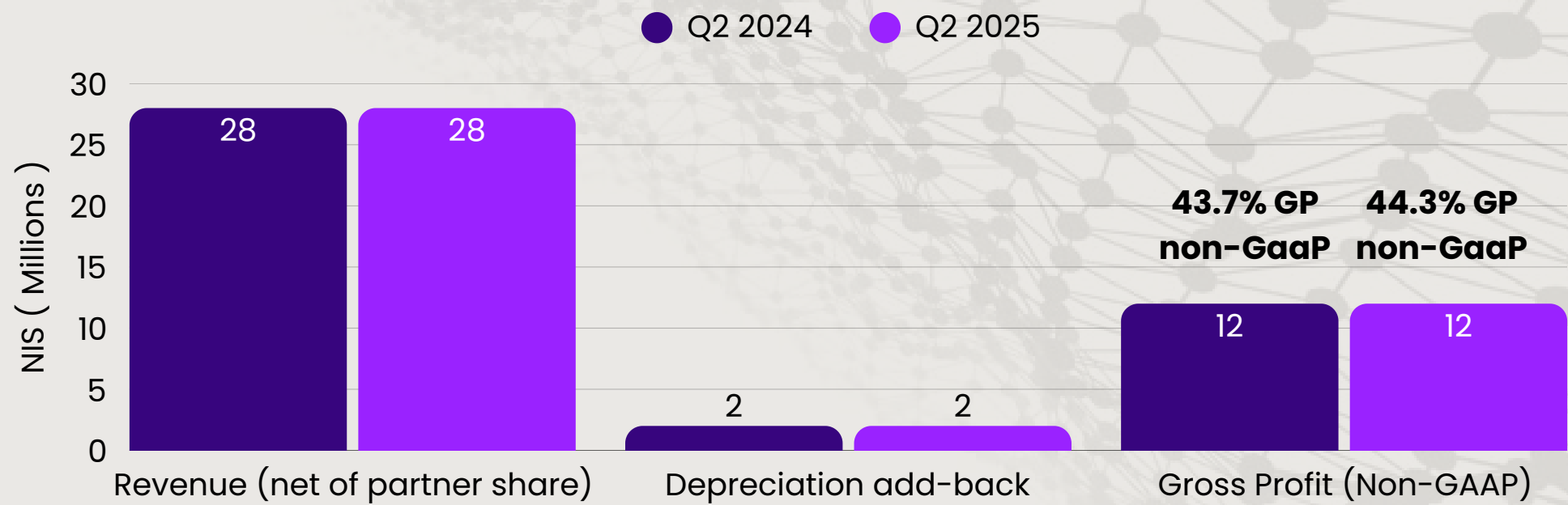
