



# Corporate Presentation

May 2024



NASDAQ / TASE : ALAR

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# Alarum Technologies

## Who we are



A publicly traded company  
Dual listed on Nasdaq and TASE.  
**Holds 100% of NetNut, a global provider of internet access and web data collection solutions.**

## What we do



**Providing data collection solutions**  
Offer enterprises with advanced tools to gather, analyze and extract data from the web anonymously without getting misled, manipulated or blocked.

## Our Value



**Innovation, stability & competitive edge**  
Our innovative data collection solutions support enterprises worldwide in expanding and growing their business by maintaining competitive advantage, leading the market and improve financial outcomes.

## Our vision



**Lead the data collection market**  
with innovative in house developed products, using advanced AI technologies, collaboration with elite teams, building on our robust well-established network.

# About Us

## Internet access and web data collection solutions



### Financial Results

**78% CAGR**  
Over 5 years

**\$8.4 million**  
Revenues Q1 2024  
close to 47% YoY

**78%**  
Gross Margin  
Q1 2024

**\$3.2 million**  
Adjusted EBITDA  
Q1 2024

**139%**  
NetNut's revenues'  
growth YoY



### Balance Sheet

**\$15.1 million**  
In cash  
company is well funded\*

**No debt**  
No toxics, low number  
of warrants, no ATM\*\*



### Business

**\$17 billion**  
Total addressable market  
Operate in the attractive  
market of data collection\*\*\*

**NetNut**  
Is a leading well-known  
global brand in the field

**High retention  
rate**

**SAAS**  
product is fully SAAS:  
Online sales,  
Subscription base

\* As of March 31, 2024

\*\*Except \$1.1 M revenue sharing loan

\*\*\*Sources: [Data Collection and Labeling](#), [Grand View Research](#), 2023,

# Business Timeline

## 2013–2019

Focus on cybersecurity solutions for enterprises

## 2019–2021

Strategic shift to M&A

Acquired NetNut



## 2022

Started our path to profitability

## 2023

Focus on NetNut:

- Sold our enterprises cybersecurity activity
- Scaled down consumer activity

## Q1 2024

Achieved record revenue and net profit of \$1.4 million

**As of H2 2023, Alarum is focused only on its data collection solutions**



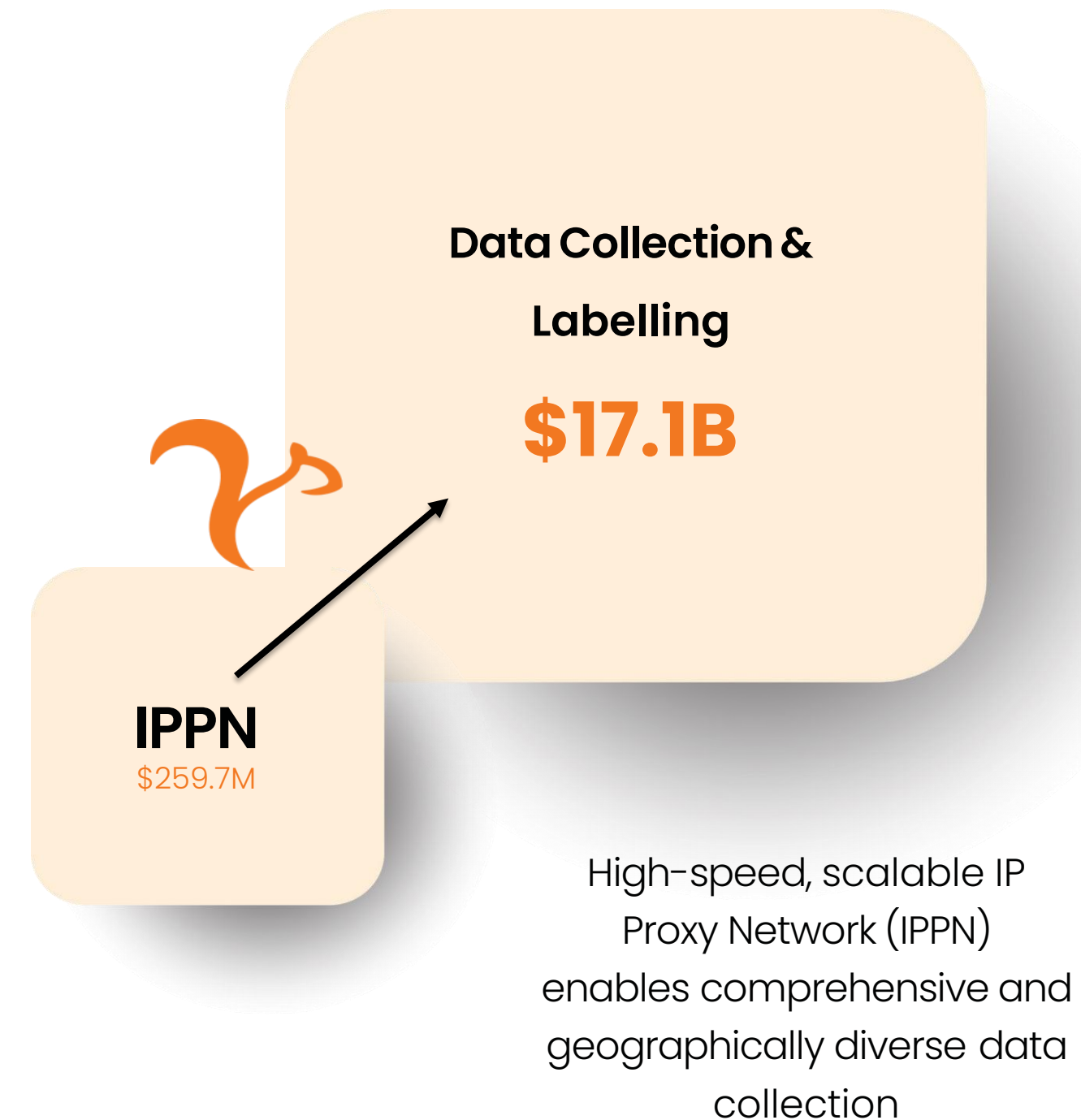
# Market Overview – Data Collection

## Global Market Size

Valued at \$2.2 billion in 2022, expected to expand at a CAGR of 28.9% from 2023 to 2030 to reach \$17.1B

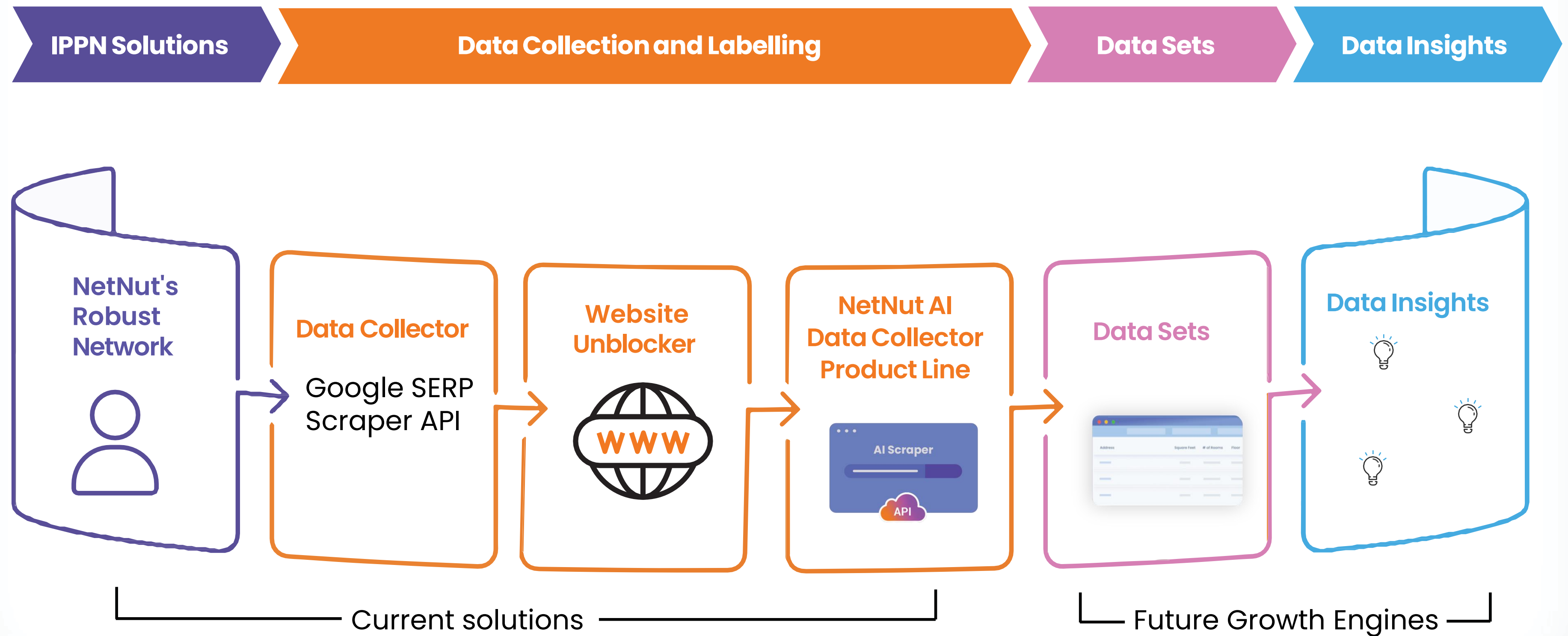
## Market Drivers:

