



Driving seamless large-scale data collection and analysis for insights and competitive advantage

Investor Presentation

August 2025

Nasdaq: ALAR
TASE: ALAR

Disclaimer & forward-looking statements

This presentation was prepared by Alarum Technologies Ltd. (the "Company" or "Alarum").

This presentation does not constitute an offer to purchase or sell securities of the Company or an invitation to receive such offers, nor does it constitute a recommendation or opinion with respect to the Company's securities and is intended for informational purposes only. The information presented in the presentation with respect to the Company's operations is concise and presented for convenience purposes only and does not provide all of the information on the Company and its subsidiaries and its business, nor is it a substitute for inspection of the Company's periodic reports. This presentation may contain copyrighted material the use of which has not always been specifically authorized by the copyright owner. We are making such material available in our efforts to advance understanding of issues related to our solutions. This presentation may also contain links or reference to other third-party websites. Such links or references are only for the convenience of the reader, user or browser; Alarum and its members do not recommend or endorse the contents of the third-party sites. This presentation contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act and other securities laws. Words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" and similar expressions or variations of such words are intended to identify forward-looking statements. For example, the Company is using forward-looking statements when it discusses its estimated revenue and Adjusted EBITDA, annual run-rate, the potential of its products, its strategy and growth drivers, the execution of its business strategy, the future value for shareholders and customers, its high retention rate, market potential for its products and future market growth. Forward-looking statements are not historical facts, and are based upon management's current expectations, beliefs and projections, many of which, by their nature, are inherently uncertain. Such expectations, beliefs and projections are expressed in good faith. However, there can be no assurance that management's expectations, beliefs and projections will be achieved, and actual results may differ materially from what is expressed in or indicated by the forward-looking statements. Forward-looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the forward-looking statements. For a more detailed description of the risks and uncertainties affecting the Company, reference is made to the Company's reports filed from time to time with the Securities and Exchange Commission ("SEC"), including, but not limited to, the risks detailed in the Company's annual report on Form 20-F filed with the SEC on March 20, 2025, and in any subsequent filings with the SEC. Forward-looking statements speak only as of the date the statements are made. The Company assumes no obligation to update forward-looking statements to reflect actual results, subsequent events or circumstances, changes in assumptions or changes in other factors affecting forward-looking information except to the extent required by applicable securities laws. If the Company does update one or more forward-looking statements, no inference should be drawn that the Company will make additional updates with respect thereto or with respect to other forward-looking statements.

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 – NRR (Net Retention Rate) is a key indicator of customer base health and revenue expansion. It is based on NRR point in time, which measures the revenue growth of customers over the past four quarters, compared to the revenue generated from these customers during the same period a year earlier. NRR is calculated as an average of the NRR points in time for the end of the current period and the three preceding quarters. $NRR > 1$ (or 100%): Indicates growth driven by existing customers, where upsells and cross-sells outweigh churn. $NRR < 1$ (or 100%): Shows revenue loss due to churn exceeding gains from upsells or cross-sells.



We are a **leading global data provider**,
empowering organizations to gain a
competitive edge by streamlining the
collection, extraction, and analysis of
large-scale **structured data** from
public online sources

