



Pricing at Scale

Investors – June 30, 2023





Disclaimer

For the avoidance of doubt, the above information may include “Inside Information”, as defined in the Securities Law, 5728-1968, and therefore you are requested not to use such information in a manner that may constitute “Use of Inside Information” under the provisions of the law, and in any case, you are required to maintain complete confidentiality with respect to the aforementioned information.



CEO summary

Quicklizard, a leading provider of dynamic pricing solutions, is proud to announce its accomplishments over the first half of 2023 and its plans for the second half of the year and 2024.

The global demand for dynamic pricing is growing as the world becomes more digital. Quicklizard is seeing an increasing number of RFPs from enterprise companies that are looking to optimize their profit.

H1 - 2023 Financial Highlights

- Revenue increased by 64% Year over Year
- Gross profit (Non-GAAP) increased by 81% compared to H1 2022
- Operating expenses (Non-GAAP) decreased by 21% compared to H1 2022
- June 30, 2023, cash balance is NIS 22.2 million with no debt. In H1 2022, the company reported a monthly average cash-flow deficit of NIS 726k



CEO summary

The company is continuing to work on reducing its burn rate, and it estimate that the cash on hand at the end of June 2023 will be sufficient for the foreseeable future, with break-even expected by the end of 2024.

Our annual recurring revenue (ARR) grew by 22% to \$6.2 million as at June 2023, comparing to \$5.1 million at June 2022. We expect the growth rate to be higher by the end of the year.

We chose to focus on high-profitability customers, which resulted in a 7% increase in gross profit.

In conclusion, I would like to thank my partners along the way. I personally appreciate the trust you place in me and the Quicklizard management team. I am also grateful to our dedicated employees. With their help and with your help, I am confident that we are just at the beginning of the way to fulfill the promise in whose name we are working to help retailers and direct-to-consumer brands successfully transition from manual pricing to digital, smart, and automatic price management.



Growth engines

- After a long and challenging process, we are thrilled to announce that we have won two RFPs (\$500k+) with two major global companies, one UK-based and one Australian-based. These contracts are expected to be signed in the next few months. Quicklizard's wins prove its expertise and commitment to innovation and quality.
- We have been receiving inquiries from global strategic ventures that show interest in our activities. This sort of cooperation will allow us to achieve the following goals:
 1. Increase our marketing power.
 2. Speed up our sales process.
 3. Open up new markets for us.
 4. Make us a more significant player in the world of pricing.



Financial Highlights– June 30, 2023

ARR
\$6.2M

Cash
₪ 22M

Runway
+2 years

**ARR to
employee**
\$131K

**Gross
Margin**
78%



P&L H1 - YoY

ILS in thousand

	YTD 2023	YTD 2022	2023 VS. 2022	%
Revenue	9,741	5,946	3,795	64%
Cost of revenue	(2,178)	(1,732)	(446)	26%
Gross margin	7,563	4,214	3,349	79%
Gross margin (%)	<i>77.6%</i>	<i>70.9%</i>		
Research & development	(5,253)	(5,384)	131	(2%)
Sales & marketing	(5,812)	(7,473)	1,661	(22%)
General & administrative	(1,870)	(2,008)	138	(7%)
Total operating expenses	(12,935)	(14,865)	1,930	(13%)
Operating loss	(5,372)	(10,651)	5,279	(50%)
Operating loss (%)	<i>(55%)</i>	<i>(179%)</i>		
Derivatives	(48)	2,200	(2,248)	(102%)
Financial income	675	284	391	138%
Financial expenses	(100)	(109)	9	(8%)
Financial expenses, net	527	2,375	(1,848)	(78%)
Loss for the period	(4,845)	(8,276)	3,431	(41%)



P&L - H1 (Non-GAAP)

ILS in thousand

	GAAP	Non-GAAP Adjustment	Non-GAAP	
Total revenue	9,741	-	9,741	
Cost of revenue	(2,178)	60	(2,118)	
Gross margin	7,563	60	7,623	
Gross margin (%)	77.6%	0.6%	78.3%	
Research & development	(5,253)	376	(4,877)	(50%)
Sales & marketing	(5,812)	469	(5,343)	(55%)
General & administrative	(1,870)	438	(1,432)	(15%)
Total operating expenses	(12,935)	1,283	(11,652)	
Operating loss	(5,372)	1,343	(4,029)	
Operating loss (%)	(55%)		(41%)	