- Data-Backed Decisions: The growing importance of data-backed decisions for businesses necessitates a constant flow of data
- Critical for AI: Data collection and labeling play a critical role in model development, accuracy and functioning of AI systems that must train its model on big data sets
- Social Media: Monitoring and understanding of social media activity, enabling more effective marketing and improving user experiences for digital marketing growth
- Buyer Trends: End-users are demanding a complete web-data platform featuring an entirely-automated data labeling stack

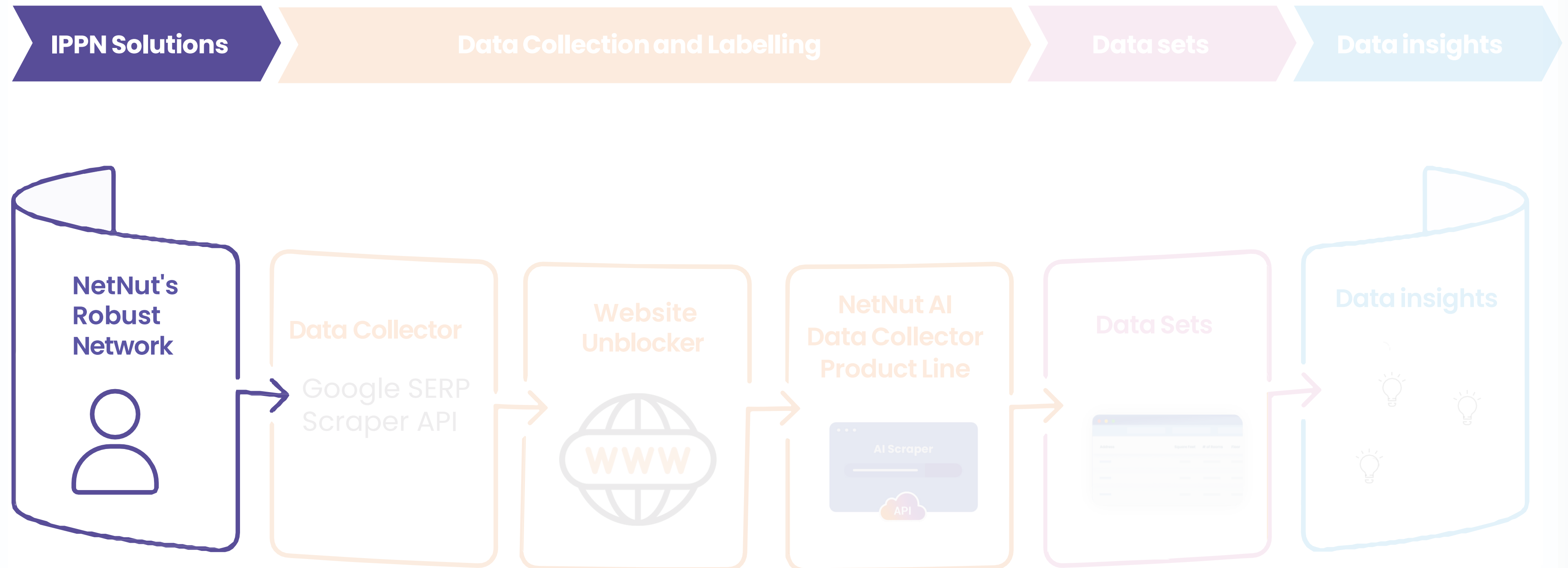




# Data Collection Landscape



# Data Collection Landscape





# The Need: Enterprise Challenges



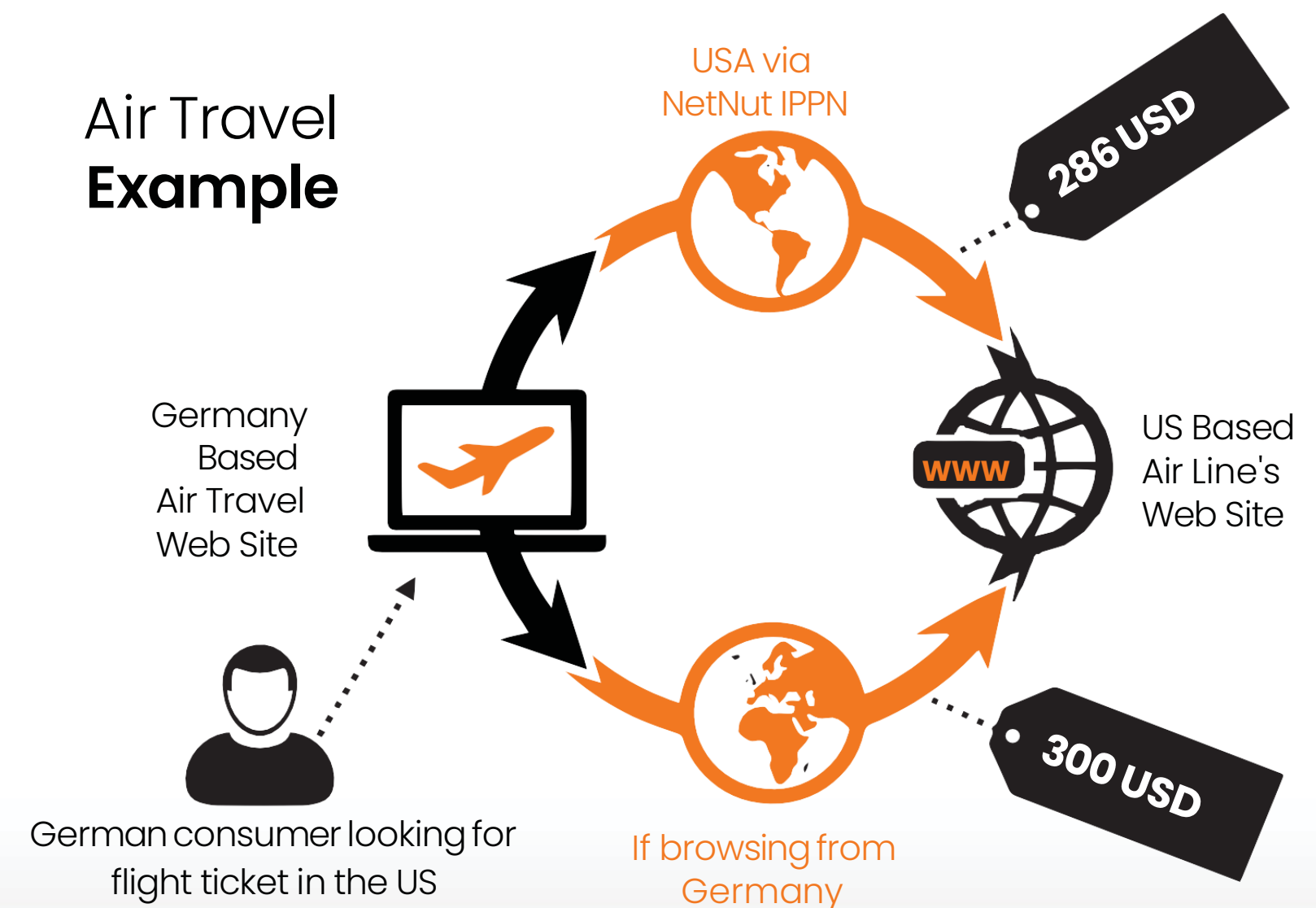
Companies that do not adopt business IP proxy solutions that simulate different users are at risk of gathering incorrect & misleading data, or being exposed

