



# algoMizer

Online Marketing Tools for  
Publishers & Advertisers



## Forward-Looking Information

This presentation includes company data, estimations, projections, evaluations and plans regarding the group activity, including group sales projections for 2017, which should be considered as forward-looking information, as defined by the Israeli Securities Law of 1968, the realization of which is uncertain and is not solely under the company's control. There is no guarantee that the data and/or estimations and/or plans will realize, in full or in part, and they may be different than shown in this presentation, for several reasons, one of which is their dependence on external factors that are not under the company's control, such as: competition and business environment changes, as well as the realization of risk factors that might influence the company. Some of the data included in this presentation are not controlled nor are they verified. Additionally, this presentation may include data based on external sources which have not been independently examined by the company, and therefore the company is not responsible for their verity. Moreover, this presentation may include information which was not incorporated in company reports and statements and/or was presented in a different manner or form than shown in this presentation. It is hereby clarified that the presentation does not replace company reports.

# Algomizer

Algomizer was established and became listed on the Tel Aviv stock market in 2013.

The company provides advanced internet **solutions for the business sector**



The company incorporates 3 business units specializing in the fields of video, search engines and automated tools.



During 2017, Algomizer acquired Linkury and united both of the companies' activity.



Algomizer and its subsidiaries work in close collaboration with the world's leading platforms, such as: Google, Facebook, Yahoo, Twitter etc.





# Our Motto




**Identification** of technological and internet trends, before they happen, is the most important revenue-yielding asset of our company.





**Focusing** on seeking trends and all that is new in the world of internet, mobile and business.





Online marketing **tools**  
to boost your revenues

 The group has unique knowledge and intellectual property, as well as development, commercialization and business development abilities which rely on vast experience in this field, and it is at the forefront of technology in all its technological areas of expertise.

 Strategic partnerships with Ynet, GOOGLE, Yahoo etc.

 Various products for different segments of different sectors and different needs - all in the field of online advertising.

 Market value of 100M NIS (\$300K) and public shareholdings rate of approximately 80%.

 Solid management and a team of 40-50 employees in the forefront of technology.

The background of the right side of the slide features a scenic landscape of a lake and mountains, overlaid with a solid blue color. In the center of this blue area are three vertical white bars of varying heights, resembling a bar chart or a stylized logo.

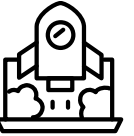
## Key Strengths





# Achievements 2017

---



Going into Facebook and Twitter advertising through implementing **Appforma** Technology upon purchase.

Acquiring Linkury for **40M** NIS (\$1.2M)

Making strategic partners such as "**Yedioth Communications**" group and institutional investors

Entering the **video** field both independently and through purchasing Linkury

Entering the **bots** field through purchasing Linkury

Entering the **browser applications field** through Linkury

Entering the field of **search engine alternatives** to Google

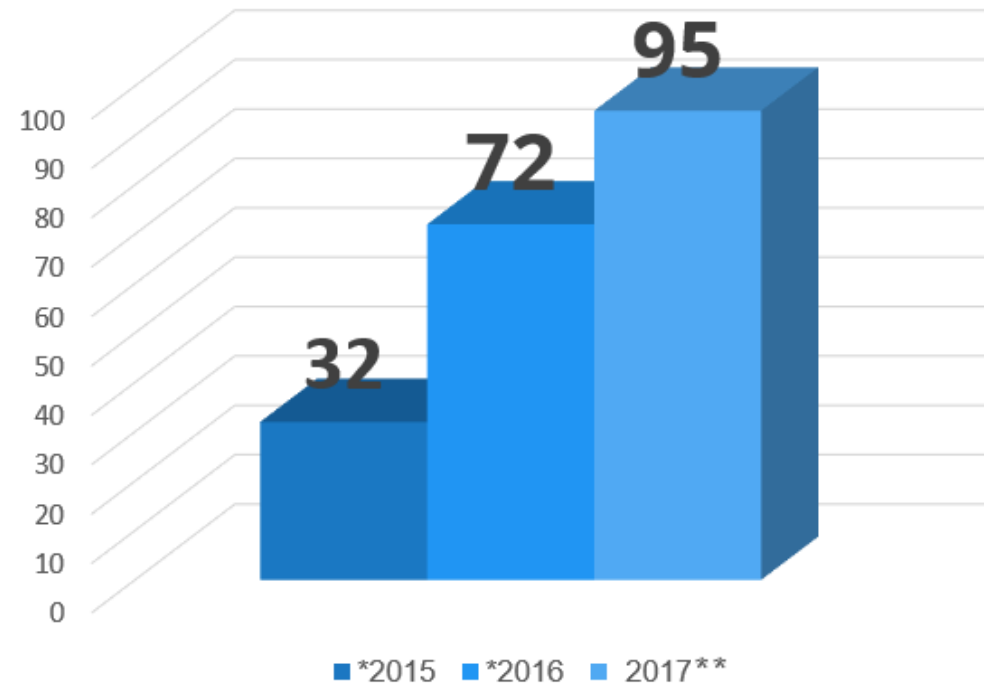
Implementing a **BI system**, by acquiring Linkury, for results analysis and business operational efficiency

