



MIND Financial Presentation Q2/2025

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 "MIND" in white and "Bill" in a lighter red color, with a registered trademark symbol. Below the text is a horizontal line with four small squares at each end and two in the middle, all in a light red color.

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 a stylized icon of four small squares arranged in a 2x2 grid to the left of the text "PhonEX" in white and "ONE" in a lighter red color.

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

The logo for gtxmessaging features the text "gtx" in white and "messaging" in a lighter red color. Below it, the logo for m messagingmobile features a small white square with a red "m" inside, followed by the text "messagingmobile" in a lighter red color.

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

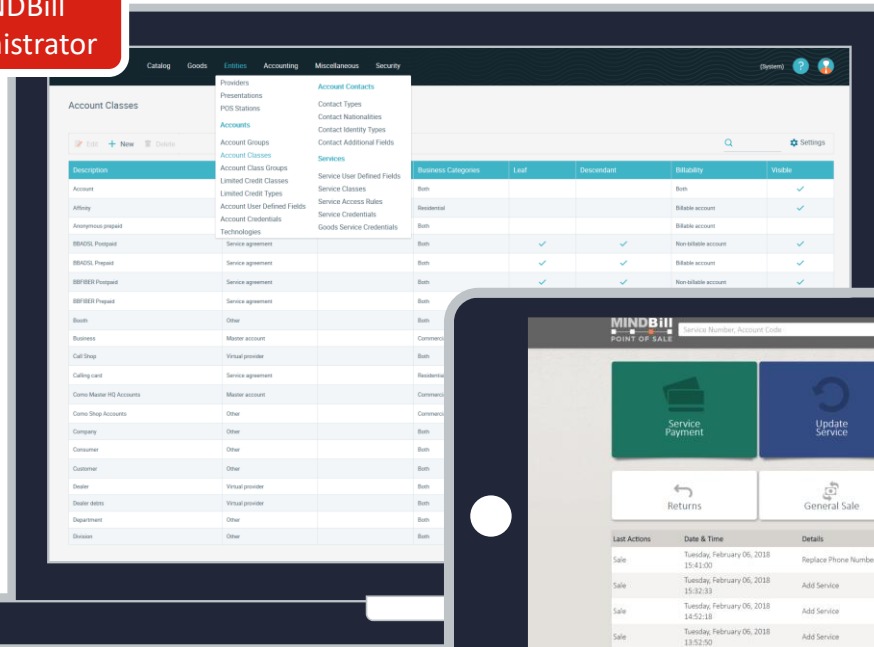


Omni Channel
Customer
Suite

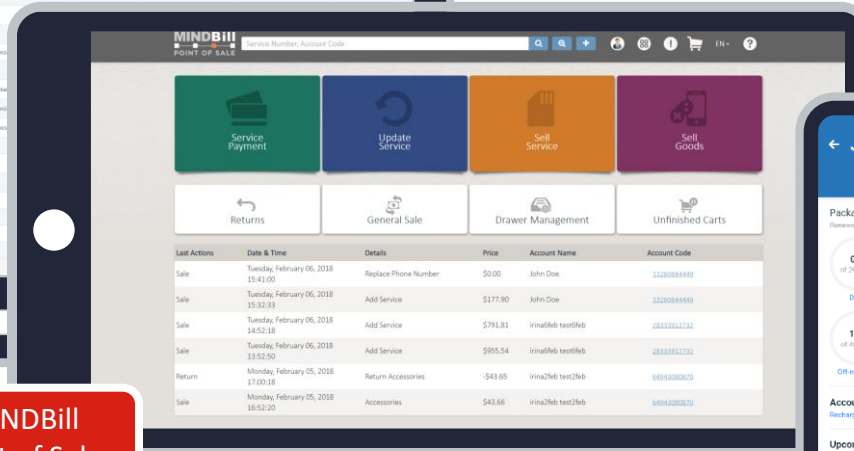


Mediation &
Provisioning

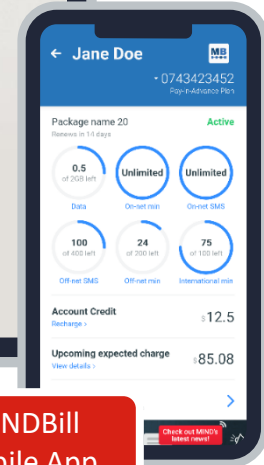
**MINDBill
Administrator**



**MINDBill
Point of Sale**



**MINDBill
Mobile App**

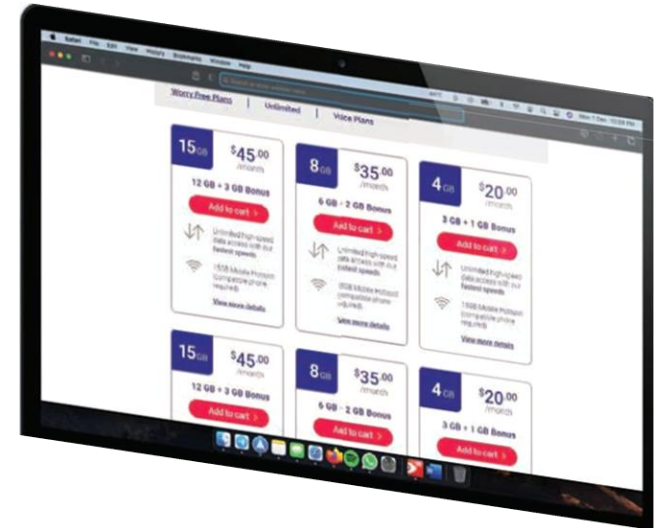


- Truly **convergent** prepaid and postpaid platform
- **Comprehensive** solution – includes billing, real-time rating for multiple services, customer care, mediation, provisioning, Point-of-Sale
- **Multi-tenant** platform – allows for cost sharing across multiple carriers and flexibility to support 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

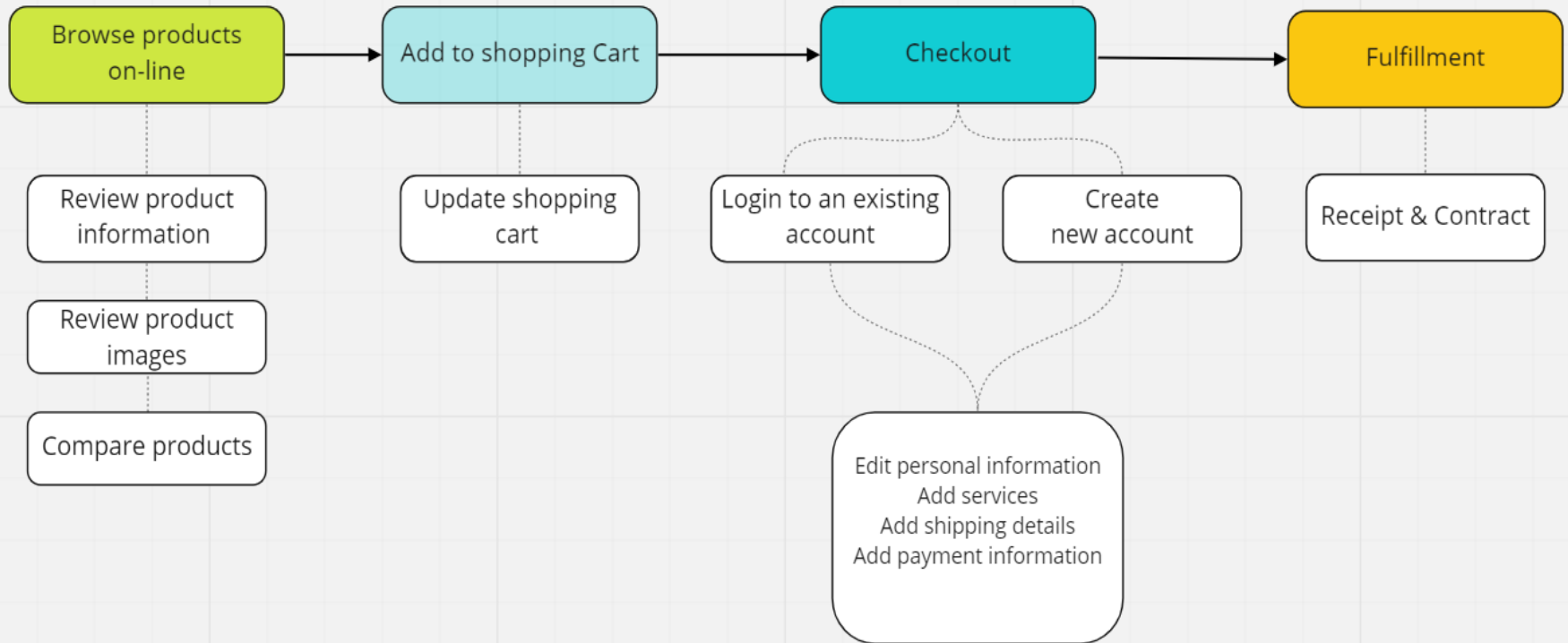
MINDBill e-commerce is a digital e-commerce platform, designed for the telecom industry.

