



1st Quarter 2024 Investor Meeting

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- The presentation includes additional information that was not presented in the reports published by the Company to the public and/or information presented differently from the way in which it was presented in the reports published by the Company to the public, including Glassbox acquisition by Alicorn Venture Partners (slide 3), Q1 2024 financial highlights (slide 4), our business mix provides stability (slide 5), Q1-24 Non-GAAP P&L Summary (slide 12) and Q1-24 CF Summary (slide 13). The presentation is not intended to replace the need to review the reports issued by the Company to the public, including the Public Offering Prospectus, an Offering of sale, and a Shelf Prospectus dated June 4, 2021, as amended on June 8, 2021, the Company’s periodic report for the year of 2023 (the “**Periodic Report**”), the Company’s quarterly report for the first quarter of 2024, and the Company’s immediate reports.
- **Forward-Looking Information Warning:** The Company’s forecasts and assessments as set forth in this presentation, including Glassbox acquisition by Alicorn Venture Partners (slide 3) and continuous investment in R&D and S&M to drive future growth (slide 13), are regarded as Forward-Looking Information, as such term is defined in the Securities Law, 5728-1968, the realization of which is uncertain and is not under the complete control of the Company. This information is based, among other things, on the assessments of the Company’s management and the Company’s goals and strategy, the technological environment in which the Company operates, its field of activity and the demand for its products, the existence of financing channels available to the Company for the purpose of fulfilling of the said goals, as well as the realization of either of the risk factors listed in section 1.36 of the Periodic Report. It should be clarified that there is no certainty that the abovementioned Forward-Looking Information will realize, and if realized, there is no certainty that its realization will not be different from the abovementioned, even materially.

Glassbox to be acquired by Alicorn Venture Partners

Positioned to drive category-defining innovation and sustainable growth on its path to revolutionizing the way companies engage and connect with their customers online.

- ✓ Definitive agreement in an all-cash transaction valued at approximately \$150 million
- ✓ Company will become a privately held entity
- ✓ Alicorn Venture Partners, a longstanding investor in Glassbox
- ✓ The company is expected to continue to be led by CEO Yaron Morgenstern and the existing management team
- ✓ Closing expected in Q3 2024, subject to approval by Glassbox shareholders and the satisfaction of other customary closing conditions



Q1 2024 financial highlights

\$14.4M

Revenues, up 28%; Cloud revenues up 71%

\$57.7M

ARR, up 21%; Cloud ARR up 49%

73.5%

Gross margin (non-GAAP), up from 64.7%

78.2%

Cloud gross margin (non-GAAP), up from 67.8%

94%

Large enterprise* gross retention, continuous improvement

\$42.3M

Cash, including \$20M credit line and deposits

\$0.7M

Operating loss (non-GAAP), down by 86%; \$0.2M loss before taxes (non-GAAP), down by 95%