Transitioning towards massive scale sales amounting to dozens of millions of dollars per year.

# Group sales

(in millions of NIS )

Group sales with the results from all  
companies combined (uncontrolled)





# Mergers and Acquisitions

## Growth Strategy

Combining organic growth, acquisitions and collaborations, focusing on high synergy and expanding our variety of advanced technological solutions. \*

Acquiring a new company, approximately once a year

\*Due-diligence in progress

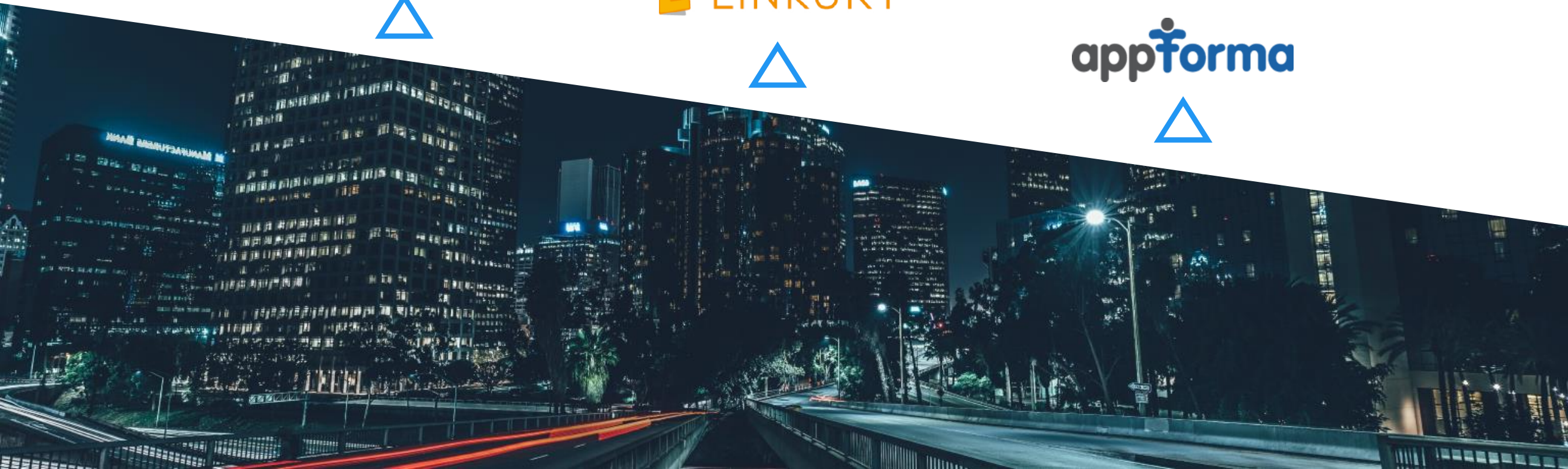
viewbix®



LINKURY



appforma







# Core Team



**Natty Namdar**

CEO at Linkury

As a classified technological military unit veteran, Natty has lead Linkury towards dozens of millions worth of sales within several years.



