



MIND Financial Presentation Q1/2024

This presentation may contain statements that are forward looking. These statements are based on management's beliefs and assumptions and on information currently available to management. Forward-looking statements are not guarantees of future performance, and actual results may materially differ. The forward-looking statements involve risks, uncertainties, and assumptions, including the risks discussed in the Company's filings with the United States Securities Exchange Commission. The Company does not undertake to update any forward-looking information.

Company Highlights



A **public company** since 2000 (Nasdaq: MNDO): Company formed 1995

- **Headquarters:** Yokneam, Israel
- **Engineering and support:** Iasi & Suceava, Romania
- **Messaging:** Lüneburg, Germany

Strong net cash position

Convergent BSS (Billing Support System) and Customer Care Platform

- Multi-Services – Voice, Data, Internet, Cable, Security and IoT
- Multi-Business Models – Prepaid (OCS), Postpaid, Hybrid and Wholesale



E-commerce platform for telecom providers

Call accounting & UC Analytics for organizations and large multinational corporates



Omnichannel **Mobile Messaging** service provider



Proven execution

- Supply product based **end-to-end solutions** and related professional services
- Maintain **diversification**: enterprise market, messaging, billing for communication service providers
- Focus on **strategic accounts** and channel partners
- Provide value to our customers and support their **digital transformation**
- Deliver the highest level of **customer support**
- **Expand** offering by partnerships and solution enhancements
- Maintain **reputation** of ongoing successful execution
- Sustain **profitability**

The logo for MINDBill features the word "MINDBill" in a bold, white, sans-serif font. The "i" in "Bill" has a dot. Below the text is a horizontal line with four small squares at regular intervals, resembling a stylized bar chart or a data visualization element. A registered trademark symbol (®) is located at the top right of the word "Bill".

MINDBill®

Convergent, real-time, **Omni Channel** end-to-end billing and customer care, product-based solutions, for Tier 2 & 3 carriers

The logo for PhonEX ONE features the word "PhonEX" in a bold, white, sans-serif font, followed by "ONE" in a slightly smaller, bold, white, sans-serif font. To the left of "PhonEX" is a small icon consisting of four small squares arranged in a 2x2 grid.

PhonEX™ **ONE**

Call accounting & UC Analytics solutions for organizations and large multinational corporates

The logo for gtxmessaging features the word "gtxmessaging" in a bold, white, sans-serif font. Below it is the word "messagingmobile" in a smaller, white, sans-serif font, with a small "m" in a white square to its left.

gtxmessaging
m messagingmobile

APIs you can use to easily communicate with your clients and partners via text / SMS, instant messaging or voice worldwide