\$3.6M

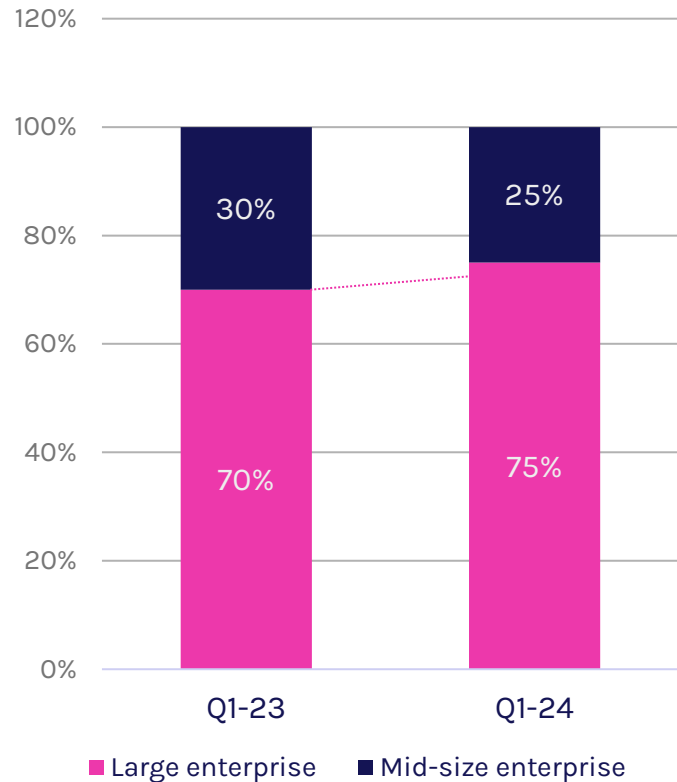
Operating cash burn, down from \$4.9M

Note: All comparisons are in relation to previous year

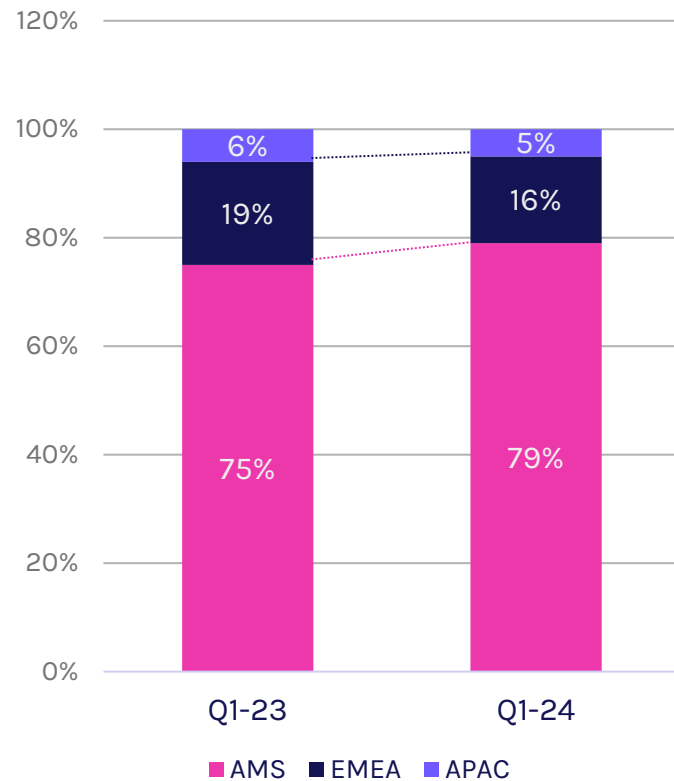
* Large enterprises (annual revenues of over \$250,000)