**Aviv**

**Berkovitch**

Founder, deputy CEO and director

Listed on "Forbes 30 under 30" as one of the most promising young leaders. Aviv is former co-founder and CEO at Adoster, with vast experience in online advertising and partner marketing.



**Noam Band**

Company CEO and chairman

Former CEO at Dotomi (sold to ValueClick for approximately \$295M), previously CEO at Mobillion and Timest. Served as VP marketing for Fedex Israel. Noam has as a rich experience in management, alongside a 29-year experience in technology and high-tech.



# Group divisions

The company has 3 divisions that develop and market a wide variety of unique and revolutionary software solutions that automate, optimize and monetize online campaigns for the world's leading platforms, such as: Google, Facebook, Yahoo, Twitter, etc.) .



**Bots and Automated Tools Division:** The company's automated tools allow advertisers to optimize their online advertising campaigns, and provide solutions for webmasters increasing advertising activity on their website. Among our products: Ad-Assistant, Appforma, TFR, VR Tubes, New AI Convertor



**Search Engines and Monetization Division:** Software solutions for companies and businesses to promote business activity and to maximize revenue from online presence. Among our products: Linkury Extensions & Notification SUITE, OTA, Linkury Mac Tools, Safeweb, Linkury Artificial Intelligence BI Tools, P2S



**Video Division:** Tools and products for business promotion through video content and automated video-clips. Among our products: NRoll, My SMB Video





**Video Division**

# **Video Products**

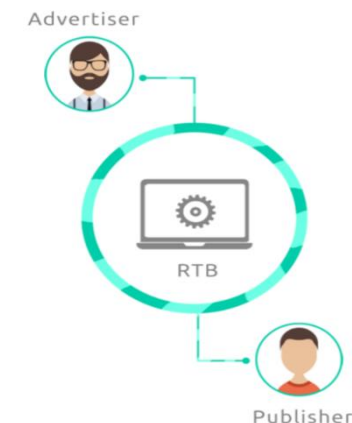
## MY SMB VIDEO

A revolutionary tool for small businesses to create a corporate video with one simple click. This unique technology takes information from the client's web page / facebook page and uses different algorithms to automatically create all the marketing materials needed to produce the video, and then posts it on social media.



## Smart Video Advertising (NRoll)

This technology allows webmasters to significantly increase their revenue, using an automated algorithm to optimize price quotes from advertisers (bidding) for displaying their video ads on a specific advertising space. This unique algorithm ensures advertising space coverage rate of 100%.



## VIEWBIX\*

This unique video technology turns videos into an interactive experience with your customer. Making interactive videos helps advertisers increase user engagement and raise conversion rates towards making a purchase / transaction.



\*Due-diligence in progress

## Overlay ADS

This unique technology allows presenting ads over any type of video content available, without interrupting any other ads. This essentially creates a new ad space that has not been previously used in the market. The algorithm scans the video content in order to present the ad most relevant for the content displayed and for the user's interests.





