



BEAMR

POWERING CLOUD VIDEO STORAGE

Save up to 50% of
Video Storage Costs

October 2023

Investor Presentation

FORWARD-LOOKING STATEMENTS



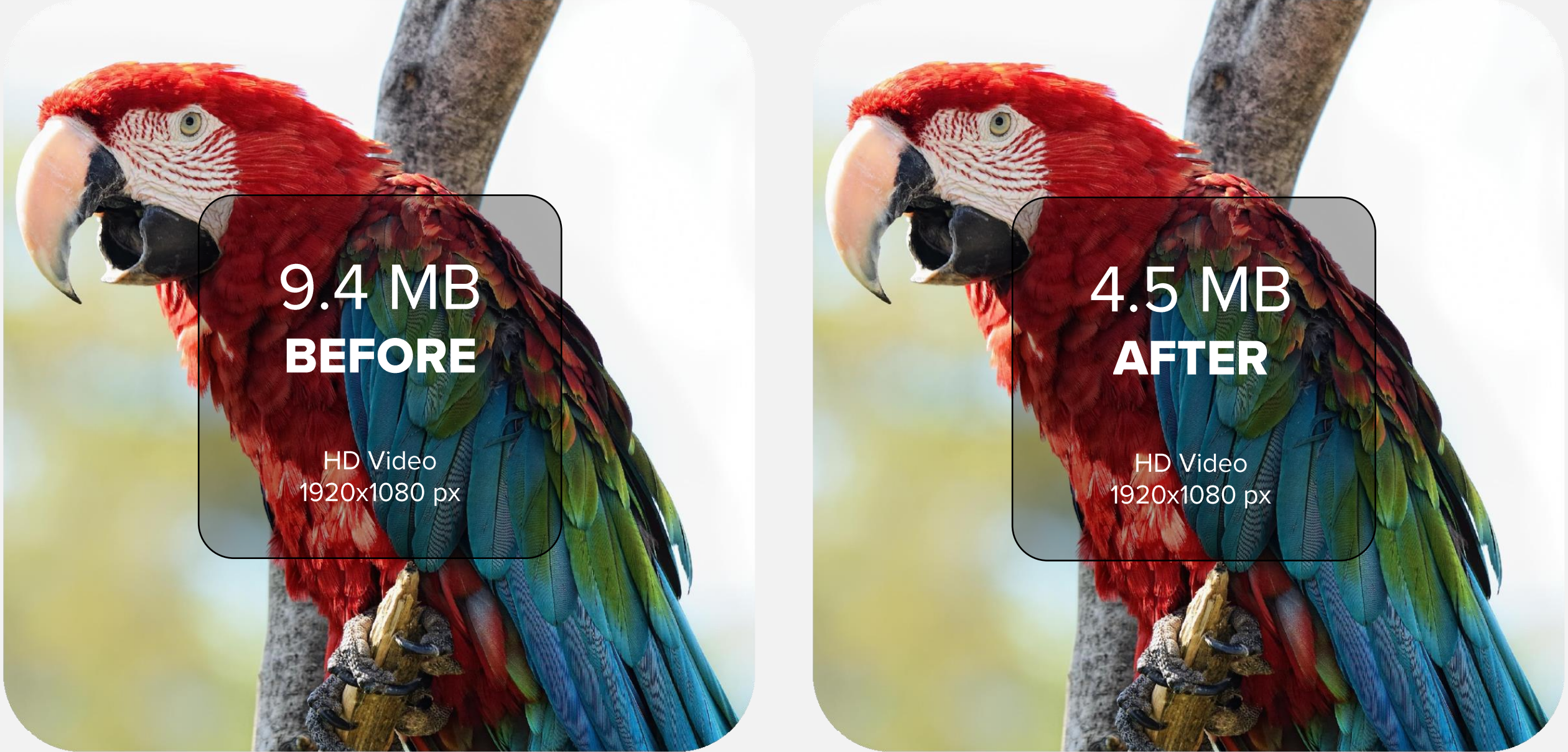
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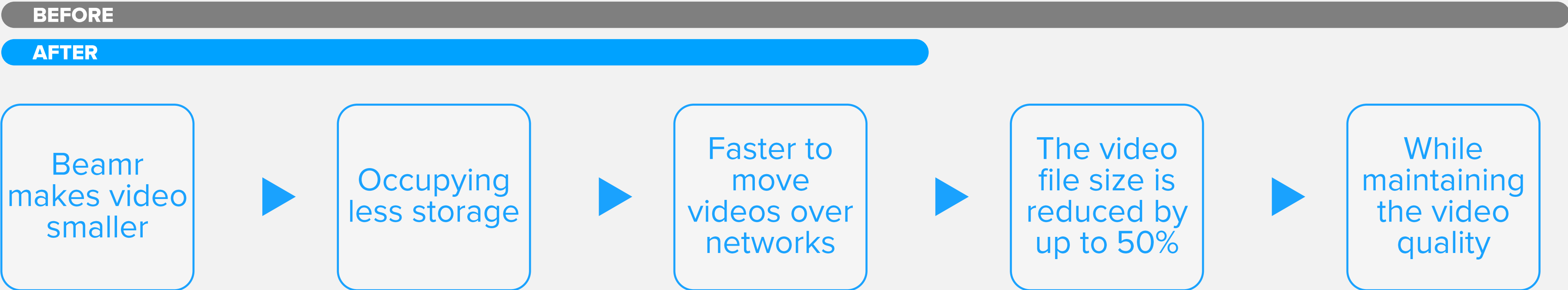
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Company Overview

