



Corporate Presentation

August 2024



NASDAQ / TASE : ALAR

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Use of non-IFRS Financial Results - In addition to disclosing financial results calculated in accordance with International Financial Reporting Standards (IFRS), as issued by the International Accounting Standards Board, this press release contains non-IFRS financial measures of EBITDA (EBITDA loss), Adjusted EBITDA (Adjusted EBITDA loss), non-IFRS net profit (loss), non-IFRS gross profit, non-IFRS gross margin and non-IFRS basic earnings (loss) per share or ADS for the periods presented. The Company defines EBITDA (EBITDA loss) as net profit (loss) from continuing operations before depreciation, amortization and impairment of intangible assets, finance income (expense) and income tax; 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; defines non-IFRS net profit (loss) as net profit (loss) from continuing operations before depreciation, amortization and impairment of intangible assets, impairment of goodwill, finance income (expense) effects primarily related to derivative financial instruments as well as long-term loan, deferred tax effects and share-based compensation; defines non-IFRS gross profit as gross profit from continuing operations adjusted to remove the impact of depreciation, amortization and impairment of intangible assets and share-based compensation recorded under cost of revenues; defines non-IFRS gross margin as the percentage of the non-IFRS gross profit out of revenues; and defines non-IFRS basic earnings (loss) per share or ADS as non-IFRS net profit (loss) divided by the weighted average number of ordinary shares or ADSs. The Company's management believes the non-IFRS financial information provided in this press release is useful to investors' understanding and assessment of the Company's ongoing operations. Management also uses both IFRS and non-IFRS information in evaluating and operating its business internally, and as such deemed it important to provide this information to investors. The non-IFRS financial measures disclosed by the Company should not be considered in isolation, or as a substitute for, or superior to, financial measures calculated in accordance with IFRS, and the financial results calculated in accordance with IFRS and reconciliations to those financial statements should be carefully evaluated. Investors are encouraged to review the reconciliations of these non-IFRS measures to their most directly comparable IFRS financial measures provided in the financial statement tables herein.

Other Metrics - Net retention rate (NRR) represents the average growth rates for the preceding four quarters compared to the equivalent period a year earlier, 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 1.00 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 1.00 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.

