



World Leader in Accelerated Video Processing

Save up to 50% of Video Storage Costs

June 2024

Forward-looking statements

All statements in this presentation, other than those relating to historical facts, are "forward-looking statements." Words such as "expects," "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 financial plans, its project pipeline, its expected revenue models, the potential of its technology, its strategy, market potential for its technology and its future 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 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 filed with the SEC on March 4, 2024 and in 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.

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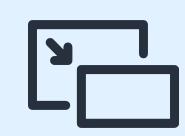
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Smaller Videos - Same Quality


GPU powered video processing

Before
optimization:
12.2 MB


After
optimization:
2.2 MB

 Beamr makes
video smaller

 Powered by
GPUs

 Faster to move
videos over networks

 The video file size is
reduced by up to 50%

 While maintaining
the video quality



Company Overview

Powering Cloud Video, saving up to 50% Costs

Accelerating cloud video storage, networking and processing



Protected by 53 patents

Using artificial intelligence trained computer vision processing algorithms



Industry leading customers

Netflix | Paramount | Deluxe | Snapfish | Avaya



Emmy® Award Winner

Award for Beamr's Content-Adaptive video encoding technology (CABR)



NVIDIA®

partner

World's first GPU accelerated and video optimization platform, with up to 10x performance

Video Content is Growing at a Rapid Pace

As the number of videos multiplies, the demand for them grows and the challenge of handling them increases significantly



Generative AI

Generative AI models produce video using only text prompts or images, and they are constantly expanding in capabilities and popularity.



User-Generated content

Millions of minutes of user-generated content videos are created every day, and this number is growing rapidly.



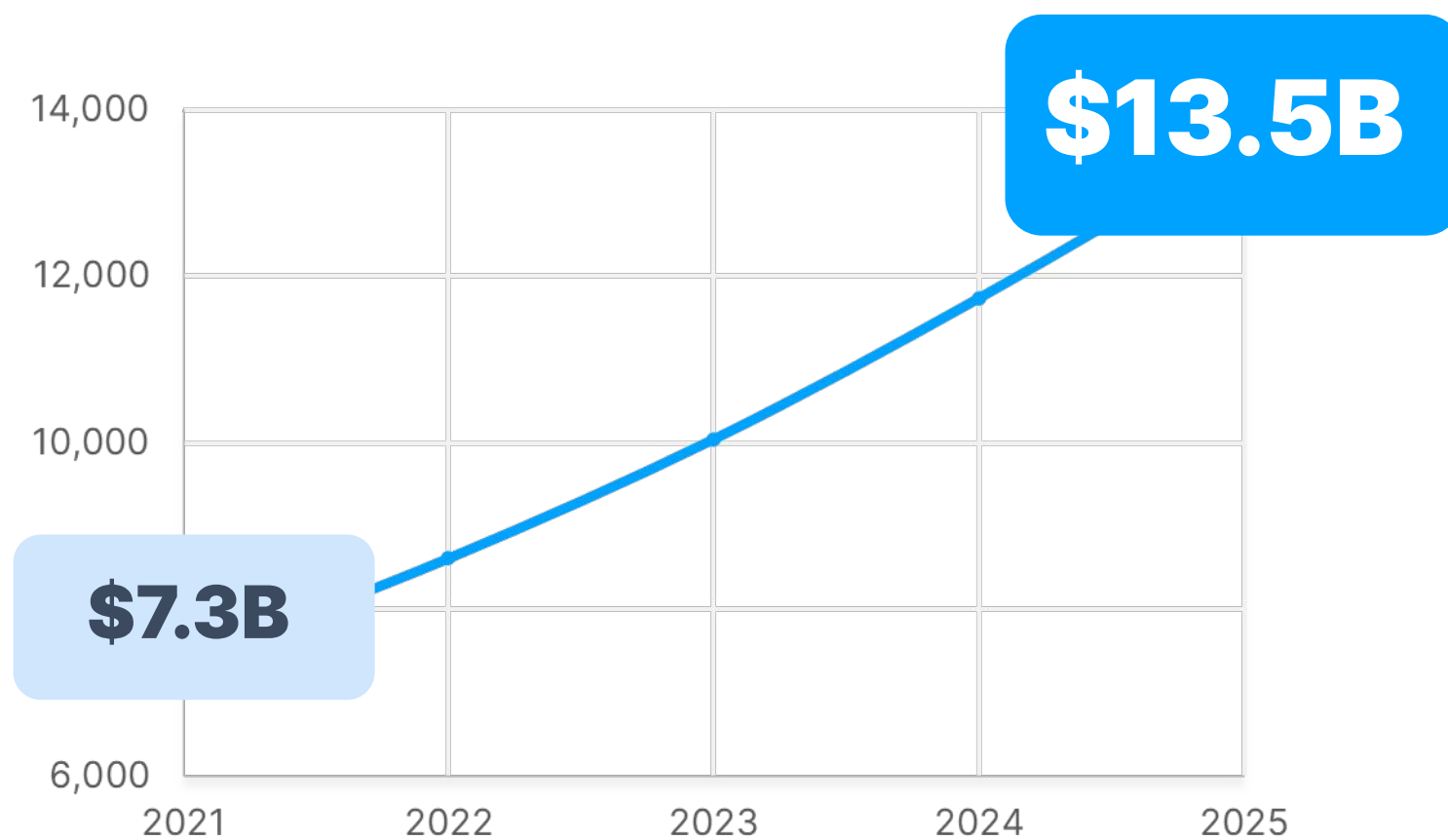
Internet of Things (IoT)

