

Blender Financial Technologies Ltd.

Aug 2021

A futuristic, dark blue interface with glowing circular patterns and a white robot hand reaching towards the center. The Blender logo, a white 'b' inside a blue circle, is prominently displayed in the center. Below it, the word 'blender' is written in a white, lowercase, sans-serif font, followed by the tagline 'the new way to finance' in a smaller, white, lowercase, sans-serif font. A human hand is visible at the bottom right, appearing to interact with the interface.

blender
the new way to finance

Legal Disclaimer

This is an introductory, marketing-oriented presentation concerning Blender Financial Technologies Ltd. and its subsidiaries (hereinafter: “the Company” or “Blender” or “the Group”). It does not constitute an offer of the Company’s securities to the public and should not be interpreted thus. The information contained herein is intended to provide a concise overview of the Company. It does not represent exhaustive data about the Company and its activities, and, together with any other information conveyed through this presentation, does not constitute a recommendation or opinion of an investment advisor or tax advisor. Investing in securities, including the Company’s securities, carries risk. It is important to bear in mind that past data does not necessarily indicate future performance. Purchase of the Company’s securities requires an in-depth examination of the information published by the Company in Company reports in MAYA and MAGNA (hereinafter: “Company Reports”), as well as legal, accounting, tax, and economic analyses. This presentation includes information that is not presented, or is presented differently, in the Company’s public reports. This presentation is not intended to replace the need to review Company Reports, insofar as they are published by the Company. If there is a contradiction between information presented herein and the Company Reports, the Company Reports shall take precedence.

Forward-Looking Information Disclaimer

The Company’s forecasts and assumptions concerning the receipt of a banking license (slides 4,5,13,14 and 19), the establishment of operations in Poland (slides 6,9,13 and 19), the expansion of the Blender Pay Community (slide 16), and growth engine activity in Israel (slides 22) and Europe (slides 19) 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 meet their preferences and needs



”

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

Areas of Activity



BLENDER BANK

In the process of
requesting a license

BLENDER LOANS

Loans for every
purpose

BLENDER CAR

Quick and easy
Auto loans

BLENDER PAY

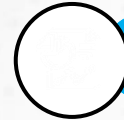
Installment buying
with non-bank credit
at points of sale

Blender – Company Snapshot



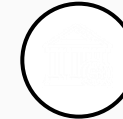
2014

Founded



Areas of Expertise

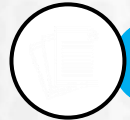
- BNPL (Buy Now Pay Later)
- Auto Loans



Public Company (BLND @TASE)

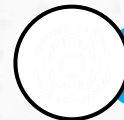
IPO - January 2021

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

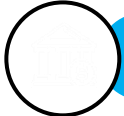
In Israel and abroad (including outsourced workers)