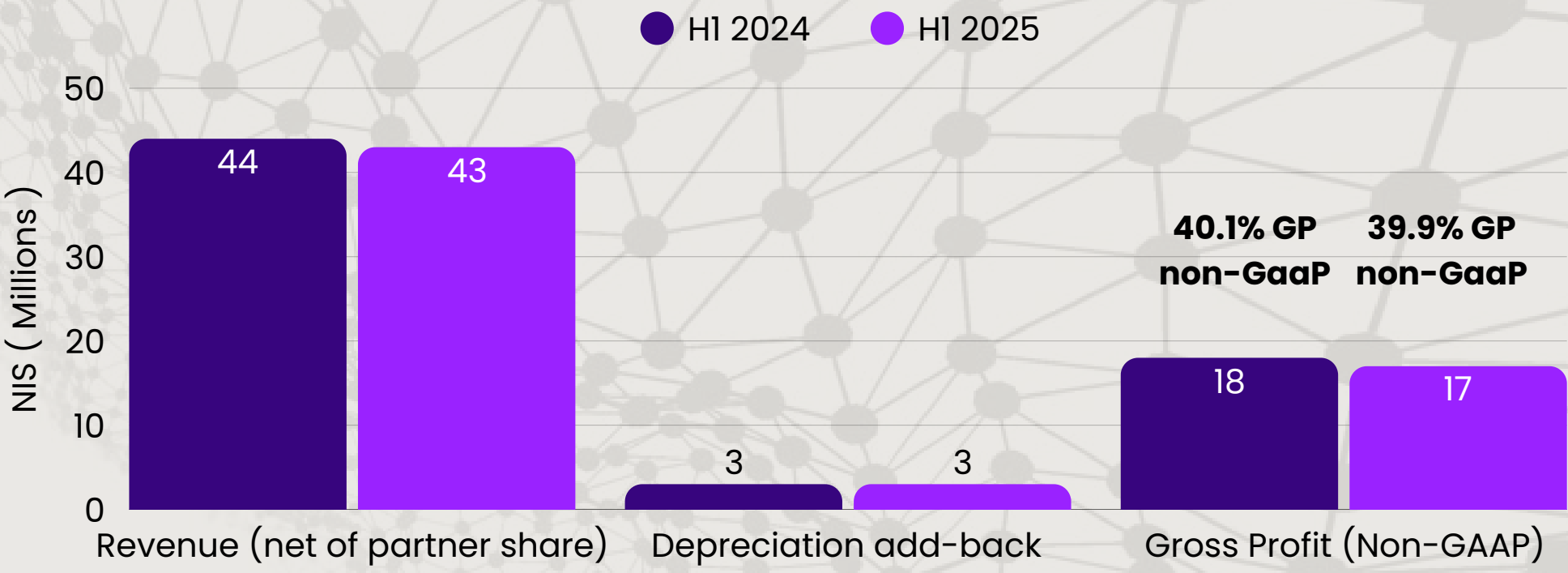
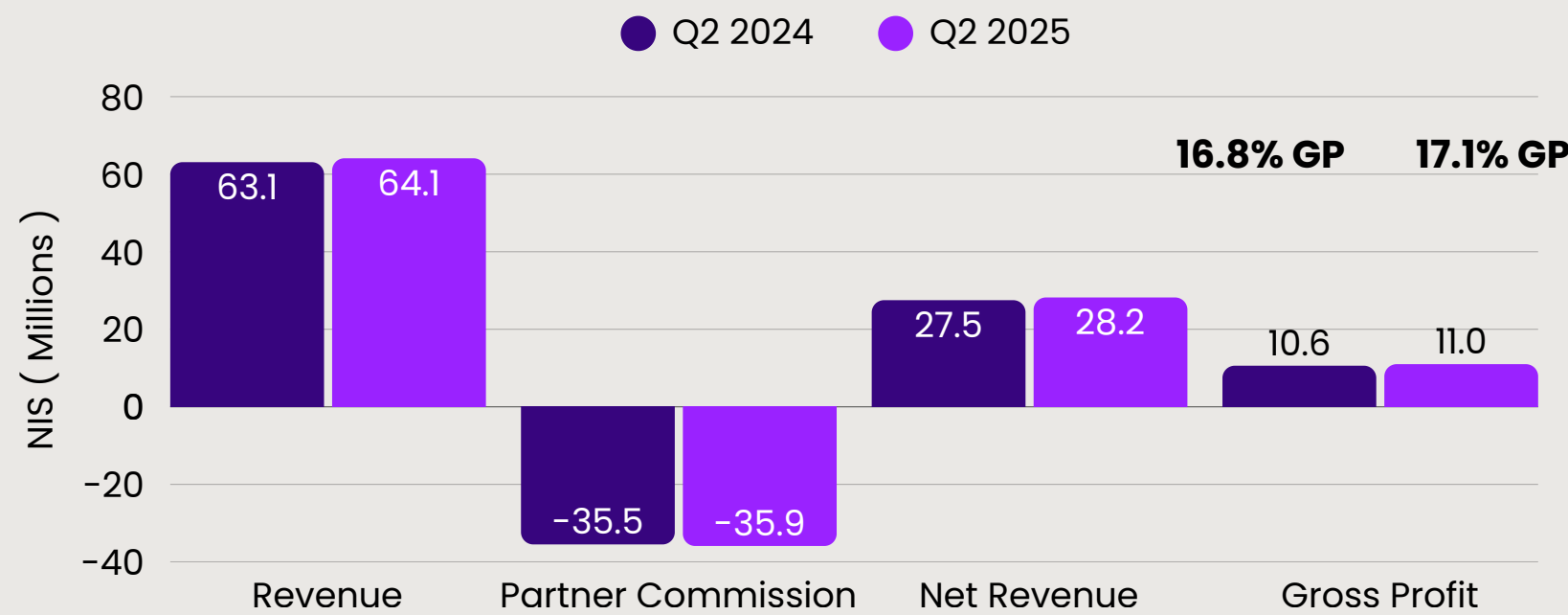
