

Blender Financial Technologies Ltd.

June 2021

Dr. Gal Aviv, Founder and CEO

The image features a futuristic, blue-toned background with a large, glowing circular graphic on the right side. This graphic contains the Blender logo, a stylized white 'b' inside a blue circle, surrounded by concentric circles and glowing lines. A robotic hand is visible at the top left, and a human hand is at the bottom right, both appearing to interact with the central graphic. The overall aesthetic is high-tech and digital.

blender
the new way to finance

Legal Disclaimer

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Forward-Looking Information Disclaimer

The Company’s forecasts and assumptions concerning the receipt of a banking license (slides 8, 10, 11 and 19), the establishment of operations in Poland (slides 4 and 8), the expansion of the Blender Pay Community (slide 13), and growth engine activity in Israel (slides 16 and 22) and Europe (slides 19 and 23) are forward-looking information, as defined in Israel’s Securities Law, 1968. This is based upon, among other things, the Company’s assessment of future developments and events, for which the date of actualization, if any, is uncertain and beyond the Company’s control. By its very nature, forward-looking information is subject to the risk of non-realization and is therefore uncertain. The actualization of forward-looking information may be affected by risk factors, which characterize Company operations, as well as by developments in the economic milieu in which the Company operates, and by external forces, including regulations that may have an impact its activities. The Company emphasizes that actual results and achievements of the Company in the future may differ materially from those presented as forward-looking information within this presentation. In order to avoid any doubt, the Company clearly states that it does not commit to updating or changing the information contained herein in order to reflect circumstances or events that will take place following the drafting of this presentation.

Blender

A global Fintech company providing innovative credit and financing solutions to thousands of customers, customized to their meet their preferences and needs



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The bankers of tomorrow are not bankers at all.
The bankers of tomorrow are technologists
who facilitate banking experiences your customers
will use across the digital landscape.

Brett King, Bank 4.0

Blender – Company Snapshot



2014

Founded



Areas of Expertise

- BNPL (Buy Now Pay Later)
- Auto Loans



Public Company (BLND @TASE)

IPO - January 2021

Total Funds Raised - NIS 80.5 million



Licenses

- Authorization for ongoing extended activity – Operates a credit intermediation system in Israel
- European-wide EMI license
- Consumer Credit Provider license in Lithuania/Latvia
- European Specialized Banking license (application process)



Tech Lending Platform

- 100% digital
- Automatic underwriting within 30 seconds*
- Big Data systems with a multi-dimensional model for fraud prevention and credit risk assessment

* Minimum timeframe



75 employees

In Israel and abroad (including outsourced workers)

Blender – Company Snapshot



4 Countries

Israel, Lithuania, Latvia, and Poland (in establishment phase)



NIS 731 million

Total funds lent *



35,000

Paying customers



430,000

Registered customers



NIS 375 million

Loan portfolio balance *

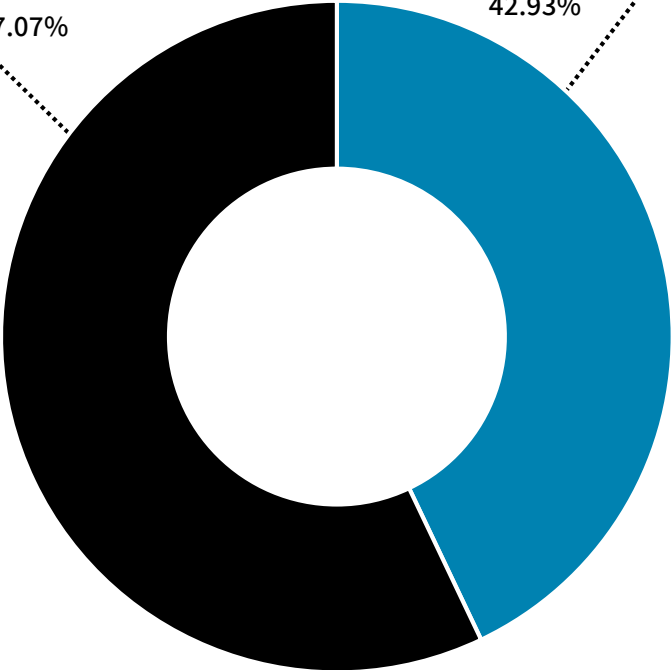


NIS 32 million

Gross revenues 2020 **

Institutional and public holdings 57.07%

Stakeholder holdings 42.93%



* As of the end of March 2021

** Gross revenues 2020: total consolidated non-GAAP income in Business Segments note

Group Management



Doron Aviv

Chairman of the Board, Controlling Shareholder

Chairman of Aviv Group, one of Israel's leading real estate firms. Graduated from Technion University's Faculty of Engineering with honours.