Blender – Company Snapshot



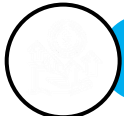
4 Countries

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



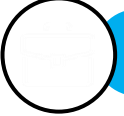
NIS 790 million

Total funds lent*



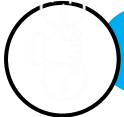
41,000

Paying customers*



NIS 397 million

Loan portfolio balance*

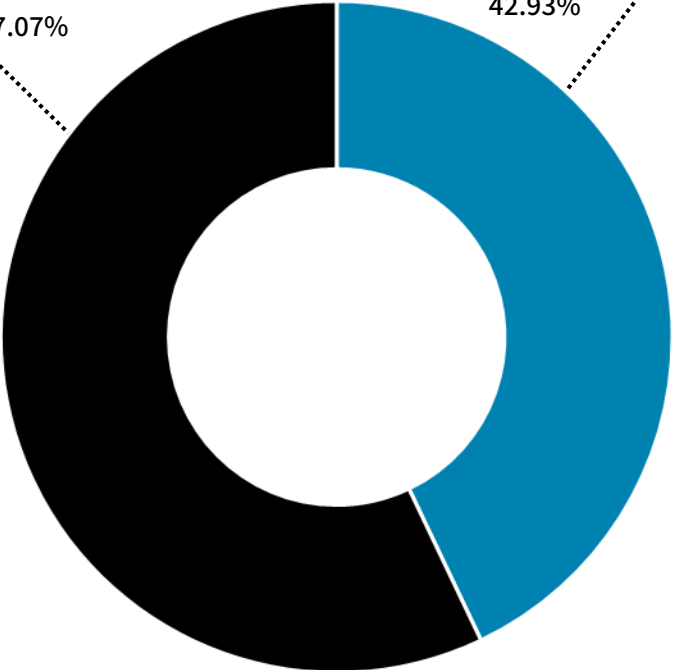


NIS 17.5 million

Gross revenues H1 2021**

Institutional and public holdings 57.07%

Stakeholder holdings 42.93%



* As of the end of June 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 from the Interdisciplinary Center Herzliya, BSc in Physics and Economics from Tel Aviv University. 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.

Significant Growth in the Company's Operations

Growth 27% in total financed loans

- ✓ NIS 124 million in loans financed in H1 2021, compared with NIS 98 million in the corresponding period of 2020

Expansion of “Blender Pay” Activity

- ✓ Increasing deployment to over 1,148 points of sale
- ✓ Assimilating activities on e-commerce sites, including cooperation with “Bug” technology retail chain in Israel

Expansion of second institutional European credit line

- ✓ Expanding credit activity financing in Europe by an additional 5 million euros and a 1-year postponement of the principal repayments of the entire credit line
- ✓ The scope of the credit line includes a subordinated debt of 13.3 M euros

Opening Poland activity

- ✓ Obtaining regulatory approval for providing consumer credit in Poland
- ✓ Market potential of 170 billion euros annually
- ✓ Establishing direct credit activity by raising external sources of funding
- ✓ Appointing a local director for activities in Poland

