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About Algomizer

• The company develops and markets a pool of unique and revolutionary software solutions, that automate and optimize campaigns on the internet and in world’s leading platforms (Google, Facebook, Twitter etc.). The aim is to enable small businesses to market and advertise themselves on these platforms.

• These Software-as-a-service tools enable small businesses, for the first time ever, to advertise and promote themselves very rapidly, clearly and comfortably, without any effort on their part (“with just one click of the mouse”).

• The company has unique knowledge and intellectual property, development capacity, expertise in commercialization and business development, that lean on vast experience in the field. The company launched its flagship product to the US market for automatic and effective advertisement on Google. And, purchased a unique Facebook and Twitter technology, launched a video technology for automated video generator, recruited distributors and representatives in Europe and Japan, and started penetrating the US market.

• The company is traded in TASE (ALMO). Public's share is ~70%, the major shareholders are: Eli Polatov, Aviv Berkovitch. Noam Band as CEO.

• Growth strategy- a combination of organic growth, M&As and collaborations.
Small businesses all over the world want to advertise on the internet for the following reasons:

- Decrease in consumption of traditional media (local newspapers, yellow pages, radio etc.)
- Increase in the use of the internet (Google, Facebook, Twitter, YouTube etc.)

The challenges they face:

- Low budgets
- Advertising online requires knowledge and professionalism (on each platform separately)
- Advertising online requires time for managing campaigns (on each platform separately)
Partial list of the occupations we address

- Carpet Cleaning
- Landscaping
- Pest Control
- Movers
- Physical Therapy
- Hair Salon
- Nail Salon
- Dry Cleaning
- Self Storage
- Roofing
- Wedding Planning
- Gutter cleaning
- Computer Repair
- Optometrist
- Dentist
- OBGYN
- Plumber
- Locksmith
- Electrician
- Flooring
- Handyman
- Chiropractors
- Snow Plow
- Neurology
- Math Teacher
- Massage Therapy
- Garage Doors
- Acupuncture
- GP
- Psychology
- Used Car Dealers
- Truck Rental
- Tanning
- Pool Cleaners
- Magicians
- Children's wellness/Cognition
- Music Teacher
- Life Coach
- Hair Removal
- Lawyers-Divorce, Bankruptcy
- Photographers
- Animal hospital
- Veterinarian
- Auto shop
- Cell Phone Repair
- Party Equipment Rental
- Florist
- Car Wash
- Language Teacher
- CPT
- Dietician
- Painters
- CPA Services
- DJs
- Jewelry Repair/Watch
- RV Rental
- Motorcycle Dealer
- Body Shops (Paint)
- Home Cleaning Service
Products of the company for small businesses

Appforma
Ad-Assistant
My SMB Video
Revolutionary tool for advertising online and search campaigns (Google)

- A revolutionary “do it yourself” tool, one of its kind for advertising online.
- The tool enables launching a full online campaign, with one click only.
- Turns a complicated 16 steps manual process into a short, simple, automatic 3 steps process.
- The tool discovers information from the customer’s website automatically, classifies it, activates algorithms that build automatically all of the marketing materials necessary for launching the campaign, and injects the campaign into the net search and content (Google).
- For small and medium businesses.
Main modules

• Automated keywords research in the unique “long tail” method of the company.
• Automated websites classification, sort and information gathering.
• Accounts creation module, and campaigns creation in search engines.
• Automatic creation of marketing materials and adjusted landing pages for mobile and desktop (including: creative, design and programing)
• Support of different campaigns and adjusting a unique campaign to each client
• Advanced system for monitoring calls that includes real time recording and monitoring
• Optimization of the budget and real time price offers
• Detailed reports
• Support system in distributors (also via White Label) and a management module.
• Back office.
Revolutionary tool for small businesses to manage Facebook and Twitter, including launching organic and paid campaigns

- Revolutionary and unique “do it yourself” tool for managing Facebook business pages.
- The tool enables launching automatic campaigns on Facebook, Twitter and emails, in a full and integrative form, with only one click.
- Supports different kinds of campaigns.
- The campaigns are adjusted to events and holidays throughout the year.
- The tool generates information from the Facebook page of the customer. Automatically, classifies it, activates different kinds of algorithms that automatically create all the marketing materials that are necessary for launching the campaign and managing the page, and launch the campaign into the social media.
- For small and medium businesses.
Main modules