Key metrics

Growth & profitability



\$30.5m

LTM to H1 2025
Revenues

0.98 NRR*

\$5.1m

LTM to H1 2025
Adjusted EBITDA

Revenues driven by

**Data
Collection**

for building foundational
AI models

68%

NetNut,
Data Collection
CAGR
2020-2024

Solid balance sheet & cashflow



\$25.0m

Cash, cash equivalents
& cash investments
June 30, 2025

\$29.1m

Shareholders equity
June 30, 2025

\$2.8m

Cash flow from operating
activities LTM to H1 2025

Attractive market & business model



\$17.1b

Total
Addressable
Market (TAM)**

**Data
Collection**

Leading global brand

**Broad &
Growing**

Network and
platform

**Artificial
Intelligence**

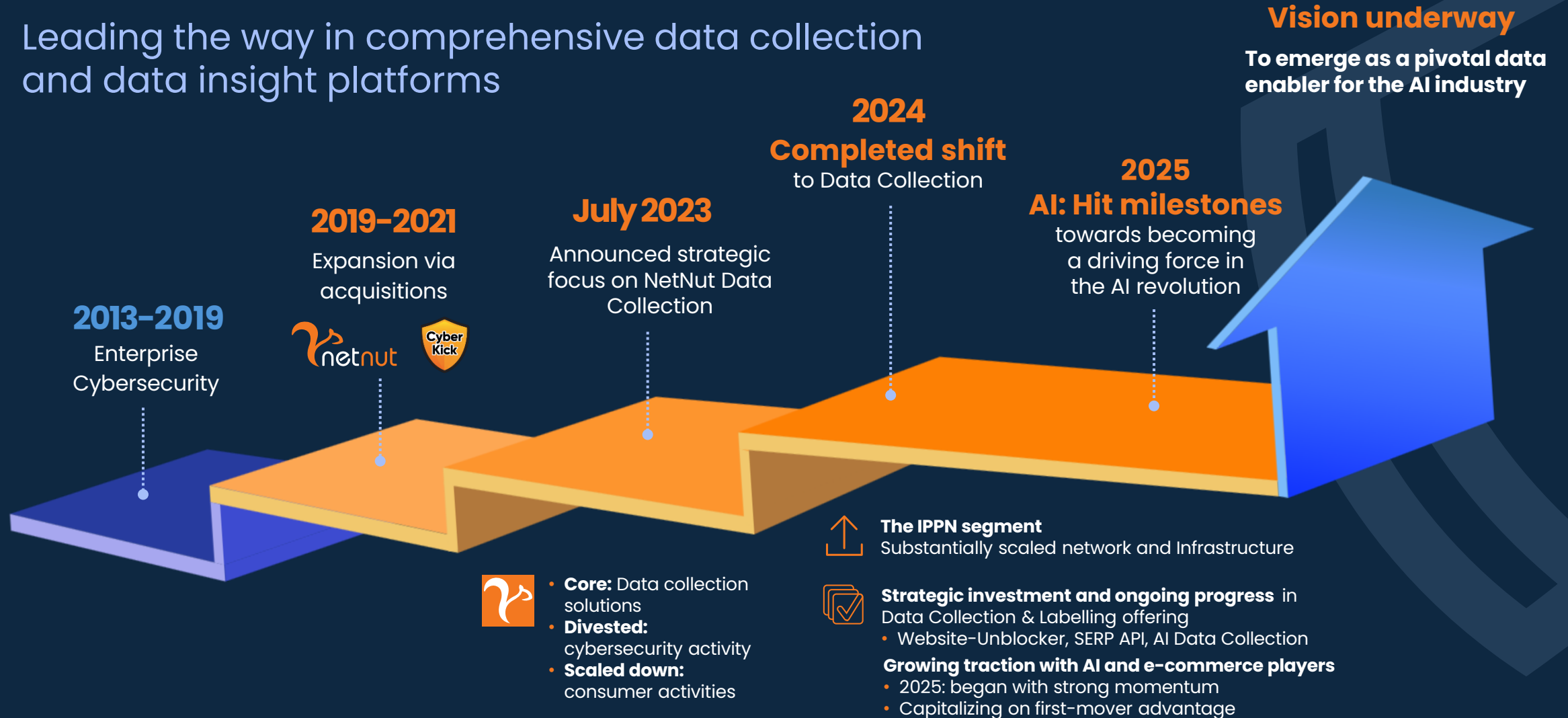
Strong in-roads toward
playing a key role

*The definition of Net Retention Rate (NRR) can be found on the Disclaimer & Forward-Looking Statements slide

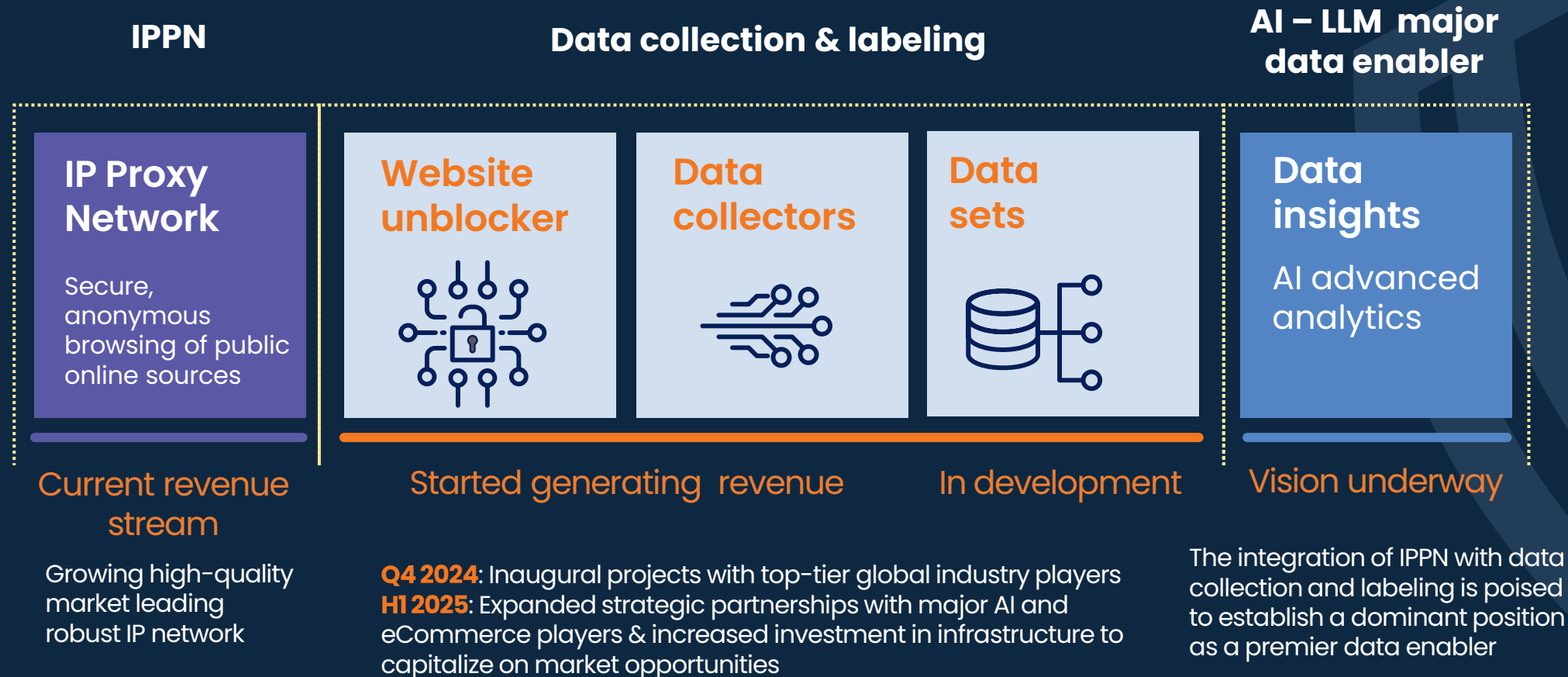
**Source: [Data Collection and Labeling, Grand View Research, 11/2024](#)