Significant Growth in the Company's Operations

67%

growth in total loans in Europe

11%

growth in credit portfolio balance
Compared with December 2020

27%

increase in the total amount
of financed loans

19%

increase in gross accounting
revenue in Europe

73%

significant reduction in expenses
due to provision for credit losses *

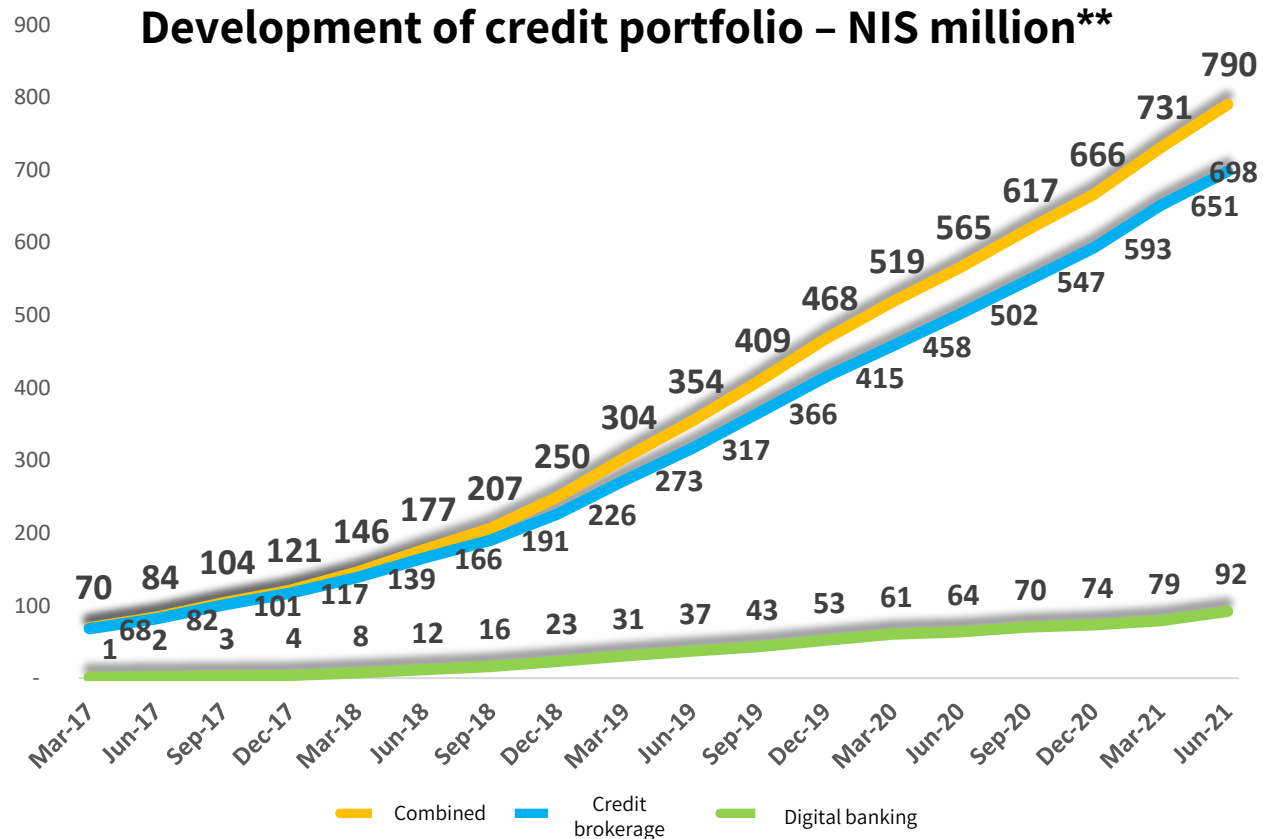
43%

increase in net accounting revenue

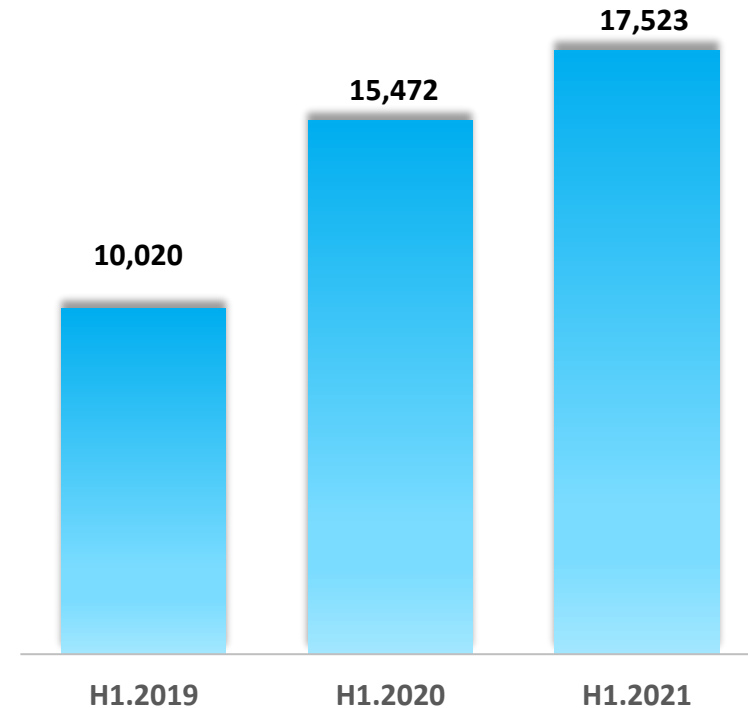
* NIS 0.3 M compared to NIS 1.12 M in the corresponding period last year – further details can be found in the financial statements for 30.6.2021