Physical appliances, autonomous vehicles, home appliances, and other connected devices depend heavily on video to operate.

Cloud Video Storage Opportunity

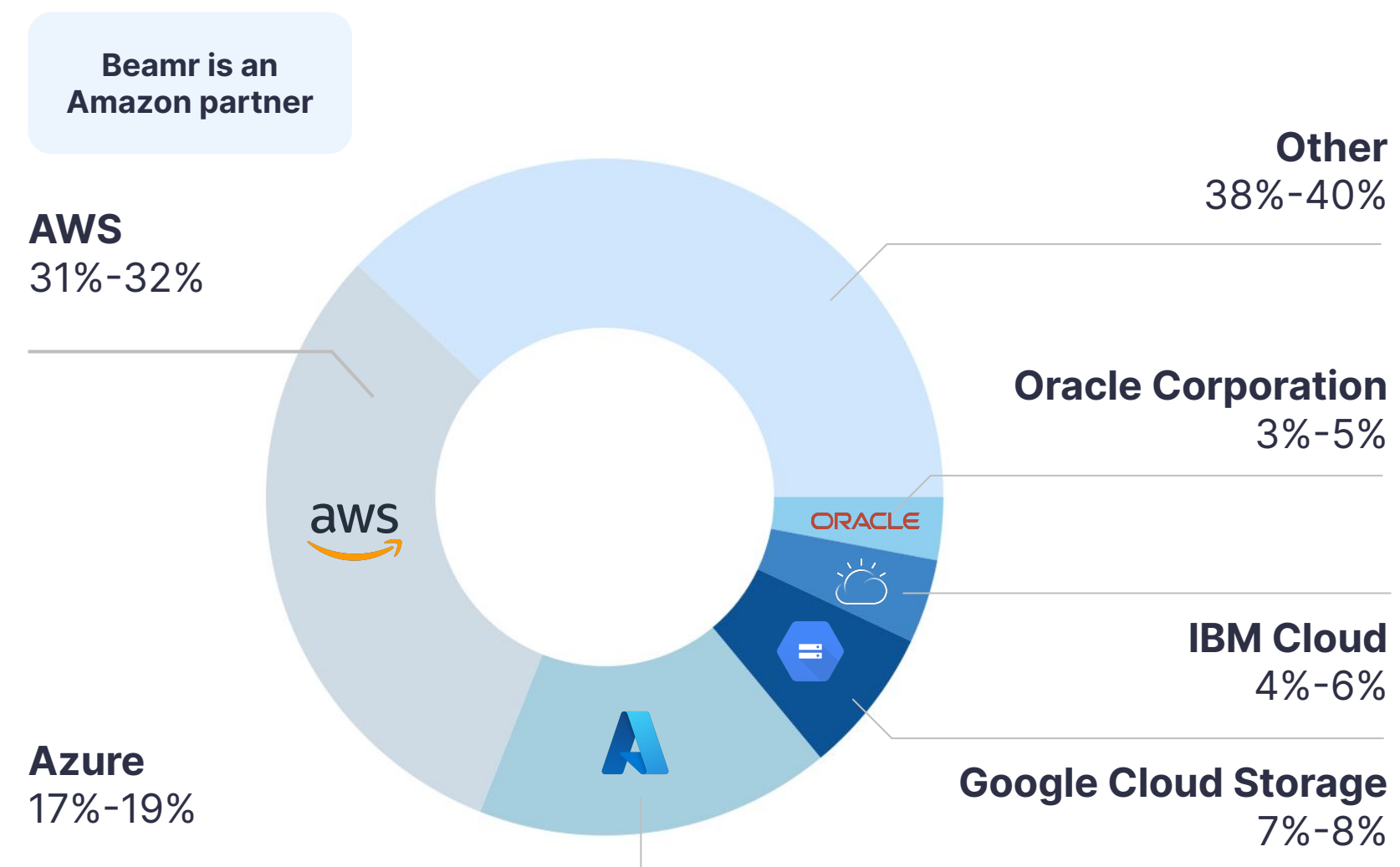
Public cloud platforms offer flexible, on demand expenditure on both storage and compute which go hand in hand with Beamr optimization services