Agile strategy driving success and growth

Leading the way in comprehensive data collection and data insight platforms



Becoming a leading data enabler for AI



IPPN: Harnessing business potential

our IP Proxy Network solutions meet critical needs and drive success



The market need

Seamless access to accurate large-scale data for reliable research and competitor analysis

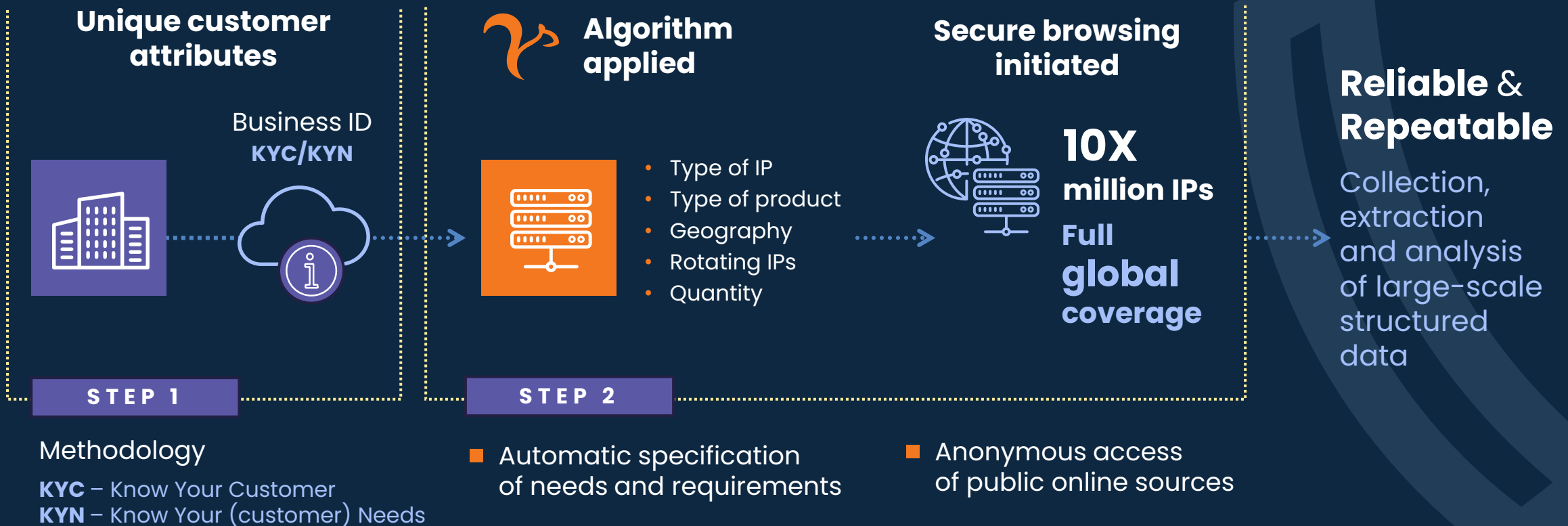


How we do it

- Access public online sources
- Navigate the challenge of varying data based on IPs, locations, and demographics
- Capture reliable data securely and anonymously
- Protecting sensitive research and online activities

IP Proxy Network (IPPN) product

Overcoming data variation to ensure reliable, consistent, and secure public data capture



The value – delivering key benefits across industries

our customers effortlessly gain accurate, transparent, and scalable data from any public online source



Business continuity

Prevent data blocking and inaccuracies



Revenue growth

Enabled by widespread geographic coverage and scalable data



Efficiency & cost reduction

Achieved through automation



Enhanced AI models

Improved training with extensive data sets

Data Collection & Labelling product line

Pushing the Boundaries of Innovation in Data Collection and Insights

Web SERP API

Retrieve real-time structured data

- Easily extract web data at scale with a simple, powerful API
- Streamline data analysis with a well-structured data flow



Website Unblocker

Navigate anti-bot systems on public sites

- Seamless uninterrupted access to websites
- Ensure consistent, reliable data collection operations



AI Data Collector (in launch)

Retrieve fast, reliable and clean data

- no-code interface
- Adapts to website changes, ensuring uninterrupted data collection

Data sets

Instantly access high-quality, structured data

- Ready-to-use datasets for rapid, extensive analysis
- On-demand, industry-specific data