**The numbers in this slide are correct as of 30.6.2021 and compared to the corresponding period last year.

Significant Growth in Company Activity

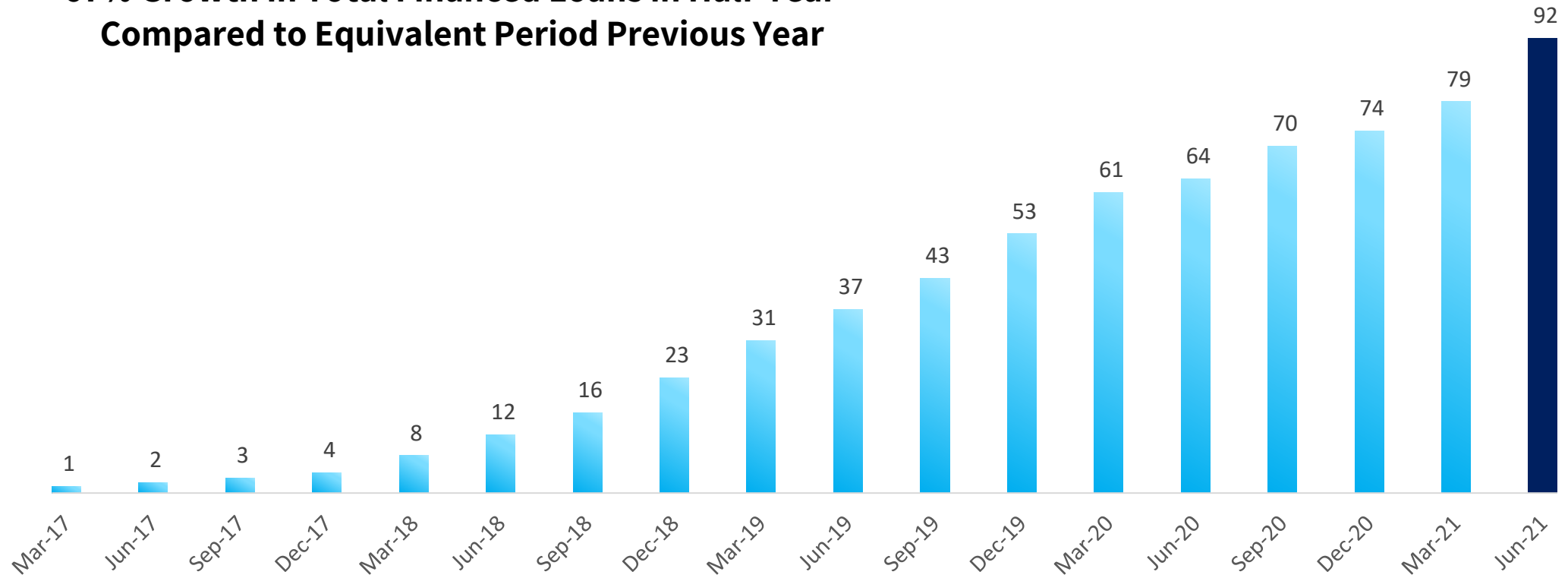


13% change in gross median versus median income*



Significant Growth in Europe

**67% Growth in Total Financed Loans in Half-Year –
Compared to Equivalent Period Previous Year**



2021 – Year of Growth and Expansion

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

Activity	Execution Date
Launching operations in Poland	2021
Raised a third line of credit from European institutional 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 Examining M&As in Europe

BLENDER BANK



Digital bank with
no branches*



Europe-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 1,148 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