## Bots and Automated Tools Division



# Bots and Automated Tools



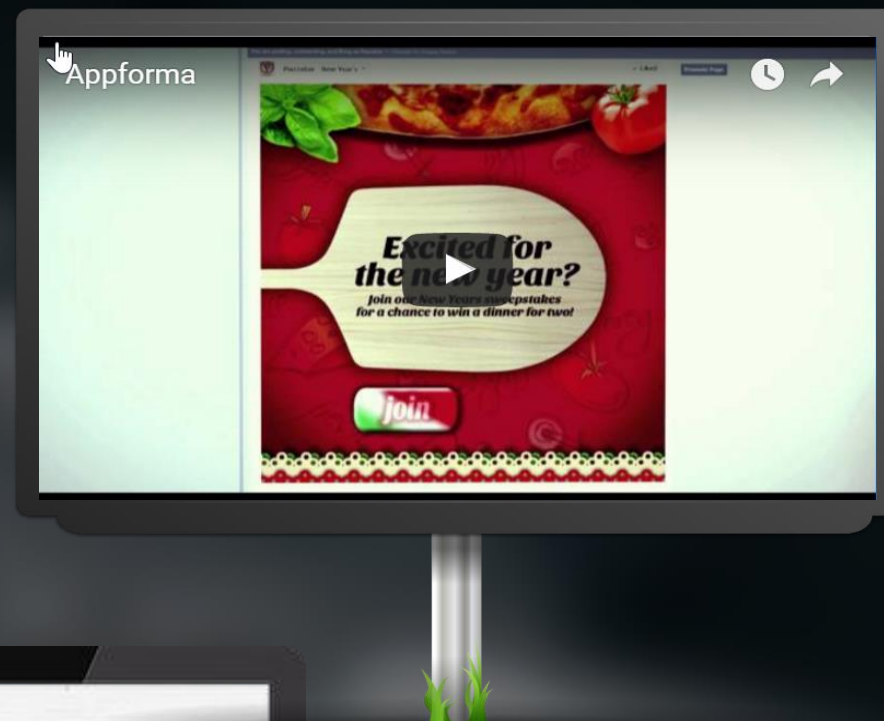
## AD-ASSISTANT FOR AGENCIES

This is a unique platform for fast and easy ad campaign management on Google AdWords, to achieve better results. This platform facilitates the management of a large number of campaigns run by advertising agencies, saving the account manager precious time. Initiating and managing a campaign is performed through an ad-assistant system, with as little as 3 simple steps.



## APPFORMA

A revolutionary tool for small businesses that allows producing automatic campaigns (both sponsored and organic) on Facebook, Twitter and via email, in a fully integrated manner, with just one click. This technology takes information from the client's facebook page, classifies it, and uses different algorithms to automatically create all the marketing materials needed for campaign production and page management, and then publishes the campaign on social media.







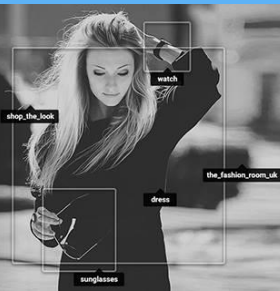
# Bots and Automated Tools



## THE FASHION ROOM (TFR)

A B2B2C social product that helps companies convert potential customers into buyers by offering them items based on the pictures they have viewed on social media, websites and even their own personal gallery, using a unique image recognition algorithm.