- ✓ Websites increasingly change their displayed information based on user IP address, location & demographic attributes
- ✓ To conduct competitor analysis, price comparisons & data extraction, companies need to access websites as a "simulated user" to capture the REAL & ACCURATE information



To browse the internet while maintaining anonymity, enterprises need to mask their IP address

## Air Travel Example



# Our customers seamlessly collect accurate, transparent & in scale data from any public online sources

NetNut's platform is based on our proprietary reflection technology. Our hybrid network infrastructure comprises of more than 1,000 servers and over 700 proxy servers deployed around the globe connected to 85 million IPs of various types including ISP IPs and data center IPs in leading data centers providing full global coverage

## Our Customers' Value :

- Business continuity by preventing blocking and misleading data
- Efficiency and cost reduction by automation
- Increasing revenues by full geographic coverage and data in scale
- Improving AI models by training with big data



# Selected Use Cases



## Ad verification

Our ad network customers view their advertisers' landing pages to ensure they don't contain malware or improper ads. This verification is crucial for fraud detection.



## Brand protection

Corporations, such as Nike and Adidas, monitor the web for proper use of their brand to protect their Intellectual Property, trademarks and pricing strategy.



## SEO Monitoring

Search engine data helps to provide insights for tracking rankings, checking Google's index, local listings or gaining data on competitive SEO practices and strategies.



## Travel

Travel companies collect pricing information of their competitors from different GEO location. Our network allows them to adapt their pricing accordingly and gain competitive advantage.



## Business intelligence

E-commerce companies similar to Ebay or Amazon collect product related features and pricing from the web using our network to get the data in a reliable way without being misled.



## Web data extraction

Web scraping involves collecting data from websites to scan public records, maintain the competitive advantage, strengthen sales intelligence or scraping social media data.



# Customer Case Study: Dynamic Pricing Company Success with NetNut's Network

12B

requests/month

1,020T

of data collection

99%

success rates on average

Using **85M+** IPs from various countries worldwide

## Customer and Industry Profile

Based in the USA, the Dynamic Pricing Company has a global team spread across 15 countries and customers in 100+ countries spread across all six continents. The company offers an innovative data driven solution which dynamically manage pricing and rates based on real-time: help vacation rentals increase revenues and save them hours in the process.

## Challenges

The company experienced significant difficulties in collecting vast amounts of data from various sites in real-time. Ensuring the localization of data was also a critical concern. Due to the extensive scale of the data collection effort, issues with reliability and challenges in circumventing blocking mechanisms were common.

## Solutions Provided by NetNut

NetNut delivered a comprehensive solution to the company, seamlessly integrating both rotating residential and data center proxies. This fusion of offerings allowed the company to customize its web data collection strategies for each target site, ensuring the use of the most appropriate IP product. Concurrently, this approach facilitated cost-saving measures without sacrificing quality.

## Our Value

**By leveraging NetNut's advanced proxy solutions, the Dynamic Pricing Company achieved remarkable improvements in its web data collection processes. These enhancements have directly contributed to the company's ability to provide more efficient and effective dynamic pricing services to its clients.**



# Data Collection Landscape



# Data Collection Product Line



## SERP API

- *Simple API integration*
- *Real time structured data*
- *Search results from any location, site, device*



## Website Unblocker

- *100% success rate*
- *Bypass advanced anti bot systems*
- *Auto IP rotation, auto-retry, CAPTCHA solving, dynamic browser fingerprinting*

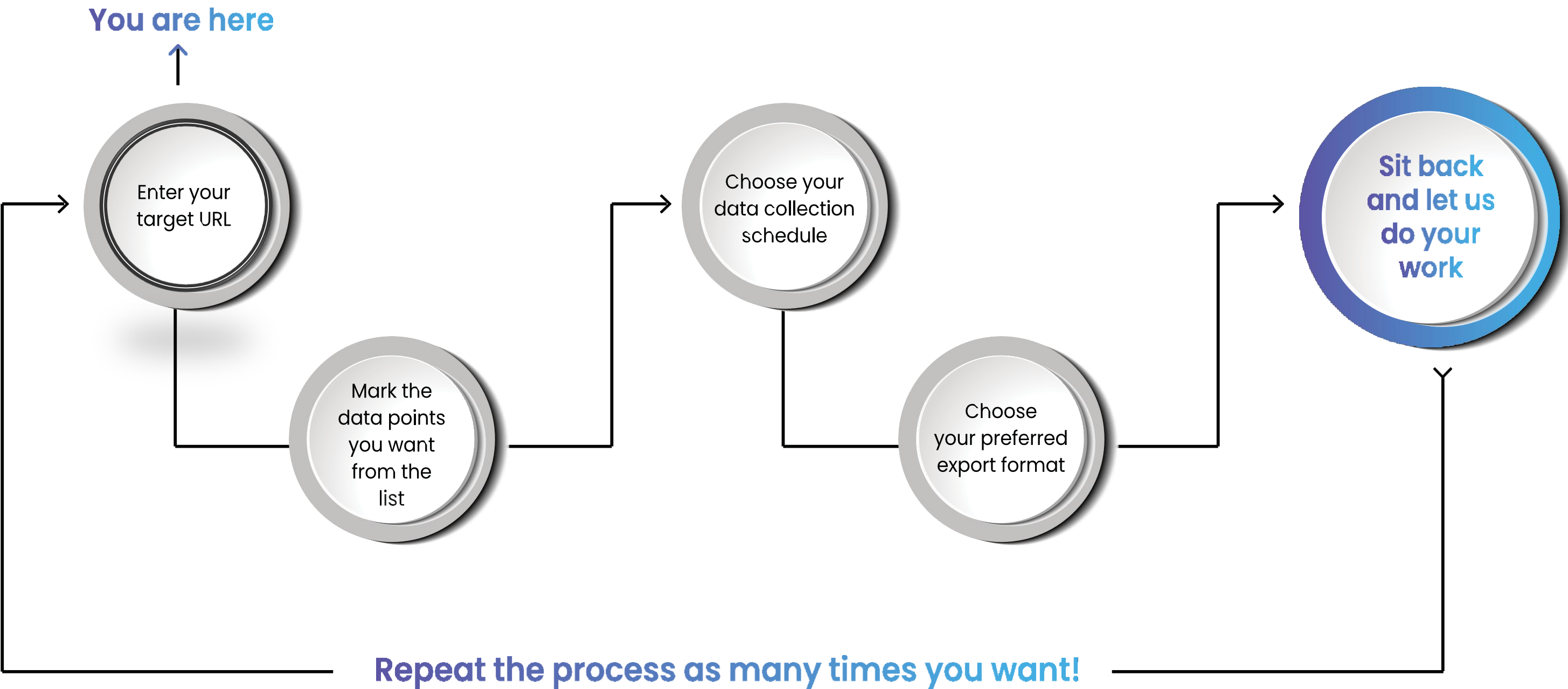


## AI Data Collector

- *The advanced AI solution automatically adapts to website changes*
- *Ensuring continuous data collection without any downtime*

# In Launch: AI Data Collector

Enables enterprises to effortlessly generate a data collector within minutes, thanks to its intuitive, no-code interface. The tool's advanced AI automatically adapts to website changes, ensuring continuous data collection without any downtime.