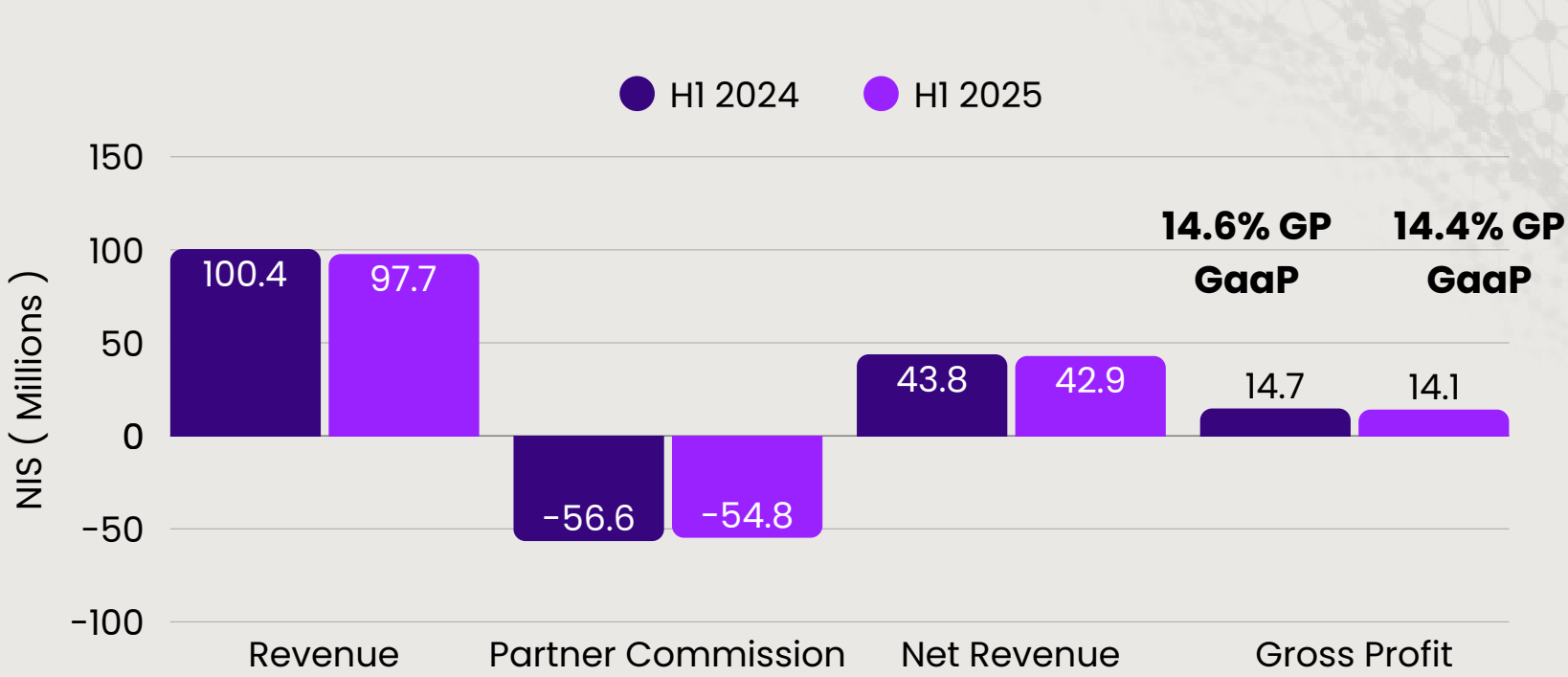
Gross Profit