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





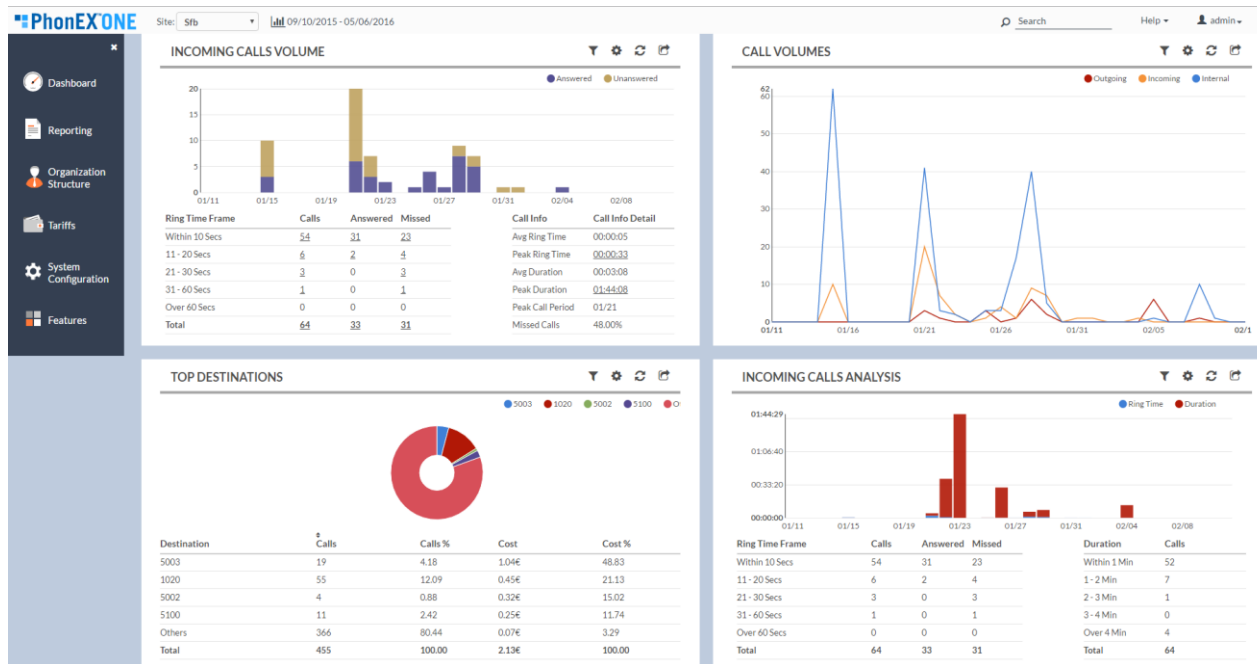
Call Accounting & UC Analytics Solution for Enterprises