Dr. Gal Aviv

Founder, Controlling Shareholder, CEO Board Member

PhD in Physics from Nottingham University, UK. Specialist in quantum optics. Over a decade of experience as an entrepreneur and venture capitalist.



Boaz Aviv

Founder, Controlling Shareholder, Deputy CEO Chief Technology Officer and Board Member

MSc in Computer Science, BSc in Physics and Economics. Served in Unit 81 of the Israel Defense Forces (IDF) — the technology unit of Israel's Military Intelligence Directorate. Founder of PetWise, a remote sensing system for animals.



Barak Gur

Founder, Deputy CEO, Chief Product Officer, Board Member

MSc in Physics, with specialty in complex systems from Ben-Gurion University. Graduate of an IDF specialized intelligence unit. One of the founders of "Asimov" — Artificial Intelligence.



Annie Aviram, Adv.

Chief Legal Counsel, Senior VP

Over 30 years of banking experience providing legal advice for financial transactions and regulations. Served as Head of Legal Advisory Department at Bank Leumi, director and member of a provident fund's Audit Committee and in other positions at various companies. Chair of a trust company.



Chagai Gefen, CPA

CFO

Over 13 years of experience as a finance manager in public and private companies in Israel and abroad. Holds an MBA in Finance and a BA in Accounting and Business Administration.

Our Team



Anna Ettedgui

Head of Funding

Over 15 years of international experience in corporate development and structured finance in Investment Banking. Holds a BSc in Finance and an MSc in Financial Engineering and Capital Markets from Paris Sorbonne.



Paulius Tamosaitis

Director of Baltic Operations

Over 15 years of experience in banking and finance. Expertise in the fields of credit and sales. Holds an MBA.



Saulius Gelzinis

CFO of Baltic Operations

Over 20 years of experience in banking and finance. Expertise in financial management. Holds an MA in Economics and Business Administration.



Stav Bloch

VP Business Development, Blender Israel

Over 10 years of experience in capital markets. Holds an MA in Marketing and Economics and a BA in Psychology.



Mark Perry

Compliance and Anti-Money Laundering Officer, Credit Risk Manager

Over 7 years of experience in the fields of credit and management, both in Israel and abroad. Holds a BA in Economics and Project Management.



Reut Gilady

Marketing Director

Over 15 years of experience as a marketing and communication director in the fields of finance and capital markets. Holds an MBA and a BA in Communications and Management.

2021 – Year of Growth and Expansion

In 2019–2020, the company strengthened its technological capabilities, leading to new product development and transforming it into a global Fintech company specializing in digital consumer credit.

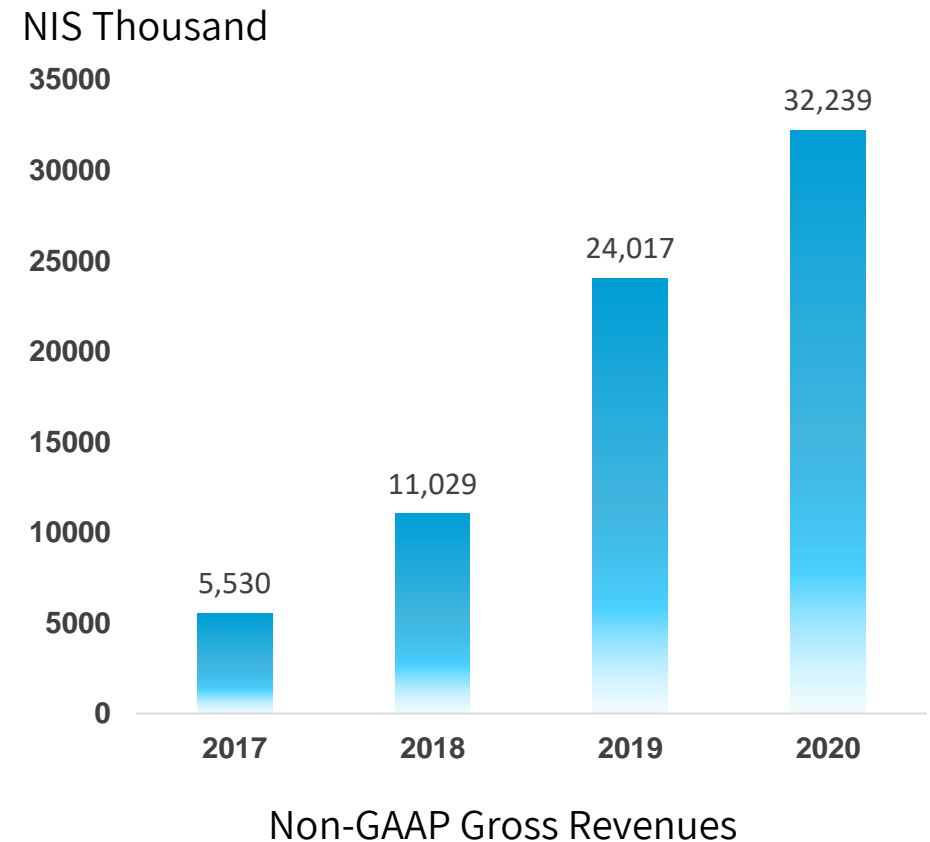
Activity	Execution Date
Raised a third line of credit from institutional European investors	2021
Launched Blender Pay solution on e-commerce platforms	2021
IPO on TASE	2021
Developed Blender Pay, leading to high growth in BNPL sector across Europe & Israel	2020
Launched operations in Latvia	2020
Raised a second line of credit from European institutional investors	2019
Raised a credit line from Menora (Israeli institutional investor)	2019
Crowdfunding for the construction of power plants for Edison, Italy	2018