**Convergent Billing &
Customer Care
Solution for
Telecommunication
Service Providers**

Diversified Billing Customer Base



Vast Experience in Integrating with Leading Technology Vendors





OCS



Billing



Rating



Reports &
Analysis



Business Processes



Product Catalogue



Finance



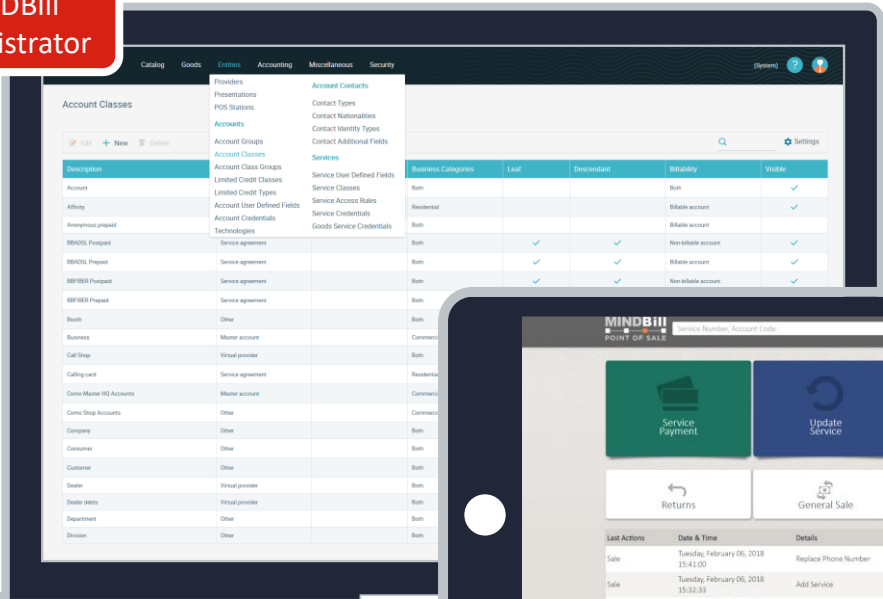
Omni Channel
Customer
Suite



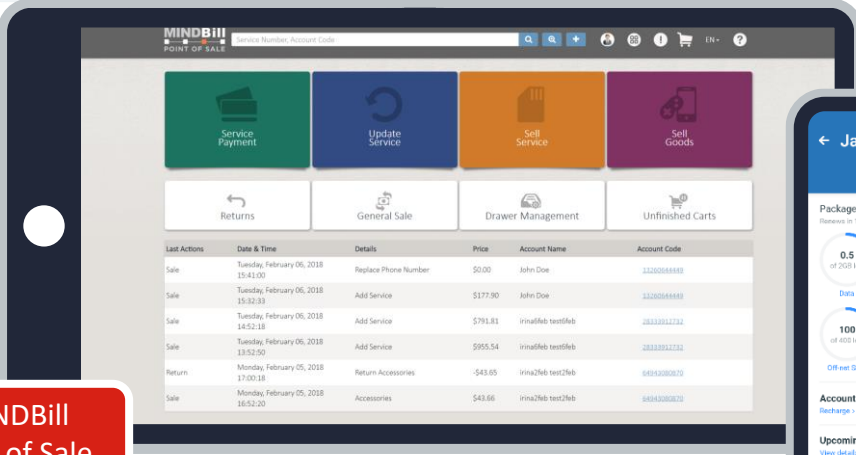
Mediation &
Provisioning

9 Creating a Great UX for Any User

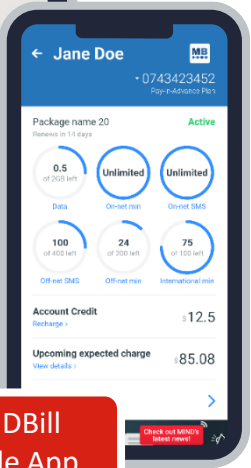
MINDBill Administrator



MINDBill Point of Sale



MINDBill Mobile App

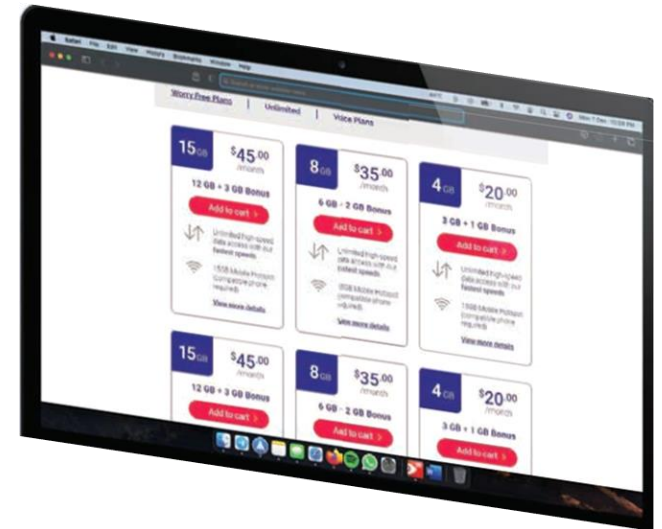


- Truly **convergent** prepaid and postpaid platform
- **Comprehensive** solution – includes billing, real-time rating for multiple services, customer care, mediation, provisioning, Point-of-Sale
- **Multi-tenant** platform – allows for cost sharing across multiple carriers and flexibility to support separate lines of business
- **Open API's** across platform enabling integration with any network vendor and 3rd party software
- **Built-in** Point of Sale that is easy to use and reduces transaction time
- **Omni-channel** suite including online store, online chat, web self-care and Mobile Self-Care Application
- Extensive **experience** – over 20 years
- Proven track **record** of on-time, on-budget deployments
- **Scalable**, open and expandable architecture
- **Commitment** to customer success with highest level of customer support