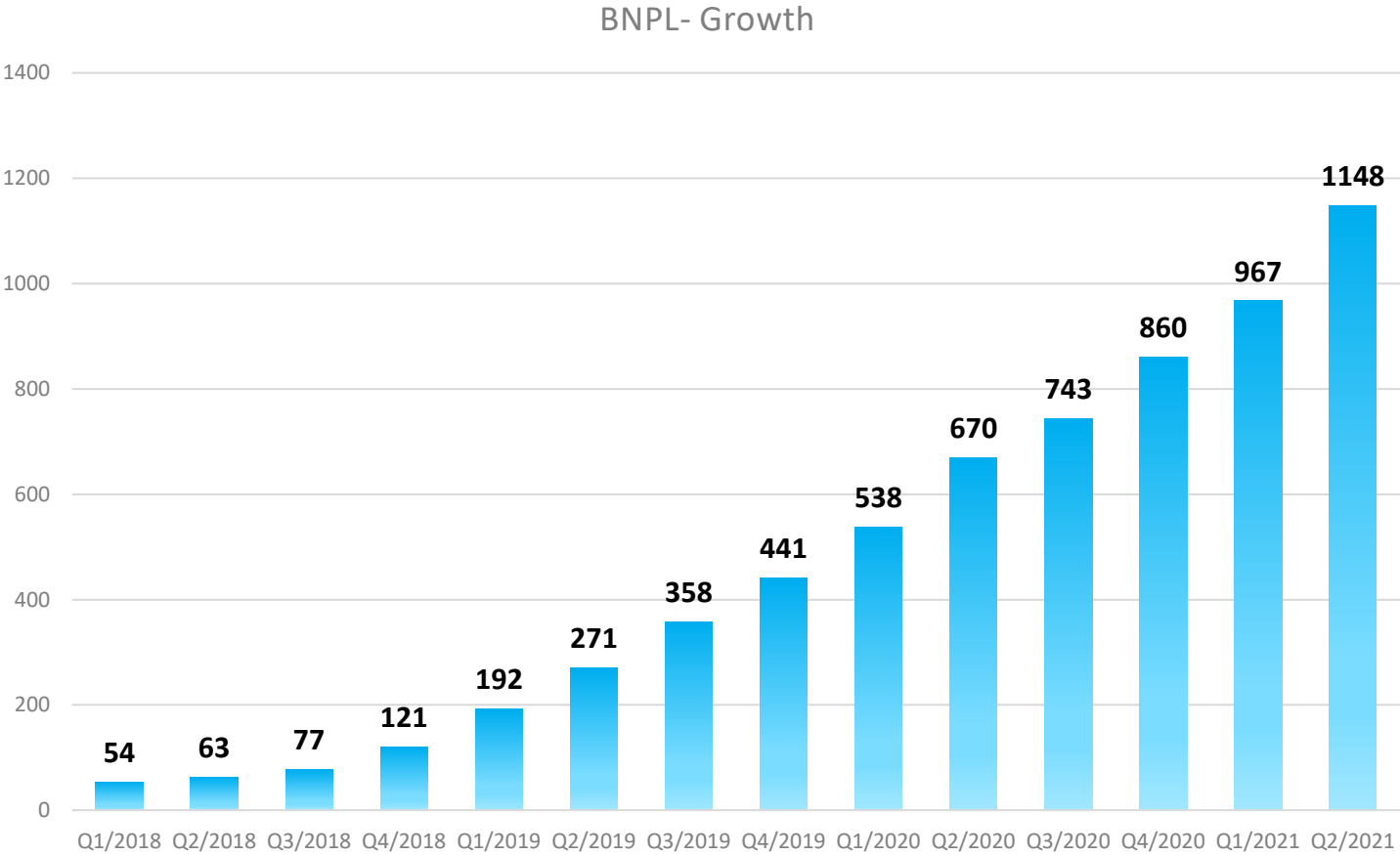


Substitute for paying by checks or credit on large purchases



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 and becoming a market leader. The Company is working to expand the ‘Blender Pay’ community.



26%
 Increase in sale points
 H1 2021 vs. H1 2020



* In the corresponding slide presented in June 2021, incomplete data were presented and therefore were lower than those presented in this slide above.

** The data refer to the distribution of activity at points of sale, including car credit 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*



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

* Minimum timeframe

Blender Europe

(Digital Banking Sector)