Ongoing Projects:

- 1 Obtaining a European-wide digital banking license
- 2 Launching operations in Poland
- 3 Examining M&As in Europe

Revenue Growth

- ✓ 500% growth in company revenues over 4 years
- ✓ Over 30% increase in gross revenues reported in business segments
- ✓ 450% increase in total amount lent



Growth Engines

BLENDER CAR

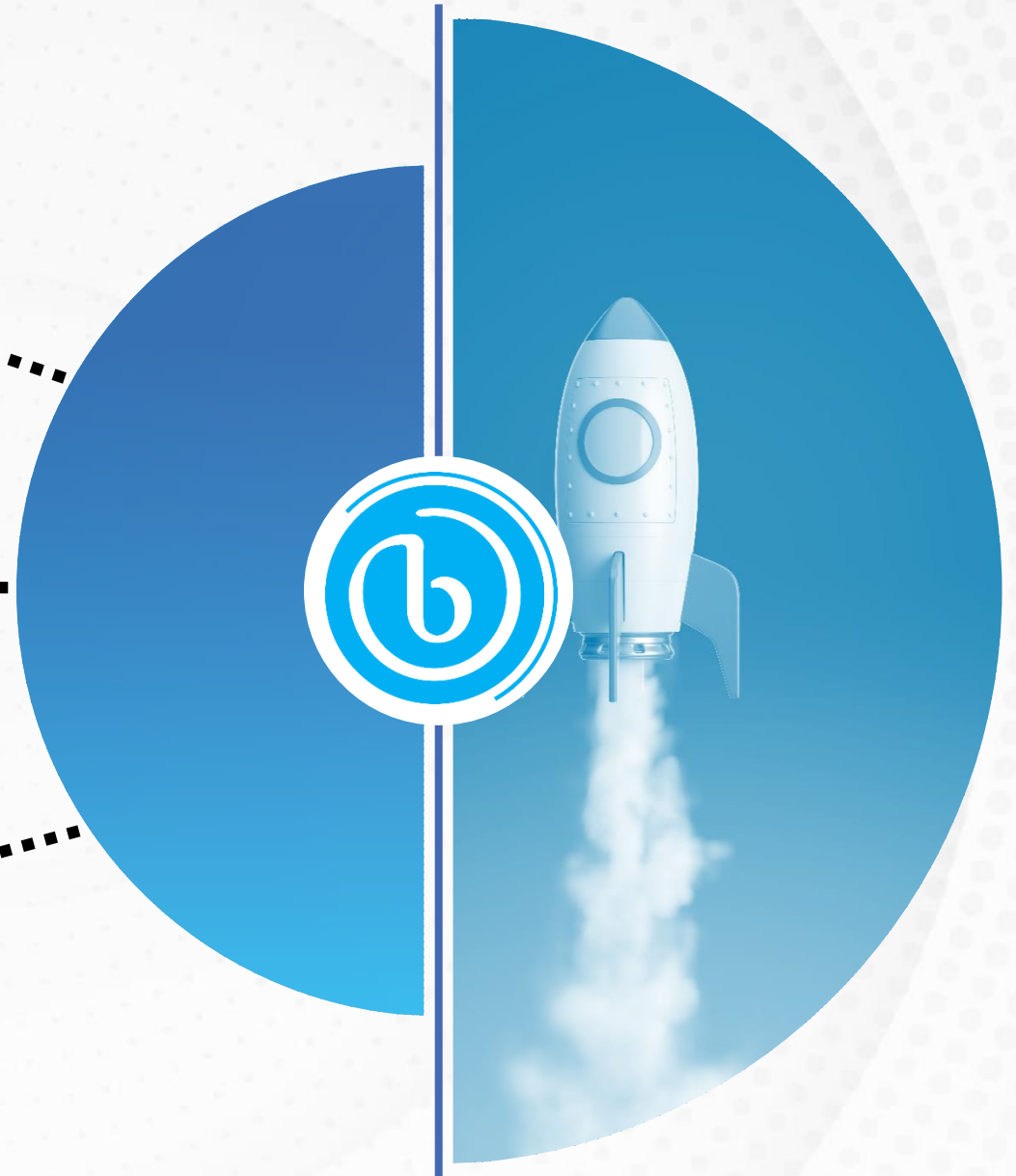
Fast and convenient auto loans

BLENDER PAY

Instalment at point of sale to provide fast non-banking credit

BLENDER BANK

Applying for a European Specialized Banking license



BLENDER BANK



Digital bank with
no branches*



European-wide
activity under
one license*



Focus on credit
activities



Deposit management



Deposit insurance
up to 100,000 € per
customer**



Source of credit
Use of deposits as a source
of credit in Europe

* Blender is in the process of applying for a European license