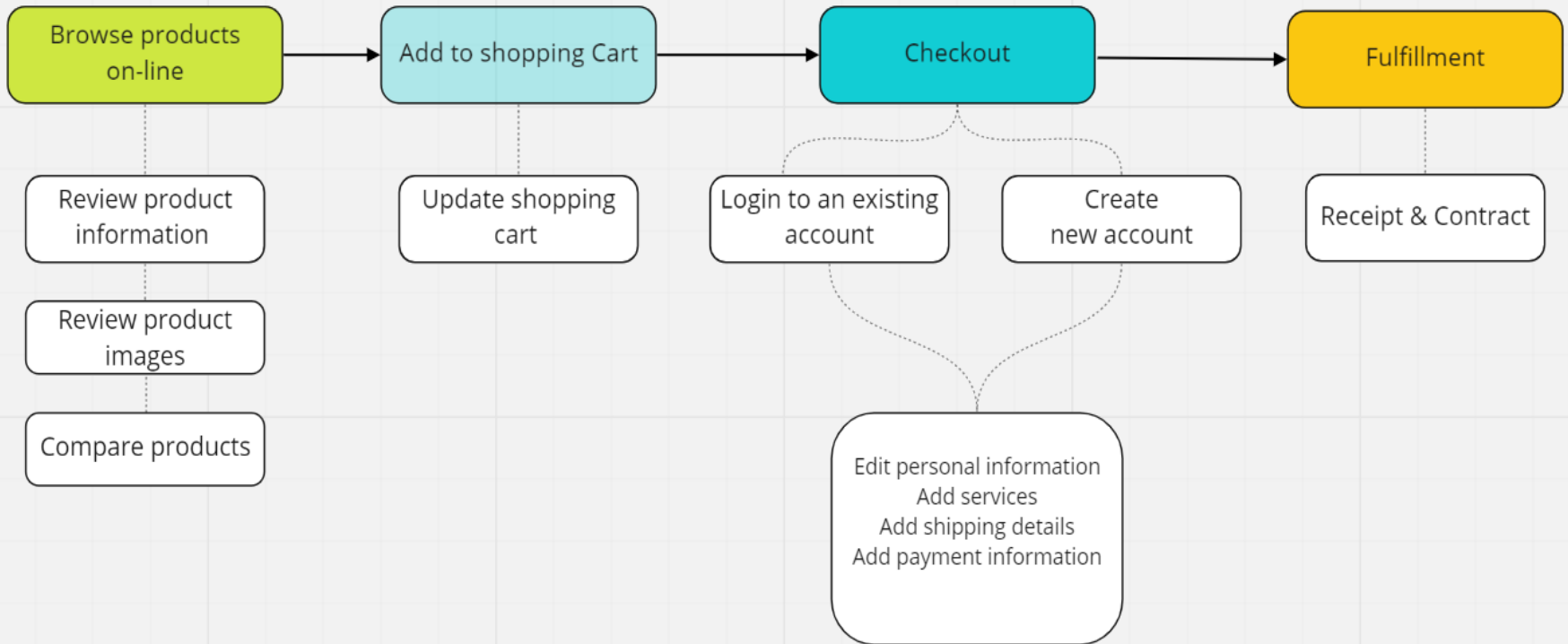
MINDBill e-commerce is a digital e-commerce platform, designed for the telecom industry.

Integrated with the CRM, product catalog and inventory, to cover full end-to-end sale cycles for new and existing customers.

It has a self admin content management to edit and update the information on the e-commerce platform.



- E-commerce is a must in today's business environment
- Carriers maintain the devices and plans on their websites
- The customer chooses the phone, plan, bundle, etc.
- The customer starts the registration process
- MIND e-commerce includes a full wireless sale flow
- MIND e-commerce includes all the checks and actions
- Full sales process all the way to the fulfillment center
- Shipment details available for internal processing