Our business mix provides **stability**

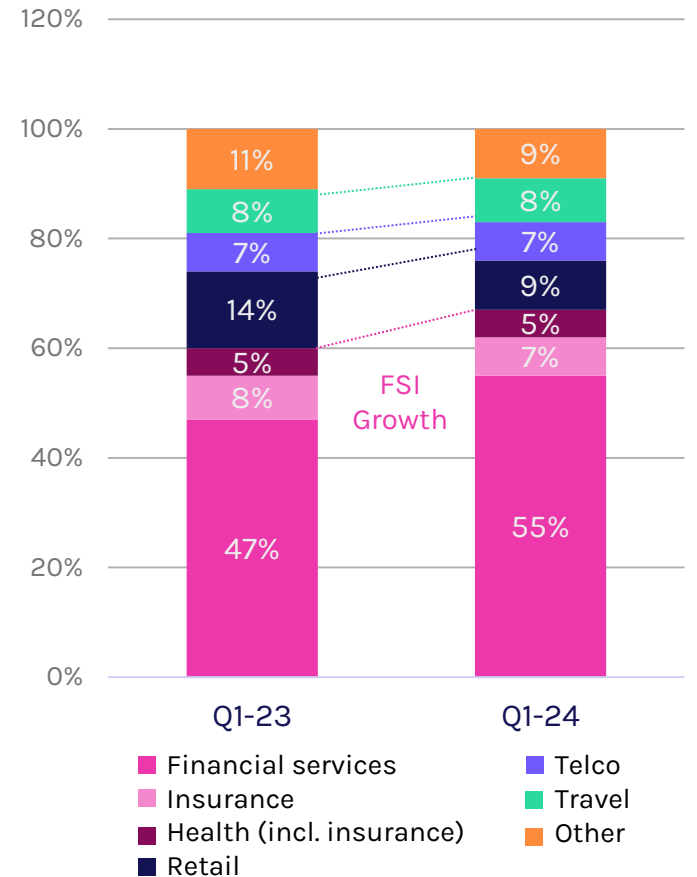
Customer size



Region



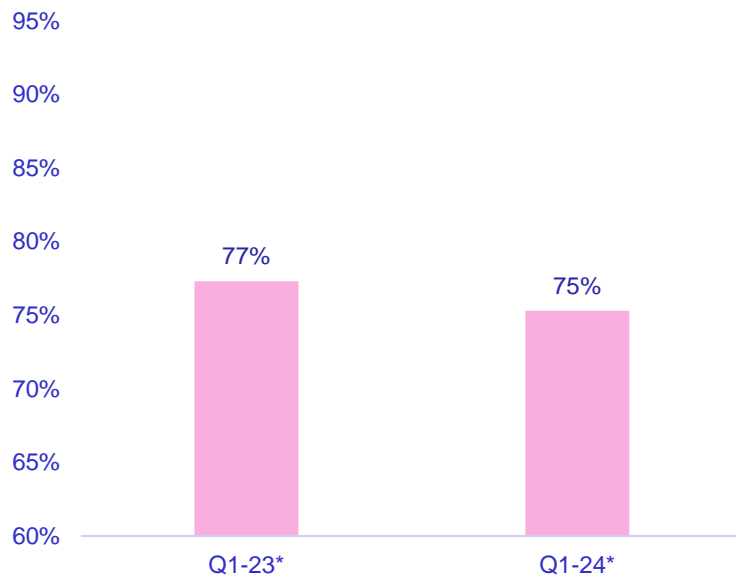
Vertical



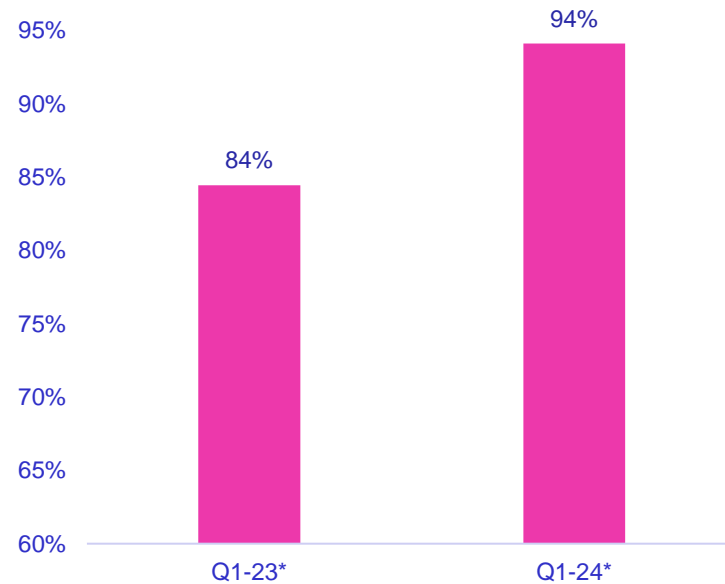
ARR = annual recurring revenues; defined as the value of the contracted recurring revenue normalized to a one-year period