Cloud video storage
was \$7.3B in 2021 predicted growing to \$13.5B in 2025 at a **16% CAGR¹**



In Q1, 2023 the top 3 cloud platforms accounted for 65% of the total cloud spend²

Global cloud video storage market share analysis, 2023¹



Enterprise video market to reach **\$33.72B** by 2027, an 11.6% CAGR³

¹ According to Fortune Business insights | ² According to Synergy | ³ According to Grand View Research

Over 50 Enterprise Customers

Our existing customers are mainly in the video streaming market



NVIDIA Collaboration



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.

Andrew Page, Director of Advanced Technologies in the Professional Visualization group at NVIDIA



NVIDIA, a multinational technology company and a leading developer of GPUs for the AI industry, with an annual revenue of \$60.9 billion for the fiscal year 2024.

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.



1 – Beamr PR - February, 2022 - <https://www.prweb.com/releases/2022/2/prweb18495856.html>

Trusted Technology

BQM is a sophisticated PATENTED perceptual quality metric using AI (Artificial Intelligence) computer vision algorithms.

Area of interest

Analyzing

- Temporal flow
- Edge loss
- Faces
- Skin areas

Preserving

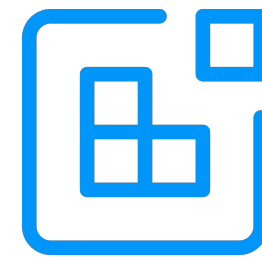
- Added blockiness
- Texture loss
- Added artificial texture
- Pixel differences

Beamr Cloud Disrupting the Video World



Reduce video storage and networking costs by up to 50%

Our service value is super easy to understand.