 **PhonEX™ ONE**

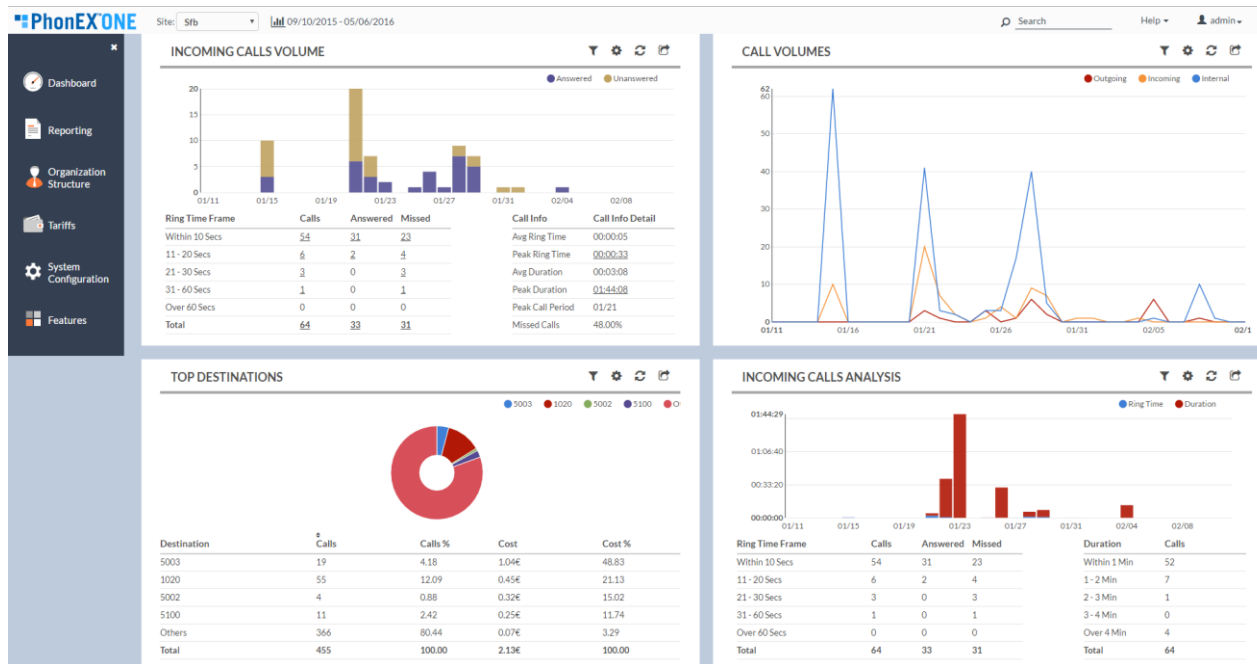
**Call Accounting &
UC Analytics
Solution for
Enterprises**

Call Accounting and UC Analytics Customer Base



Proud to Partner with Leading Technology Vendors





- A management tool for the control of the corporate telecommunication resources
 - Distribute cost / charge back
 - Traffic analysis
 - Eliminate misuse and abuse
 - Monitor quality of service
- PhonEX ONE is a state-of-the-art product
 - Comprehensive, flexible, fully web-based solution
 - Based on MS technology

- 20 years of **experience**
- Technology **Partners**: Cisco, Avaya and Microsoft
- **High-end solution** for multinational corporates
- Multi-language and multi-currency **support**
- **Proven scalability** with over 100,000 users on one system
- **Full web-based solution** – using ASP.NET
- User friendly
- **Tailored** to meet customer needs
- **Excellent ongoing support**



Customized Mobile Messaging Solutions for Enterprises and Wholesale Messaging Services

- More than 15 years experience in the mobile industry
- Customized Enterprise Mobile Messaging Solutions: SMS ,RCS ,WhatsApp, Facebook, Telegram, Chatbots
- Mobile Payments solutions
- Wholesale and termination Mobile Messaging services