The multi-billion growing Data Collection & Labeling market

Data Collection & Labelling Market
projected 28.4%
CAGR

2024
\$3.8B

2030E
\$17.1B

Market Drivers



Data-backed decisions

Continuous data flow for informed business decisions



Critical for AI

Data collection and labeling are vital for training and accuracy



Social media analysis

Drives marketing and digital growth



Buyer trends

Demand for broad, automated web-data platforms

A snapshot of selected customers

Leading global AI and e-commerce companies

Lenovo 联想

 **RocketReach**

 **import.io**

Stirling

 **APIFY**

Additional selected examples

B2B Sales intelligence
>250M contacts

Employment & health
checks >100M yearly

Fortune 100
Merchandise retailer

Global leader in business
management

A wide range IPPN use cases

Deployed globally

- Web Data Extraction
- Social Media
- Cybersecurity
- Alternative Data
- SEO Monitoring & SERPs Tracking
- Price Comparison
- Brand Protection
- Market Research
- Ad Verification
- Customer Review Monitoring
- Food Delivery Data
- Travel Fare Aggregation
- Website Change Monitoring
- Email Verification

Use cases

Our solutions
in action



Fortune 200 company

Operating a multi-million cross-region network and a multi-billion USD business



How: (IPPN & Website Unblocker)
Large-scale search of competitor data and pricing



Value:
Enhance automation and customer spending while gaining a competitive edge



Reward travel booking platform

Serving over 100 airlines



How: (IPPN) Collecting and analyzing reward systems data



Value: Maximizes reward points value and simplifies flight bookings



Brand protection

Covering X100s of social media and marketplace platforms



How: (IPPN) Collecting data for customers



Value: Detects unauthorized ads, product misuse, and brand violation



Search Engine Optimization

Serving over 1M pros



How: (IPPN) Global multi-device keyword search for customers



Value: Boosting visibility, traffic, sales and more



Data enabler for AI companies

for LLM chatbots serving multi-million users



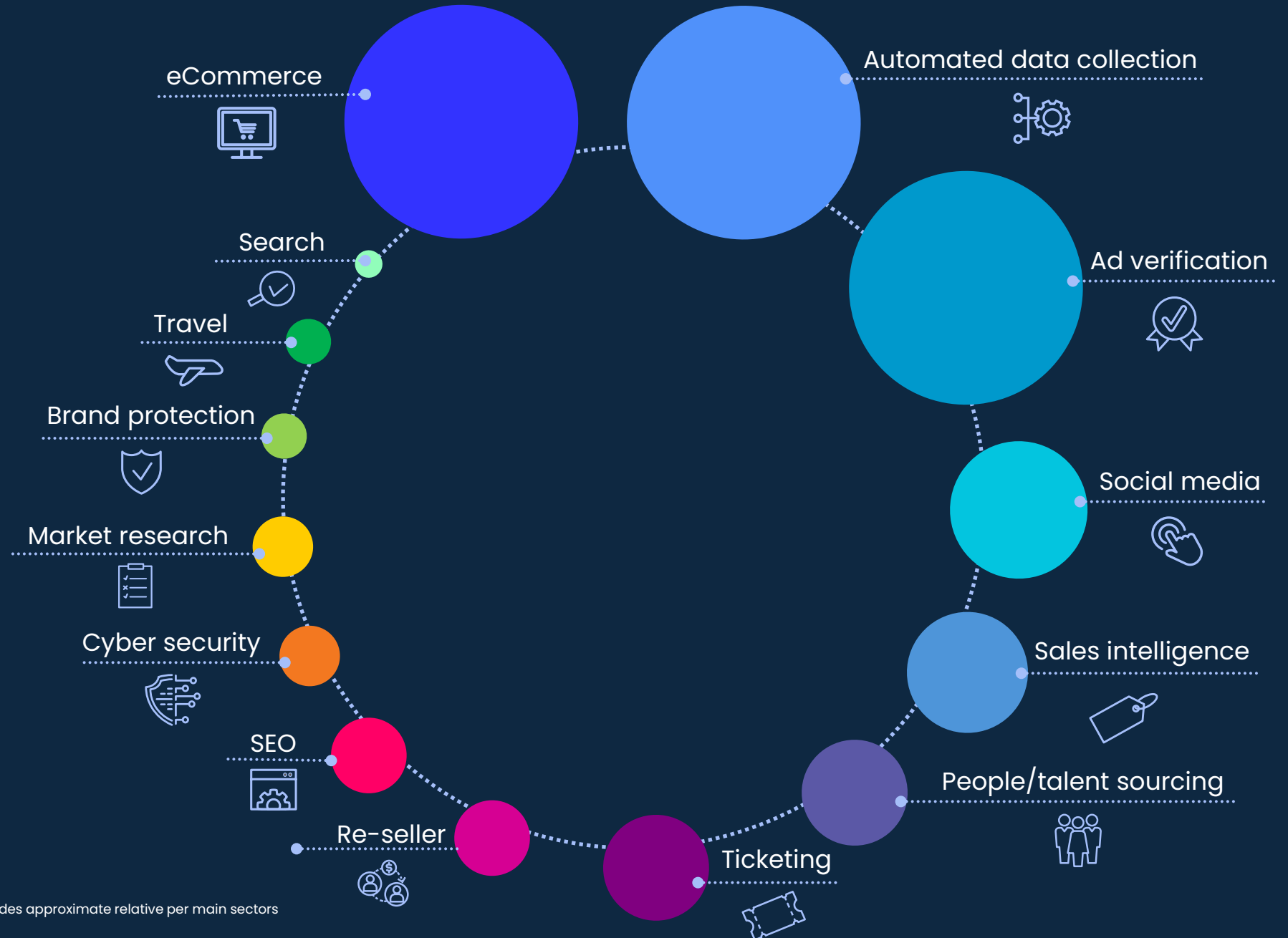
How: tools for collecting data from public sites at scale