SAME QUALITY USING LESS STORAGE SPACE



Save up to 50% of Video Storage Costs



Company Overview

POWERING CLOUD VIDEO STORAGE
BY SAVING UP TO 50% VIDEO STORAGE COST



Protected by 53 patents

- Using artificial intelligence trained computer vision processing algorithms



Industry leading customers

- Netflix
- ViacomCBS
- Deluxe
- Snapfish
- Avaya



Emmy Award & Seagate Lyve

- Innovator of the year 2021



Nvidia Collaboration

- World's first accelerated video optimization platform with up to 10x performance



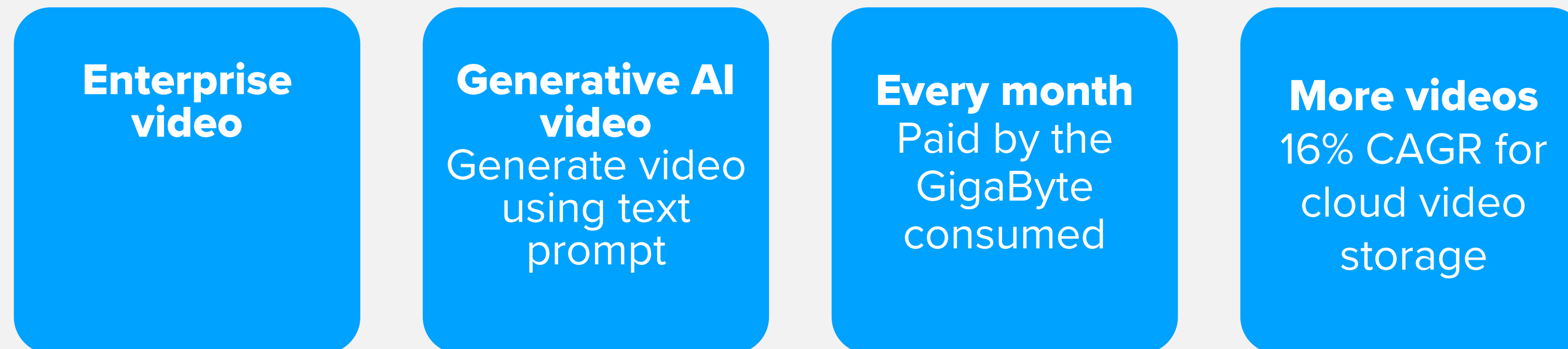
Leading VC Investors

- Verizon Ventures
- Innovation Endeavors founded by Eric Schmidt former Google CEO
- Disruptive VC
- Marker LLC

The cloud video challenge

EXPECTED CLOUD VIDEO EXPONENTIAL GROWTH

Large amounts of captured video data are stored and processed on cloud platforms, and the video is stored for increasing periods of time.



- Enterprises are storing: marketing videos, instructional videos and video conferencing recording.
- With Generative AI , creators can use a text prompt to create a video making video creation simply by describing what they want the video to be about.
- Most of generated video ends up being stored and processed on the cloud.
- 16% CAGR (Compound Annual Growth Rate).