** Deposit insurance according to EU Directive, up to 100,000 € per customer

BLENDER PAY

BUY NOW PAY LATER (BNPL)



Technology for enabling wide-ranging instalments payments through fast, non-banking credit at points of sale



Broad deployment of 860 points of sale that utilize Blender Pay as a payment method



Fast, safe, and simple technological solution for Checkout Credit on e-commerce platforms



Transaction authorisation within 30 seconds



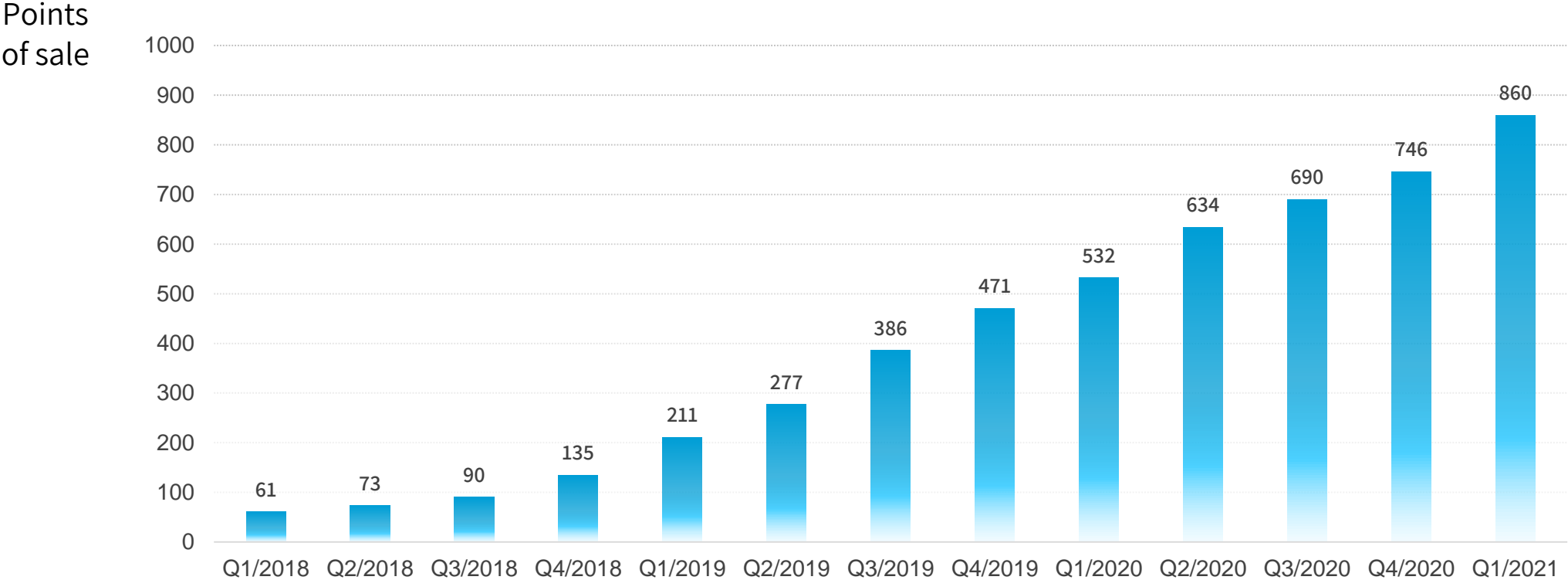
Substitute for paying by checks or credit on large purchases



Solution for purchasing at physical stores, on e-commerce sites and through call centres

Over the last year, Blender installed Blender Pay at hundreds of points of sale in a variety of sectors, becoming a market leader. The Company is working to expand the Blender Pay community.