## SHOP THE LOOK



## Search Engines and Monetization Division:

---







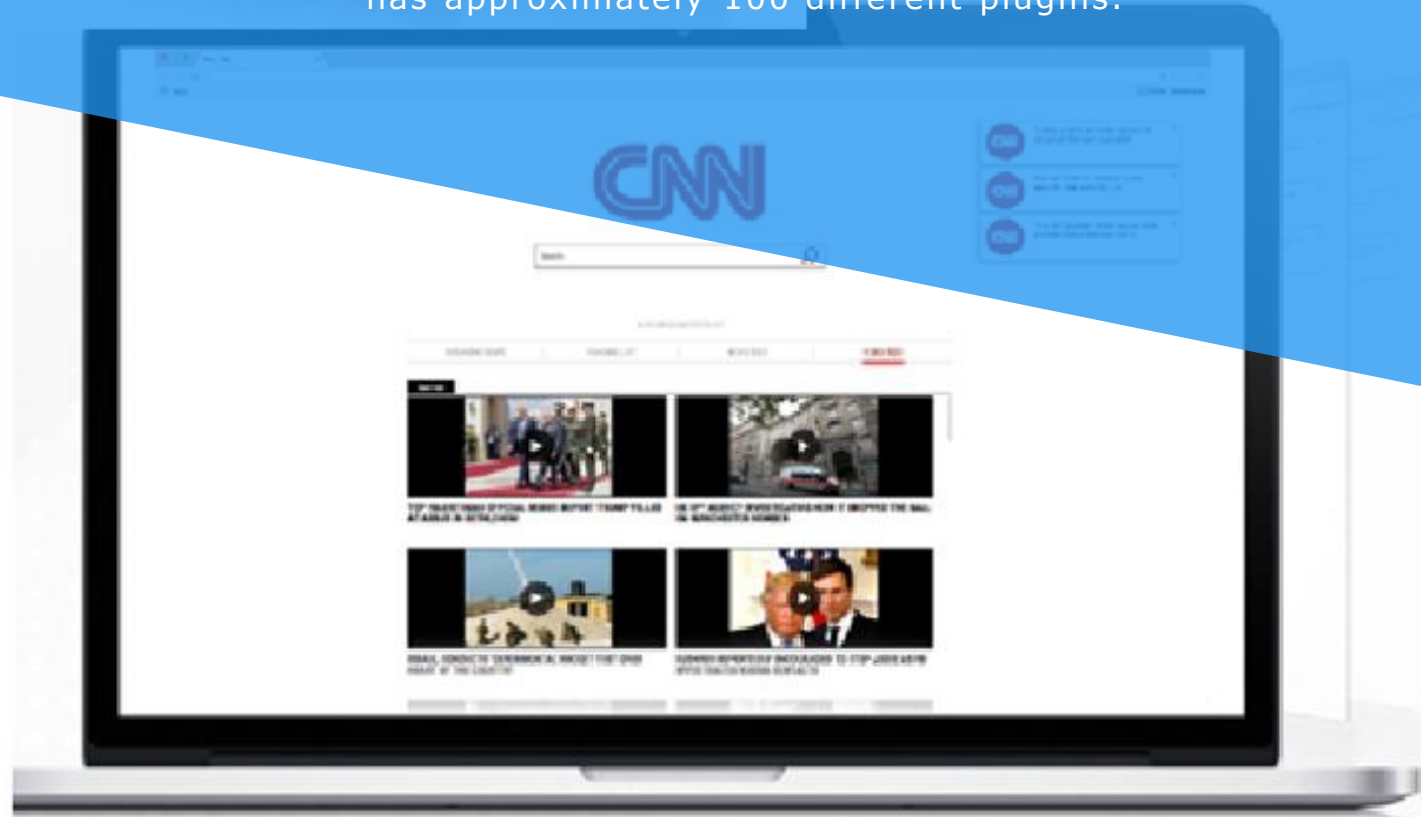
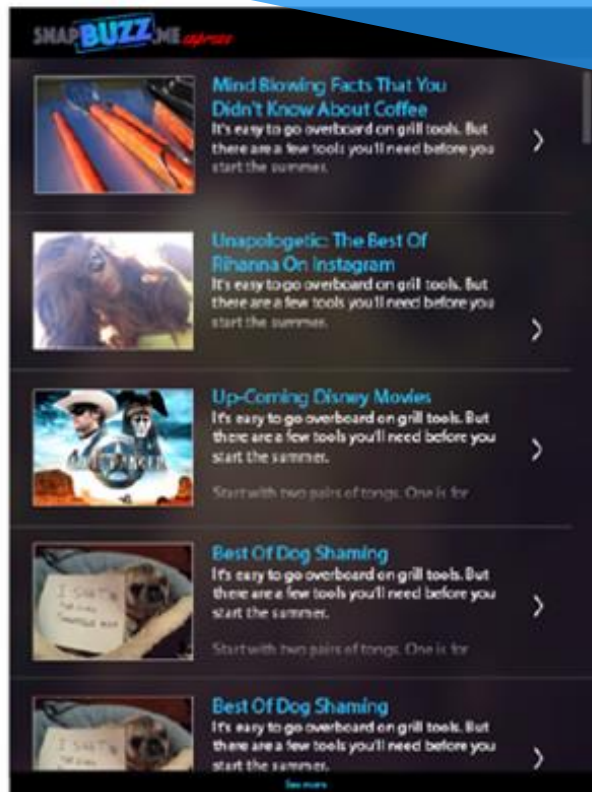
# OTA

A unique technology for video monetization. This system allows webmasters running websites that incorporate video players (i.e. Netflix, VIMEO, DAILYMOTION, HULU, etc.) to significantly increase their revenue, through adding a "layer" of transparent ads that appear over a video to which they are specifically suited. This layer is compatible with any player. This technology even works with web pages, and is not limited to video technology. It can analyze informational web pages and fit them with suited ads.