Strategic Expansion in Europe

Current Operation Model in Europe

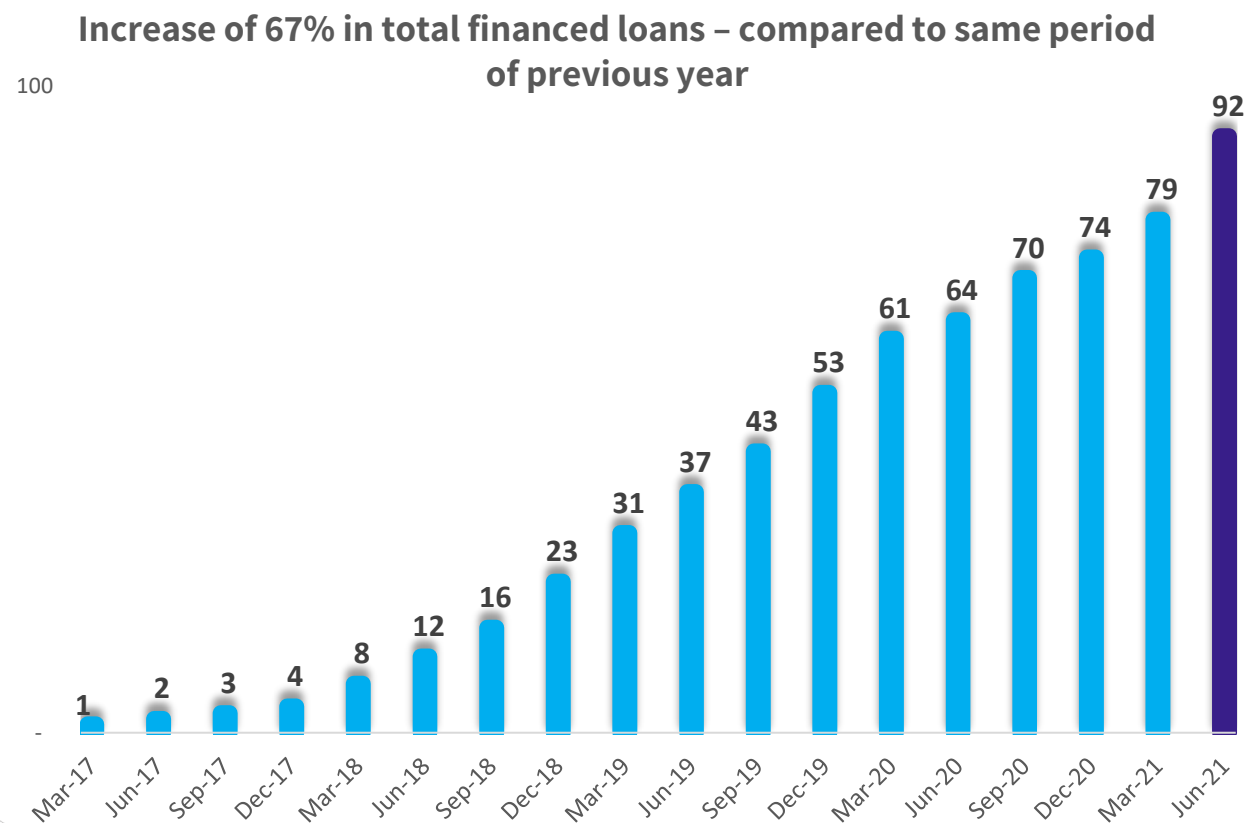
- Providing direct credit for second-hand vehicles in Lithuania and Latvia
- Raising a third line of credit from a leading institutional European investor (Eiffel Investment Group)
- Engaging with leading investment advisor to acquire synergistic strategic opportunities in Poland (M&A)
- Establishing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

Growth Engines

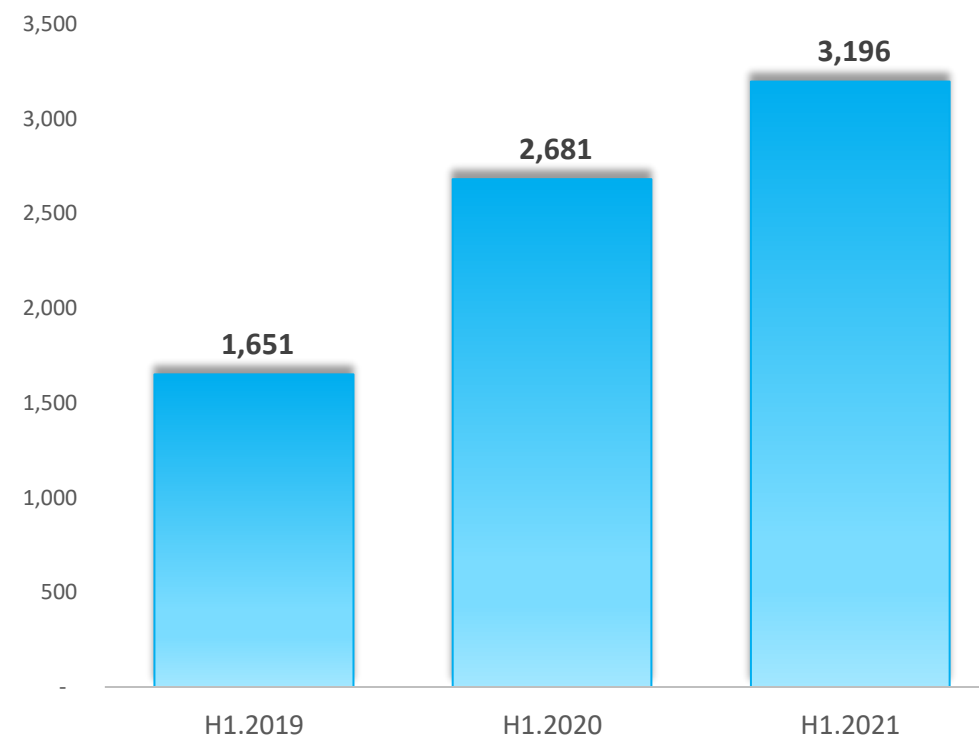
- ✓ Establishing a European digital bank for receiving deposits and providing credit: European-wide activity under one license
- ✓ Expanding Central European activities to other countries