Value: Improving ability to provide comprehensive and accurate answers

NetNut's customer breakdown¹

H1 2025
illustrative by
number of
customers



¹ The visual is for illustrative purposes only and provides approximate relative per main sectors based on customer count

Market trends shaping business short and long-term

Data is key



Expand our infrastructure, network coverage and endpoints



Enter the **large** and **growing** data collection & labelling market



Penetrate **new sectors** and attract Fortune 500 companies



Highly-scalable business model enables to invest in **innovation** and growth



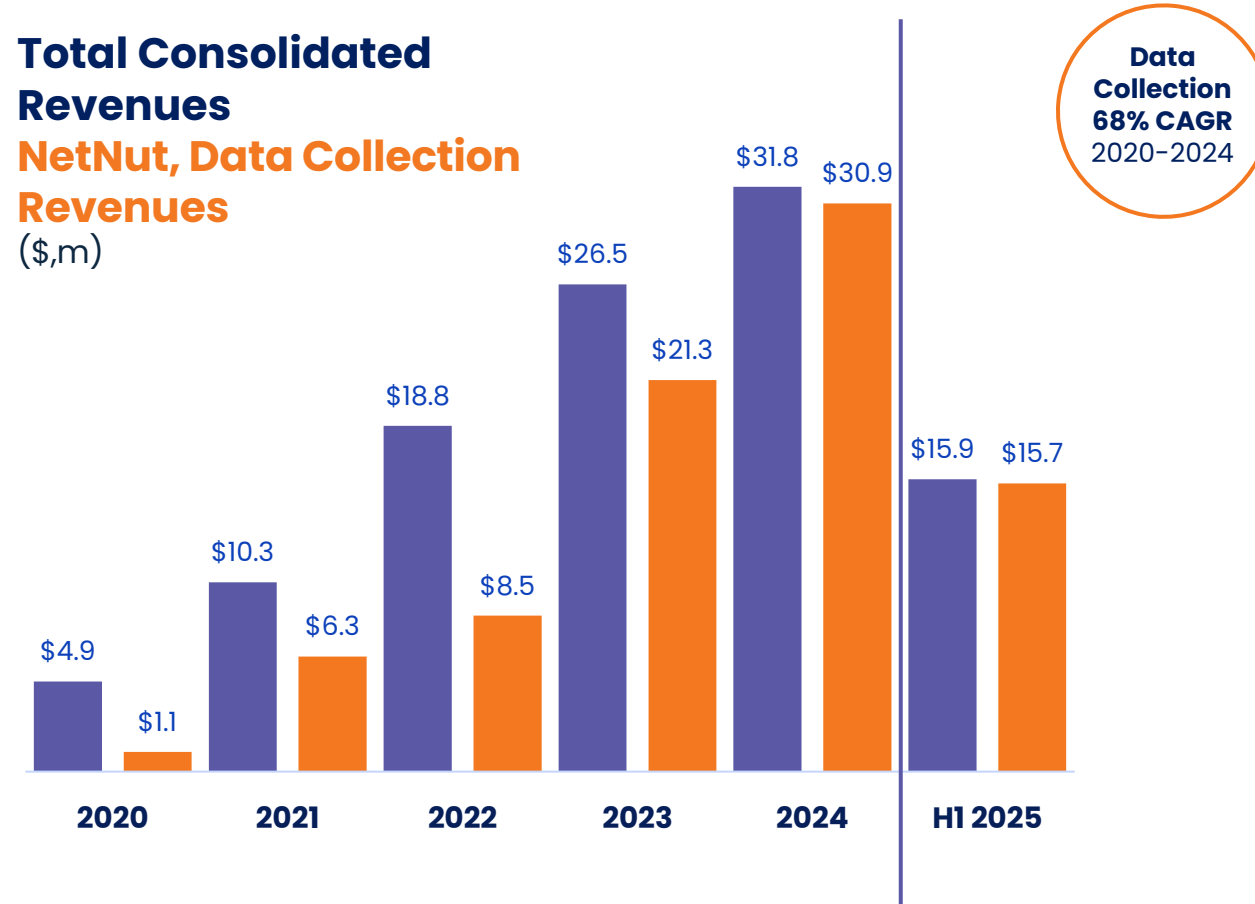
Vision: become a leading data enabler for the AI sector and its major players

Completed transition to a data collection company

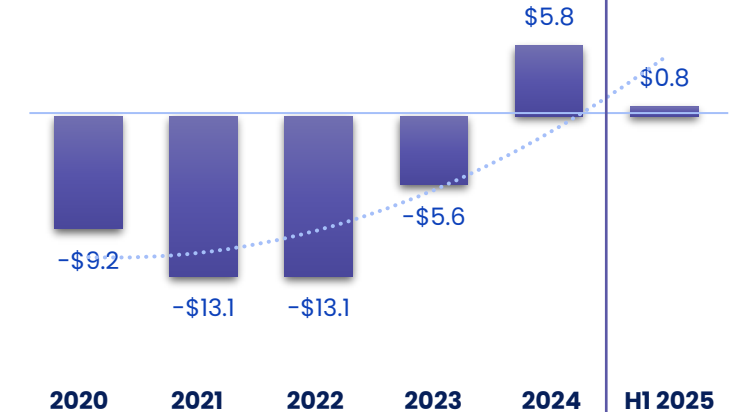
2020-2025 Annual Revenue and profitability trends