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



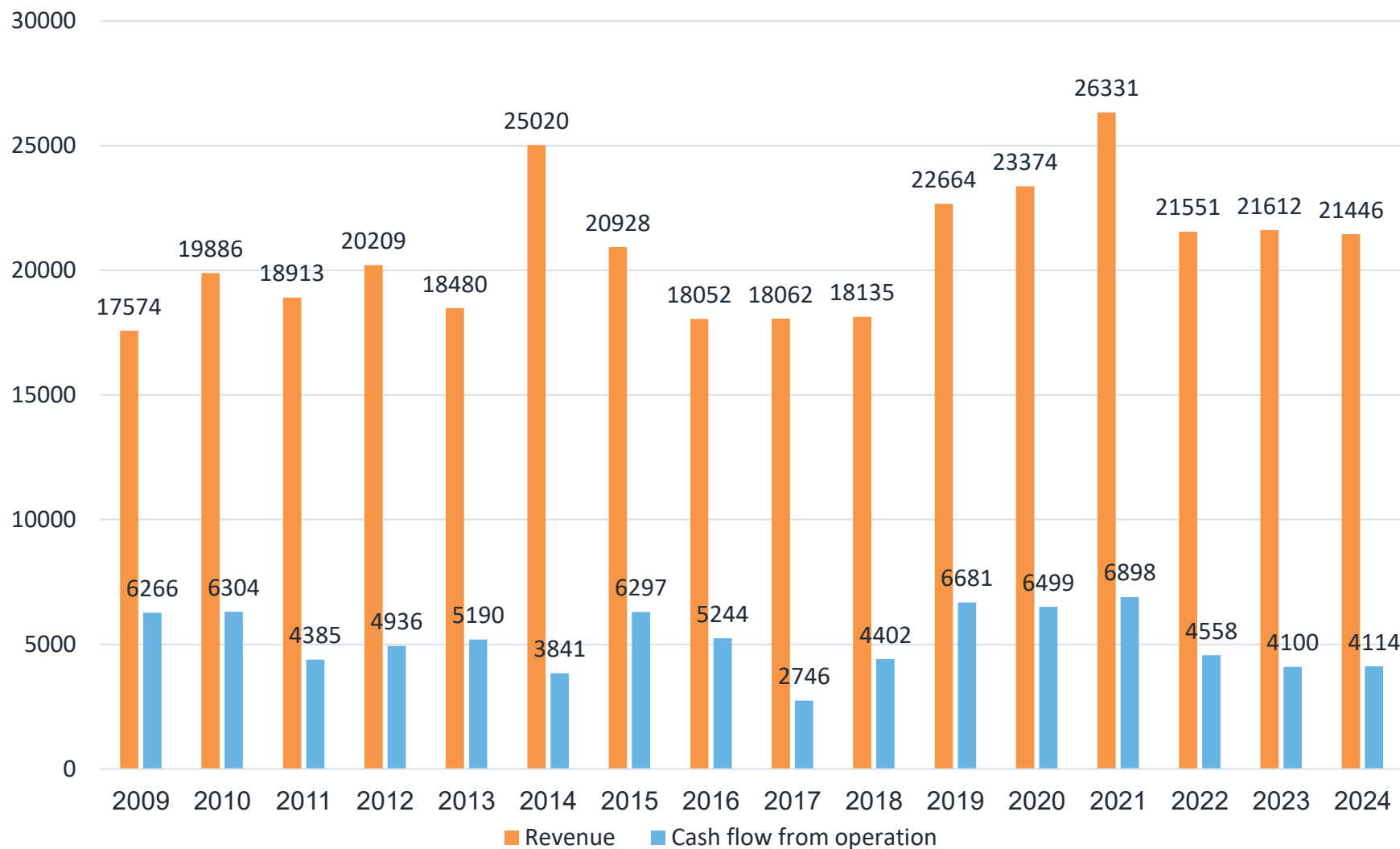


Financial Overview

Investment Highlights

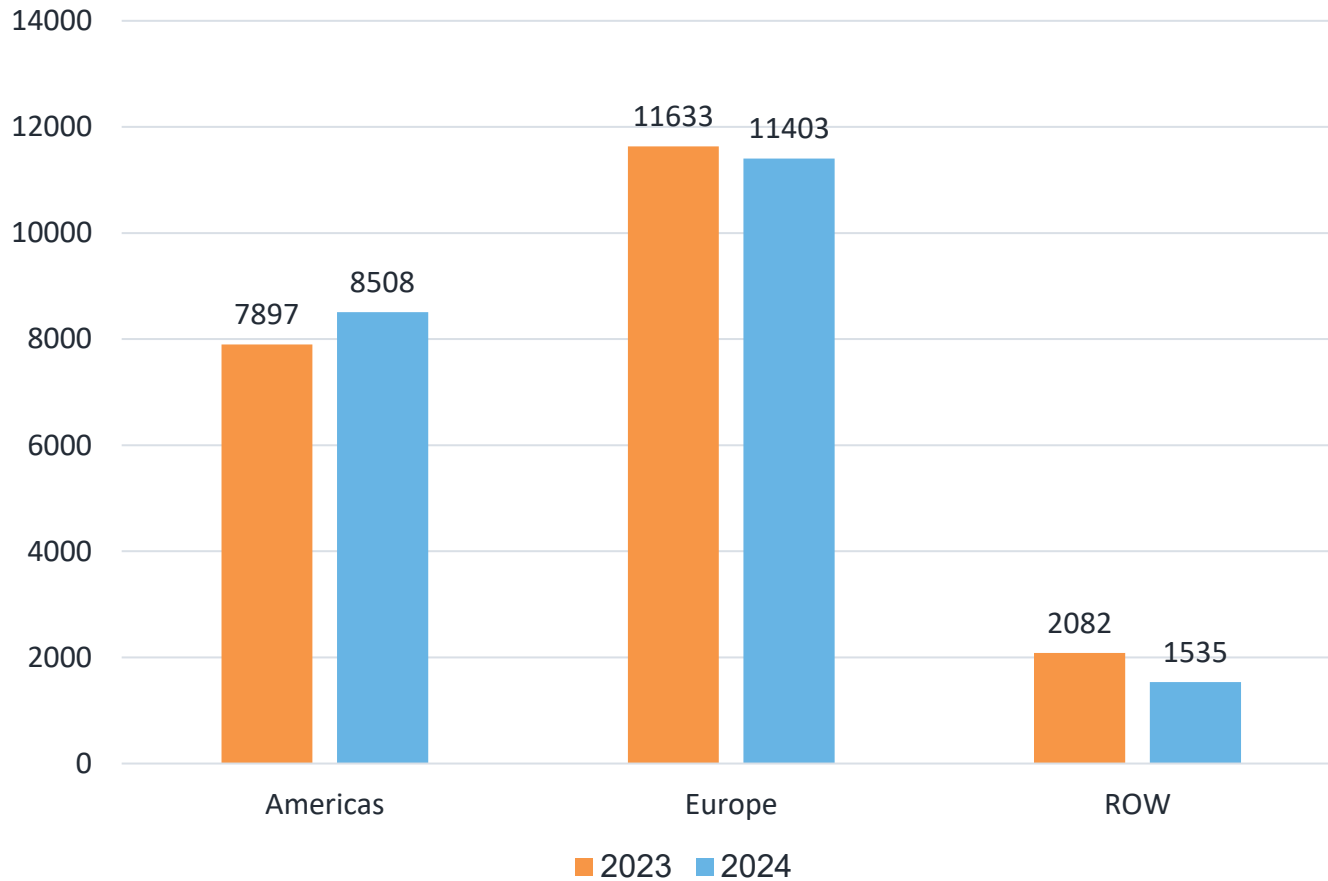
- **Consistent** positive cash flows from operating activities
- **Strong** balance sheet
- **Long-term** relationships and some long-term contracts
- Company invests significantly to ensure **technology leadership**
- **Strong** business model with recurring revenues
- Operation margin **target** of 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)

