



August 2016 **odi**
Oodix your files

Disclaimers - forward looking information

This presentation does not constitute a proposal to purchase Operation and Data Integrity (ODI) Ltd. (the "Company") securities or an invitation to receive such offers. This presentation was prepared for the sake of summary and convenience only and contains projections, estimates and assessments, as are known to the Company at the time of preparation of this presentation, referring to the Company and based on subjective (1968-ח תשכ"ח) including, inter alia, forward-looking information as defined in the 1968 Securities Law estimates on the part of the Company in respect of its development potential and based on initial information and documents the Company received from professional entities relevant to the Company's development plans

Forward-looking information is uncertain and mostly is not under the Company's control and the realization or non-realization of forward-looking information will be affected, among other things, by the risk factors characterizing the Company's activity, as well as developments in the general environment and external factors affecting the Company's activity. The Company's results and achievements in the future may differ materially from those presented in this presentation and the Company makes no undertaking to update or revise such projection or estimate and does not undertake to update this presentation

Founders

Veterans of the Israel Defense Forces (IDF) Cyber Security Units



David Geva Col. (ret.)

Founder & Chairman

Experience

Head of the Cyber Academy of the Israel Defense Forces (2005-2008) Col. (ret.)
Founder & CEO of Know Knowledge since 2008
Director of Amutat Eshnav (2008-2012)

Education

EMBA - Tel Aviv University
BA History of Israel - Haifa University



Dr. Oren Eytan Col. (ret.)

Founder & CEO

Experience

Head of the Cyber Security Unit of the Israel Defense Forces (1997-2003) Col. (ret.)
Information security & Bus. Dev. at Motorola (2004-2006)
Vice Pres. Bus. Dev. at Gita Tech. (2006-2008)
Founder & CEO of information security consultancy firm InterSec (2008)

Education

PhD Electrical Engineering - University of Texas at Arlington
MSc Electrical Engineering - University of Texas at Arlington
BSc Electrical Engineering - Tel Aviv University

ODI at a glance

- ODI was established in 2009.
- Started developing ODIX solutions in 2013. Started sales of ODIX in 2015.
- Share holders: Dr. Oren Eytan ~44%, Mr. David Geva ~44%, EMET Computing Ltd ~12%.
- Received a three years grant from the Israeli chief scientist.
- OEM and Distribution agreement with the global giant ABB, \$46B company traded in NYSE.
- ODI signed Jointed Business Relationship (JBR) agreement with PWC Luxemburg. PWC is one of the big 4 accounting firms.
- ODI is working on additional strategic agreements with international companies.
- ODI applied for a patent in both US and worldwide.
- Among the company's clients:



Odix Vision

- Odix will be a world leader in protecting organizations from the end user to the cloud with the Odix solutions.
- Odix is the next generation of files content sanitation.

Odix is the most advanced and comprehensive patented (pending) Solution to proactively protect organizations from targeted and unknown attacks.