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

\$17.3 million
Revenues H1 2024
close to 35% YoY

\$6.6 million
Adjusted EBITDA
H1 2024

99%
NetNut's revenue
growth H1 2024 YoY



Balance Sheet* and Cashflow

\$21.6 million
cash and equivalents

\$20.4 million
Shareholders Equity

6.3 million
cashflow from operating
activities H1 2024



Business

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

NetNut
Leading well-known
global brand in the field

**High retention
rate**

SAAS
product is fully SAAS:
Online sales,
Subscription base

* Balance sheet data as of June 30, 2024

**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

H1 2024

Achieved record revenue of \$17.3 million

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



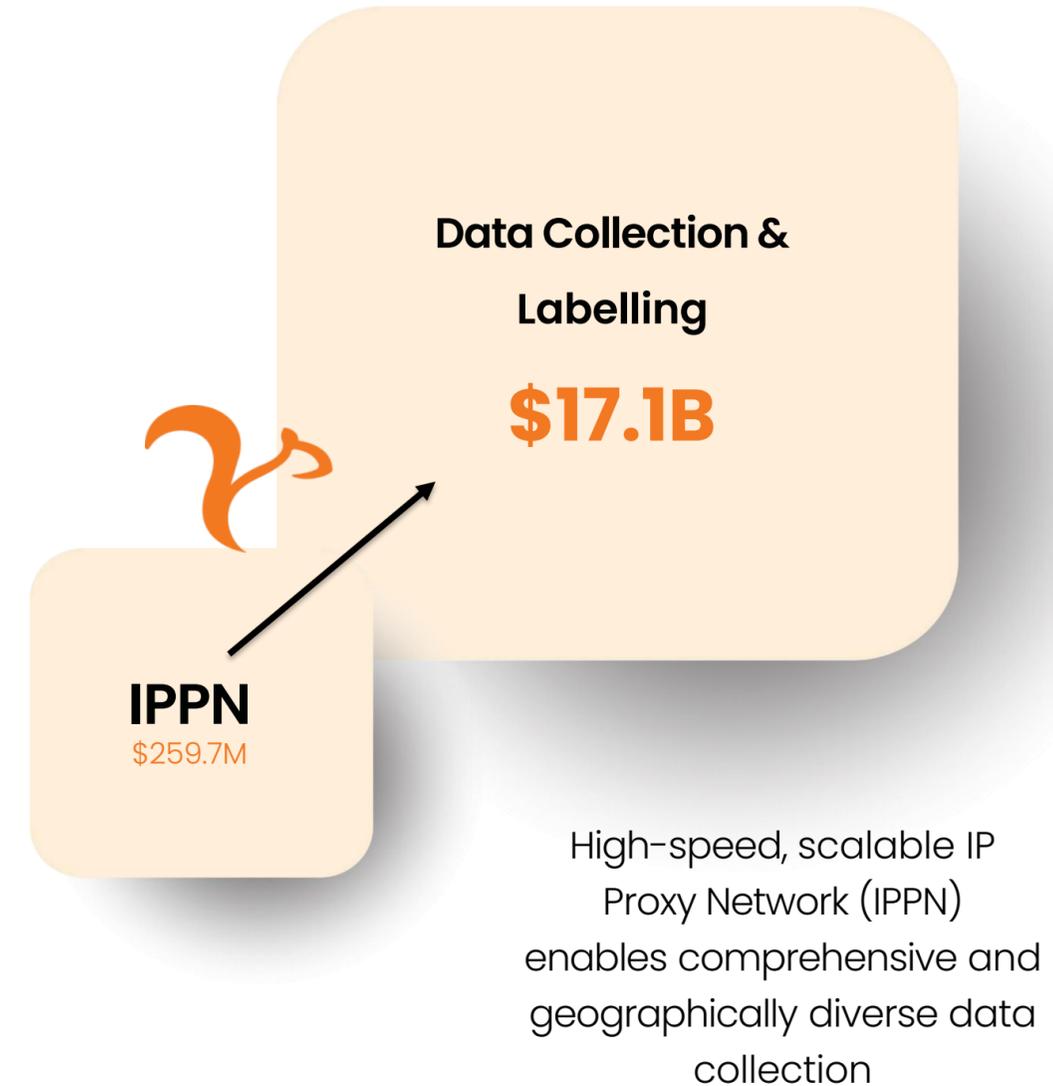
Market Overview – Data Collection

Global Market Size

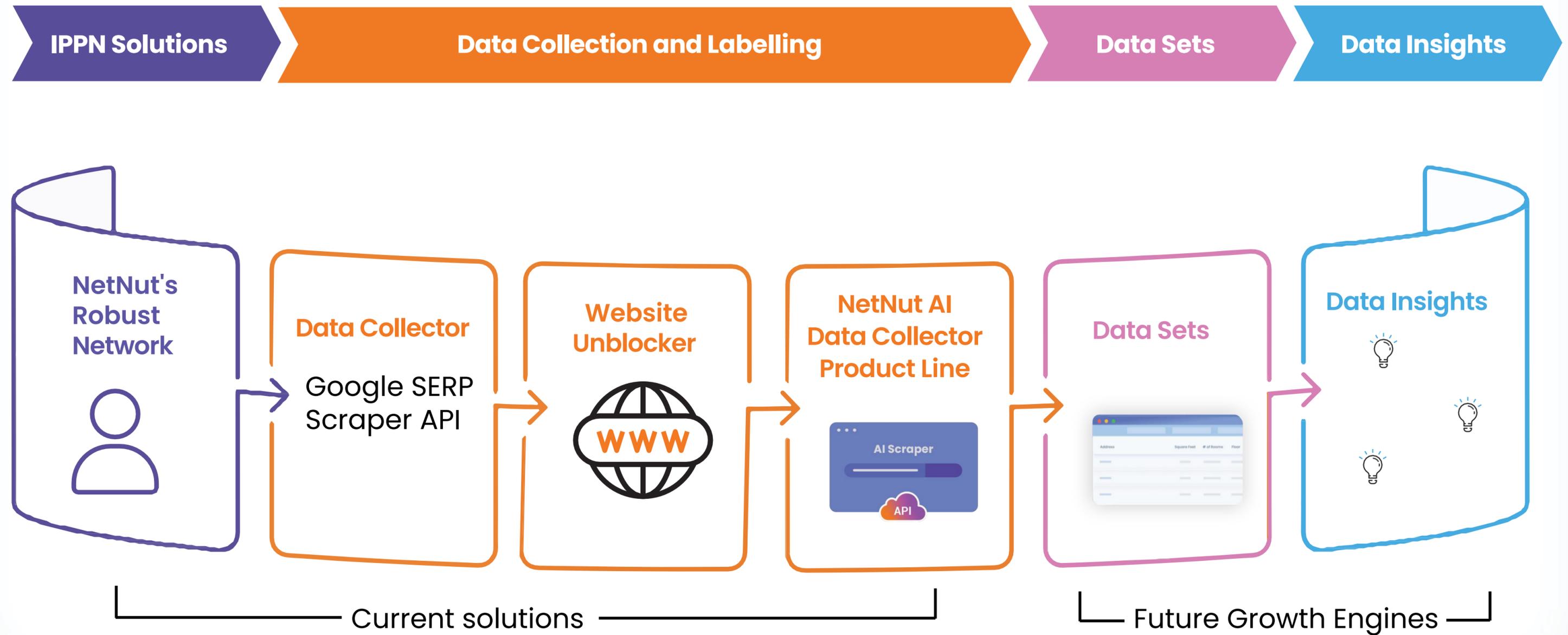
Valued at \$2.2 billion in 2022, expected to expand at a CAGR of 28.9% from 2023 to 2030 to reach \$17.1B

Market Drivers:

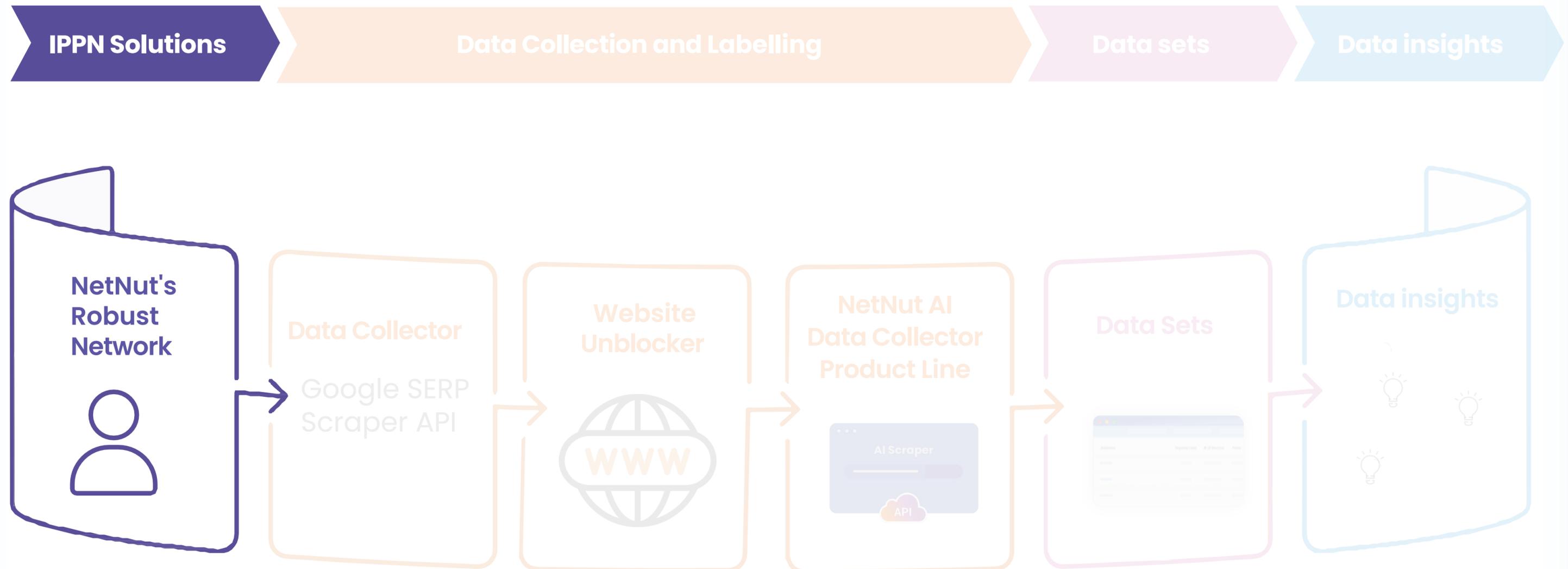
- Data-Backed Decisions: The growing importance of data-backed decisions for businesses necessitates a constant flow of data
- Critical for AI: Data collection and labeling play a critical role in model development, accuracy and functioning of AI systems that must train its model on big data sets
- Social 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