Easily integrates with any cloud-based video workflow

Automated, efficient and scalable service that is capable of attracting 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 Disrupting the Video World

Setup

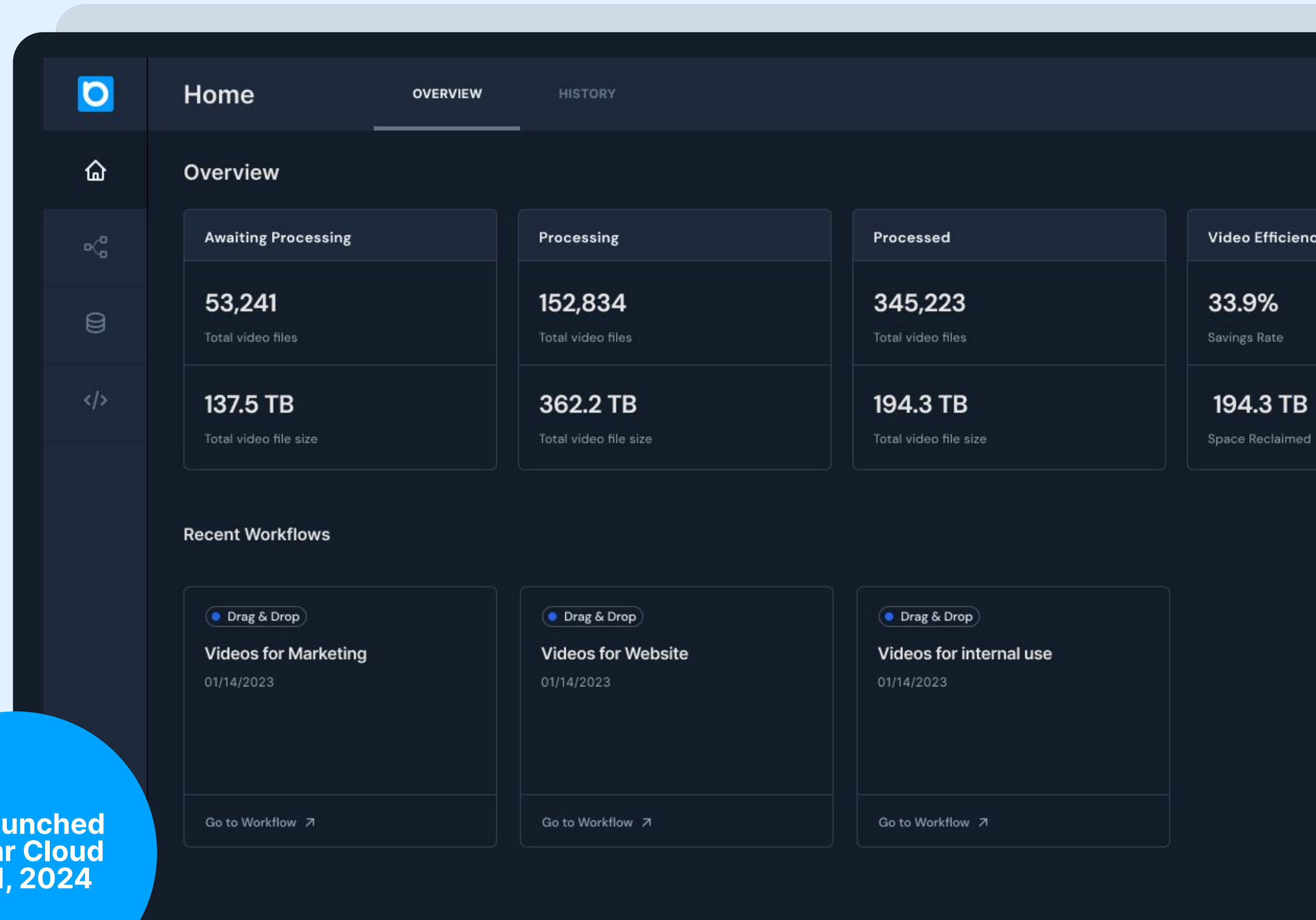
One-click setup using cloud formation templates: create buckets, provide Beamr access, and create events that trigger Beamr's optimization when a new bucket object is added.

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.