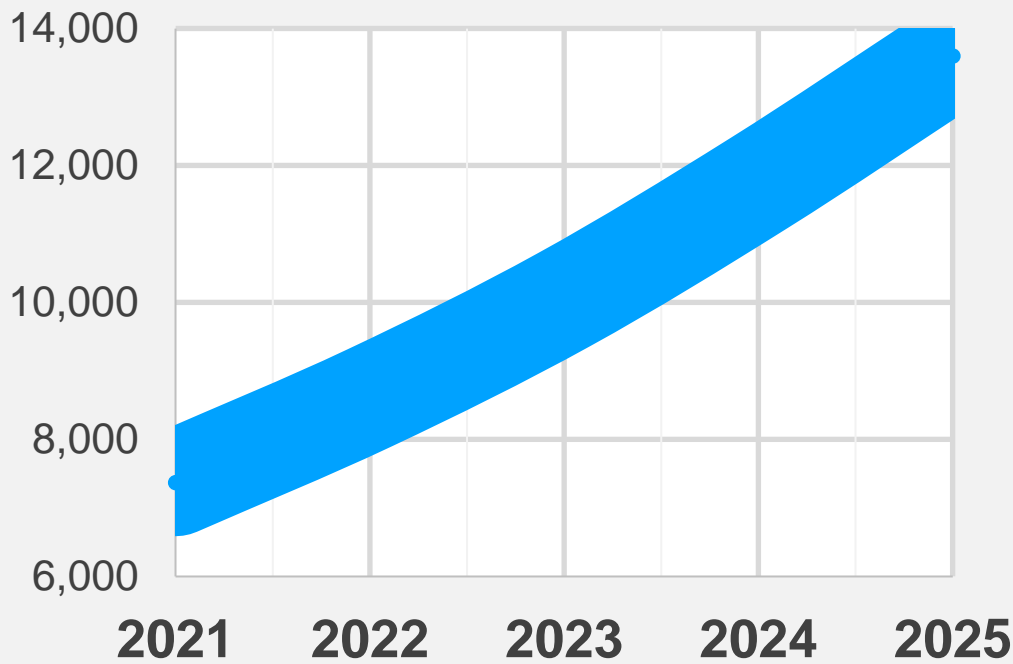
Cloud Video Storage Opportunity

PUBLIC CLOUD PLATFORMS OFFER FLEXIBLE, ON DEMAND EXPENDITURE ON BOTH STORAGE AND COMPUTE WHICH GO HAND IN HAND

Cloud video storage was \$7.3B in 2021 predicted growing to

\$13.5 Billion

in 2025 at a 16% CAGR ¹



In Q3, 2021 the top 3 cloud platforms enabled market reach to over 61% of the market ²