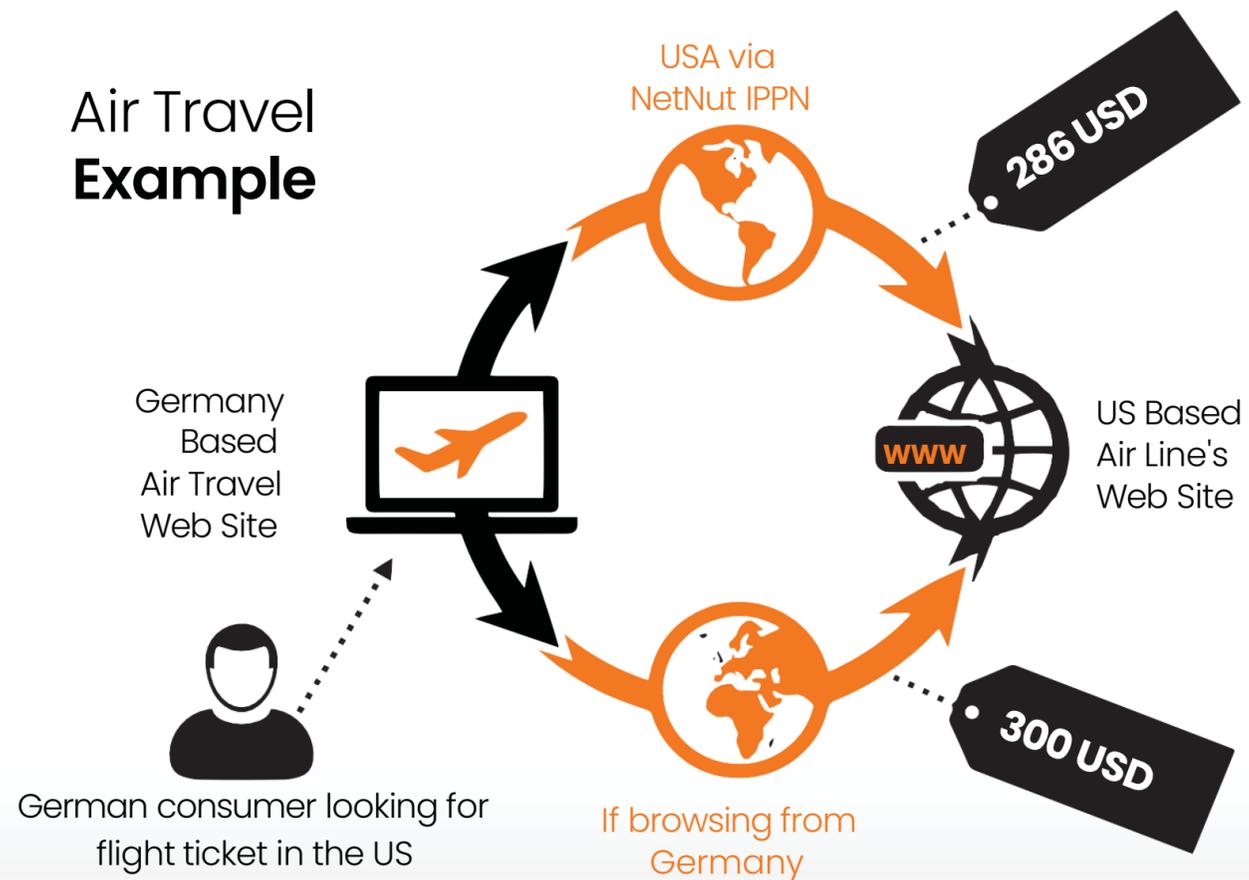
Companies that do not adopt business IP proxy solutions that simulate different users are at risk of gathering incorrect & misleading data, or being exposed



- ✓ 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



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.



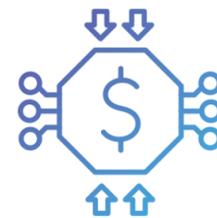
SEO Monitoring

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
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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*