Positive trend in gross retention rates

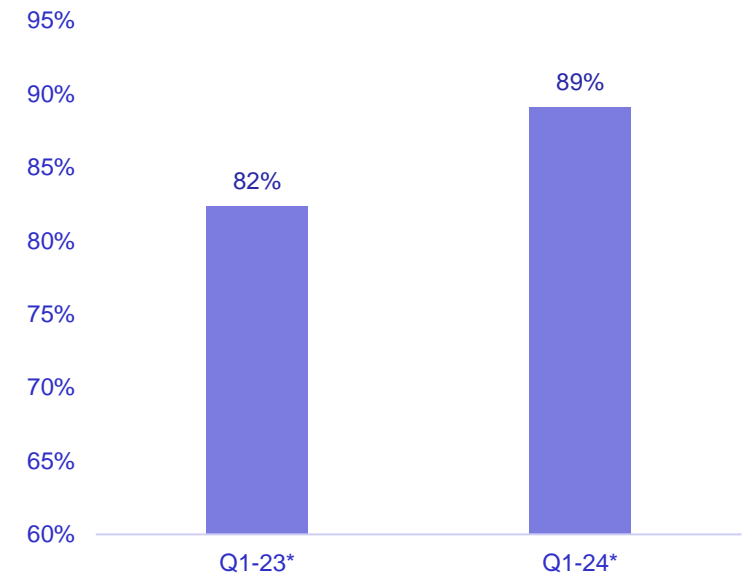
Mid-size enterprise



Large enterprise



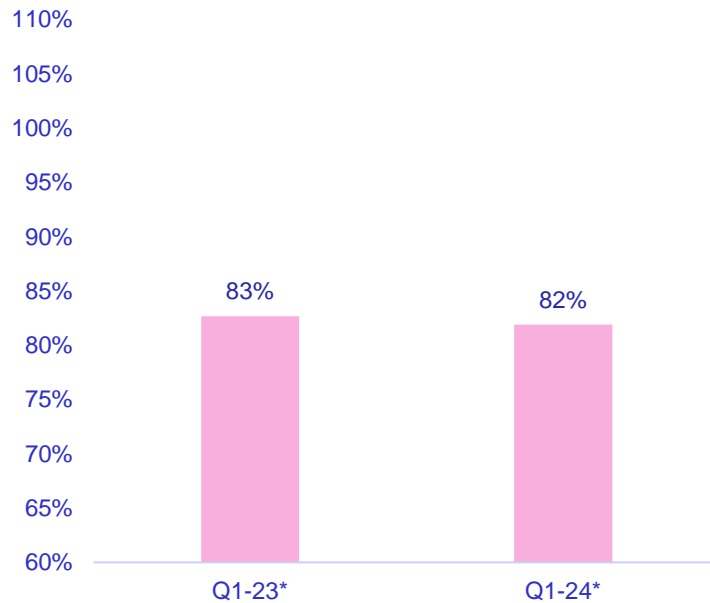
All customers



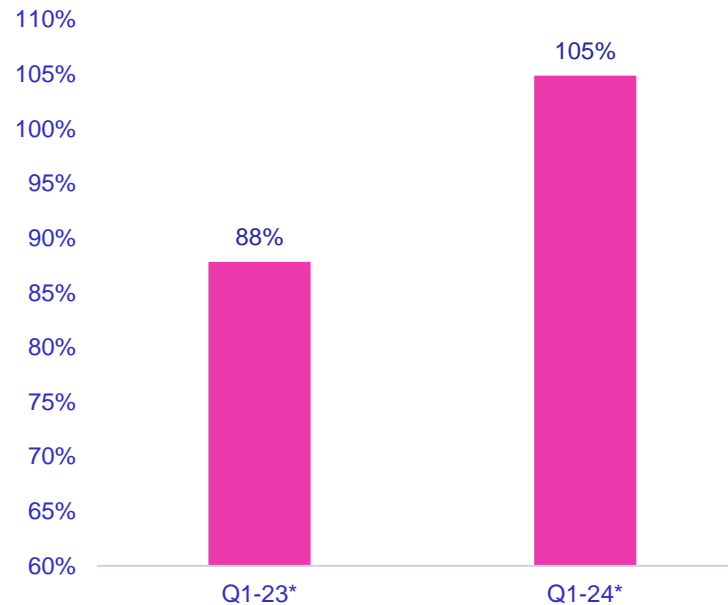
*Annualized retention rates