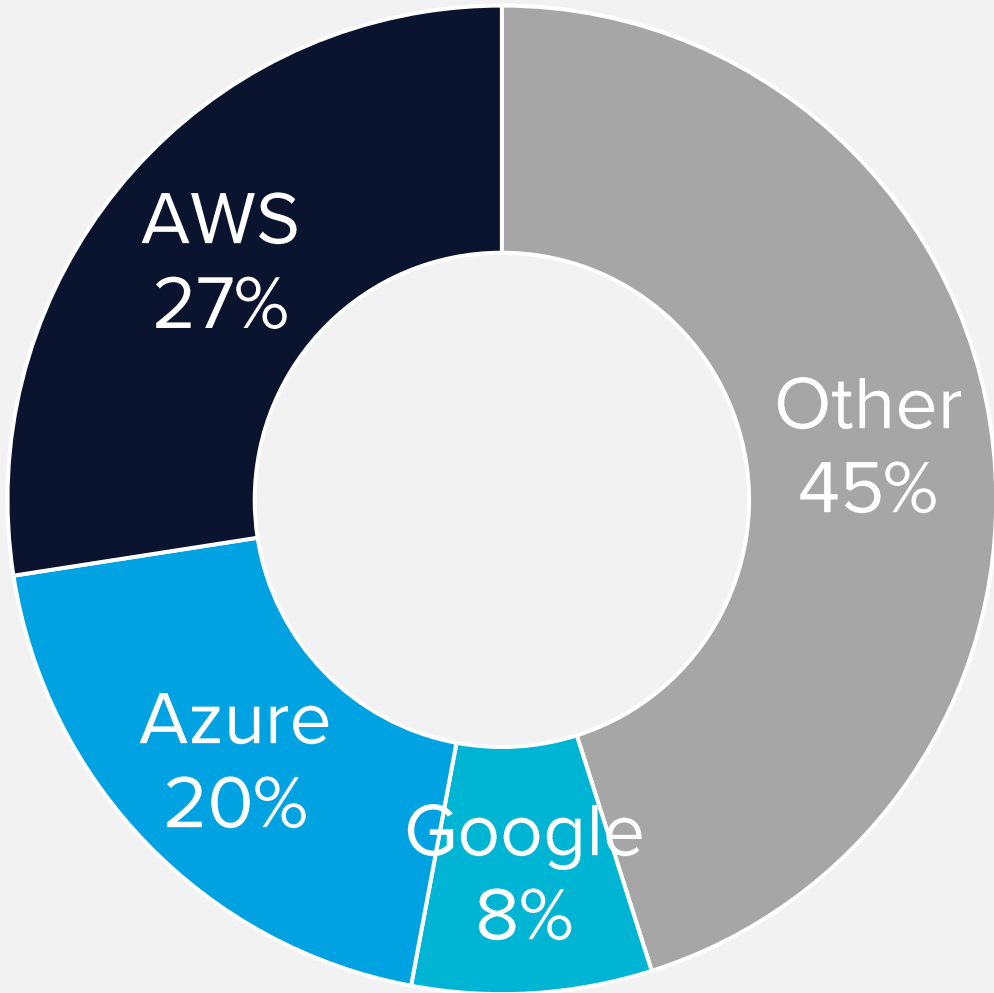
Enterprise video market size worth

\$33.72 Billion

by 2027 11.6% CAGR ⁴



Global cloud video storage market revenue share analysis, 2020 ¹



Over 50 Enterprise Customers

OUR EXISTING CUSTOMERS ARE MAINLY IN THE VIDEO STREAMING MARKET



Technologies that contribute to the television and storage industries

“Your work on development of perceptual metrics for video encoding optimization showed excellence in engineering creativity and you join a distinguished group of honourees that are chosen each year by dozens of industry experts and peers.”¹



NVIDIA COLLABORATION

BEAMR SUPERCHARGES NVIDIA NVENC
TO ACCELERATE CONTENT-ADAPTIVE VIDEO ENCODING BY UP TO 10X

“By collaborating with BEAMR, we made the NVENC API much more flexible, enabling it to run multiple passes and achieve unbounded quality for BEAMR's CABR.”¹ said Andrew Page, director of advanced technologies in the professional visualization group at NVIDIA.

NVIDIA GPUs with NVENC are available on all major cloud platforms, including Amazon AWS, Microsoft Azure, Google Cloud, IBM Cloud, Oracle Cloud, Alibaba Cloud, Baidu Cloud and Tencent Cloud.



NVIDIA, a multinational technology company and a leading developer of GPUs, with an annual revenue of \$26.9 billion for the fiscal year 2022.

Trusted Technology

BQM IS A SOPHISTICATED PATENTED PERCEPTUAL QUALITY METRIC USING AI (ARTIFICIAL INTELLIGENCE) COMPUTER VISION ALGORITHMS.



Area of interest

Preserving added blockiness

Preserving texture loss

Preserving added artificial texture

Preserving pixel differences

Analyzing temporal flow

Analyzing edge loss

Analyzing faces

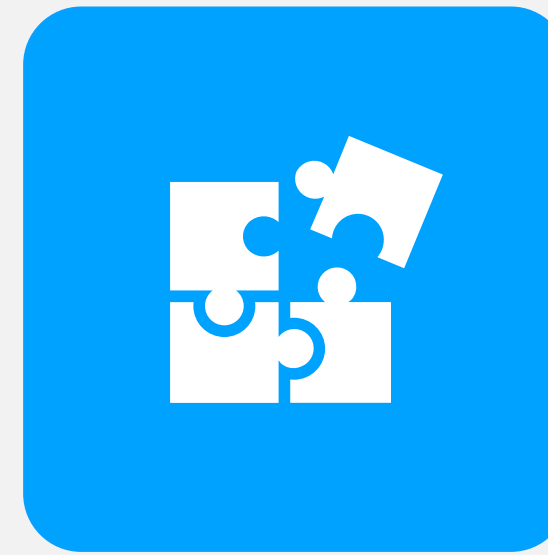
Analyzing skin areas

BEAMR Cloud Video Optimization Service



Reduces video storage costs by up to 50%

Our service value is super easy to understand.



Easily integrates with any cloud-based video workflow

We make our service easy to use. Simplicity is the key to attract many thousands of customers.

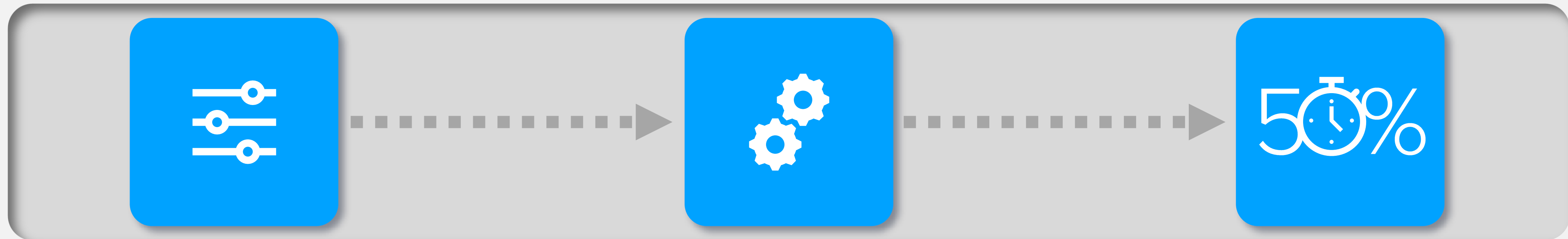


Secured by public cloud policies and permissions

By using public cloud platforms best security practices, we are addressing our customers security concerns.