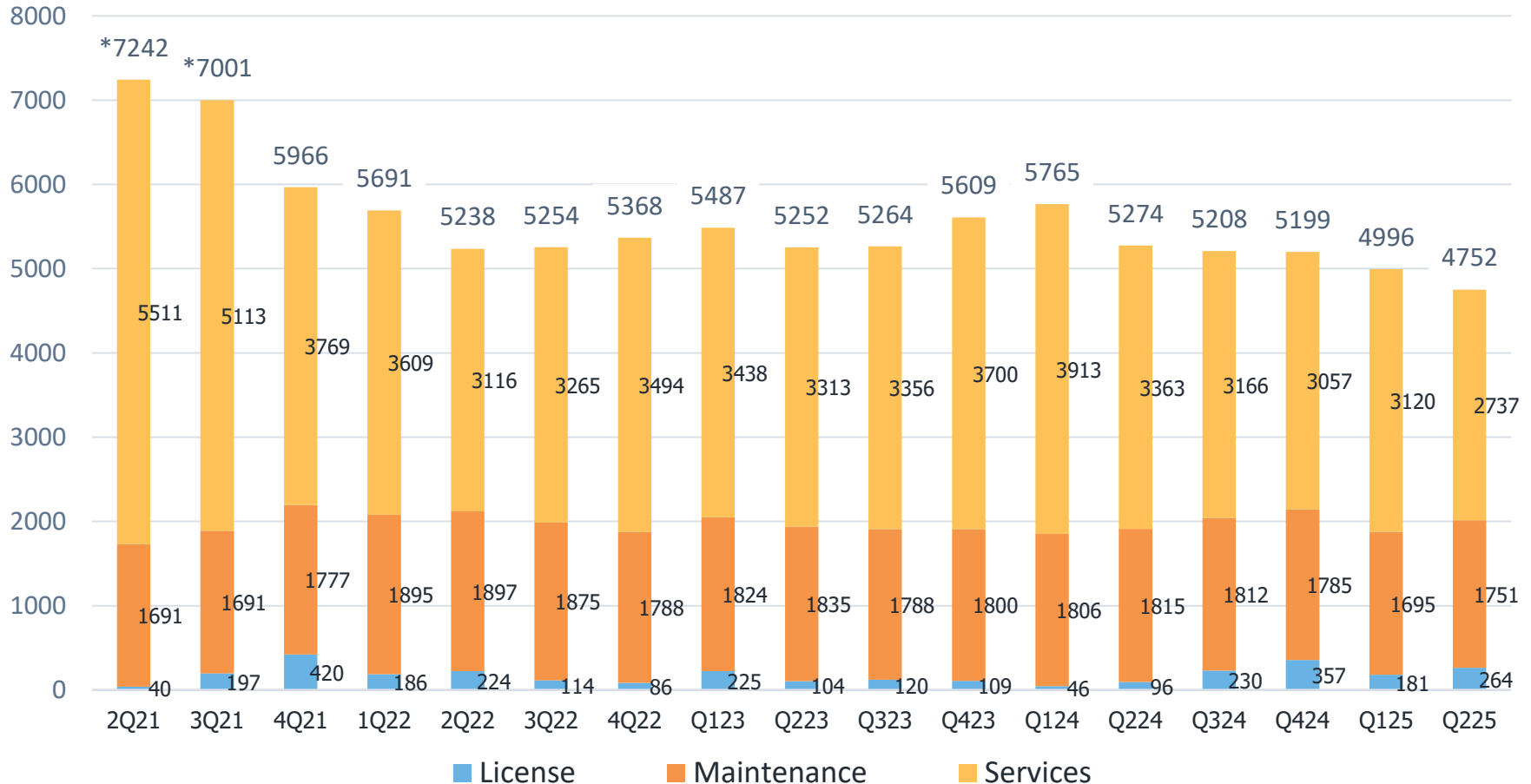
Revenue by Region



(\$ in thousands)

Quarterly Revenue Trend

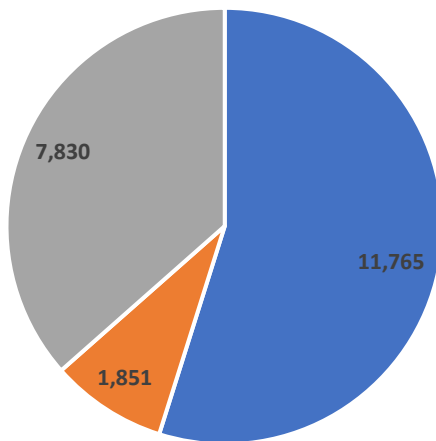
Consolidated Revenues Trend (USD in Thousands)



*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.