Positive trend in net retention rates

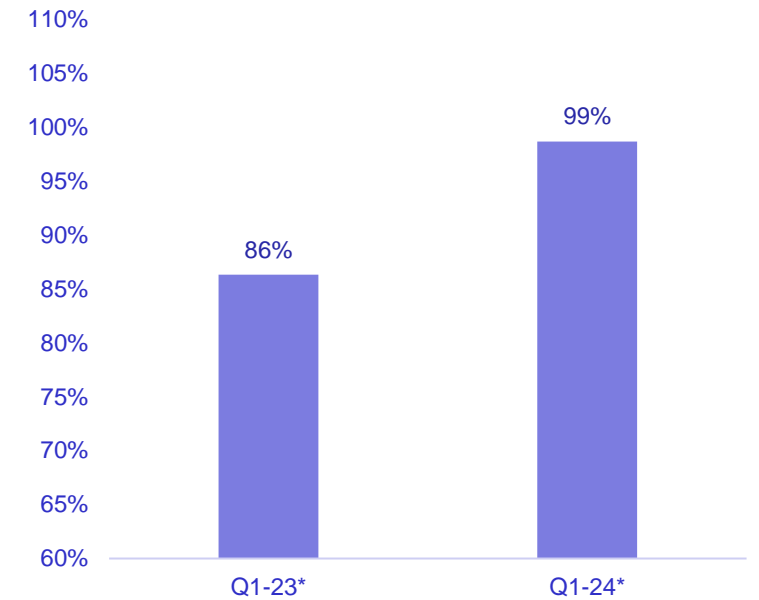
Mid size enterprise



Large enterprise



All customers

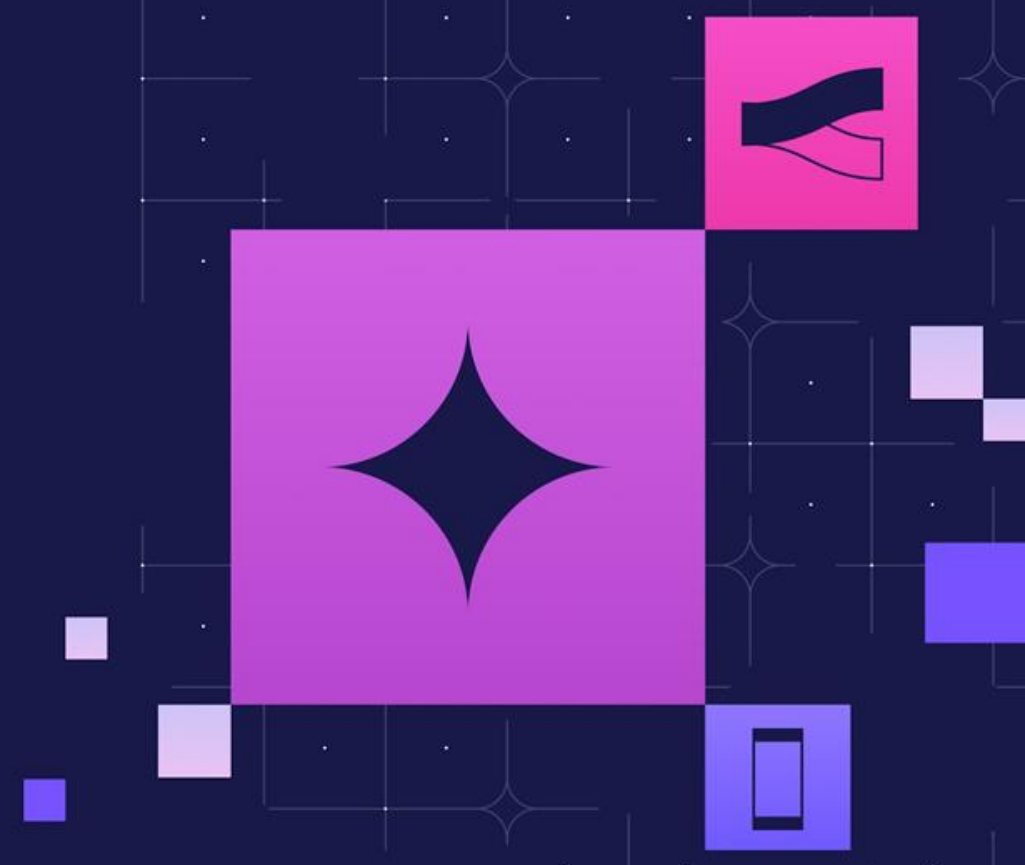


*Annualized retention rates