- Automatic management of Facebook and Twitter pages.
- Automatic mailing system for advanced email system, Twitter and posts on Facebook.
- Automatic creation of dozens of annual campaigns for each customer (one campaign a week), by holidays, seasons and in accordance with the type of the business.
- Creation of a unique landing page for every campaign, that is adjusted to mobile and desktop (including creative, design and programming) automatically.
- Option for paid ads.
- Expanding the business community on Facebook and Twitter pages of the customer.
- Advanced coupon management system.
- Mobile application for the business owner, to scan coupons from client, for a completion of the purchase circle.
- Optimization of the budget and price offers.
- Advanced translating abilities and creating diversified paid campaigns, like: leads, likes and exposures.

https://www.youtube.com/watch?v=fdSoPz6zBv0
Revolutionary Tool for Small Businesses to Create Videos with just One Click

✓ Revolutionary, one of its kind “do it yourself” tool, for the creation of promotional videos for the business.

✓ Automatically creates videos that include creative.

✓ HD technology in the highest level.

✓ Personally customized for the business.

✓ The tool collects information from the Facebook/web page of the customer, activates algorithms of different kinds that build automatically all of the marketing materials that are required for launching the video, and injects the campaign into social media.

✓ Usable for social networks, such as: YouTube, Facebook etc.

✓ For Small and Medium businesses.
Main modules

- Automatic video creation based on customer’s website
- HD technology video
- Vast editing video options
- Video use for advertising on YouTube, Facebook and customer’s website
- Change of video contents in just one click and in accordance with customer’s needs
- Creation of advanced video ads on Facebook and YouTube

https://www.youtube.com/watch?v=rsNE6VvN4c&feature=youtube.be
The Unique Advantages of the Company

Deep understanding of the market

- The company was declared by Google as the company that brought the highest amount of new customers to advertise on Google’s platform.
- The company is a Google Premier Partner.
- The company is Facebook’s Marketing Partner.

Unique, Leading Products for SMBs to be at Google and Facebook

- Both flagship products passed the development phase, have been checked and approved by Google and Facebook!
- The Ad-Assistant product was combined with advanced technologies for monitoring phone calls (enables the company to offer a Pay Per Call pricing model, while optimizing the budget and the number of calls provided to the customer).
- Appforma combined with the most advanced email and CRM systems in the world: MailChimp and Zoho.
- Unique sales support tools for closing sales over the phone were developed for the Ad-Assistant.
- The video product of the company is developed with a leading technology company in the video field.
Unique Knowledge and Intellectual Property

• Company has 4 pending patent applications

• Company has an artificial intelligence technology in development for video purposes, and an artificial intelligence system for creating campaigns on mobiles and desktops

Worldwide Distributors, Unique and Direct Sales System in the US.

• Distribution agreements with distributors in Europe and in Japan (www.appformarma.jp)

• Direct sales to customers in the US (without distributors) via a call center in the Philippines and web campaigns

• Different customers (experimental) use different versions of company’s products. The system has been checked by more than 1,000 small businesses in different categories (with different pricing modules, including for free).

• The company has enriched and developed its database regarding different kinds of businesses, in order to improve the campaign management algorithm.

Experienced Team in Management, Digital Marketing, Commercialization, Development and Finance
Our Unique Technology

Customer’s website → Auto info collection from website → Marketing materials for campaign → Managing via advanced algorithms

Creating campaign on Facebook, YouTube etc.

Phone calls → Leads → Likes → Results
Sales and Marketing (Target Markets)

Small business with an emphasis on the American market and others.