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:

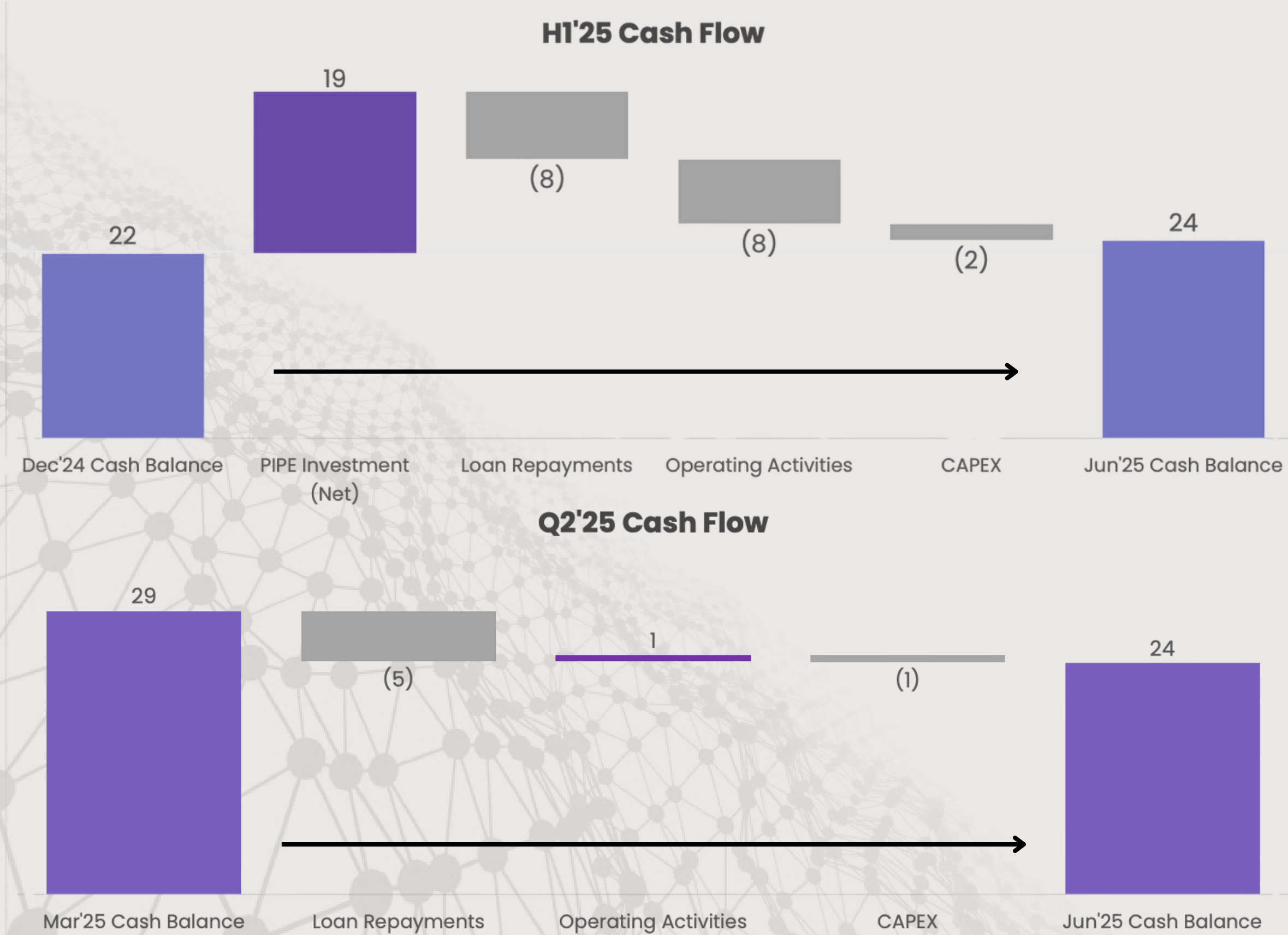
GaaP (IFRS): Includes depreciation of fixed assets (cameras & park installations) and partner commissions – lower margins, but consistent with accounting standards.

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



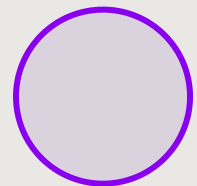
Cash Flow & Balance Sheet

- 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."



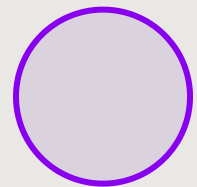
Closing Takeaways

On the path to profitability and sustainable growth



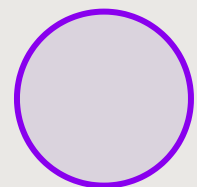
Resilient performance in H1

*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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Investor Relations
investments@pomvom.com

Next Earnings
Q3 2025 Results