Total Consolidated Revenues

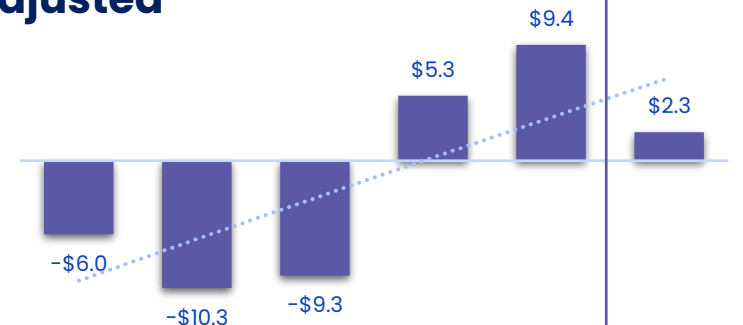
NetNut, Data Collection Revenues (\$,m)



Total² Net Income (\$,m)



Total^{1,2} Adjusted EBITDA (\$,m)



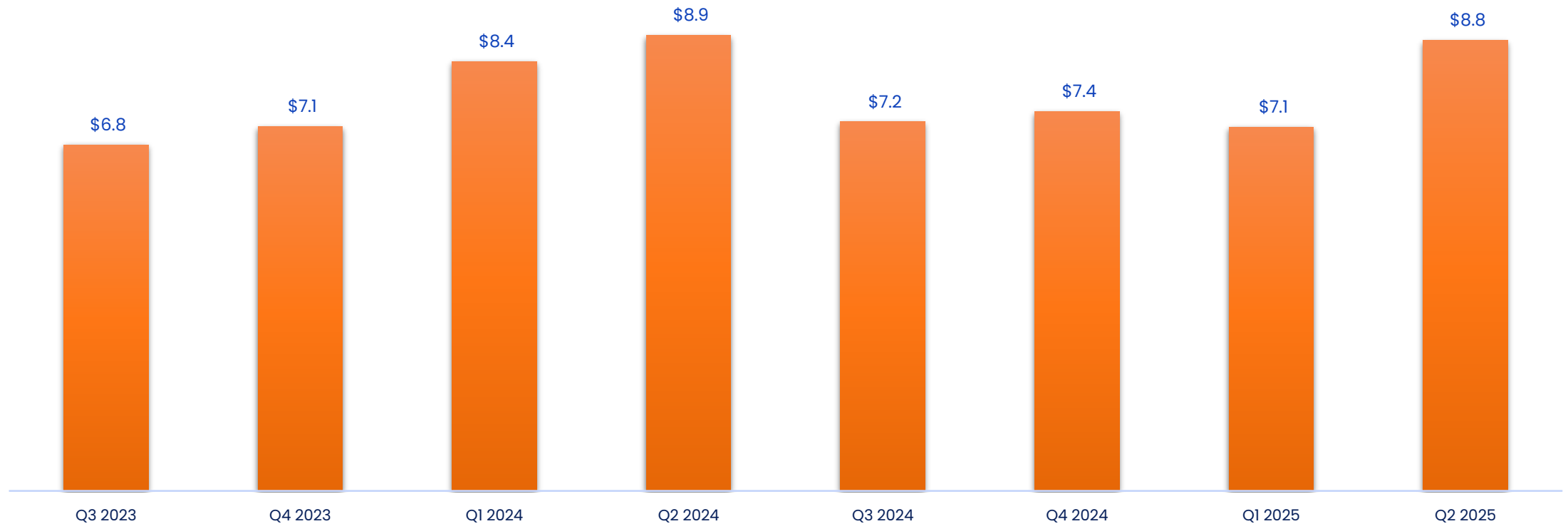
¹ The definition of Adjusted EBITDA and Adjusted EBITDA Loss can be found on the Disclaimer & Forward-Looking Statements slide