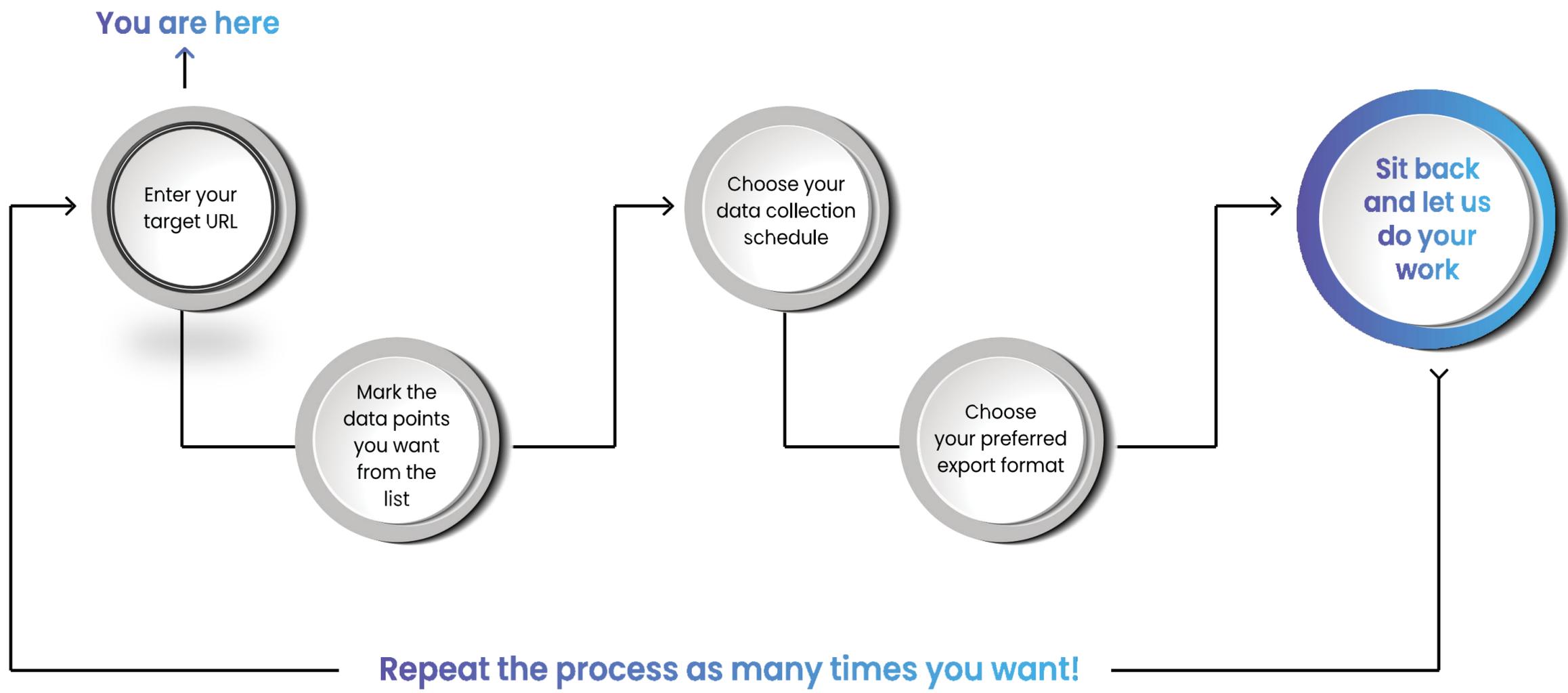


AI Data Collector

- *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

NetNut's Customer Breakdown

By number of customers

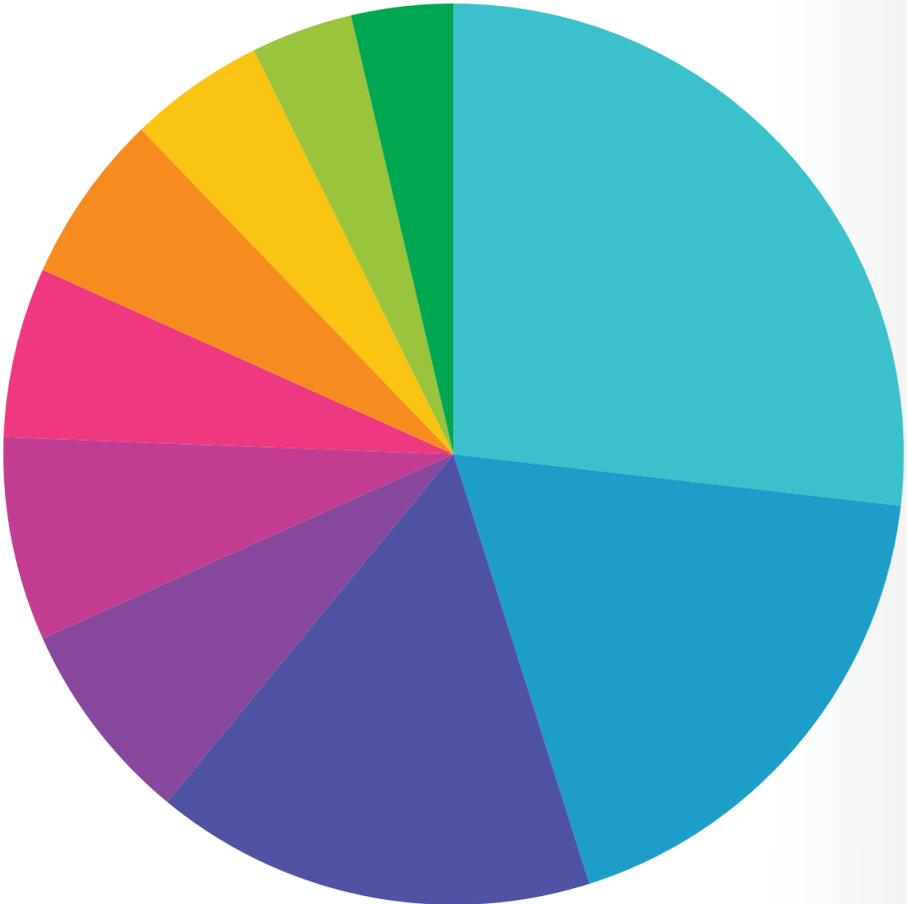
HI 2024

- eCommerce
- Automated Data Collection
- Ad verification
- Social Media
- Ticketing
- Sales Intelligence
- Re-Seller
- Travel
- SEO
- Brand Protection



2023

- eCommerce
- Automated Data Collection
- Ad verification
- Social Media
- Ticketing
- Re-Seller
- Sales Intelligence
- VPN
- Travel
- Digital Marketing



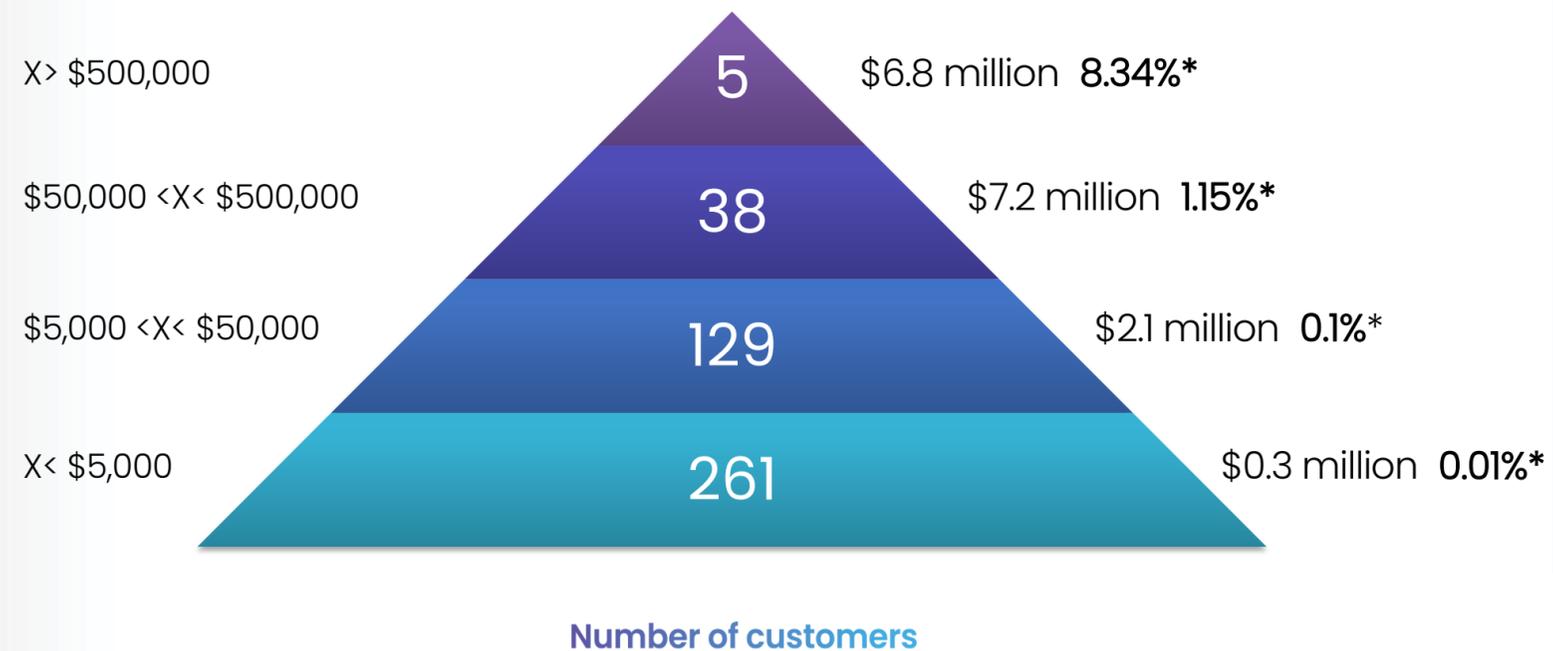
NetNut's Customer Breakdown

(Customers that generated over \$100 for the period)