Development of European Activity

Development of Credit Portfolio
Total loans made available, in NIS million



Digital Banking Sector Revenue
According to sector activity descriptions
19% + growth in gross revenue



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

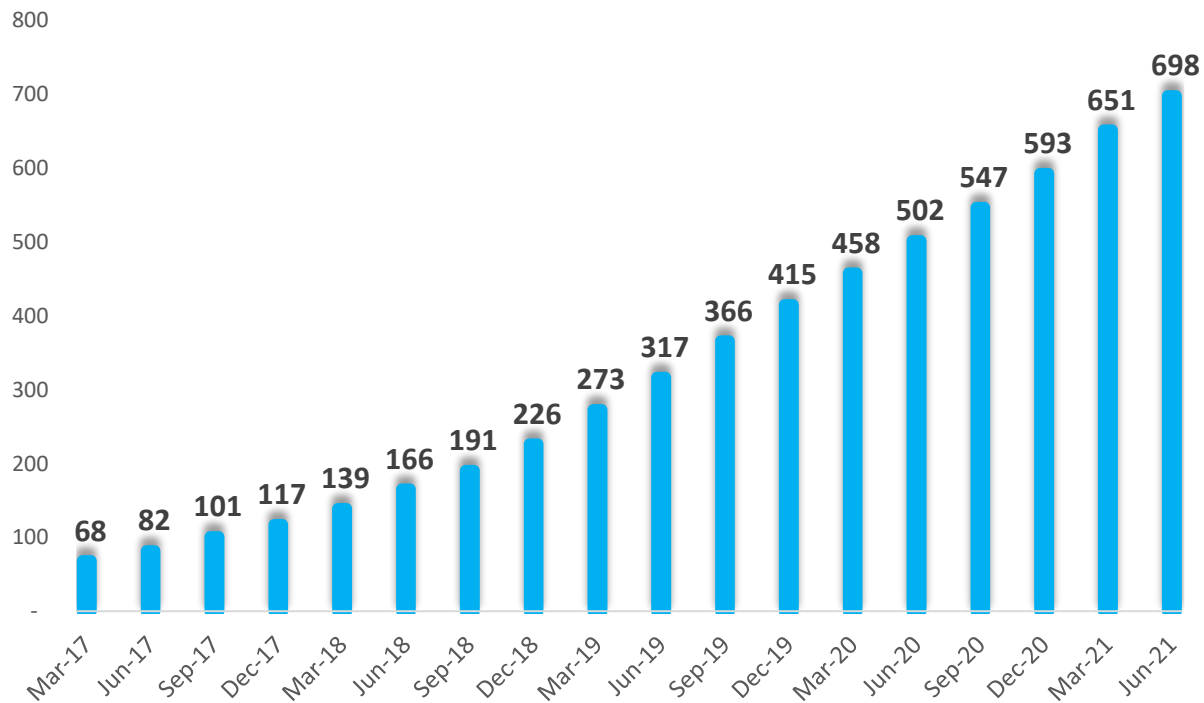
- ✓ Collaborating with banks and financial institutions
- ✓ Raising credit from institutional investors and banks to significantly increase income
- ✓ Obtaining an extended license as a credit provider
- ✓ Recognition of interest income
- ✓ Supporting rapid growth in BNPL sector
- ✓ Expanding credit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