The **pain** we solve

Today, pricing managers manually analyze multiple data sources to support their pricing decisions for only 5%-15% of their catalog

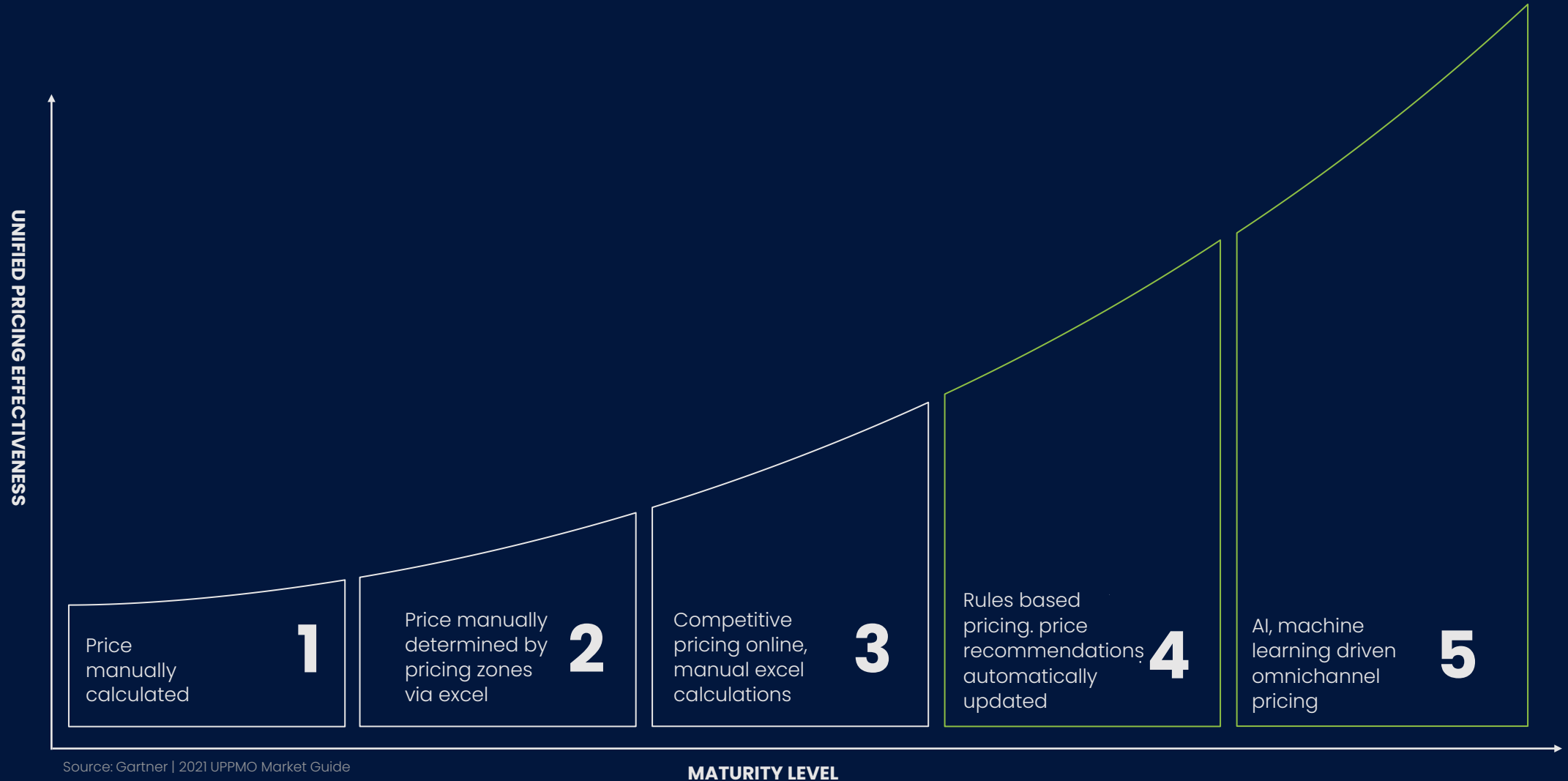
Low Efficiency | No Real Time Response | Revenue Loss |