² Total Consolidated

Quarterly revenue trends

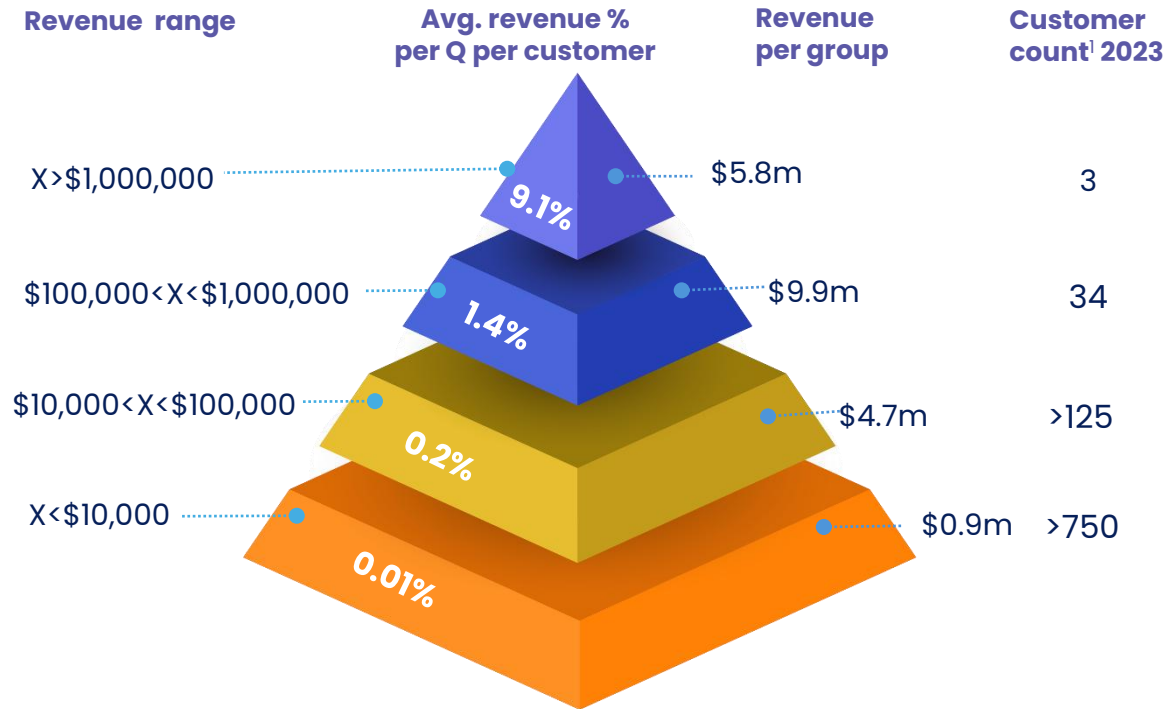
Consolidated Revenues (\$ m)

Almost 100% of
revenues are
data collection

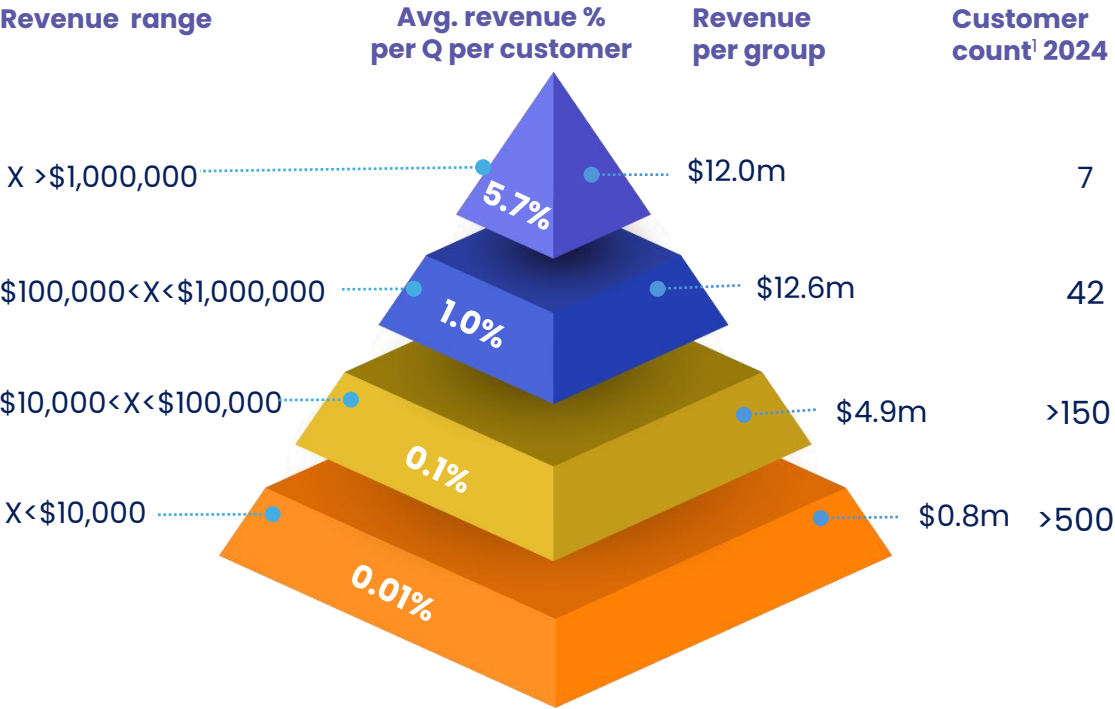


2023 to 2024: Positive customer diversification trends

NetNut 2023 customer diversity¹ Quarterly average (revenue, percentage)



NetNut 2024 customer diversity¹ Quarterly average (revenue, percentage)



¹Percentage as average per customer, of total revenues, divided by the number of quarters in the period. Includes customers that generated over \$100 for the total period

Core growth engines

Data is key



Expand our infrastructure, network coverage and endpoints



Enter the **large** and **growing** data collection & labelling market



Penetrate **new sectors** and attract Fortune 500 companies



Highly-scalable business model enables to invest in **innovation** and growth



Vision: deliver a cutting-edge platform for AI driven data analysis-based insights

Leadership



Chen Katz
Active
Chairman [in](#)



Shachar Daniel
Co-Founder and
CEO [in](#)



Shai Avnit
Chief Financial
Officer [in](#)



Omer Weiss
Corporate Legal
Counsel [in](#)



Ezra Muallem
Chief Operating
Officer [in](#)



Moshe Kramer
Chief Strategy &
Innovation Officer [in](#)



Tomer Cohen
Chief Technology
Officer [in](#)



Jeffy Binhas
Chief Revenue
Officer [in](#)



David Matrikin
SVP Product &
Strategy [in](#)



Dafna Lipowicz
VP Human
Resources [in](#)

A solid orange vertical bar is positioned to the left of the 'Appendix' text.