H1 2024

By customer size

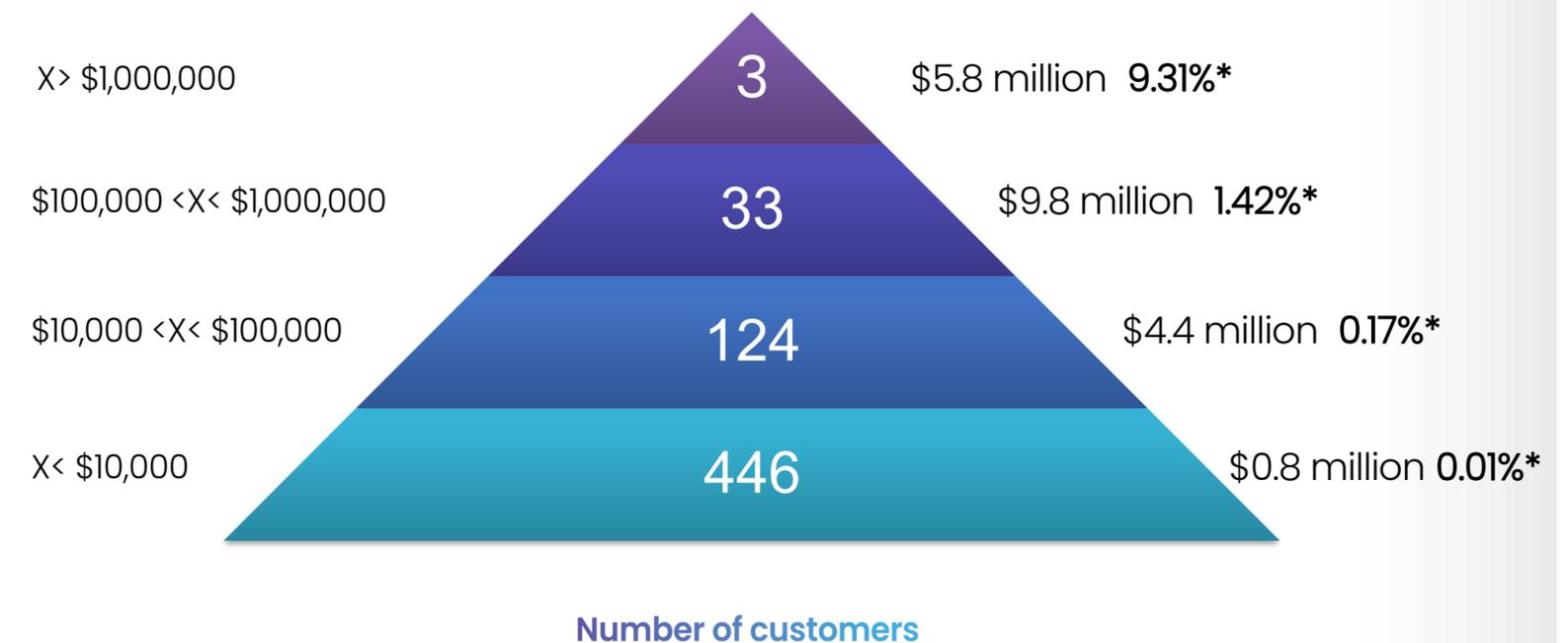
Aggregate revenue



2023

By customer size

Aggregate revenue



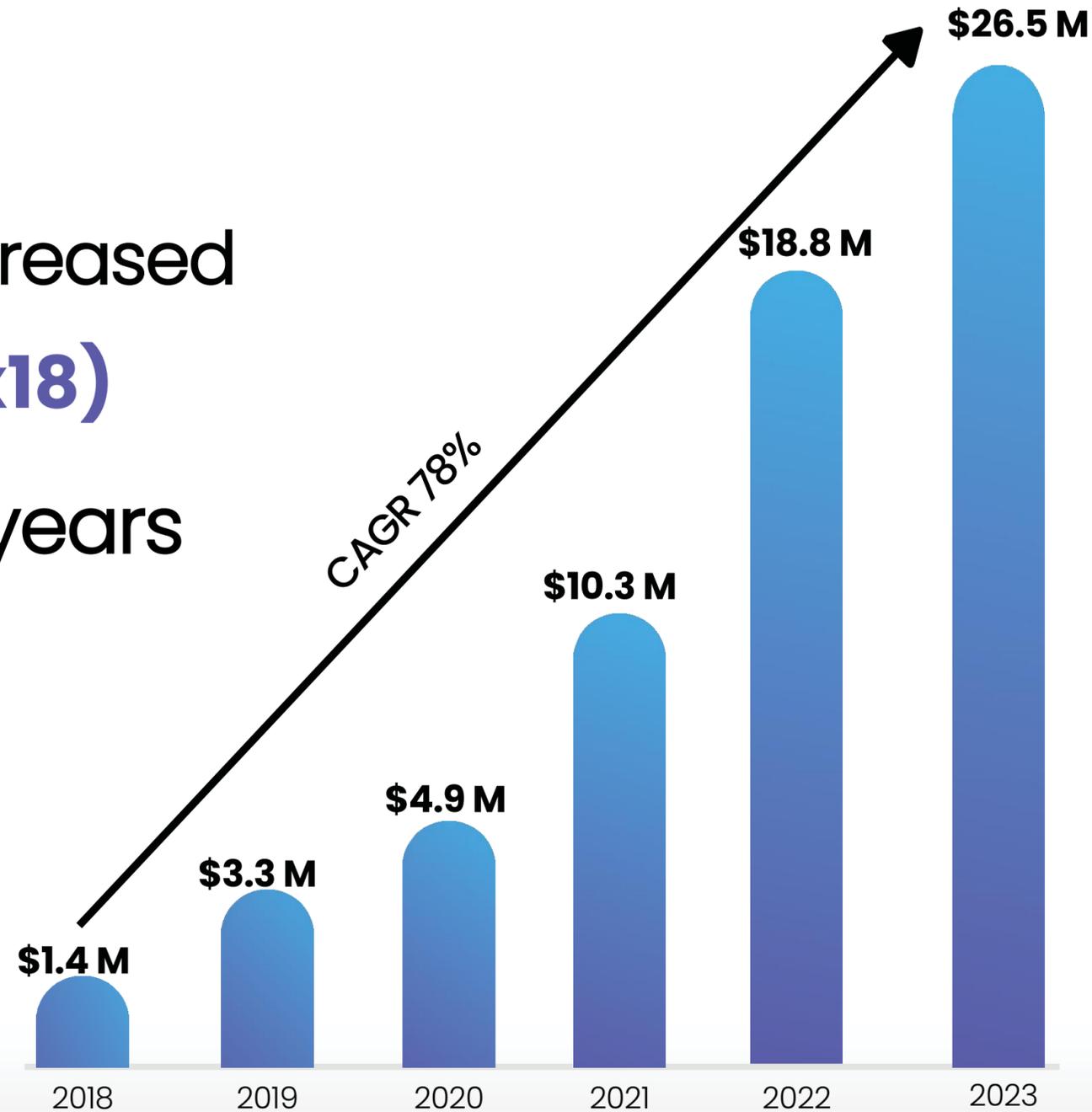
* % as average per customer, of total revenues