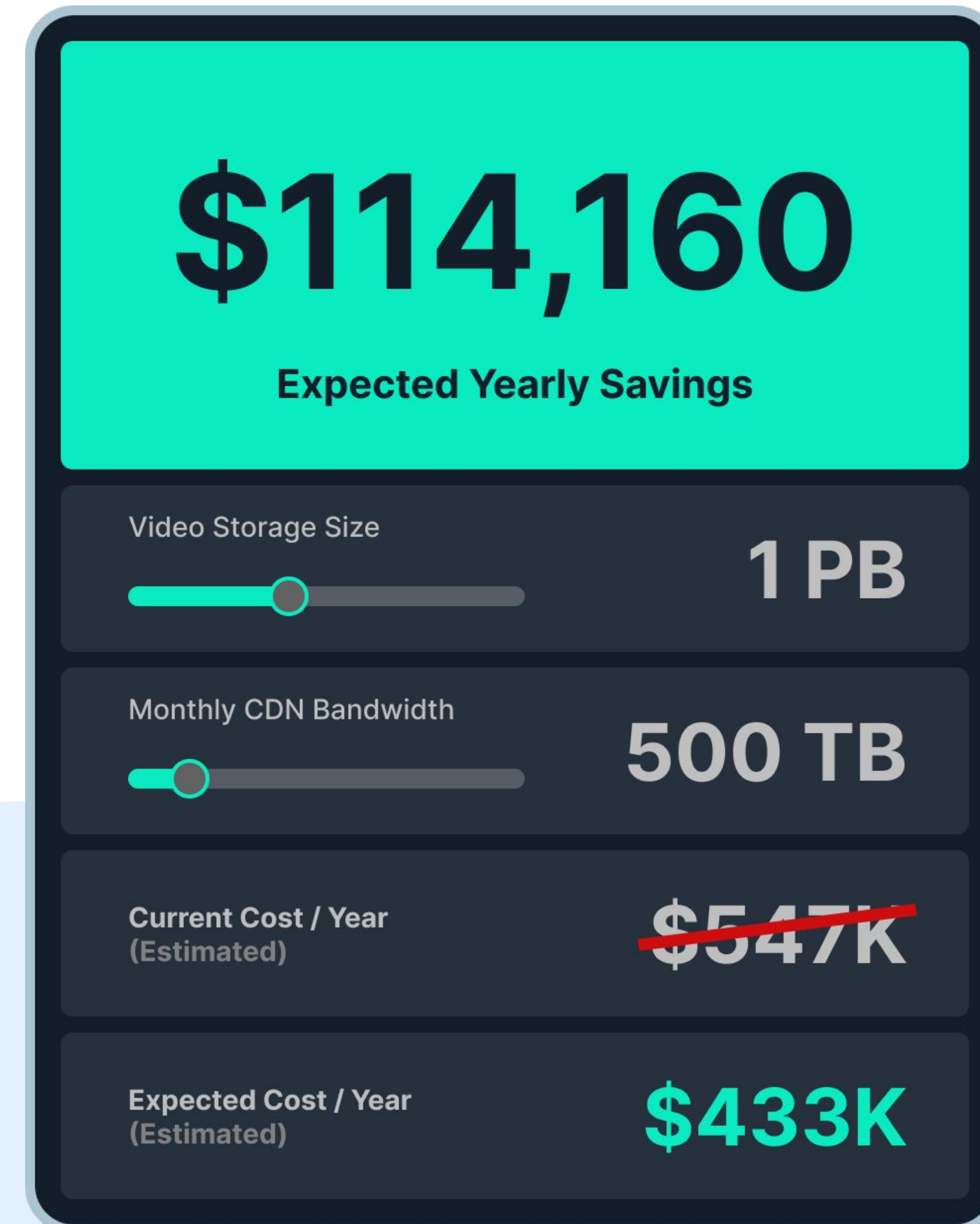


We launched
Beamr Cloud
in Q1, 2024

Beamr Cloud Significant Savings

- Reduce cloud storage without compromising video quality.
- Transform videos to modern formats.
- Ready for accelerated AI processes.
- Attractive pricing.

This is an example of the Beamr Cloud video optimization dashboard.



Beamr Cloud Pricing Model

3 tiered pricing plans:

Customizable plan for enterprises

Provides virtual private cloud (VPC), enabling to run Beamr Cloud on customer's servers and at a flexible rate.