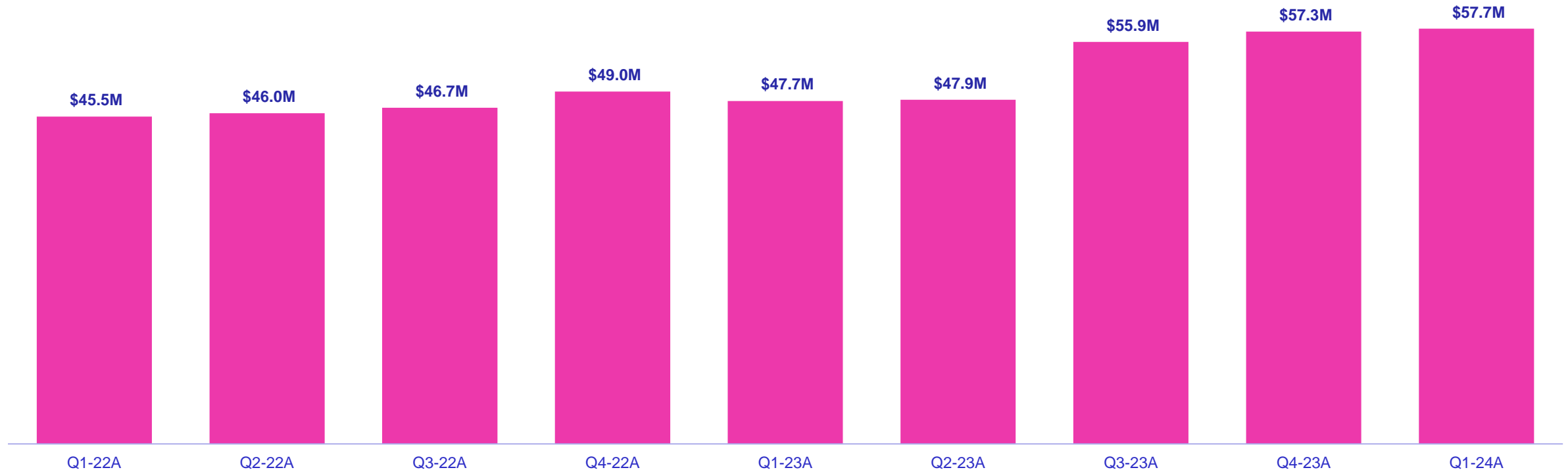
Q&A



Appendix

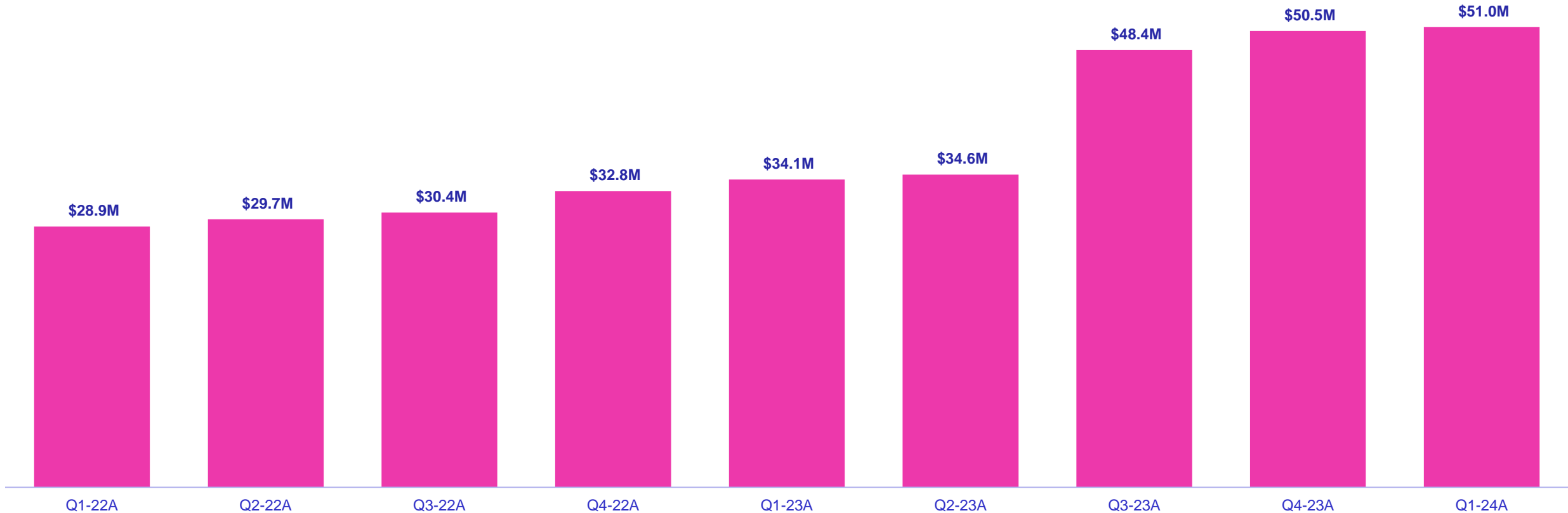


Continuous improvement in ARR



ARR = annual recurring revenues; defined as the value of the contracted recurring revenue normalized to a one-year period