No CAPTCHAs | Always Live | No Code | Set Your Own Schedule

## Selected customers who chose us



Dynamic Pricing



Travel Data  
Aggregation



Social Media  
Data Collection



Email Verification



Email Verification



SEO



Ad Verification



Scraping As A  
Service

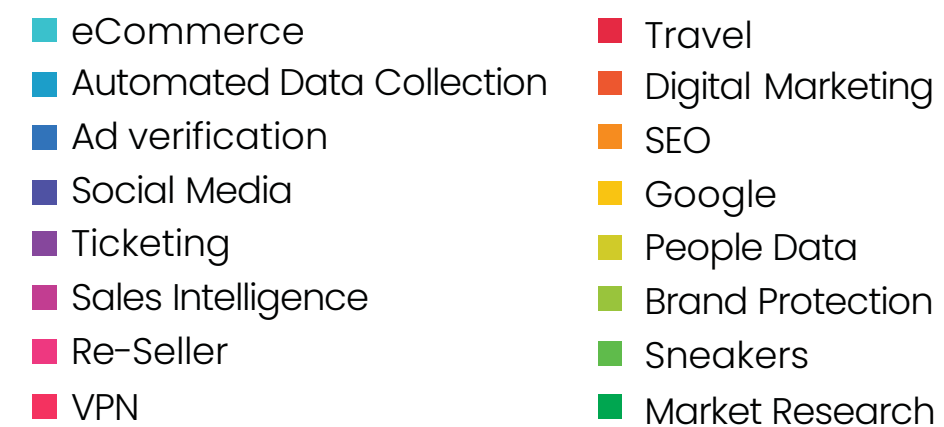