BEAMR Cloud Video Optimization Service



Setup

One-click setup using cloud formation templates: create buckets, provide Beamr access, and create events that trigger Beamr's optimization when a new bucket object is added.

Go

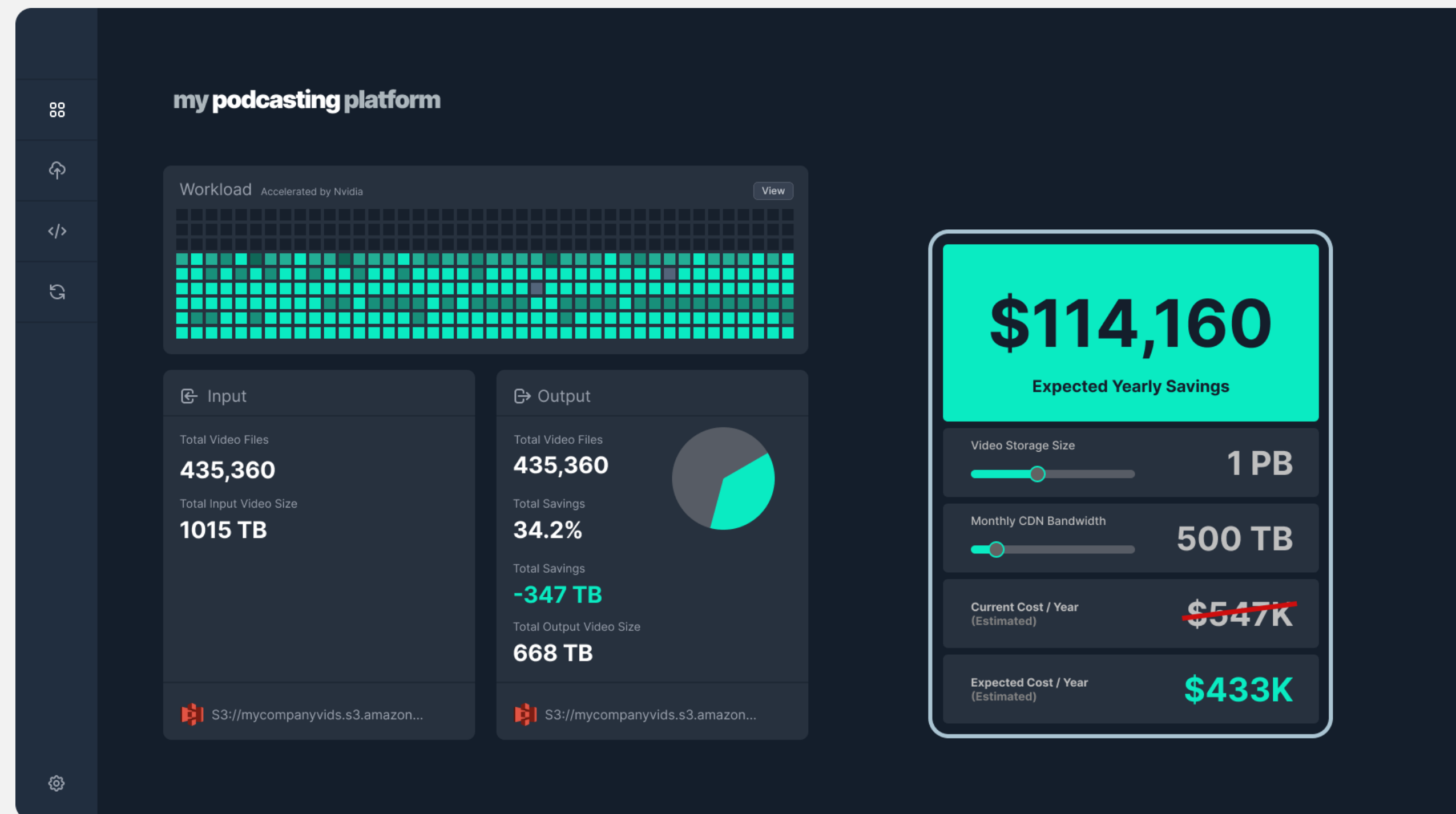
Beamr reads source files from input bucket, optimizes them, and places the optimized files in the output bucket.