Subscription plan

Perfect for users with a constant flow of videos to process or optimize.

Pre-paid plan

Ideal for one-time or occasional video optimization and processing tasks, such as modernizing video archives to new formats, including HEVC and AV1.

One-Time Packages

Ideal for one-time or occasional video optimization and processing tasks

\$0.25 / Gigabyte

<input checked="" type="radio"/> 500 GB	\$125	\$0.25 / GB
<input type="radio"/> 1 TB	\$220	\$0.22 / GB
<input type="radio"/> 2 TB	\$360	\$0.18 / GB
<input type="radio"/> 5 TB	\$750	\$0.15 / GB
<input type="radio"/> 10 TB	\$1200	\$0.12 / GB

\$125 / One-time payment

[Sign Up](#)

Available for use anytime within 12 months of purchase

Subscription

Perfect for users with a constant flow of videos to process or optimize

\$0.2 / Gigabyte

20% Annual Discount

<input checked="" type="radio"/> 500 GB / Month	\$100	\$0.2 / GB
<input type="radio"/> 1 TB / Month	\$180	\$0.18 / GB
<input type="radio"/> 2 TB / Month	\$320	\$0.16 / GB
<input type="radio"/> 5 TB / Month	\$500	\$0.1 / GB
<input type="radio"/> 10 TB / Month	\$800	\$0.08 / GB

\$100 / Month

[Sign Up](#)

Fair: Unused GB roll over as long as you are subscribed
Flexible: change, downgrade, upgrade or cancel any time

Enterprise

200 TB+ / Year

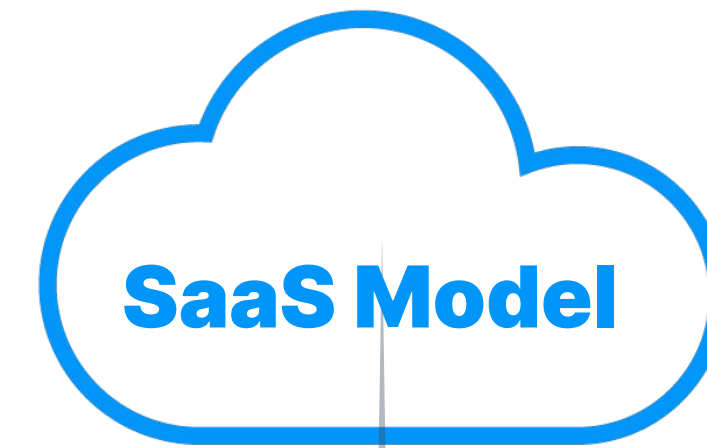
- VPC and ON-PREM options
- Integration with custom tools
- Flexible rate & payment options
- Dedicated account manager

[Contact Us](#)

[More details about enterprise features →](#)

Beamr Cloud Business Model

How the Beamr SaaS may change Beamr business



Beamr Cloud was Launched in Q1 2024

Beamr currently plans to charge its SaaS users according to tiered pricing plans

Cloud video storage \$13.5B TAM in 2025

Beamr average cost saving expected to be 30% or \$4.05B of the TAM

Each 1% savings creates \$40.5M in value

Beamr intends to charge customers 1/3 of the value created on average

Each 1% can translate to \$13.36M of potential revenues to Beamr

- 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
- TAM - According to Fortune Business insights

2023 - Building our service

2024 - Delivering to new markets

Q1 | 2023

Integration with NVIDIA- Phase 1

- Integrated with NVIDIA video engine.
- v.1.0 of the Integrated video optimization engine.



Q3 | 2023

Test service with prospective customers

Allowed beta customers to use the Beamr Cloud service on a public cloud platform.



Q1 | 2024

Beamr Cloud launch

- SaaS enabling easy and automated video processes at scale.
- Presentation of accelerated video AI workflows.



Q2 | 2024

Demonstration of real-time video optimization with NVIDIA Holoscan for Media

Real-time video optimization is poised to overcome 5G bottlenecks.