Blender Pay – Growth in Israel and Europe



BLENDER CAR

Auto Loans



Technology that enables financing for car purchases with a wide range of instalment schedules, through quick, non-banking credit



Wide selection of car lots using Blender Car



Wide payment instalment spread – up to 60 months



Transaction authorisation within just 30 seconds*



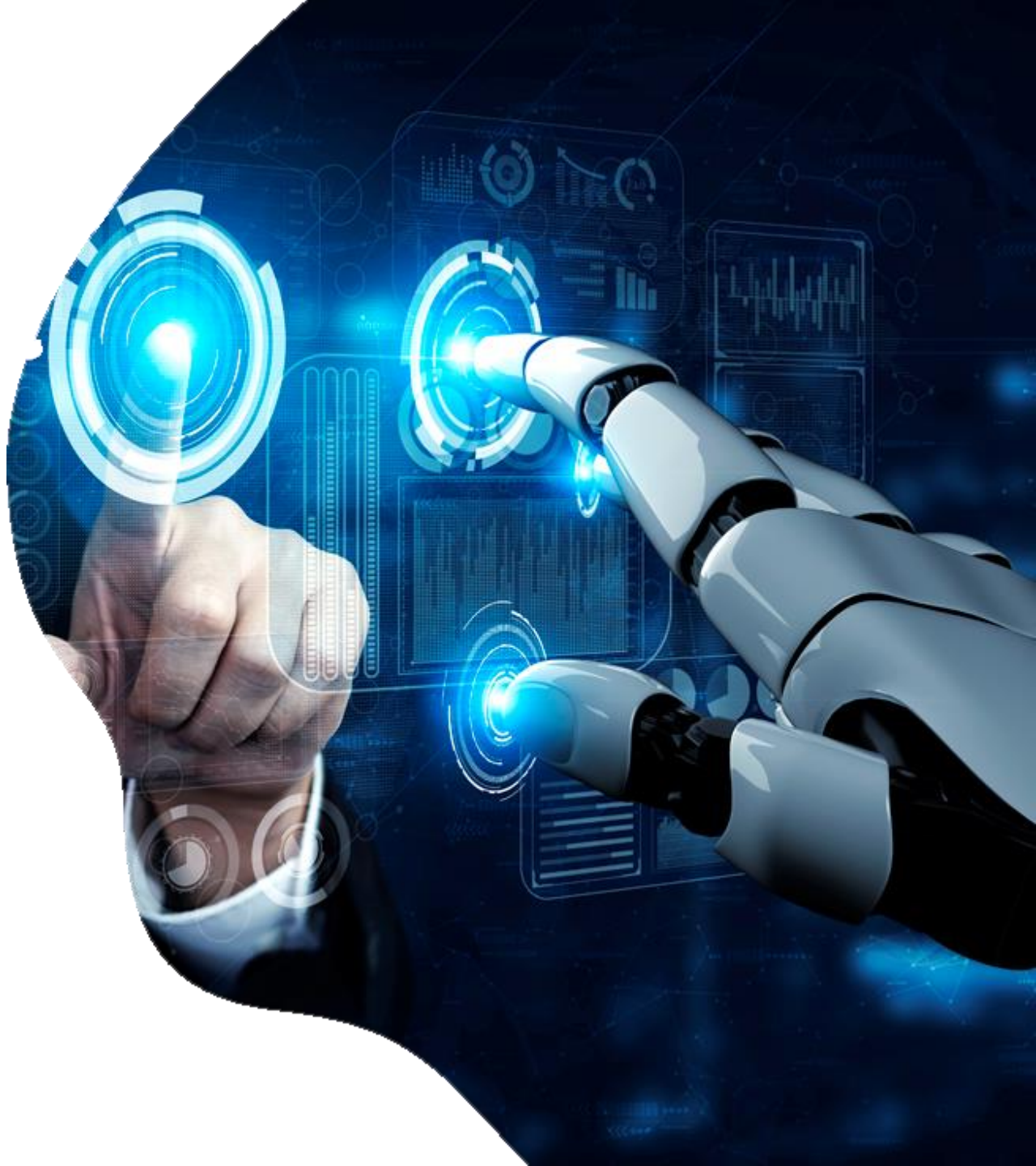
Financing up to NIS 600K



Convenient and easy-to-use digital platform for car dealers

* Minimum timeframe

Blender Israel



Operations Expansion in Israel

Current Activity in Israel

- Credit brokerage - loans between people
- Focus on car and product purchase credit (Blender Pay, Blender Car)