Appendix



Financial results

Summary¹ – H1 2025 and 2024

in millions of U.S. dollars, rounded, except per share amounts and margins

	For the Six Months Ended June 30,		For the Three Months Ended June 30,		For the Year Ended December 31,
	2025	2024	2025	2024	2024
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
Revenue	15.9	17.3	8.8	8.9	31.8
Gross profit	10.2	13.4	5.4	6.8	23.9
Gross margin (in percentage)	64.3%	77.7%	61.7%	76.9%	75.1%
Non-IFRS gross margin (in percentage)	66.0%	79.9%	63.3%	78.5%	77.0%
Total operating expenses	9.9	8.1	5.4	4.2	17.2
Financial income (expense), net	0.7	(3.3)	0.4	(2.5)	0.3
Tax expense	0.3	0.8	0.1	0.5	1.2
Net profit (loss) for the period	0.7	1.1	0.3	(0.4)	5.8
Adjusted EBITDA	2.3	6.6	1.0	3.4	9.4
Basic earnings (loss) per American Depositary Share ("ADS") (in U.S. dollars)	\$0.10	\$0.16	\$0.04	\$(0.05)	\$0.87
Non-IFRS basic earnings per ADS (in U.S. dollars)	\$0.32	\$0.86	\$0.17	\$0.41	\$1.26
Cash, cash equivalents and debt investments (including accrued interest) ²	25.0	21.6	25.0	21.6	25.0
Shareholders' equity ²	29.1	20.4	29.1	20.4	26.4

1. The table below contains certain non-IFRS financial measures. See "Use of Non-IFRS Financial Results" for additional information regarding these measures and reconciliations to the most comparable IFRS measures.

2. As of the last day of the period.

Balance sheet & cap table as of June 30, 2025

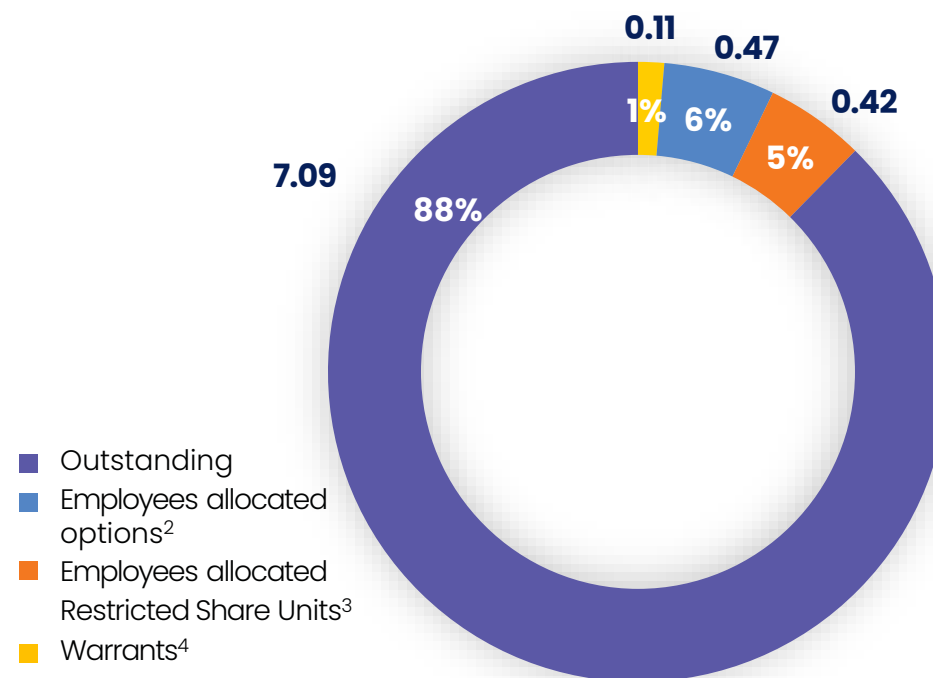
Assets		Liabilities	
Cash, cash equivalents & cash investments	25.0	Trade & other payables	3.2
Trade & other receivables	4.1	Contract liabilities	2.5
Goodwill	4.1	Long-term loan	0.0
Intangibles	0.5	Other liabilities	1.0
Other assets	2.1	Total liabilities	6.7
Total assets	35.8	Total equity	29.1

*\$,m

* June 30, 2025

ADSS¹ (millions)

Total on a fully diluted basis – 8.09 million



¹ As of August 28, 2025

² Mostly expire between 2030–2032

³ Vested ratably until 2028

⁴ Mostly expire in 2025



Thank you

investors@alarum.io

Nasdaq: ALAR

TASE: ALAR