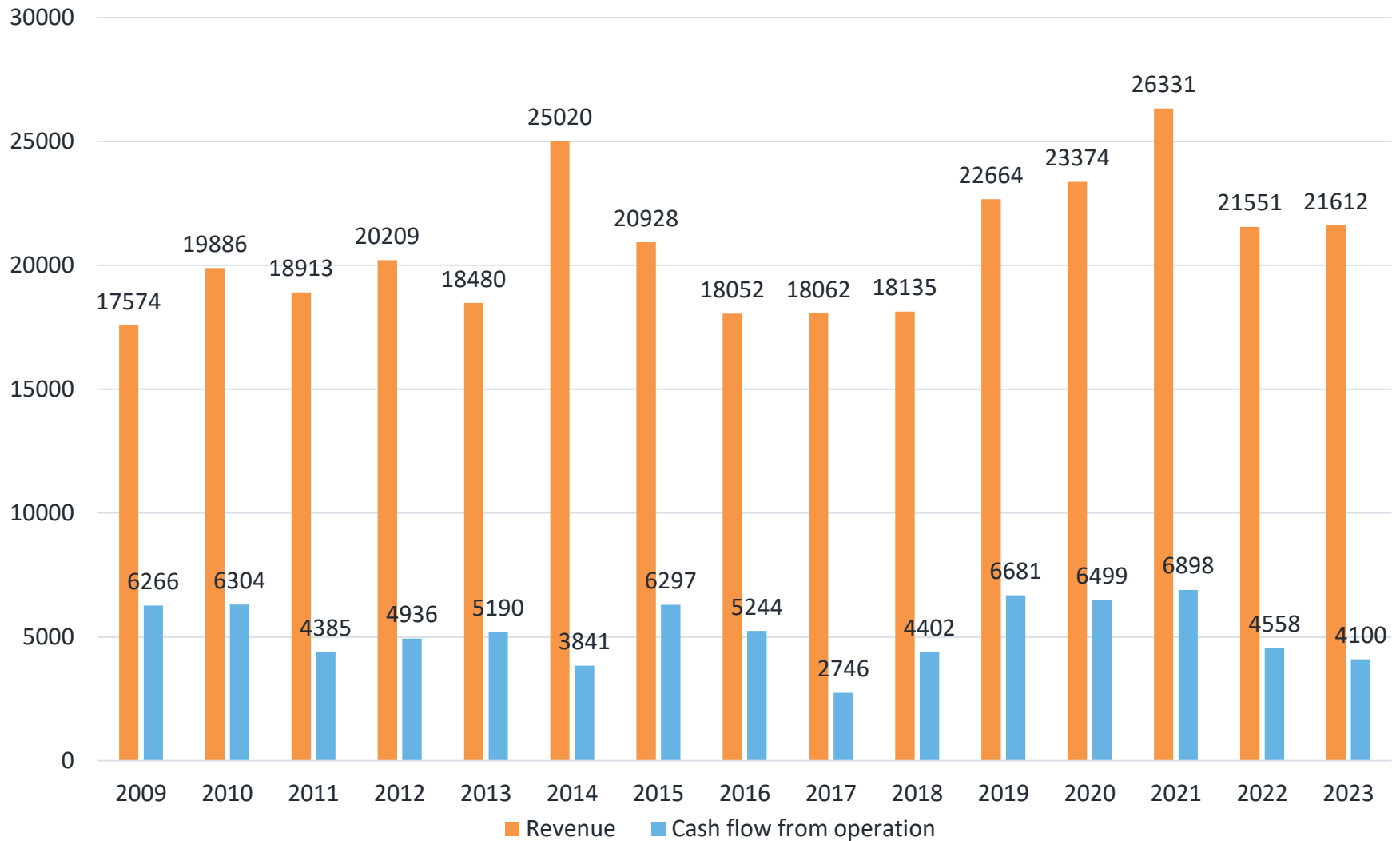


Financial Overview

Investment Highlights

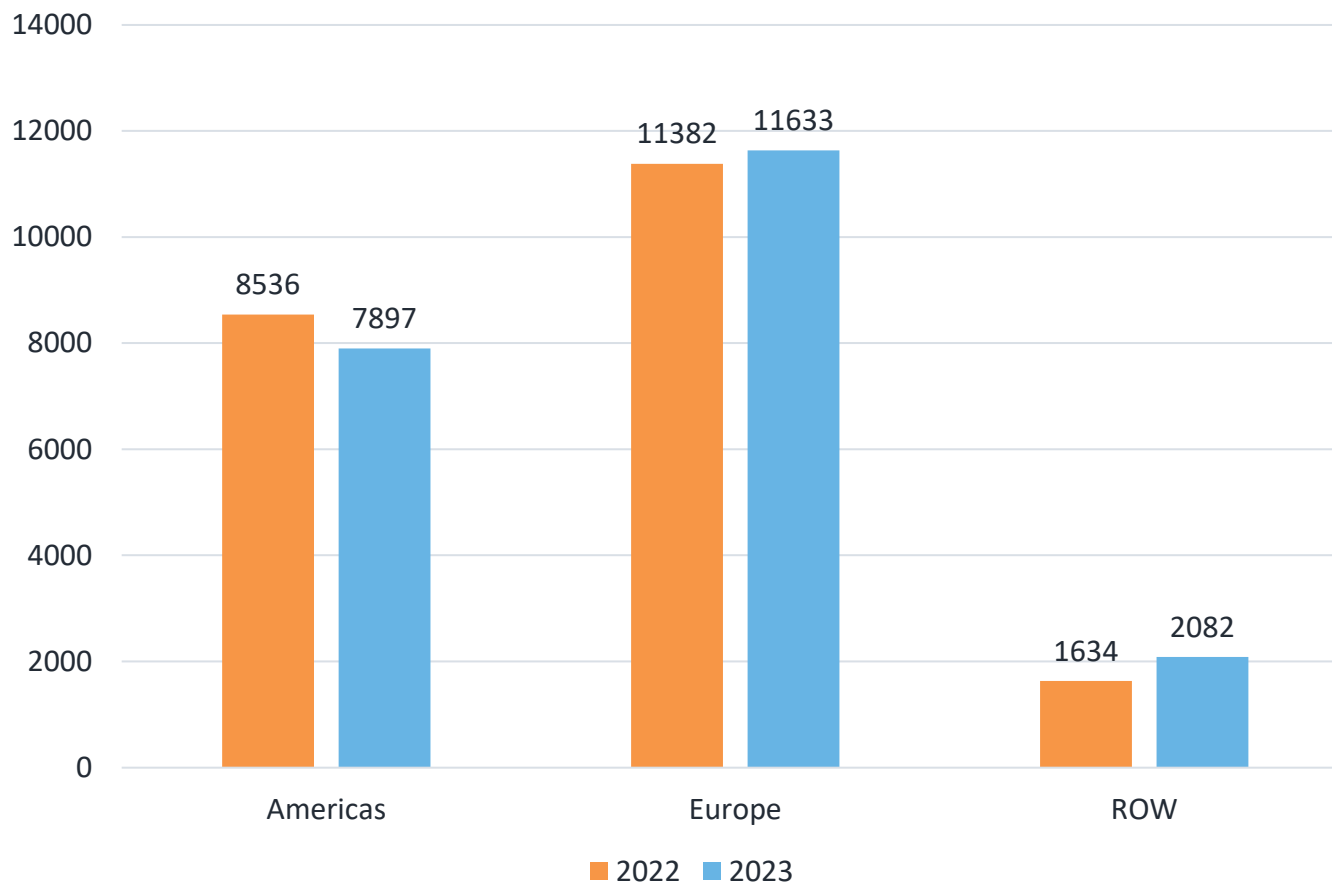
- **Consistent** positive cash flows from operating activities
- **Strong** balance sheet
- **Long-term** relationships and some long-term contracts
- Company invests significantly to ensure **technology leadership**
- **Strong** business model with recurring revenues
- Operation margin **target** of 20%
- **Dividend policy** – once a year, a cash dividend will be distributed, subject to Board review and approval. The amount will be approximately to our EBITDA plus financial income (expenses) minus taxes on income