Credit Brokerage

Development of Credit Portfolio

Total loans made available, NIS million, non-GAAP

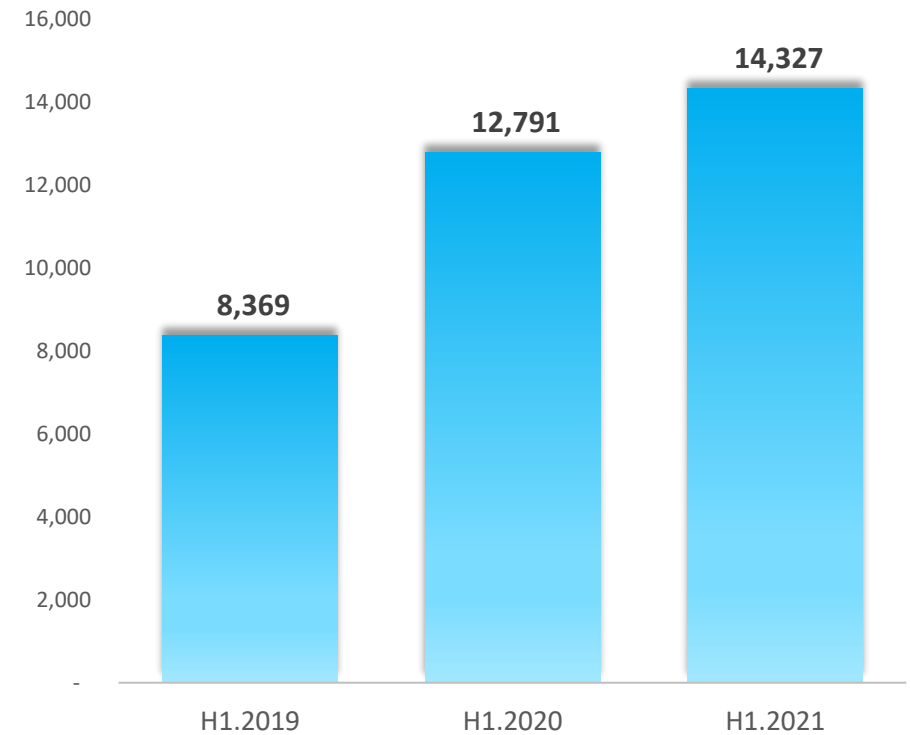
Growth of 22% in total financed loans – compared to same period last year



Credit Brokerage Sector Half-Year Income

According to activity sector commentary

22% + gross accounting revenue



Growth Strategy



Blender Israel



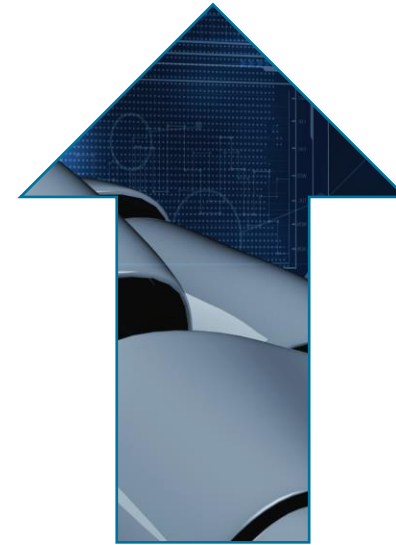
Expansion in
the automotive
sector



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

**THANK
YOU**



11.51	▲	-99.31
92.21	▲	-87.59
87.14	▲	-67.54
131.94	▲	-121.49
74.68	▼	-67.24
194.71	▲	-61.41
177.91	▼	-59.36