Enabling accelerated video AI workflows in Beamr Cloud

AI workflows will allow Beamr to offer services in emerging AI markets.

Management Team



Sharon Carmel
CEO and Chairman
of the Board

A serial entrepreneur with a proven track record in the software space. In 1994, Mr. Carmel 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 Mr. Carmel 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 and November 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, Ms. Shoham 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. Ms. Shoham holds a Bachelor of Science from Tel-Aviv University, and a Master 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.



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.



Michael Ozeryansky
VP R&D

A software development and management veteran with more than two decades of experience. Mr. Ozeryansky 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



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.



Lluís 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 companies 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. Mr. Pedragosa 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 of Science in Business Administration from ESADE Business School.



Yair Shoham
Director

Mr. Shoham was Israel country manager at Intel Capital, the venture arm of Intel, until December 2021. He has over 20 years' experience as a venture capitalist with Intel Capital and, prior to that, as general partner with Genesis Partners, among Israel's most accomplished and successful VC funds (Invested in Checkpoint, Imperva, Kato Networks). Announced exited investments include: Scopus Video Networks (Nasdaq IPO), Sansa Security (ARM), Habana Labs (Intel), and 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. Bachelor in Psychology and educational counselling from Haifa University and JD from Loyola University of Chicago.



Osnat Michaeli
Director

Ms. Michaeli has over 20 years' 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. Prior to that, she was CFO at Cardo Systems Ltd, and before that CFO of Kornit Digital Ltd, where she fulfilled a key position in leading the company to IPO in 2015. Ms. Michaeli holds a Bachelor's degree in economics and an MBA, both from Tel Aviv University.



Operations & Balance Sheet Summary

Operations Data	As of Dec 31, 2023	As of Dec 31, 2022
Revenue	\$2,909,000	\$2,863,000
Cost of Revenues	\$(96,000)	\$(98,000)
Gross Profit	\$2,813,000	\$2,765,000
R&D expenses	\$(1,824,000)	\$(2,063,000)
S&M expenses	\$(361,000)	\$(905,000)
G&A expenses	\$(1,506,000)	\$(828,000)
Tax and Finance	\$183,000	\$(217,000)
Net Loss	\$(695,000)	\$(1,248,000)

Balance Sheet Data	As of Dec 31, 2023	As of Dec 31, 2022
Cash and cash equivalents	\$6,116,000	\$693,000
Total current assets	\$6,845,000	\$1,338,000
Total non-current assets	\$4,678,000	\$4,774,000
Total current liabilities	\$1,021,000	\$945,000
Total non-current liabilities	\$242,000	\$5,627,000
Total shareholders' equity	\$10,260,000	\$(460,000)

Securities Outstanding

As of March 31, 2024

Ordinary Shares Outstanding	15,456,086
Options (WAEP: \$2.09)	951,051
Warrants (WAEP \$6.48)	186,148
Fully Diluted Shares Outstanding	16,593,285

Recent Updates



- Beamr annual revenues for 2023: \$2.9M.
- Beamr closed a follow on offering for gross proceeds of \$13.8 million, in February 2024.
- Strong cash position of approximately \$19M at Q1-24



- In Q3-2023, Beamr signed another one of the top five largest media companies in the world, to provide video compression and optimization technology, and is now serving 3 of the top 5 largest media companies.
- In Q2-2024 Beamr participated in NVIDIA GTC and NAB conferences.



- In October 2023, Beamr announced that SAAS will be powered by Nvidia and new pricing.
- In Q1-2024, Beamr Cloud was launched, operating on AWS.
- In Q2-2024, Beamr demonstrated real-time video streaming capabilities with NVIDIA Holoscan for Media

The Winning Formula

Leadership

Led by a serial entrepreneur

World class experts

Fast growing market

16% CAGR

Market with urgent needs

Recurring Value

ARR model

SaaS

Technology

53 Patents

Industry Recognition

Disruptive

The first of its kind

- Enablement by Nvidia
- Easy to implement
- Ready for AI processes