Monitor

Service dashboard shows file size reduction and estimated cost savings.

Modernize Cloud Video Storage

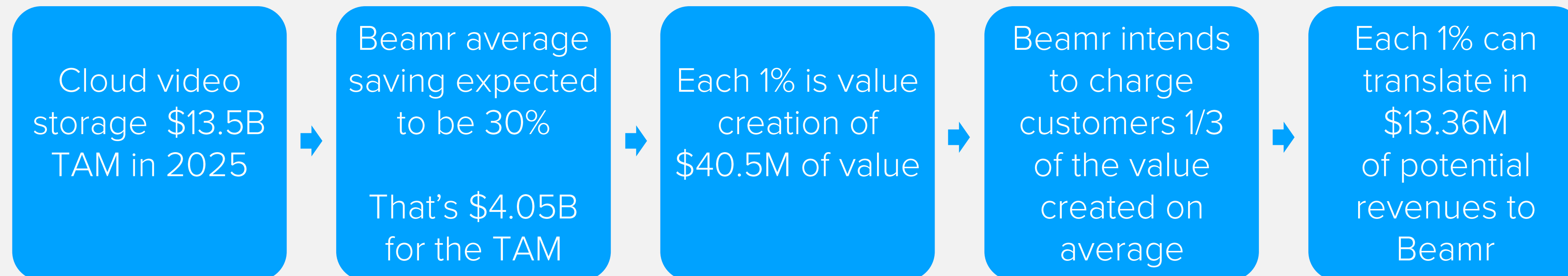
BY MAKING YOUR VIDEO CLOUD STORAGE SMALLER WITHOUT COMPROMISING QUALITY, AND MIGRATING TO MORE ADVANCED VIDEO STANDARDS WHILE GUARANTEEING VIDEO QUALITY.



Beamr SaaS Business Model

HOW THE BEAMR SAAS MAY CHANGE BEAMR BUSINESS

- Beamr is planning to launch the new Beamr SaaS during Q1 2024
- Beamr currently plans to charge its SaaS users on monthly bases



- Beamr may choose to change its plans to attract customers
- Beamr has no data as to what will be its market penetration; it can be sub 1% or a multiple percentage
- The potential revenue is calculated using standard AWS pricing
- Beamr SaaS operation is expected to be based on spreads in which Beamr first pays AWS for computing platforms, and then sells storage/bandwidth savings
- Beamr SaaS profit will be dependent among other things on the overall service efficiency

Expected Timeline & Go To Market

Q1 2023

Integration with Nvidia Phase 1

- Integrate with Nvidia video engine.
- v.1.0 of the Integrated video optimization engine.

Q3 2023

Test service with prospective customers

- Allow beta customers to use the Beamr cloud service on a public cloud platform.

Q1 2024

Launch The BEAMR SaaS

- Launch the Beamr public cloud video optimization service v.1.0.

Management Team

Sharon Carmel **CEO and Chairman of the board** A serial entrepreneur with a proven track record in the software space. In 1994, Sharon co-founded Emblaze (LON: BLZ), which developed the first video chips for Samsung Mobile. The company went public in 1996, and in 2000 reached a peak market cap of ~\$7B. In 2002 Sharon founded his second start-up, BeInSync, which developed P2P synchronization and online backup technologies, and was acquired in 2008 by Phoenix Technologies (NASDAQ:PTEC).

Dani Megrelishvili **CPO**. Mr. Megrelishvili's previous role with us was between November 2014 and November 2017, serving as Head of JPEGmini business unit. Prior to rejoining us, between January 2022. Mr. Megrelishvili served as a product manager at Lexense, a legal-tech startup offering tools to handle and manage legal disputes. Prior to that, between June 2020 and December 2021, Mr. Megrelishvili served as Product manager at Wix.com Ltd (NASDAQ: WIX), Wix provides cloud-based web development services. It allows users to create websites and mobile sites through the use of online tools.

Tamar Shoham **CTO** A leading imaging and video scientist, with over 20 years experience in algorithm development and industry-oriented research, primarily in the field of video quality and compression. Prior to joining Beamr, Tamar was a research fellow at the Technion Signal and Image Processing Lab, Prior to that, she was in the algorithm group in Comverse, pioneering video solutions in the company. Tamar holds a Bachelor of Science from Tel-Aviv University, and a Masters of Science with honors from the Technion Institute of Technology, both in Electrical Engineering. She has published many academic papers and is a primary inventor of 40 international patents to date.