Market Research

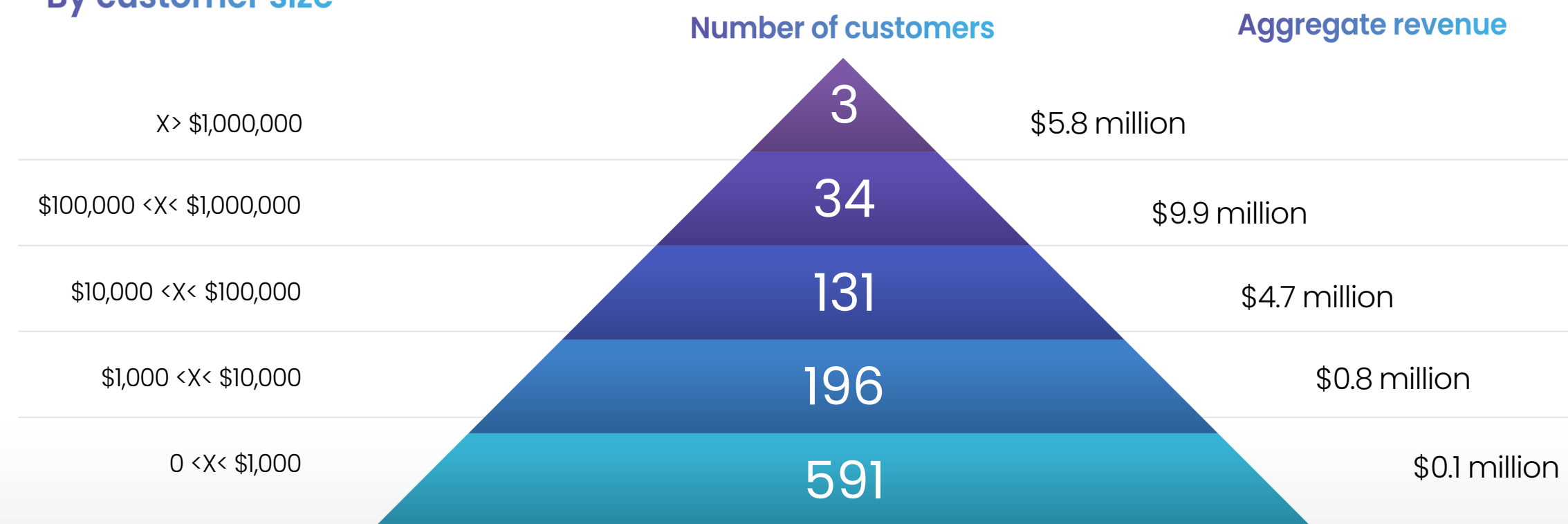


# Customer Breakdown 2023

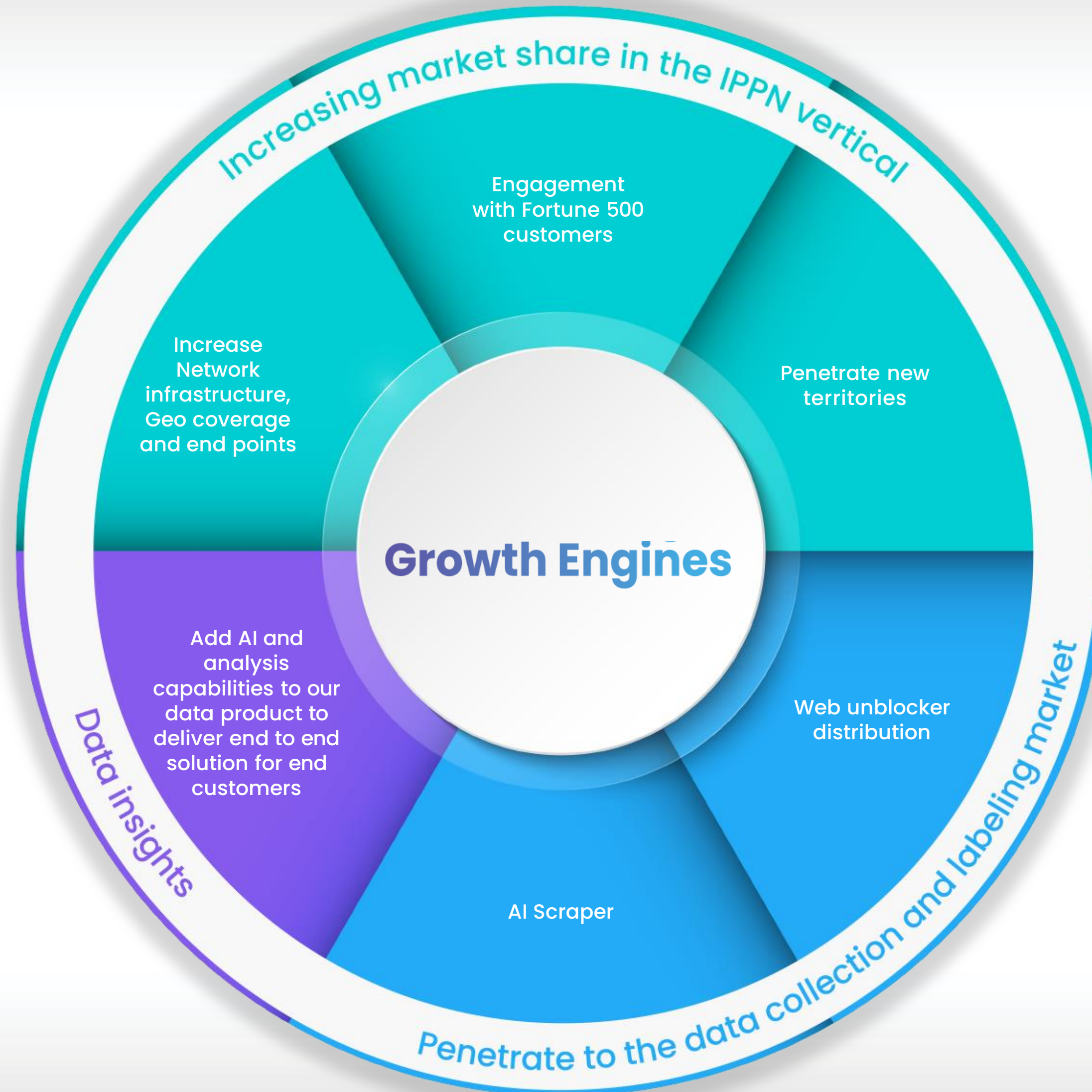
## By Industry



## By customer size

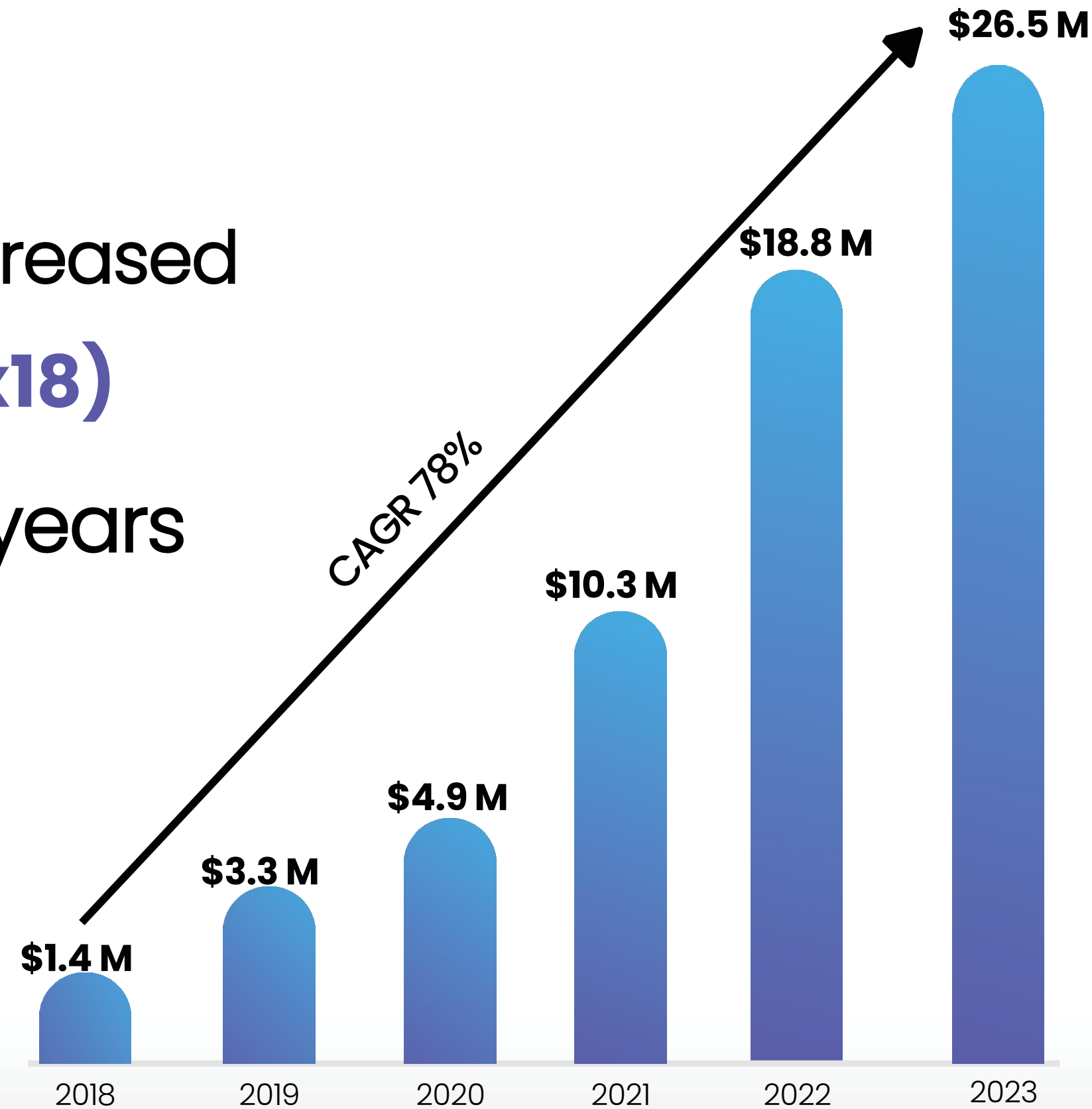


## Accelerating Success



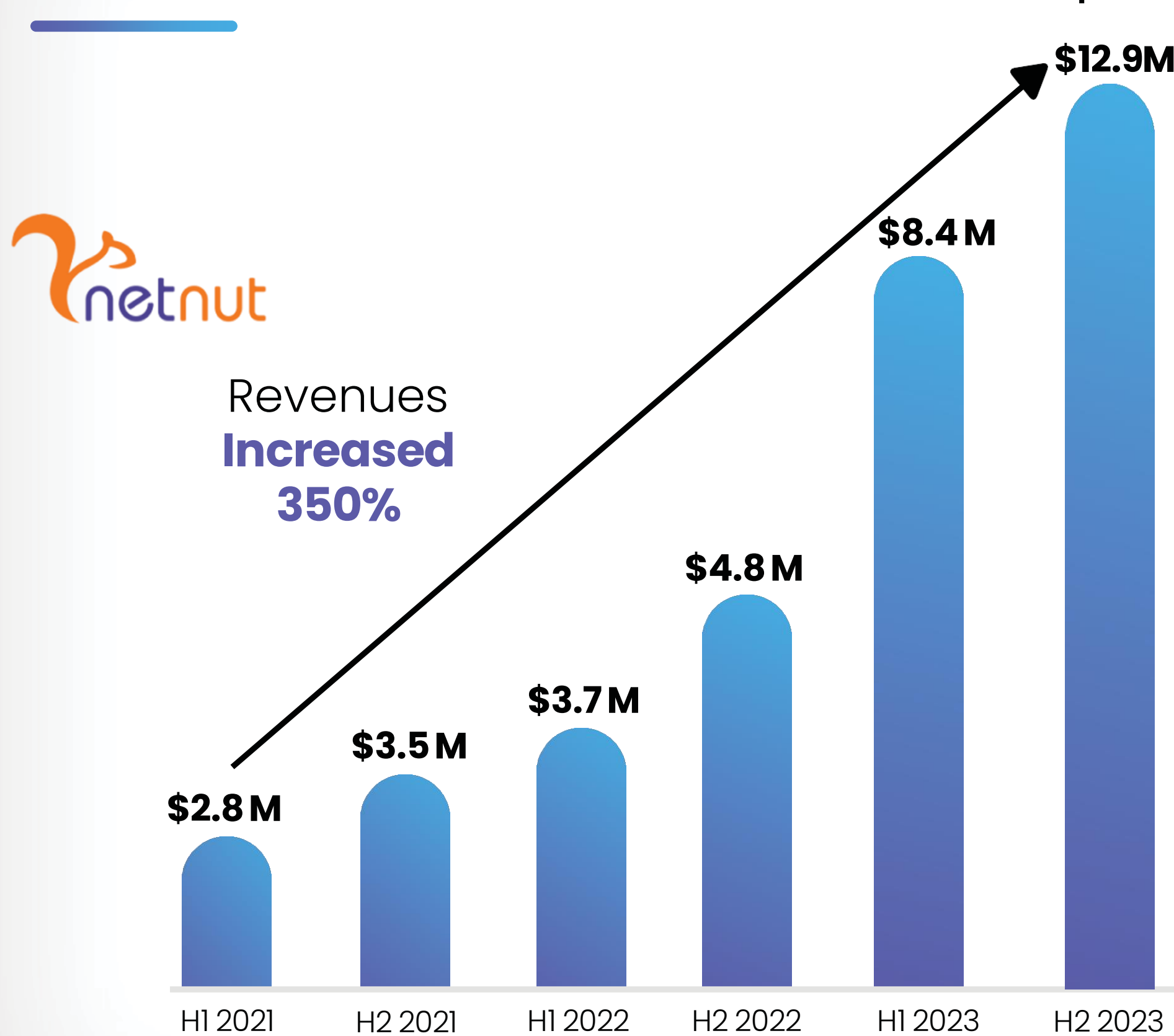
# Alarum – Exceptional Annual Revenue Growth