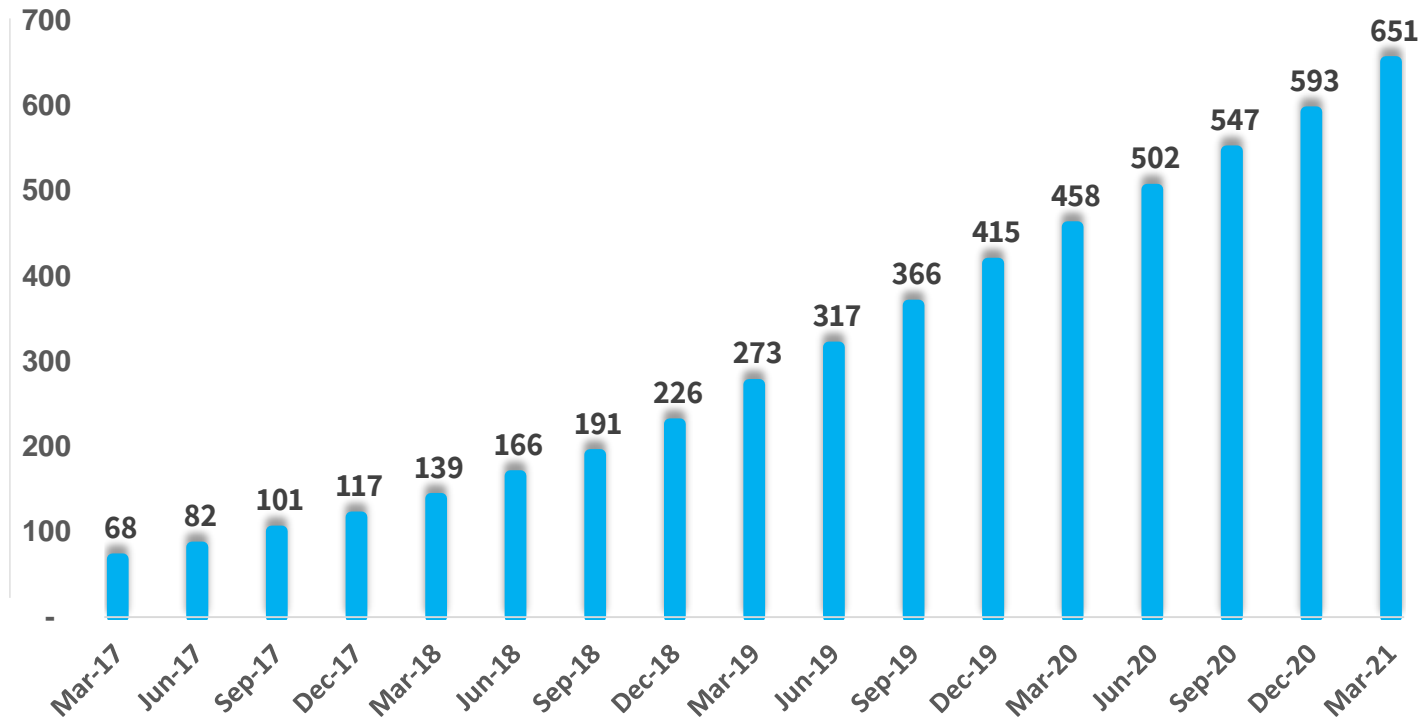
Growth Engines

- ✓ Collaborating with banks and financial institutions
- ✓ Raising credit from institutional investors and banks to significantly increase income
- ✓ Obtaining an extended license as a credit provider
- ✓ Recognition of interest income
- ✓ Supporting rapid growth in BNPL sector
- ✓ Expanding credit in car loans

Credit Brokerage

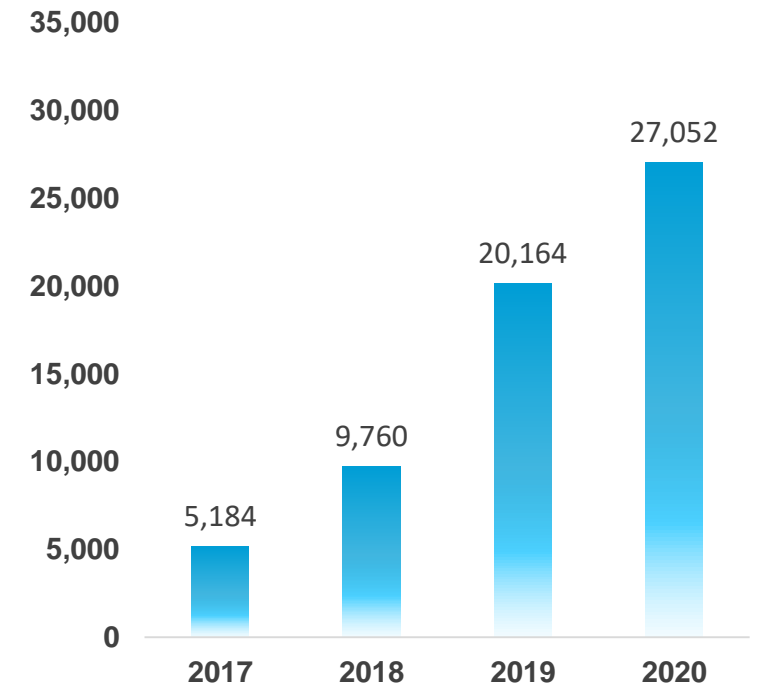
Development of Credit Portfolio

Total loans provided, in NIS million, non-GAAP



Credit Brokerage Sector Revenues

According to Commentary of Sector Activities, in NIS thousand, Non-GAAP (CAGR +73%, YoY +34%)