Constantly increasing cloud ARR



ARR = annual recurring revenues; defined as the value of the contracted recurring revenue normalized to a one-year period

Q1-24 Non-GAAP P&L Summary

- Cloud subscription grew by 71% and total revenue grew by 28%
- Cloud margins increased from 67.8% to 78.2%
- Operating loss reduced by 86% due to increase in gross profit and reduction in Opex
- Reduction of 7% in Opex due to continued efficiencies following RIF in May 2023

(K\$)	Q1-24	Q1-23
Total Revenue	14,375	11,249
Cost of Goods	<u>3,811</u>	<u>3,973</u>
Gross Profit	10,564	7,276
<i>% Gross Margin</i>	73.5%	64.7%
R&D Expense	3,861	4,178
S&M Expense	5,388	5,769
G&A Expense	<u>2,014</u>	<u>2,190</u>
Total Opex	<u>11,263</u>	<u>12,137</u>
Operating Loss	699	4,861
Financial expenses (income), net	<u>(461)</u>	<u>118</u>
Loss (income) before taxes	<u>238</u>	<u>4,979</u>

Q1-24 - CF Summary

- The company continues to invest in R&D and S&M to drive future growth and as such has negative operating CF
- The company has \$22.3M of cash as of March 31, 2024

(K\$)	Q1-24	Q1-23
Cash flows from operating activities	(3,588)	(4,855)
Cash flows from investing activities	4,308	4,897
Cash flows from financing activities	<u>(97)</u>	<u>10</u>
Increase in cash and cash equivalents	623	52
Translation difference on cash and cash equivalents	99	54
Balance of cash and cash equivalents in the beginning of the period	<u>10,428</u>	<u>16,211</u>
Balance of cash and cash equivalents in the end of the period	<u>**11,150</u>	<u>*16,317</u>

* March 2023 cash balance doesn't include short term and limited deposits of \$8.9M

** March 2024 cash balance doesn't include short term deposits and limited deposits of \$11.2M

Q1-24 GAAP P&L Summary

(K\$ except per share data)	Q1-24	Q1-23
Total Revenue	14,375	11,249
Cost of Goods	<u>3,817</u>	<u>4,072</u>
Gross Profit	10,558	7,177
<i>% Gross Margin</i>	73.4%	63.8%
R&D Expense	4,315	4,750
S&M Expense	5,844	6,439
G&A Expense	<u>2,252</u>	<u>2,459</u>
Total Opex	<u>12,411</u>	<u>13,648</u>
Operating Loss	1,853	6,471
Financial expenses (income), net	<u>(461)</u>	<u>118</u>
Loss before taxes	1,392	6,589
Tax expenses (income)	<u>147</u>	<u>(41)</u>
Loss	1,539	6,548
Other comprehensive (income) loss	<u>177</u>	<u>(451)</u>
Comprehensive Loss	<u>1,716</u>	<u>6,097</u>
Basic and diluted loss per share	<u>0.13</u>	<u>0.56</u>

Mar-24/Dec-23 - BS Summary

(K\$)	31.3.24	31.12.23
Cash and cash equivalents	11,150	10,428
Short term deposit	9,000	13,090
Limited deposit	2,179	2,429
Other assets	<u>6,108</u>	<u>4,733</u>
Total Current Assets	28,437	30,680
Fixed assets	2,095	2,106
Intangible assets (including Goodwill)	21,571	22,033
Other assets	<u>3,022</u>	<u>3,142</u>
Total Non-Current Assets	<u>26,688</u>	<u>27,281</u>
Total Assets	<u>55,125</u>	<u>57,961</u>
Short term deferred revenues	16,837	19,564
Other current liabilities	<u>12,248</u>	<u>11,557</u>
Total Current Liabilities	29,085	31,121
Long term deferred revenues	603	489
Other non-current liabilities	<u>3,204</u>	<u>3,317</u>
Non-Current Liabilities	3,807	3,806
Total Liabilities	32,892	34,927
Shareholders' Equity	<u>22,233</u>	<u>23,034</u>
Total Liabilities and Shareholders' Equity	<u>55,125</u>	<u>57,961</u>

GLASSBOX

Thank you

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