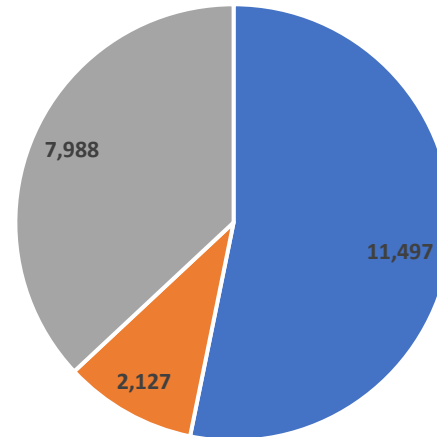
Revenue by Product Line

2024



- Billing & Customer Care
- Call Management Solutions
- Messaging

2023

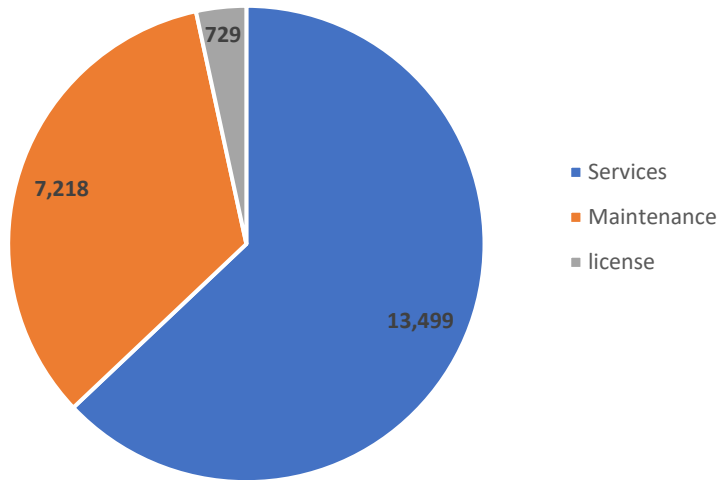


- Billing & Customer Care
- Call Management Solutions
- Messaging

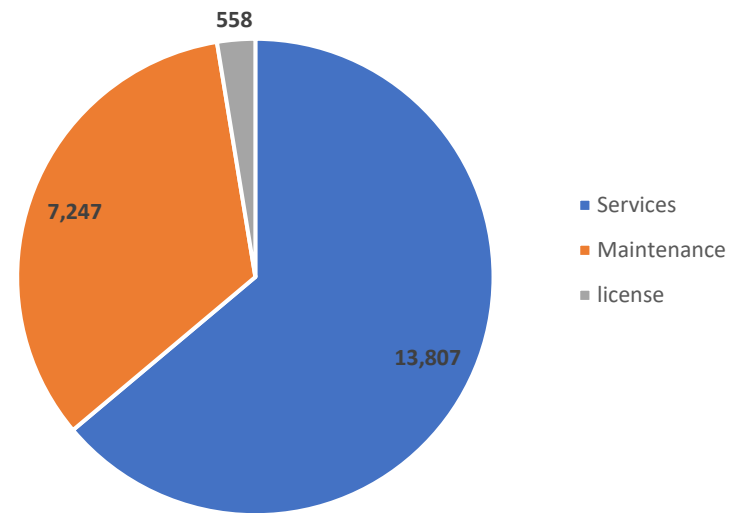
(\$ in thousands)

Revenue Distribution

2024



2023



(\$ in thousands)

Quarterly Profit & Loss

(\$ in Thousands)

	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
Revenues	\$ 7,242	\$ 7,001	\$ 5,966	\$ 5,691	\$ 5,238	\$ 5,254	\$ 5,368	\$ 5,487	\$ 5,252	\$ 5,264	\$ 5,609	\$ 5,765	\$ 5,274	\$ 5,208	\$ 5,199	\$ 4,996	\$ 4,752
Cost of Revenues	3,429	3,549	2,669	2,607	2,378	2,470	2,589	2,787	2,535	2,590	2,834	2,974	2,474	2,952	2,309	2,487	2,602
Gross Profit	3,813	3,452	3,297	3,084	2,860	2,784	2,779	2,700	2,717	2,674	2,775	2,791	2,800	2,256	2,890	2,509	2,150
Research & Development	962	1,133	940	944	848	866	837	900	905	865	868	882	841	841	827	894	995
Selling & Marketing	568	199	354	147	286	188	344	265	299	240	358	315	301	331	339	356	358
General & Administrative	417	400	373	369	417	348	389	229	439	354	395	351	587	341	404	889	531
Operating income	1,866	1,720	1,630	1,624	1,309	1,382	1,209	1,306	1,074	1,215	1,154	1,243	1,071	743	1,320	370	266
Gain on disposal of a subsidiary																	
Financial income (net)	37	(32)	38	7	(68)	4	150	148	142	142	345	188	140	192	67	174	251
Income before taxes	1,903	1,688	1,668	1,631	1,241	1,386	1,359	1,454	1,216	1,357	1,499	1,431	1,211	935	1,387	544	517
Taxes	389	261	143	130	17	96	87	109	78	107	65	97	82	6	149	54	34
Net Income	\$ 1,514	\$ 1,427	\$ 1,525	\$ 1,501	\$ 1,224	\$ 1,290	\$ 1,272	\$ 1,345	\$ 1,138	\$ 1,250	\$ 1,434	\$ 1,334	\$ 1,129	\$ 929	\$ 1,238	\$ 490	\$ 483

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