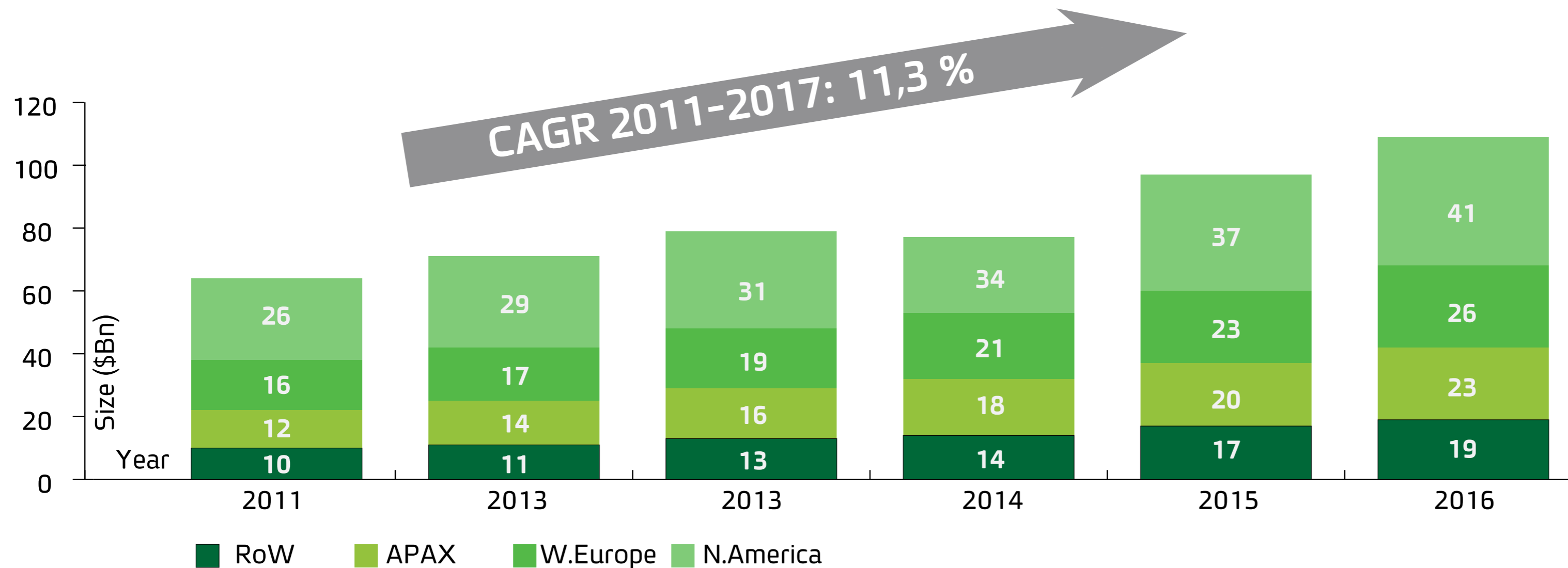
The Cyber Security Market

Cyber-security is a fast growing market with very strong upside potential

Cyber Crime is rapidly expanding and is estimated to cost businesses \$375Bn-\$575Bn per year.

Viruses account for 50% of the attacks.

The Cyber Security Market has grown steadily in the past 4 years and will be worth \$155Bn by 2019.

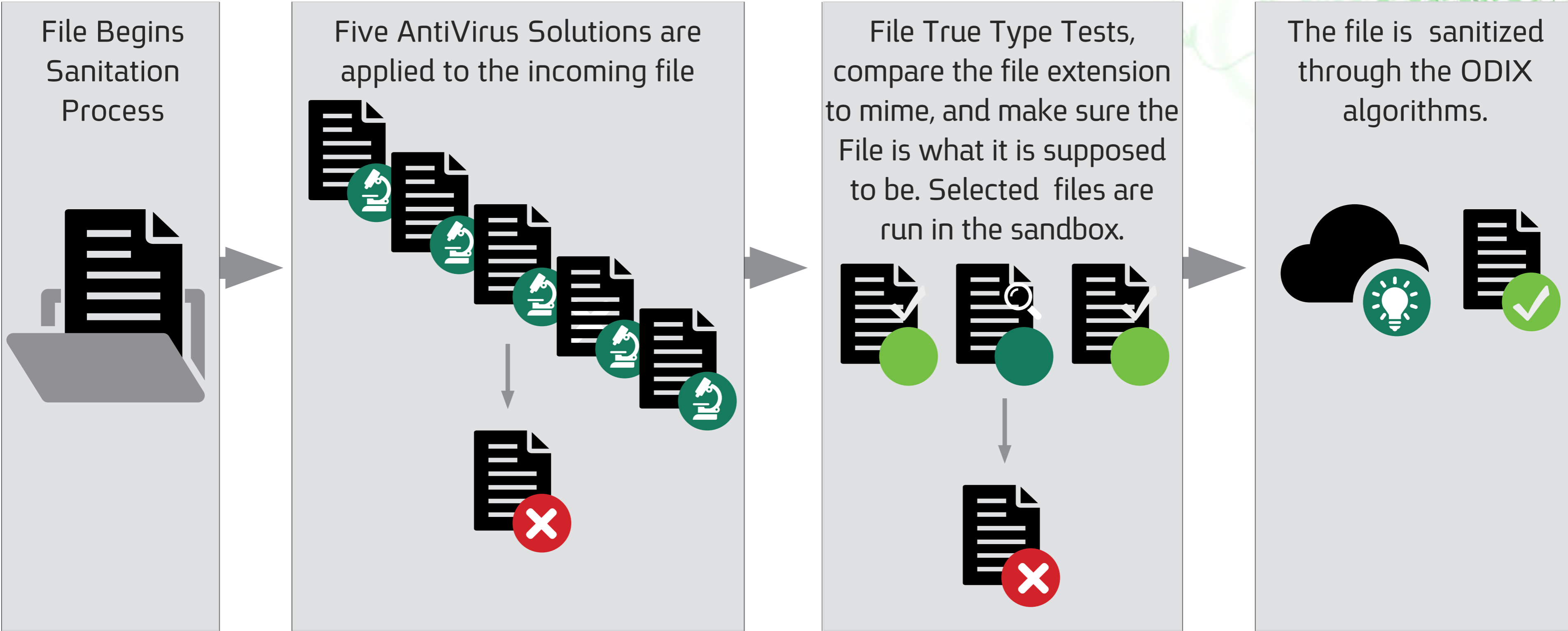


The Odix solution addresses 15% of that market: potentially \$11.5Bn in 2015 to \$23Bn by 2019.