Revenue by Year and Cash Flow from Operations



(\$ in thousands)

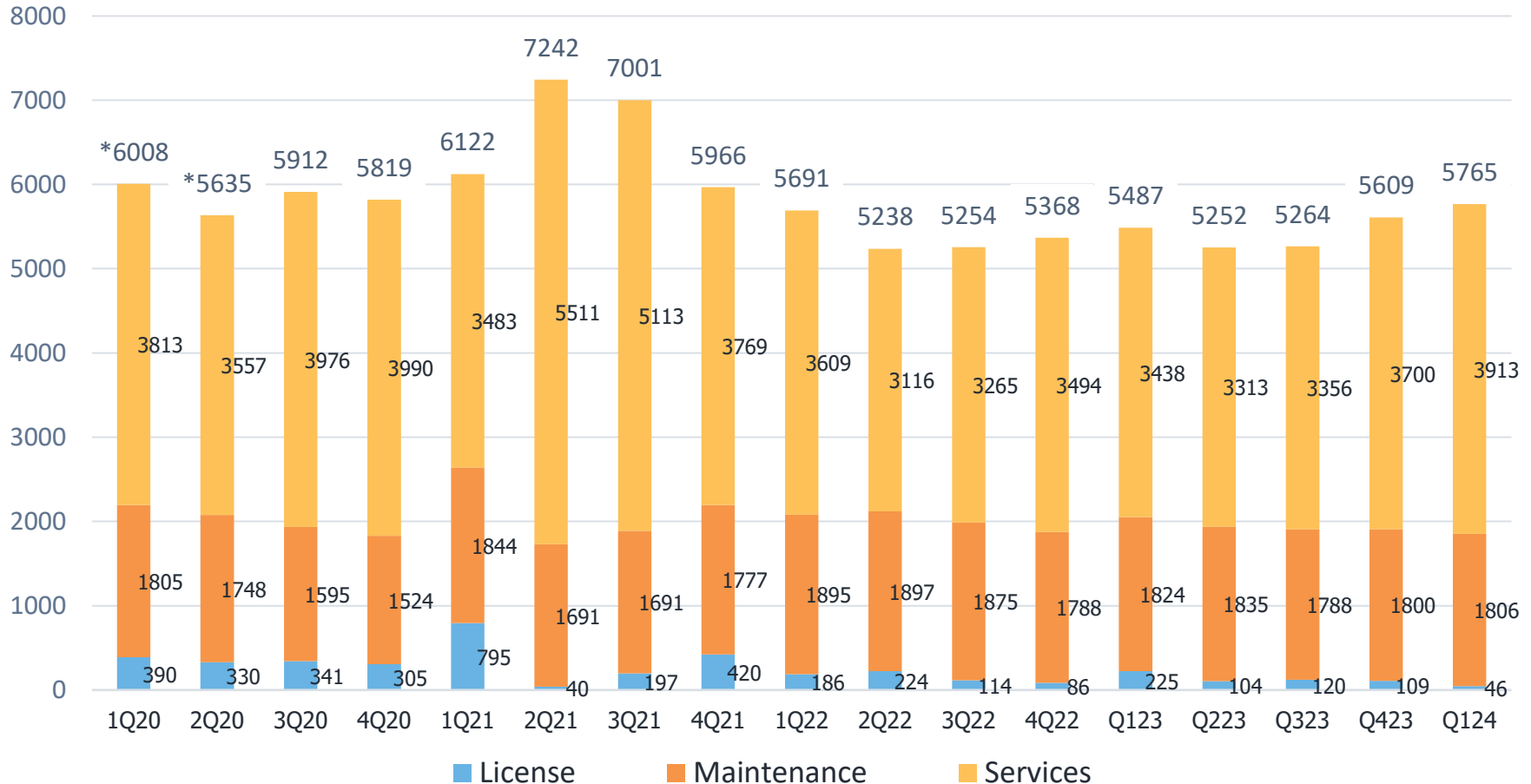
Revenue by Region



(\$ in thousands)

Quarterly Revenue Trend

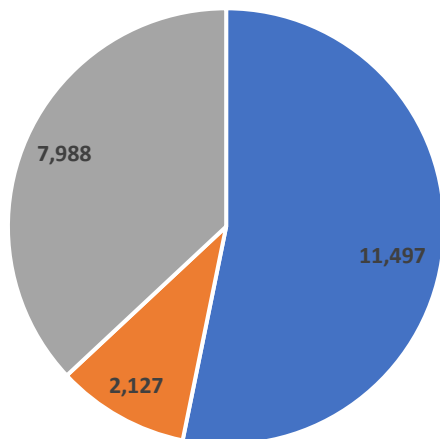
Consolidated Revenues Trend (USD in Thousands)



*As described in our Q4'19 Press Release (published on 11.3.2020), Q2'19 and Q3'19 Revenues and Cost of sales amounts has been adjusted by \$310K and \$347K respectively due to the mobile payments line of business revenue recognition on a "net basis" instead of a "gross basis", with no impact on the gross profit, operating income and cashflows, that remain unchanged from the preliminary Q2 and Q3 amounts announced in 2019.