Alarum – Exceptional Annual Revenue Growth

Revenue increased
1700% (x18)
Over five years

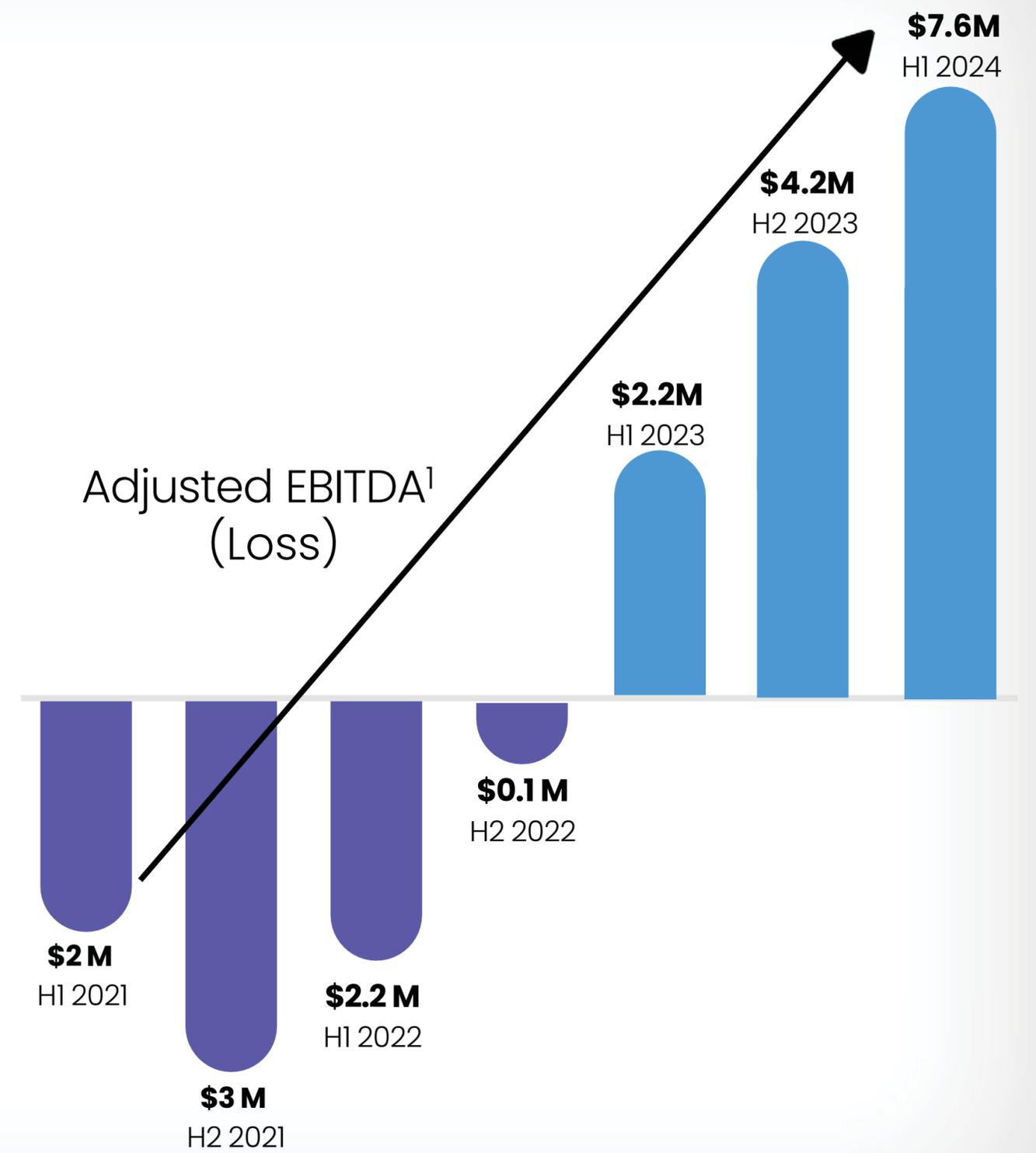
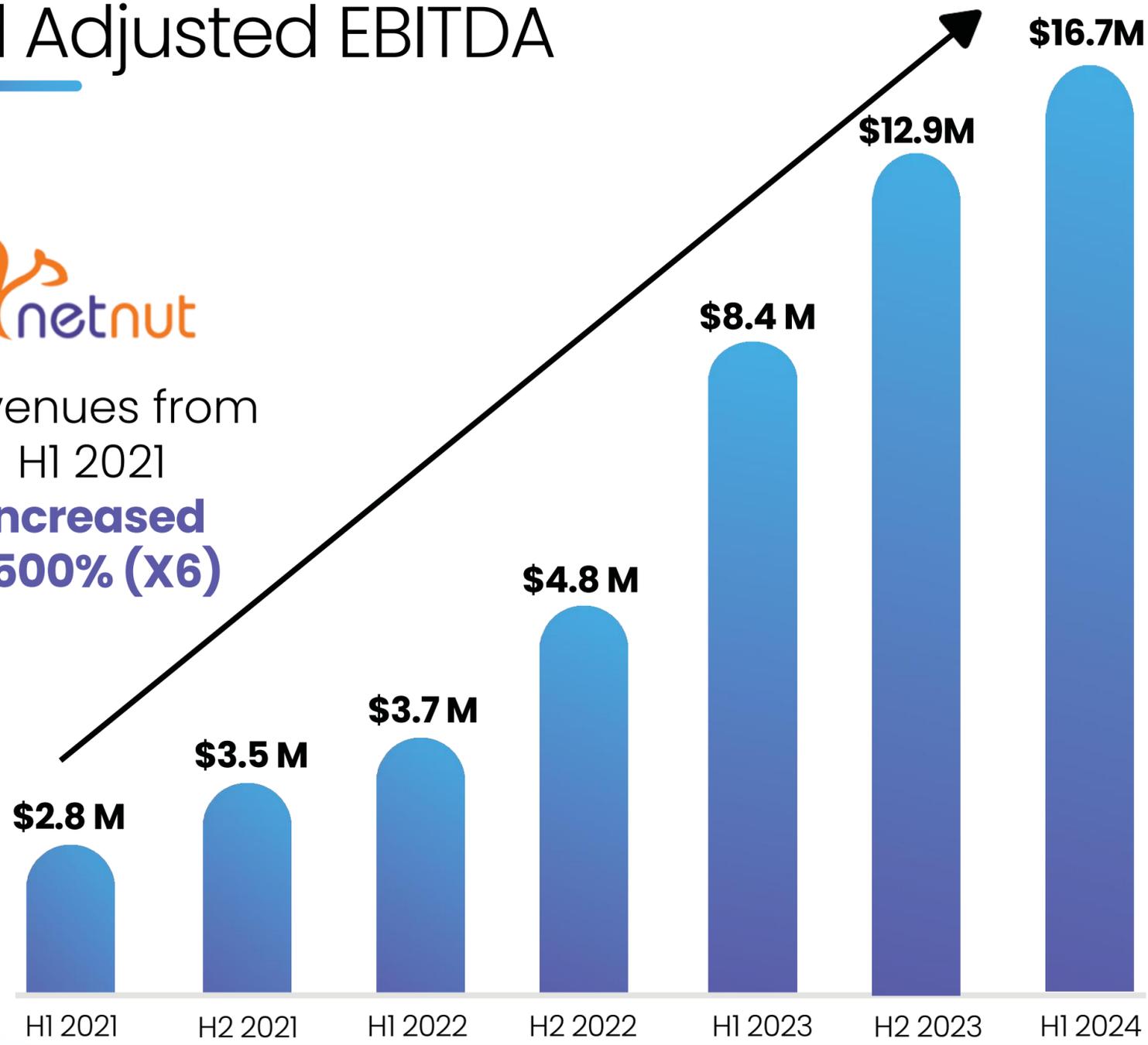
H1 2024 revenues:
\$17.3 million