Our Solution

We automate and optimize pricing of the entire product catalog across all sales channels

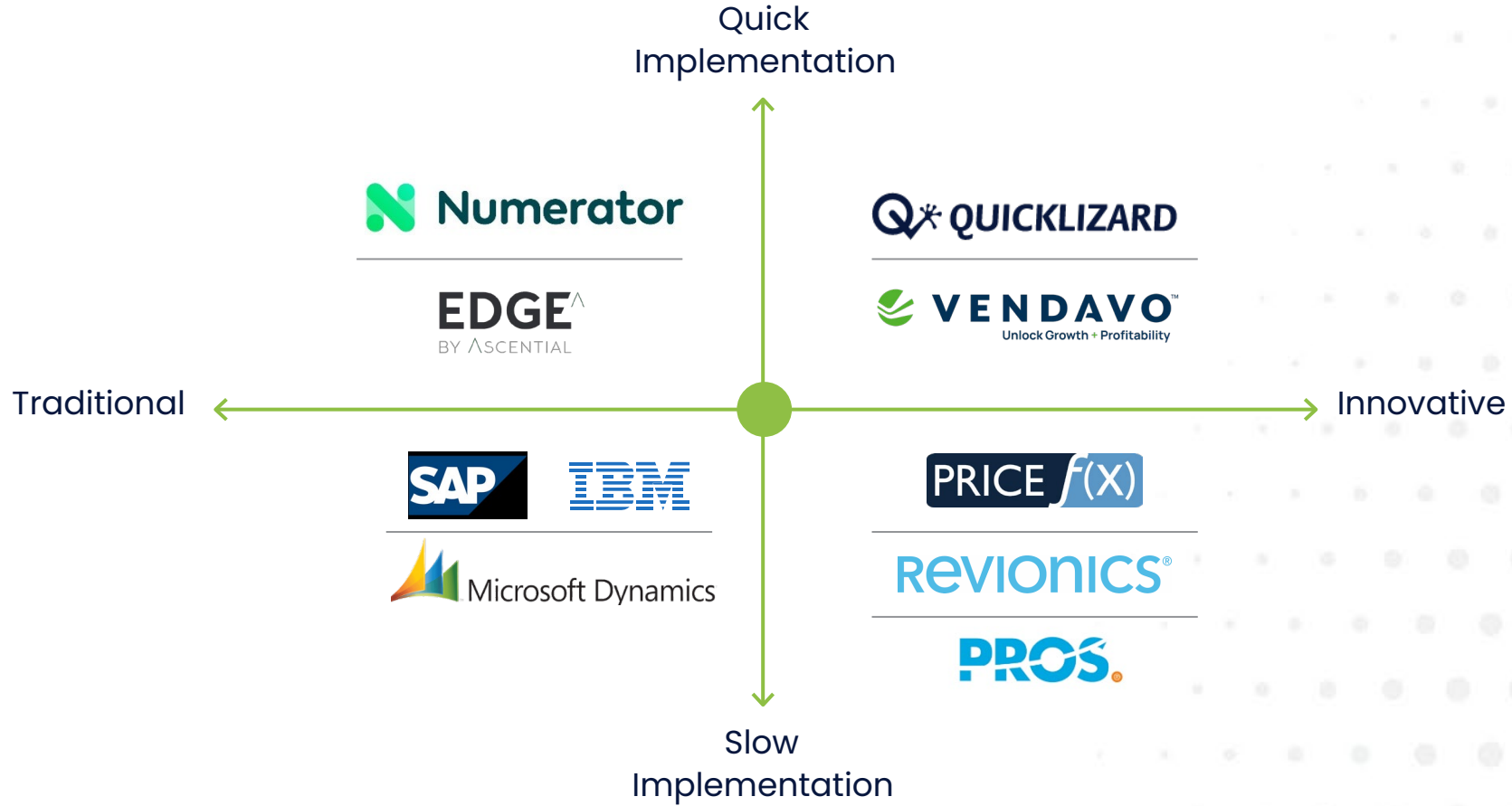


Pricing Maturity By Gartner



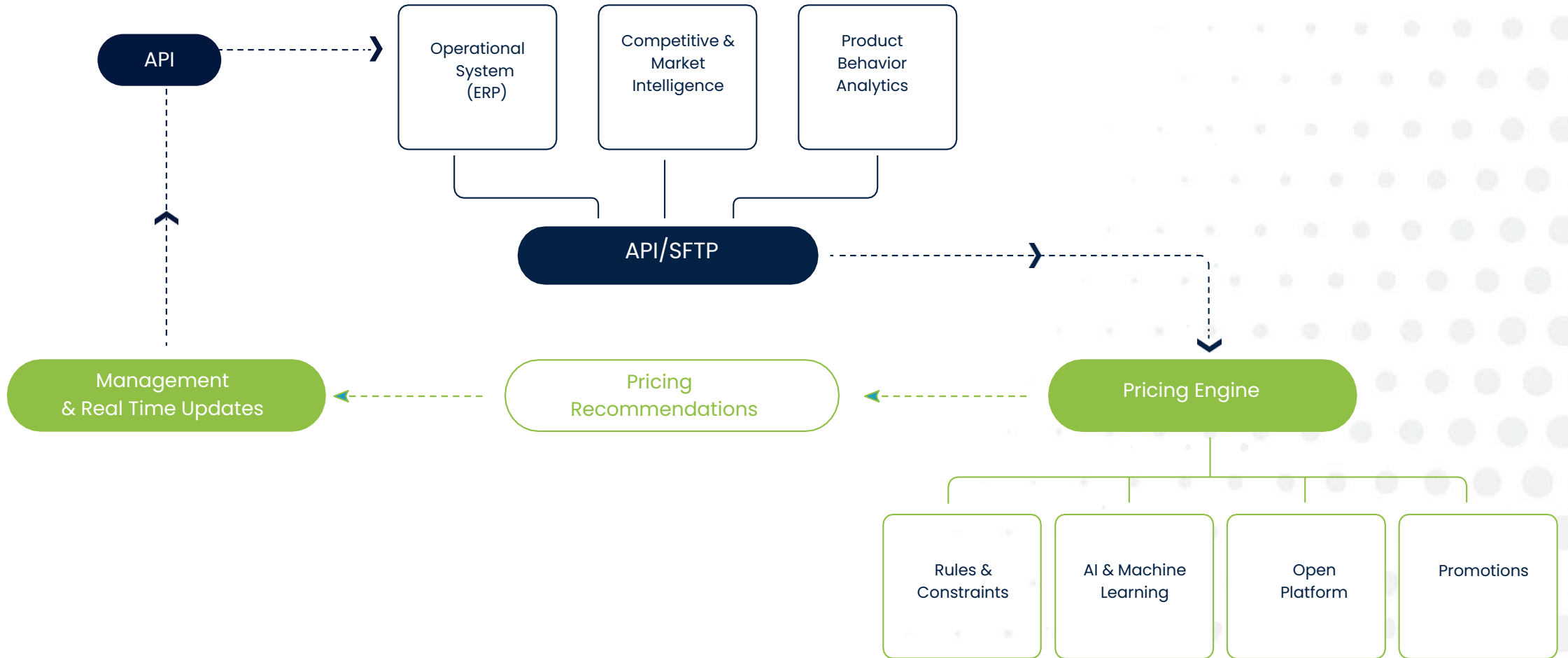


Competitive Landscape





How It Works





Real Time

Omnichannel

Automation &
Optimization

Flexible

User
Experience

Customer
Success

Proven Results

Up to
22%
Revenue lift

Up to
8%
Profit lift

100%
Catalog
coverage

Go live
within weeks

Thank you

 **QUICKLIZARD**