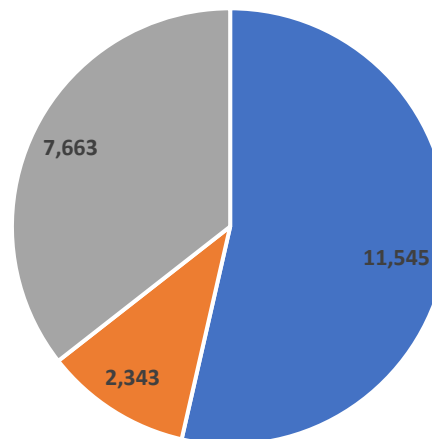
Revenue by Product Line

2023



- Billing & Customer Care
- Call Management Solutions
- Messaging

2022

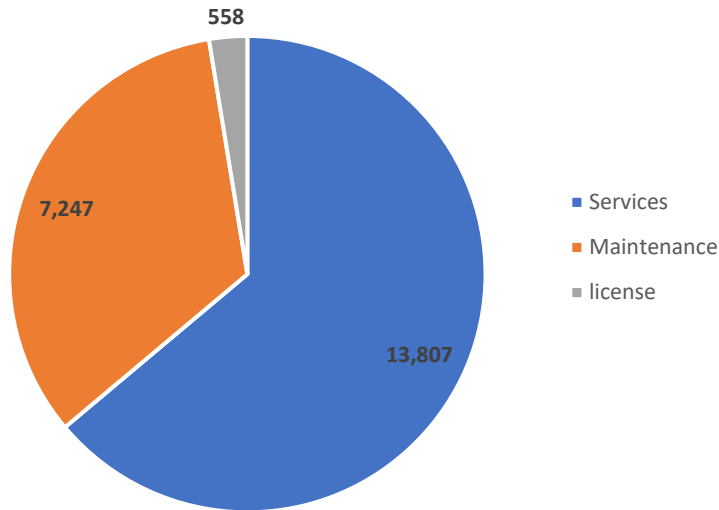


- Billing & Customer Care
- Call Management Solutions
- Messaging

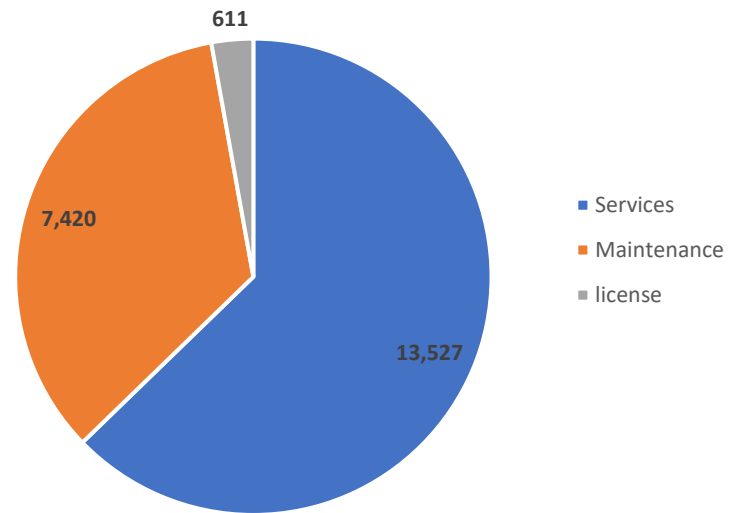
(\$ in thousands)

Revenue Distribution

2023



2022



(\$ in thousands)

Quarterly Profit & Loss

(\$ in Thousands)

	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024
Revenues	\$ 4,461	\$ 5,734	\$ 5,780	\$ 6,689	\$ 6,008	\$ 5,635	\$ 5,912	\$ 5,819	\$ 6,122	\$ 7,242	\$ 7,001	\$ 5,966	\$ 5,691	\$ 5,238	\$ 5,254	\$ 5,368	\$ 5,487	\$ 5,252	\$ 5,264	\$ 5,609	\$ 5,765
Cost of Revenues	1,211	2,878	2,658	3,378	2,878	2,599	2,857	2,819	2,803	3,429	3,549	2,669	2,607	2,378	2,470	2,589	2,787	2,535	2,590	2,834	2,974
Gross Profit	3,250	2,856	3,122	3,311	3,130	3,036	3,055	3,000	3,319	3,813	3,452	3,297	3,084	2,860	2,784	2,779	2,700	2,717	2,674	2,775	2,791
Research & Development	939	1,051	1,060	1,136	993	928	1,015	1,027	1,013	962	1,133	940	944	848	866	837	900	905	865	868	882
Selling & Marketing	305	243	320	357	429	245	185	114	282	568	199	354	147	286	188	344	265	299	240	358	315
General & Administrative	523	524	435	605	421	455	424	522	412	417	400	373	369	417	348	389	229	439	354	395	351
Operating income	1,483	1,037	1,307	1,213	1,287	1,408	1,431	1,337	1,612	1,866	1,720	1,630	1,624	1,309	1,382	1,209	1,306	1,074	1,215	1,154	1,243
Gain on disposal of a subsidiary																					
Financial income (net)	138	136	-	209	(8)	134	69	184	13	37	(32)	38	7	(68)	4	150	148	142	142	345	188
Income before taxes	1,621	1,173	1,307	1,422	1,279	1,542	1,500	1,521	1,625	1,903	1,688	1,668	1,631	1,241	1,386	1,359	1,454	1,216	1,357	1,499	1,431
Taxes	127	126	113	92	105	129	94	131	143	389	261	143	130	17	96	87	109	78	107	65	97
Net Income	\$ 1,494	\$ 1,047	\$ 1,194	\$ 1,330	\$ 1,174	\$ 1,413	\$ 1,406	\$ 1,390	\$ 1,482	\$ 1,514	\$ 1,427	\$ 1,525	\$ 1,501	\$ 1,224	\$ 1,290	\$ 1,272	\$ 1,345	\$ 1,138	\$ 1,250	\$ 1,434	\$ 1,334

*As described in our Q4'19 Press Release (published on 11.3.2020), Q2'19 and Q3'19 Revenues and Cost of sales amounts has been adjusted by \$310K and \$347K respectively due to the mobile payments line of business revenue recognition on a "net basis" instead of a "gross basis", with no impact on the gross profit, operating income and cashflows, that remain unchanged from the preliminary Q2 and Q3 amounts announced in 2019.