NetNut: Revenue Growth and Adjusted EBITDA

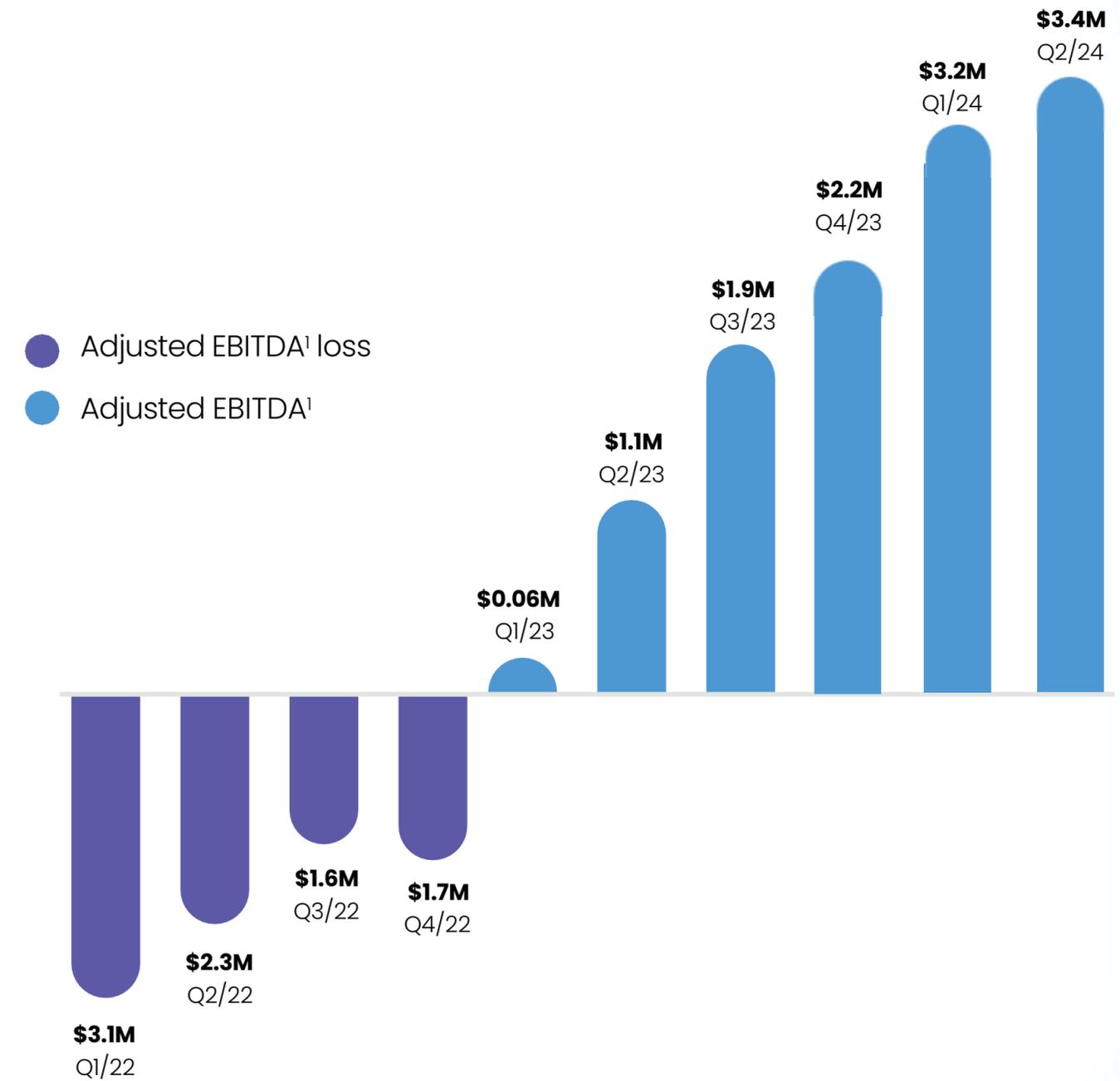
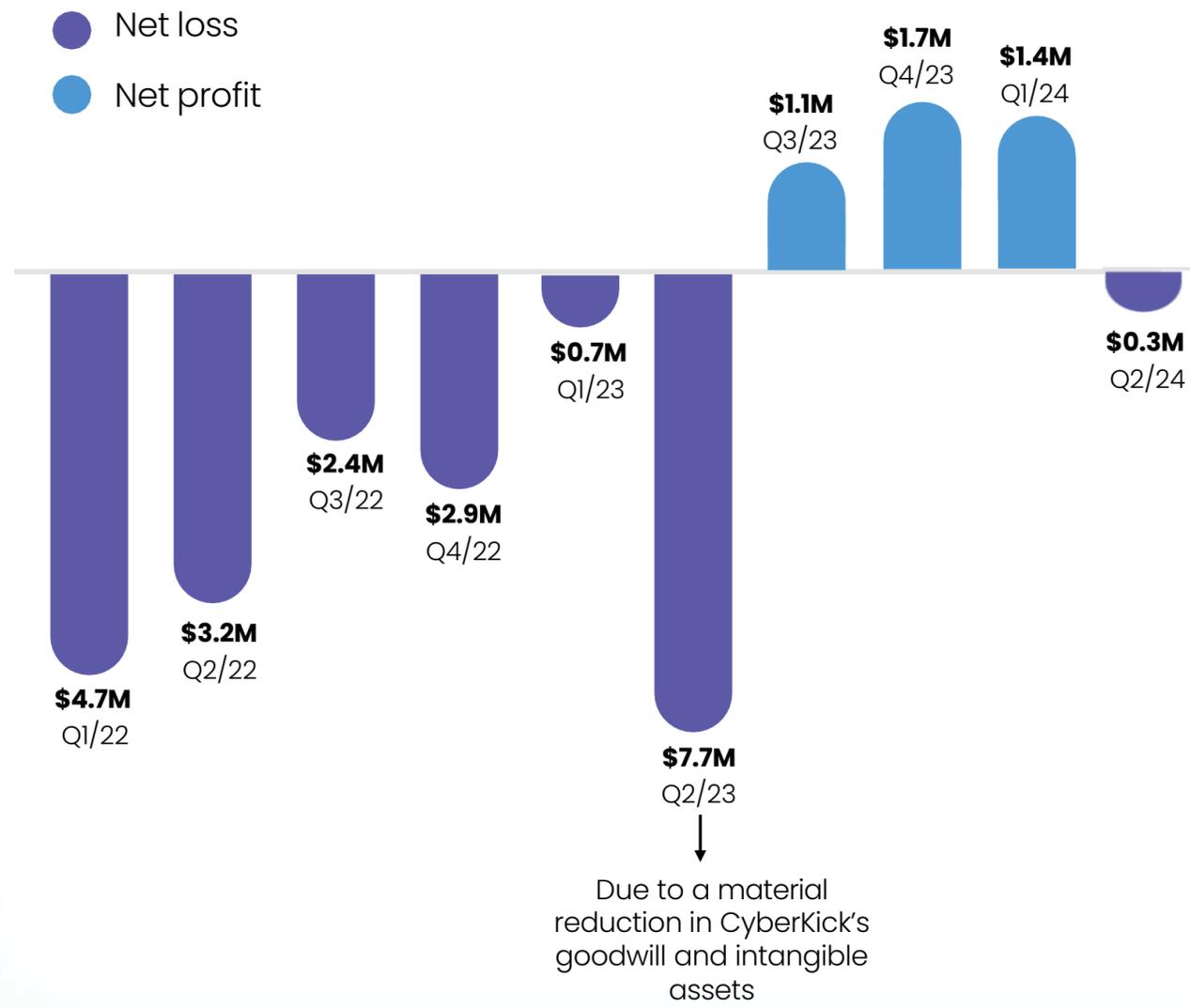


Revenues from
H1 2021
**Increased
~500% (X6)**



¹ The definition of Adjusted EBITDA and Adjusted EBITDA Loss can be found on the Disclaimer & Forward-Looking Statements slide