- Website building - Companies (wix, a5.ru, web.com etc.)
- Advertising agencies
- Door To Door
- Call Centers
- Indexes
- SaaS companies for SMBs
- Internet campaigns
- Franchisees
## Competition

<table>
<thead>
<tr>
<th>Algomizer</th>
<th>Competitor 3</th>
<th>Competitor 2</th>
<th>Competitor 1</th>
<th>Product’s main features</th>
</tr>
</thead>
<tbody>
<tr>
<td>full</td>
<td>nonexistent</td>
<td>no</td>
<td>partial</td>
<td>Automatic Data Mining</td>
</tr>
<tr>
<td>full</td>
<td>Manual only</td>
<td>Manual only</td>
<td>basic</td>
<td>Landing page creation</td>
</tr>
<tr>
<td>full</td>
<td>no</td>
<td>basic</td>
<td>yes</td>
<td>Optimization of the budget</td>
</tr>
<tr>
<td>full</td>
<td>Manual only</td>
<td>Manual only</td>
<td>partial</td>
<td>Automatic ad creation</td>
</tr>
<tr>
<td>full</td>
<td>Manual only</td>
<td>Manual only</td>
<td>yes</td>
<td>Automatic campaigns and posts creation</td>
</tr>
<tr>
<td>full</td>
<td>manual</td>
<td>No</td>
<td>No</td>
<td>Creation of campaign adjusted to holidays and events</td>
</tr>
<tr>
<td>full</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>Automatic management of Twitter pages</td>
</tr>
<tr>
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<td>NA</td>
<td>no</td>
<td>no</td>
<td>Creation of HD video based on artificial intelligence and customer’s website</td>
</tr>
<tr>
<td>full</td>
<td>NA</td>
<td>no</td>
<td>no</td>
<td>Using video for campaigns on YouTube and Facebook</td>
</tr>
</tbody>
</table>

Ad-Assistant

App Forma

My SMB Video

Info from competitors website
ReachLocal provides 16,000 small and medium businesses with advertising services on Google, Facebook etc.
Payment Methods

- Monthly payment
  - Per License
- Performance Based
  - Pay for phone calls, leads, etc...
- Media percentages
  - We charge a % of media spent

- Or a combination between payment methods
Theoretical calculation of the size of the market and potential market share

• In 2013 there were about 28 million small and medium business in the US
• Algomizer estimates that a typical business in the US will buy 2-4 leads a month (36 leads a year on average)
• Average price per lead in the US: $25 (according to a study conducted by the University of Virginia in May 2015)
• Average annual revenue from one client - $900 (36 leads * $25 average price per lead)
• Based on this data, a company that will reach the market share specified in the table, could theoretically generate income based on the table below:

<table>
<thead>
<tr>
<th>Theoretical market share (less than 1%)</th>
<th>Number of clients</th>
<th>Theoretical potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%-0.25%</td>
<td>0-70,000</td>
<td>$0-$63,000,000</td>
</tr>
<tr>
<td>0.25%-0.5%</td>
<td>70,000-140,000</td>
<td>$63,000,000-$126,000,000</td>
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<tr>
<td>0.5%-0.75%</td>
<td>140,000-210,000</td>
<td>$126,000,000-$189,000,000</td>
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<tr>
<td>0.75%-1%</td>
<td>210,000-280,000</td>
<td>$189,000,000-$252,000,000</td>
</tr>
</tbody>
</table>
Leading Team

Noam Band
CEO

Guy Shahaf
VP R&D

Aviv Berkovitch
Deputy CEO & VP BIZ DEV

Israel Messer
VP Finance

Yulya Kanarsh VP Sales & Marketing
Status and Roadmap

2013
- Founded 5/2013
- Adoster M&A 10/2013

2014
- M&A Promodity 2/2014
- Commercial Prototype 8/2014
- First Pilots
- Open Call Centers in Philippines and Latin America 12/2015

2015
- AdAssistant Launch 5/2015
- 4 Pending Patent Applications
- Google’s Award
- Appforma M&A
- Video technology Distributors

2016
- US Sales
- More Distributors
- NASDAQ
- Europe Sales
- More features

PLANNED 2017
Focusing on online products for SMBs.

An experienced team in commercializing internet software.

Unique solutions for different segments.

HUGE market (online marketing) and in growth.

New Technology, very progressed and mature.

Identify opportunities and react quickly.

Tools for SMB and for Ad Agencies.
Market size

**Mobile**
- 2015: 48% PC, 52% Mobile
- 2019: 30% PC, 70% Mobile

**Digital $BN**
- 2013: $9 Search, $8 Video, $60 Display
- 2018: $45 Search, $32 Video, $28 Display

**World’s Online $BN**
- 2013: $490 Traditional, $207 Digital
- 2018: $656 Traditional, $207 Digital