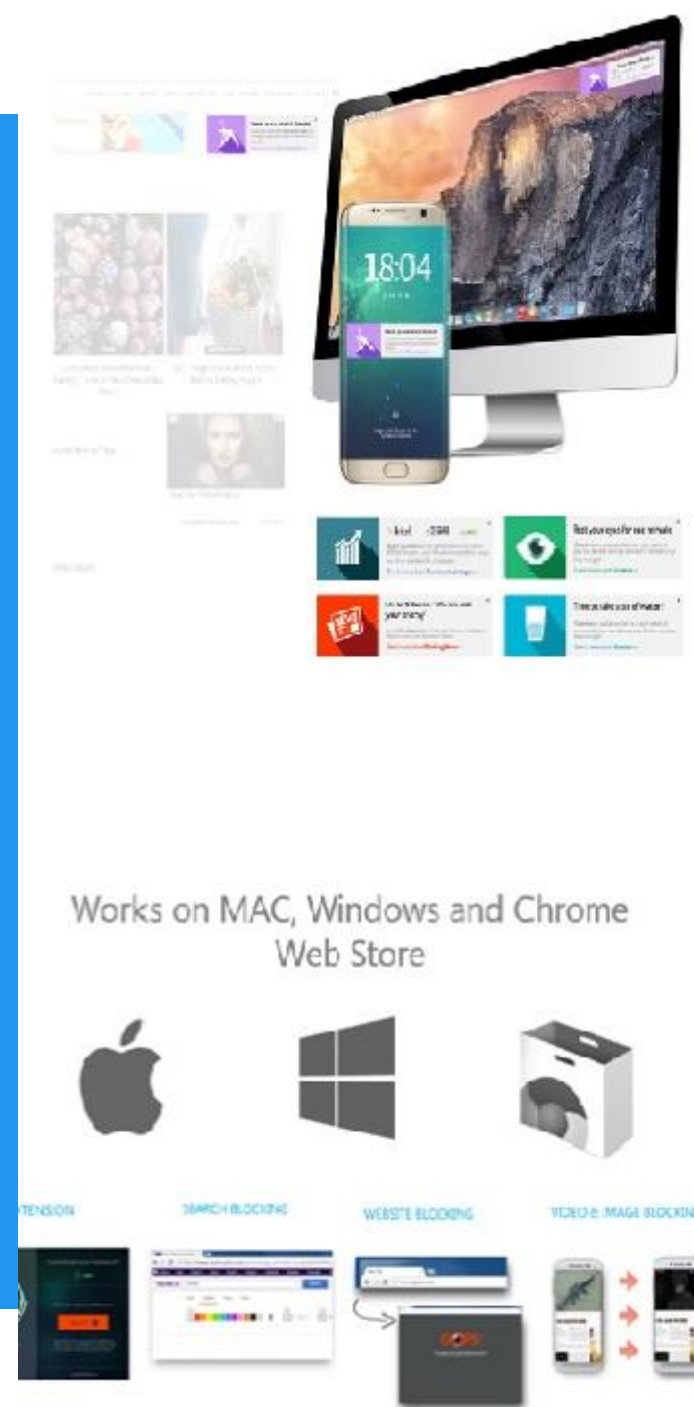
## TAILOR MADE EXTENSION

Enhancing user experience through personalized Google based Chrome plugins, which help webmasters keep the users engaged even when they are not surfing the website. The company has approximately 100 different plugins.



## SAFE WEB

This product offers protection against inappropriate content online, with the understanding that, today, children and teenagers are exposed to content that is not suited for their age group, and may have a negative influence on them. The product may be used by parents or institutions interested in keeping children safe from inappropriate content online.



## EXPAND YOUR REACH WITH CHROME NOTIFICATIONS

A push notification technology which does not require user subscription or software installation. By retrieving a subscribers list, user engagement can be improved through referring users to the desired website, without installing the website application.



# algoMizer

[www.algomizer.com](http://www.algomizer.com)



[noam@algomizer.com](mailto:noam@algomizer.com)



09-7741505