Revenue increased  
**1700% (x18)**  
 Over five years

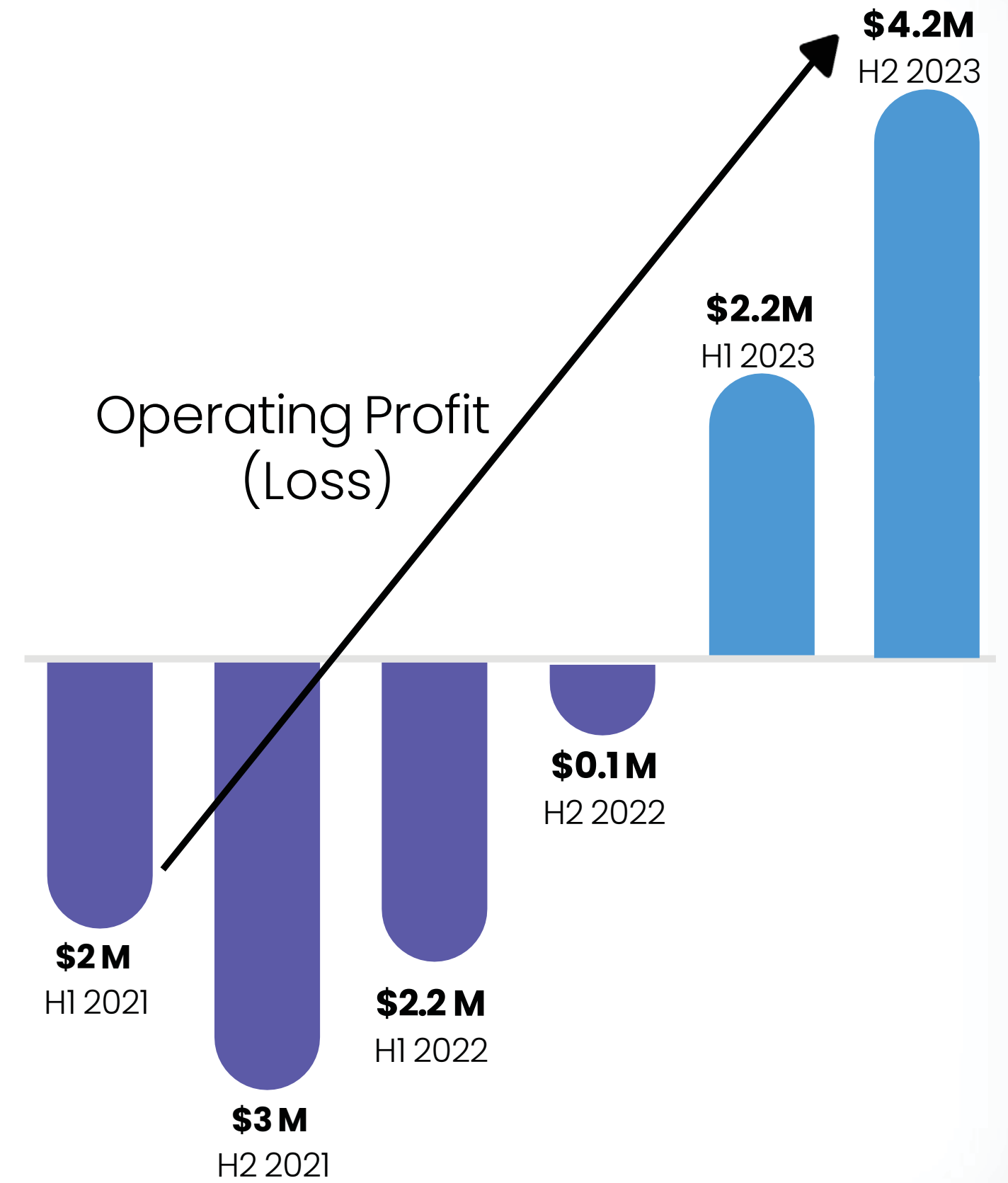


Q1 2024 revenues– \$8.4 million

# NetNut: Revenue Growth and Operating Profit



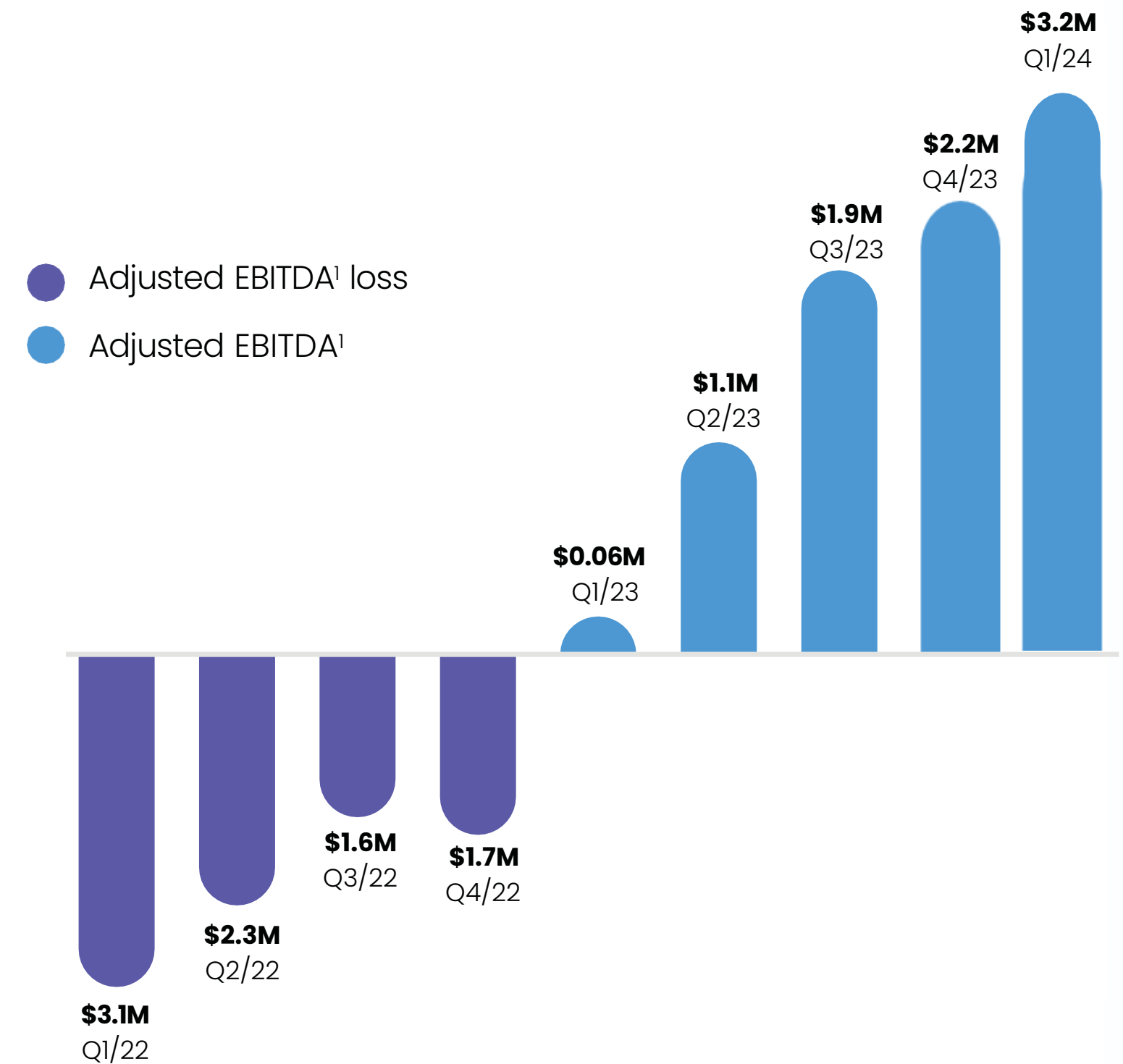
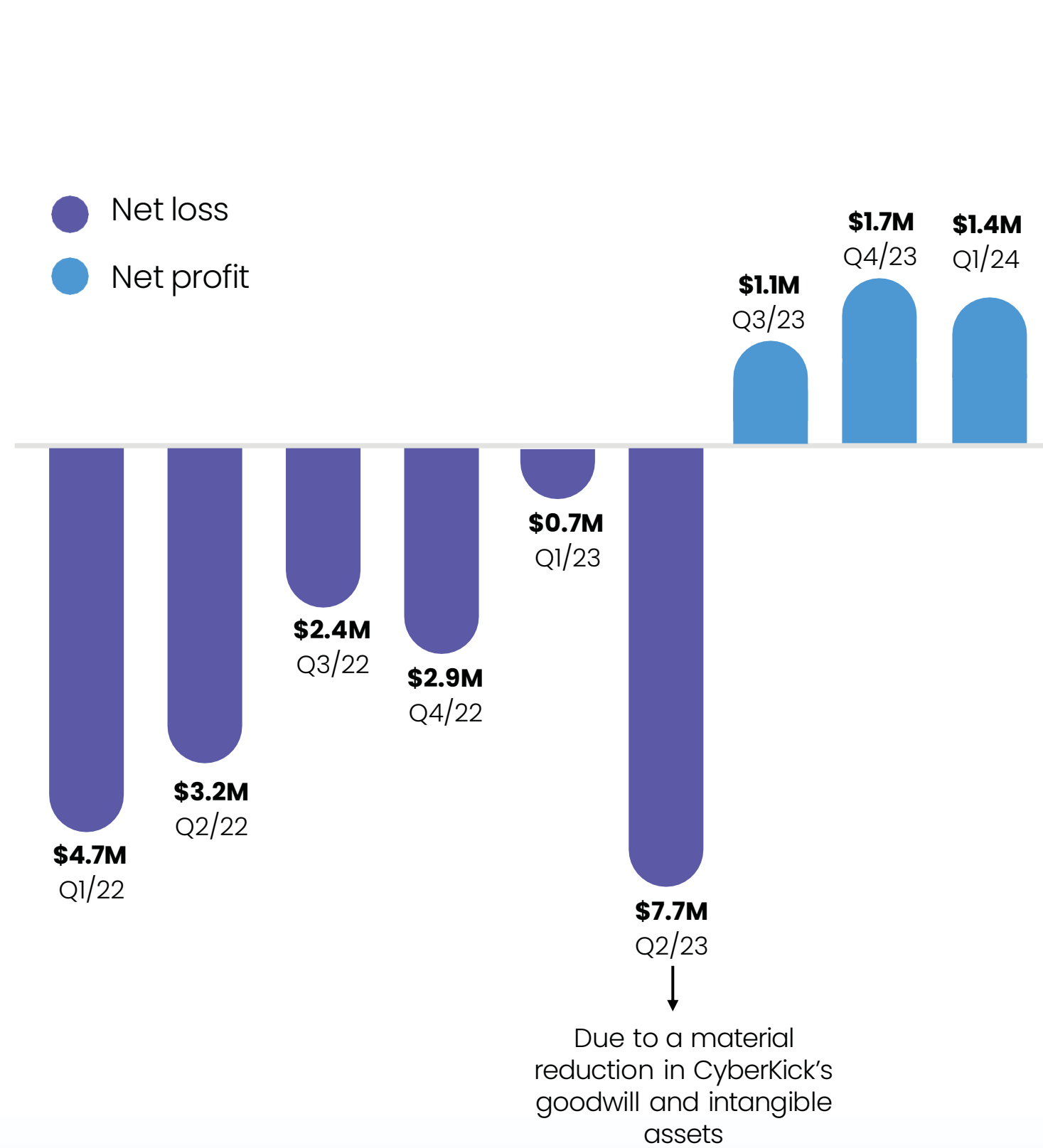
NetNut's Q1 2024 revenues – \$8.1 million