Michael Ozeryansky **VP R&D** A software development and management veteran with more than two decades of experience. Michael has significant experience in software development and cloud platforms. Prior to Beamr Michael worked at various startups and public companies including Keepy AI, Sense Education, PTC (NASDAQ: PTC) and Amdocs (NASDAQ: DOX). Mr. Ozeryansky holds a Master's degree in Management of Technological Companies from The Israeli College of Management, and a Bachelor's degree in Mathematics and Computer Sciences from Bar-Ilan University

Danny Sandler **CFO** Chief Financial Officer since December 2021. Mr. Sandler joined us in May 2020, and prior to his current role, served as our Director of Finance. Prior to joining us, between December 2014 and May 2020, Mr. Sandler served in various roles and, most recently as Assurance Manager, in the Hi-Tech and Life Science Practice at EY, a global accounting and consulting firm. Prior to that, between November 2011 and November 2014, Mr. Sandler was a finance associate at Seeking Alpha, a crowd-sourced content service for financial markets. Mr. Sandler holds a Bachelor's degree in Economics and Accounting from Bar-Ilan University.



Board of Directors

Tal Barnoach [Director](#) Serves as a board member since January 2014. Mr. Barnoach is a general partner at Disruptive VC, a venture capital fund since July 2014 Disruptive Opportunity Fund since 2018 and Disruptive AI since 2020. Besides his role as a general partner in Disruptive and serving as a board member of Beamr, Mr. Barnoach serves as a board member in several other technological companies like Idomoo, Anodot, Tailor Brands, Bit, Lumen, Deep, Replix, Qwilt, Minta and more. Over the last 20 years, Mr. Barnoach has founded and led companies such as S.E.A. Multimedia (which went public in 1996), Orca Interactive (acquired by France Telecom in 2008), Belnsync (acquired by Phoenix Technologies in 2008) and Dotomi (acquired by ValueClick in 2011). Mr. Barnoach holds a B.A. degree in economics from Tel Aviv University.

Lluis Pedragosa [Director](#) Serves as a board member since August 2016, and was appointed by our shareholder, Marker LLC. Since May 2018, He is a managing partner and the Chief Financial Officer of Team8, a cybersecurity and fintech company creation platform and a venture capital fund. Prior to that, between December 2012 and April 2018, Mr. Pedragosa was a partner and founding team member at Marker LLC, a venture capital firm with over \$400 million under management. He serves as a board member in Screenz, and as a board observer in Overwolf Ltd, holds a Master's degree in Business Administration from The Wharton School of the University of Pennsylvania, a Master's degree in International Studies from the University of Pennsylvania, and a Bachelor's of science in Business Administration from ESADE Business School.

Yair Shoham [Director](#) Israel Country Manager until end of 2020 at Intel Capital, the venture arm of Intel Over 20 years of experience as venture capitalist with Intel Capital and, previous to it, as General Partner with Genesis Partners, among Israel's most accomplished and successful VC funds (Checkpoint/Imperva/Kato Networks) and Announced exited investments include Modem-Art (Agere), Scopus Video Networks (Nasdaq IPO), Sansa Security (ARM) and Habana Labs (Intel), Sedona (Cisco Independent Director with M-Systems (Nasdaq) from 1995 until \$1.55B sale to Sandisk Entrepreneur and co-founder of VDOnet (sold to Citrix), Butterfly (sold to Texas Instruments) and RF Waves (sold to Vishay) Corporate attorney in Chicago and Tel Aviv, and partner with Goldfarb Seligman BA in Psychology and educational counselling from Haifa University and JD from Loyola University of Chicago).

Osnat Michaeli [Director](#) Ms. Michaeli has over 20 years of experience in multiple Financial and Operational roles, in small to large global companies. In her last role Ms. Michaeli served as CFO of Twine Solutions Ltd. Before that as CFO in Cardo systems Ltd and before that as CFO of Kornit Digital Ltd where she fulfilled a key position in leading the company to IPO in 2015. Ms. Michaeli holds a B.A. degree in economics and an MBA, both from Tel Aviv University.