Blender Europe

(Digital Banking Sector)



Strategic Expansion in Europe

Current Operation Model in Europe

- Providing direct credit for second-hand vehicles in Lithuania and Latvia
- Raising a third line of credit from a leading institutional European investor (Eiffel Investment Group)
- Engaging with leading investment advisor to acquire synergistic strategic opportunities in Poland (M&A)
- Establishing credit-providing operations in Poland
- Expanding credit operations in the Baltic
- Focusing on auto loans and credit in the B2B2C model

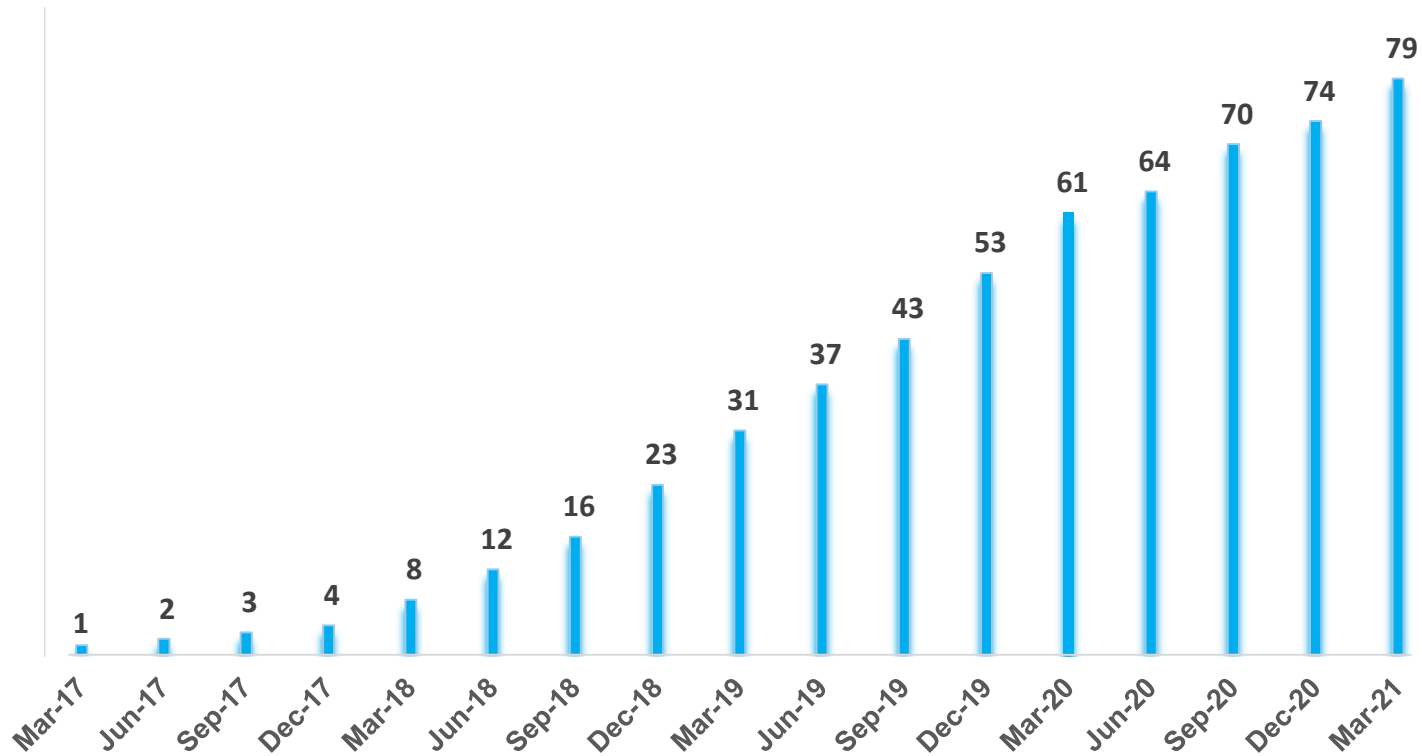
Growth Engines

- ✓ Establishing a European digital bank for receiving deposits and providing credit: European-wide activity under one license
- ✓ Expanding Central European activities to other countries