NetNut's Q1 2024 Operating Profit – \$3.3 million



# Our Path to Profitability



<sup>1</sup> The Company defines EBITDA (EBITDA loss) as net profit (loss) from continuing operations before depreciation, amortization and impairment of intangible assets, interest and tax, and defines Adjusted EBITDA (Adjusted EBITDA loss) as EBITDA (EBITDA loss) as further adjusted to remove the impact of (i) impairment of goodwill (if any); and (ii) share-based compensation expense

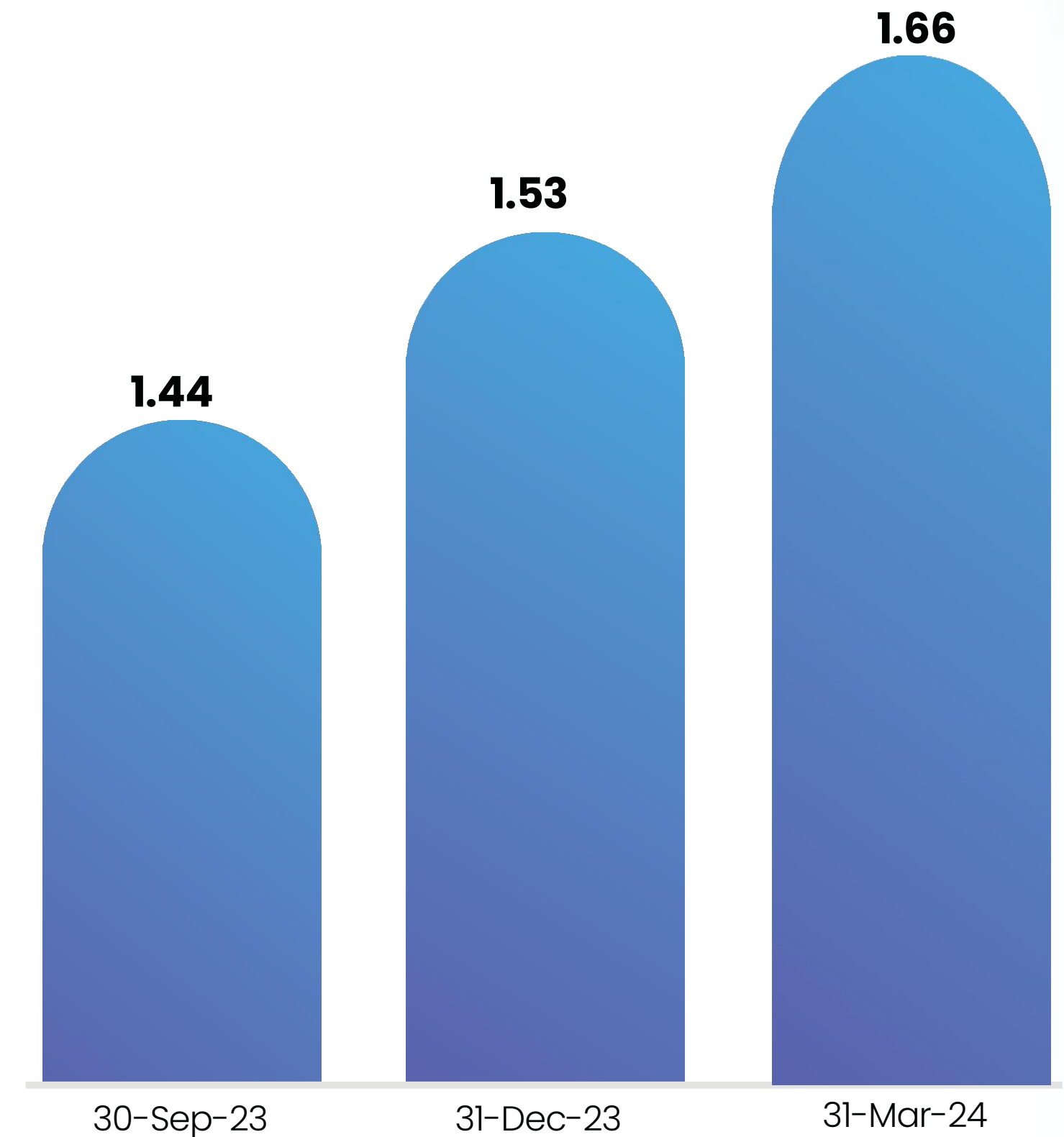
# Customer Success

## NetNut's Net Retention Rates

Net Retention Rates (NRR) represent the average growth rates of current customers only, without the revenues generated from new customers, but including up-sales and cross-sales on one hand and churn on the other hand.