Our Path to Profitability



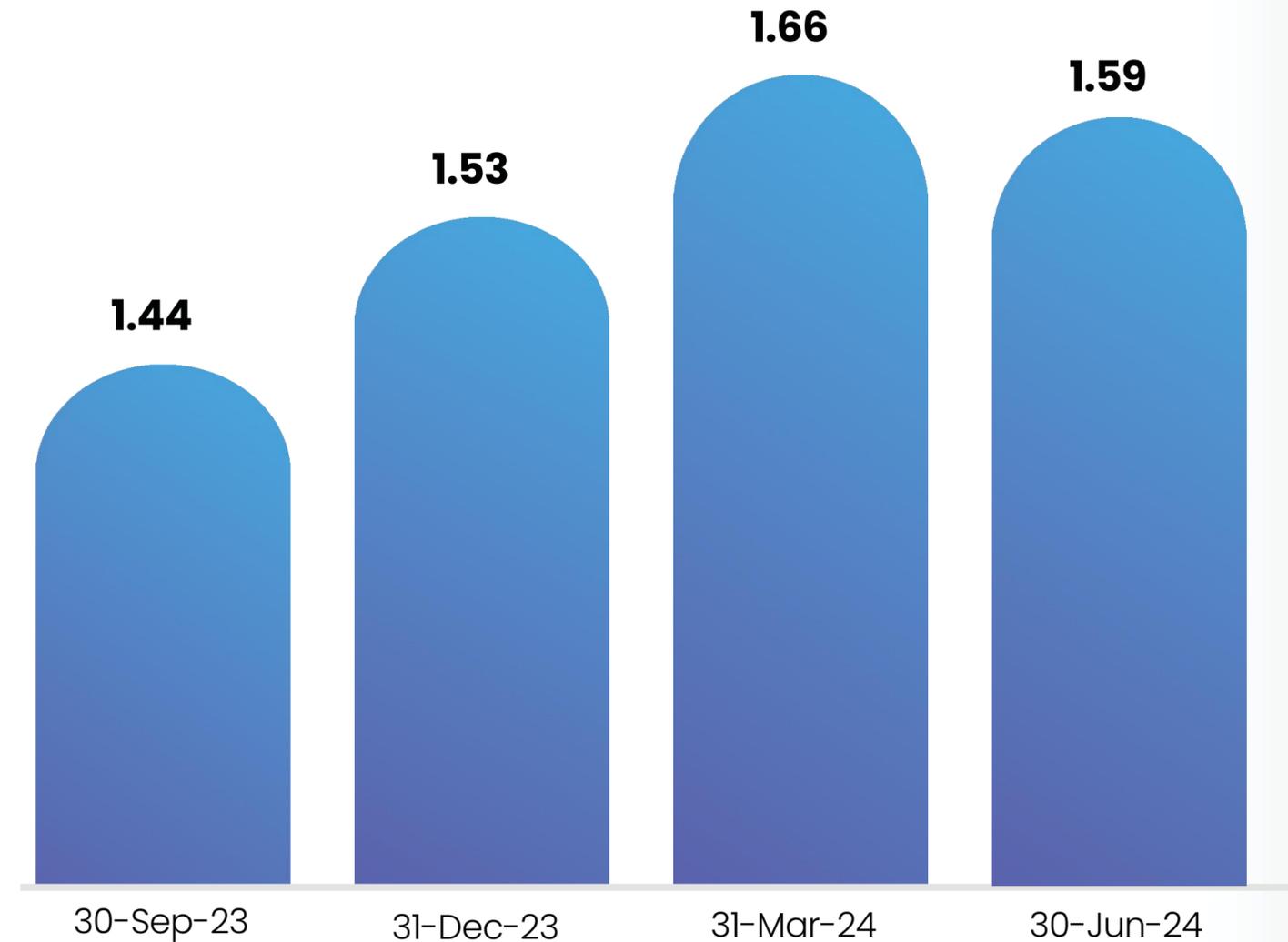
¹ The definition of Adjusted EBITDA and Adjusted EBITDA Loss can be found on the Disclaimer & Forward-Looking Statements slide

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.



Balance Sheet & Cap Table

Assets:

Cash and cash equivalents	21.6
Trade & other receivables	3.5
Goodwill	4.1
Intangibles	1
Other assets	1.3

Total Assets 31.5

Liabilities:

Trade & other payables	3.6
Contract liabilities	2.3
Long-term loan	0.4
Derivative financial instruments	3.4
Other Liabilities	1.4

Total liabilities 11.1

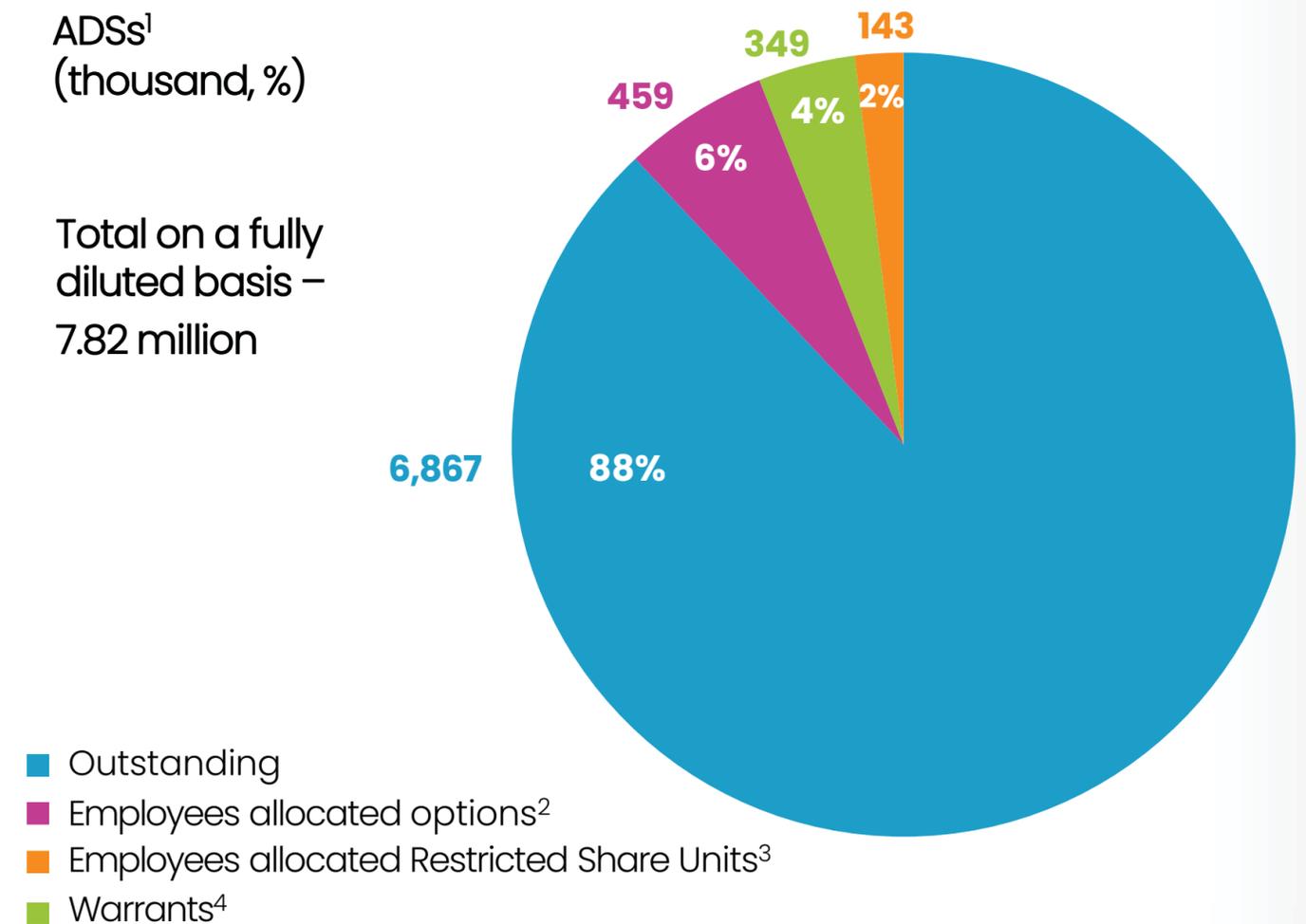
Total equity 20.4

* USD M

* June 30, 2024

ADSS¹
(thousand, %)

Total on a fully
diluted basis –
7.82 million



¹ As of August 22, 2024

² Weighted average exercise price \$5.12, Mostly expire between 2030–2032

³ Vested ratably until 2027

⁴ Weighted average exercise price – \$40; 83 thousand at \$12–\$20 and 266 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



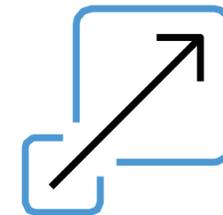
Key Takeaways



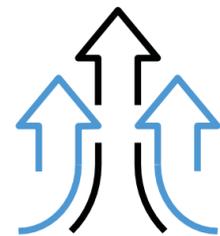
All time high revenues and Adjusted EBITDA for the first half of 2024



Innovation in the attractive growing market of data collection



Highly-scalable business model



Record revenue for H1 2024 – \$17.3 million



1.59 – NetNut’s Net Retention Rates
June 30, 2024



Thank You

Investor Relations

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