Operations & Balance Sheet Summary



Operations Data	As of		
	June 30, 2023	June 30, 2022	Dec 31, 2022
Revenue	\$955,000	\$928,000	\$2,863,000
Cost of Revenues	\$(50,000)	\$(49,000)	\$(98,000)
Gross Profit	\$905,000	\$879,000	\$2,765,000
Operating Income	\$(1,004,000)	\$(961,000)	\$(1,031,000)

Balance Sheet Data	As of	
	June 30, 2023	Dec 31, 2022
Cash and cash equivalents	\$6,224,000	\$693,000
Total current assets	\$6,877,000	\$1,338,000
Total non-current assets	\$4,452,000	\$4,774,000
Total current liabilities	\$986,000	\$945,000
Total non-current liabilities	\$376,000	\$5,627,000
Total shareholders' equity	\$9,967,000	\$(460,000)

Securities Outstanding

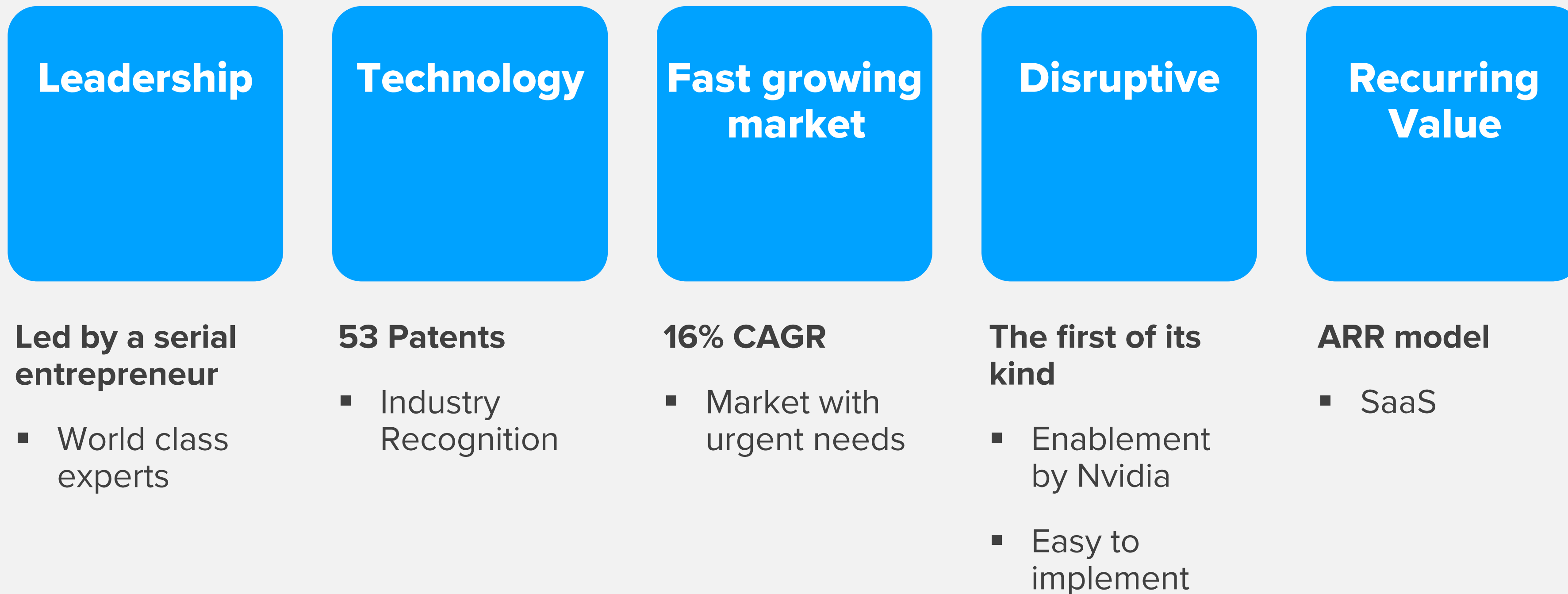
Ordinary Shares Outstanding ¹	12,882,896
Options (WAEP: \$1.87)	1,604,241
Warrants (WAEP \$4.82)	646,666
Fully Diluted Shares Outstanding	15,131,803

1. Gives effect to a reverse share split that went into effect upon the listing of our ordinary shares in this offering at a ratio of 1-for-5; includes 7,211,280 ordinary shares issuable upon the voluntary conversion of 36,056,400 convertible ordinary shares and convertible preferred shares; includes 1,142,856 ordinary shares issuable upon the automatic conversion of advance investment agreements at a conversion price equal to 80% of \$4.00 per share. Also gives additional effect to the sale of 1,950,000 ordinary shares in this offering at the initial public offering.

Recent Updates

- Q3-23 financial results highlights – Revenues for the Q1-Q3 period approx. \$1.4M (Vs \$1.2 in same period Q1-Q3/2022). Cash as of Sep 30 , 2023 - \$5.4M.
- In Q3-2023 Beamr signed up another one of the top five largest media companies in in the world to provide our video compression and optimization technology and solutions to its products.
- In October 2023 Beamr announced SAAS is now powered by Nvidia and new pricing

The Winning Formula





BEAMR

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Save up to 50% of
Video Storage Costs

www.beamr.com