NRR greater than 100% indicates that the company experiences revenue growth from its existing customer base in the specific period even after accounting for lost revenue due to customers' churn. Conversely, an NRR lower than 100% suggests that the company loses revenue from existing customers in the specific period due to churn which is higher than revenue gain through up-sells or cross-sells.

NetNut had high NRR in Q1 2024 - one of the reasons for our rapid revenue growth



We calculate our NRR as of a period end by starting with the Annual Recurring Revenues (ARR) from the cohort of all customers as of 12 months prior to such period-end, or the Prior Period ARR. We then calculate the ARR from these same customers as of the current period-end, or the Current Period ARR. Current Period ARR includes any expansion and is net of contraction or attrition over the last 12 months but excludes ARR from new customers in the current period. We then divide the Current Period ARR by the Prior Period ARR to arrive at the point-in-time NRR. We then calculate the average of the trailing four quarter point-in-time NRR to arrive at the NRR.

# Balance Sheet & Cap Table

## Assets:

Cash	15.1
Trade & other receivables	2.9
Goodwill	4.1
Intangibles	1.2
Other assets	2.8
<b>Total Assets</b>	<b>26.1</b>

## Liabilities:

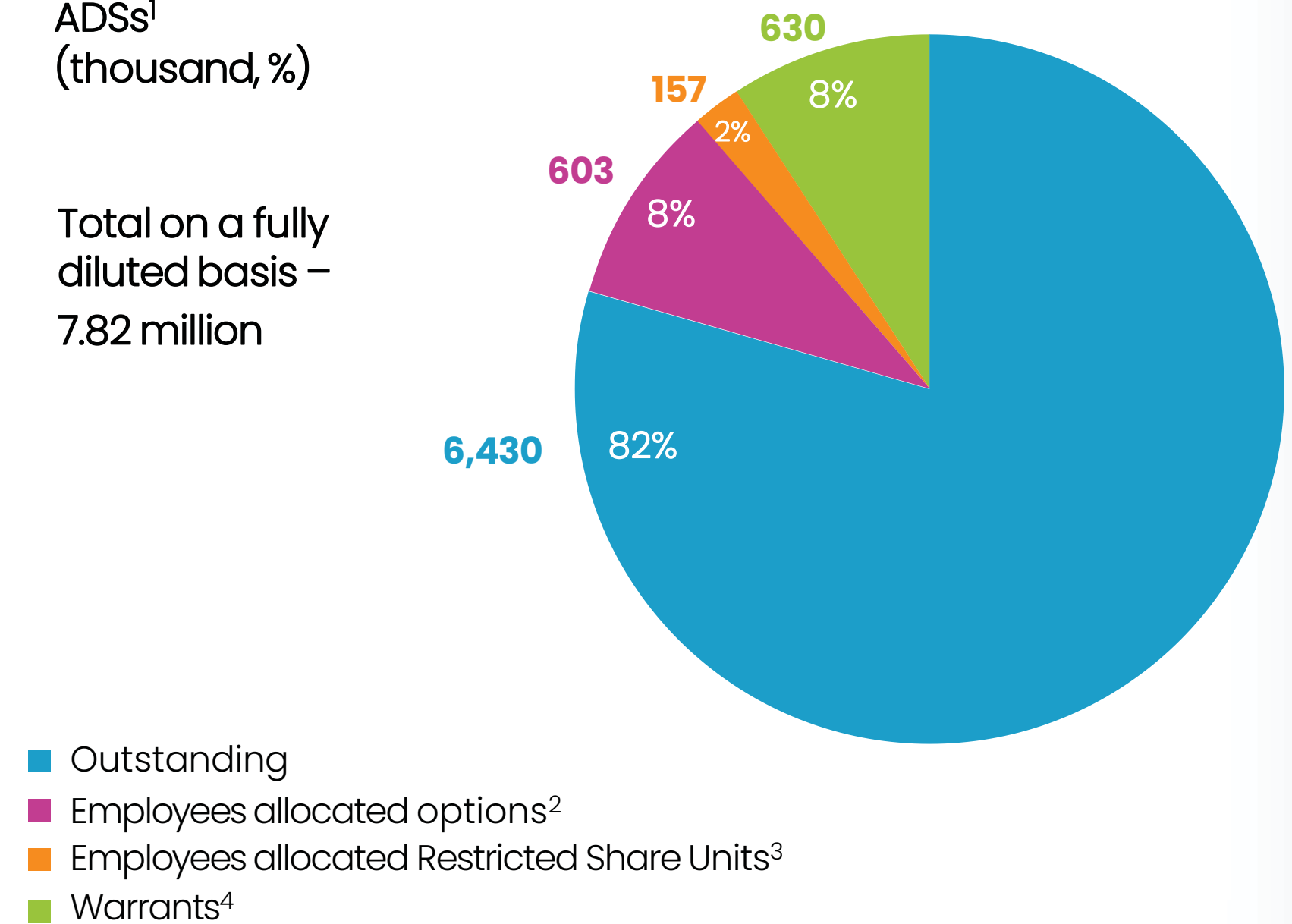
Trade & other payables	3.5
Contract liabilities	2.7
Long-term loan	0.7
Derivative financial instruments	1.0
Other Liabilities	1.1
<b>Total liabilities</b>	<b>9.0</b>
<b>Total equity</b>	<b>17.1</b>

\* USD M

\* March 31, 2024

ADSs<sup>1</sup>  
(thousand, %)

Total on a fully  
diluted basis –  
7.82 million



<sup>1</sup> For May 15, 2024

<sup>2</sup> Weighted average exercise price \$7.83, Mostly expire between 2030-2032

<sup>3</sup> Vested ratably until 2027

<sup>4</sup> Weighted average exercise price – \$40; 190 thousand at exercise price of \$2.72, 160 thousand at \$12 and 280 thousand at \$33-\$80

# Leadership



Chen Katz  
Chairman of the Board



Shachar Daniel  
Chief Executive Officer,  
Co-Founder, Director



Shai Avnit  
Chief Financial Officer



Omer Weiss  
Corporate Legal Counsel



Ezra Muallem  
Chief Operating Officer



Moshe Kramer  
Senior V.P. R&D



Tomer Cohen  
Chief Technology Officer



Jeffy Binhas  
Chief Revenue Officer



David Matrikin  
V.P. Product Strategy



Eitan Bremler  
V.P. Product

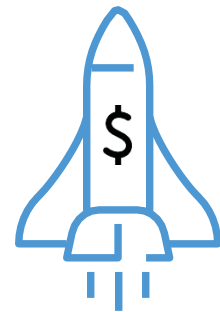


Dafna Lipowicz  
V.P. People





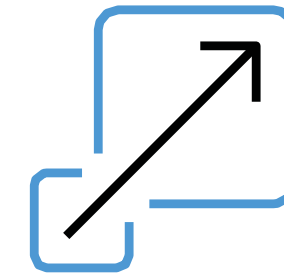
# Key Takeaways



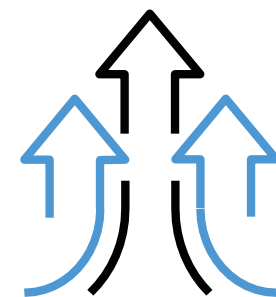
All time high revenues and Adjusted EBITDA for the first quarter of 2024



Innovation at the attractive growing market of data collection



Highly-scalable business model - 75%+ gross margins



Record revenue for 2023 - \$26.5 million



1.66 - NetNut's Net Retention Rates Q1 2024

# Thank You

## **Investor Relations**

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## **Alarum Technologies Ltd.**

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