European Activities Growth

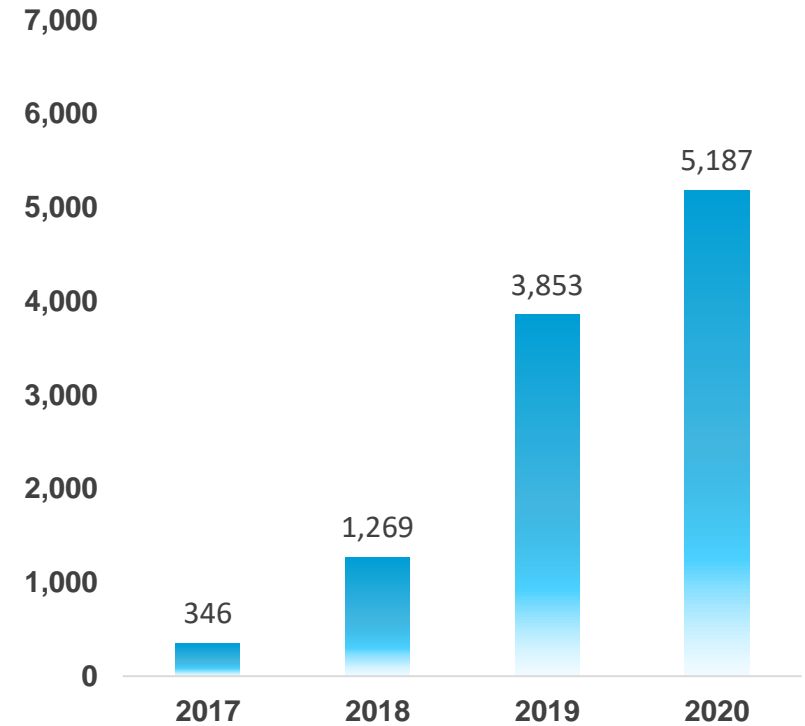
Credit Portfolio Growth

Total loans provided, in NIS million



Digital Banking Sector Income

According to Commentary of Sector Activities, in NIS thousand, non-GAAP (CAGR +147%, YoY +35%)



Growth Strategy



Blender Israel



Expansion in
the automotive
sector



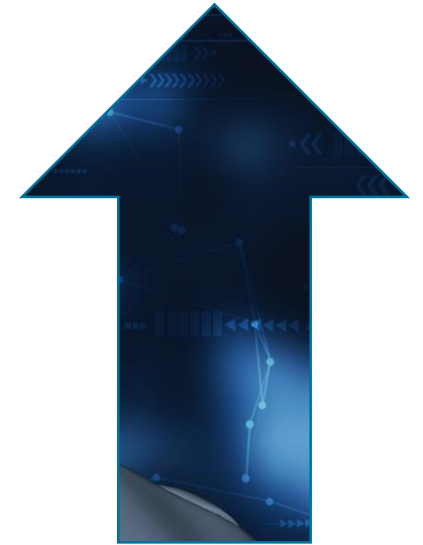
BNPL points of sale
credit expansion



Raising funds from
banks and financial
institutions



Obtaining an
extended license for
providing credit



Recognition
of interest
income

Blender Europe



Digital bank



Expanding into additional European countries



Expanding existing operations



Acquisition of complementary businesses to generate synergies

Financial Data



Blender Financial Data

Balance Sheet Summary (NIS thousand)

* The balance of the credit portfolio managed in the P2P activity by the Group was NIS 213 million in 2019 and NIS 316 million in 2020.

These balances are not included as assets on the balance sheet, in accordance with IFRS standards.

**Other assets: fixed assets, other debtors, limited cash, right of use assets.

***Other liabilities: leases and other liabilities.

In January 2021, the company issued a shares and options package for the first time on the Tel Aviv Stock Exchange.

The issue amounted to nearly NIS 80.5 million (gross).

	31/12/2020	31/12/2019
Cash & Cash Equivalents	11,084	7,685
Loans to Customer, Net*	41,102	36,643
Intangible Assets	1,447	1,382
Other Assets**	10,477	2,781
Total Assets	64,110	48,491
Lines of Credit & Loans	44,327	38,019
Vendors & Other Eligible Parties	6,062	3,743
Other Liabilities***	1,136	1,150
Total Liabilities	51,525	42,912
Equity	12,585	5,579
Total Liabilities & Equity	64,110	48,491

Blender Financial Data

P&L Summary (NIS thousand)

- * Gross income includes income from commissions, interest income from activities in the digital banking sector, and other income. Interest income from P2P operations managed by the Group was NIS 12,070 in 2019 and NIS 17,493 in 2020. This revenue was not included in the P&L Summary, in accordance with IFRS standards.
- ** Non-cash share-based payment. The expense is largely due to the granting of options to employees at their intrinsic value in September 2020.

	2020	2019
Gross income *	14,747	11,947
Expenses for credit loss	1,191	821
Interest expenses related to lending activity	3,599	2,027
Operational expenses	33,667	18,693
Other expenses	479	237
Net loss	24,189	9,831
Net loss, excluding share-based payment expenses **	9,839	8,826

**THANK
YOU**