Files content protection evolution

	Moderate AV Coverage	Wide AV Coverage	Known Attacks ((Bypass AVs	Distributed Malware (Attacks (DMA	Targeted Unknown Attacks	Setting Security Policy for files Insertion	Powerful tool for forensics	degrees 360 solution
Single AV	√	-	-	-	-	-	-	-
Multiple AV	√	√	-	-	-	-	-	-
Sandbox	√	-	√	-	-	-	-	-
ODIX Solution	√	√	√	√	√	√	√	√

File Sanitizer Process



Enforce Security Policy and allows auditing and forensics

Product

ODIX is the only 360 degree proactive & preventive commercial cyber security solution eliminating the unknown cyber-attacks of tomorrow



Odix Added Value

The ODIX algorithms are the major added value to customers.

- 360 degrees protection - ODI approach considers every file as a suspicious file and applies the Odix process.
- Continuously and seamlessly removes and neutralize any malware.
- Odix solutions are suitable for fortune 500 companies as well as SMBs.
- All files are sanitized and available to the customer without imposing time wasting policies on employees.
- Provides confidence as well as management capabilities to IT and cyber security managers.
- The most powerful capability of Odix is to handle unknown and future attacks.



Maximum efficiency



Flexibility



Proactive protection



Most Comprehensive
solution in the market

odi
Odix your files

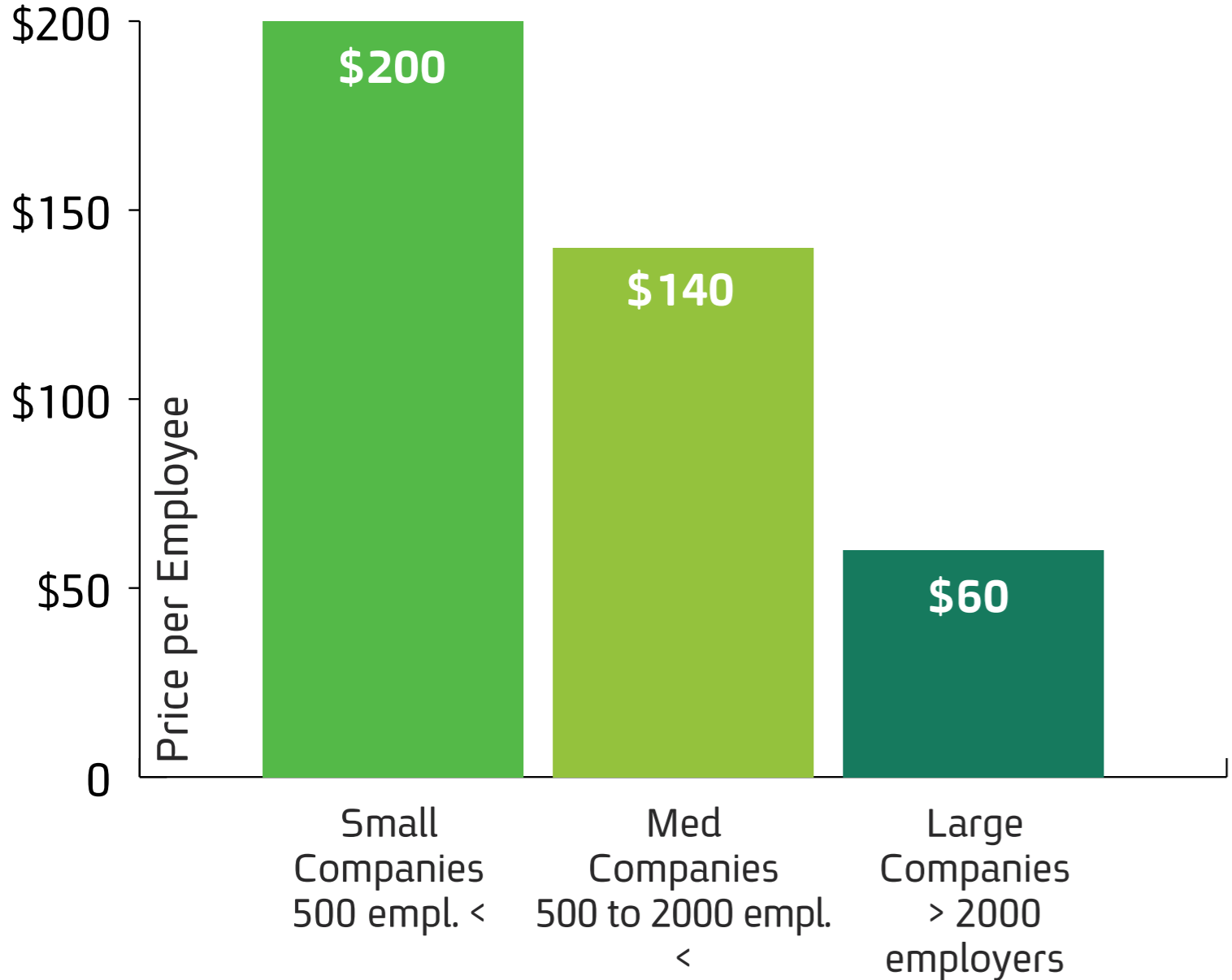


Business Model

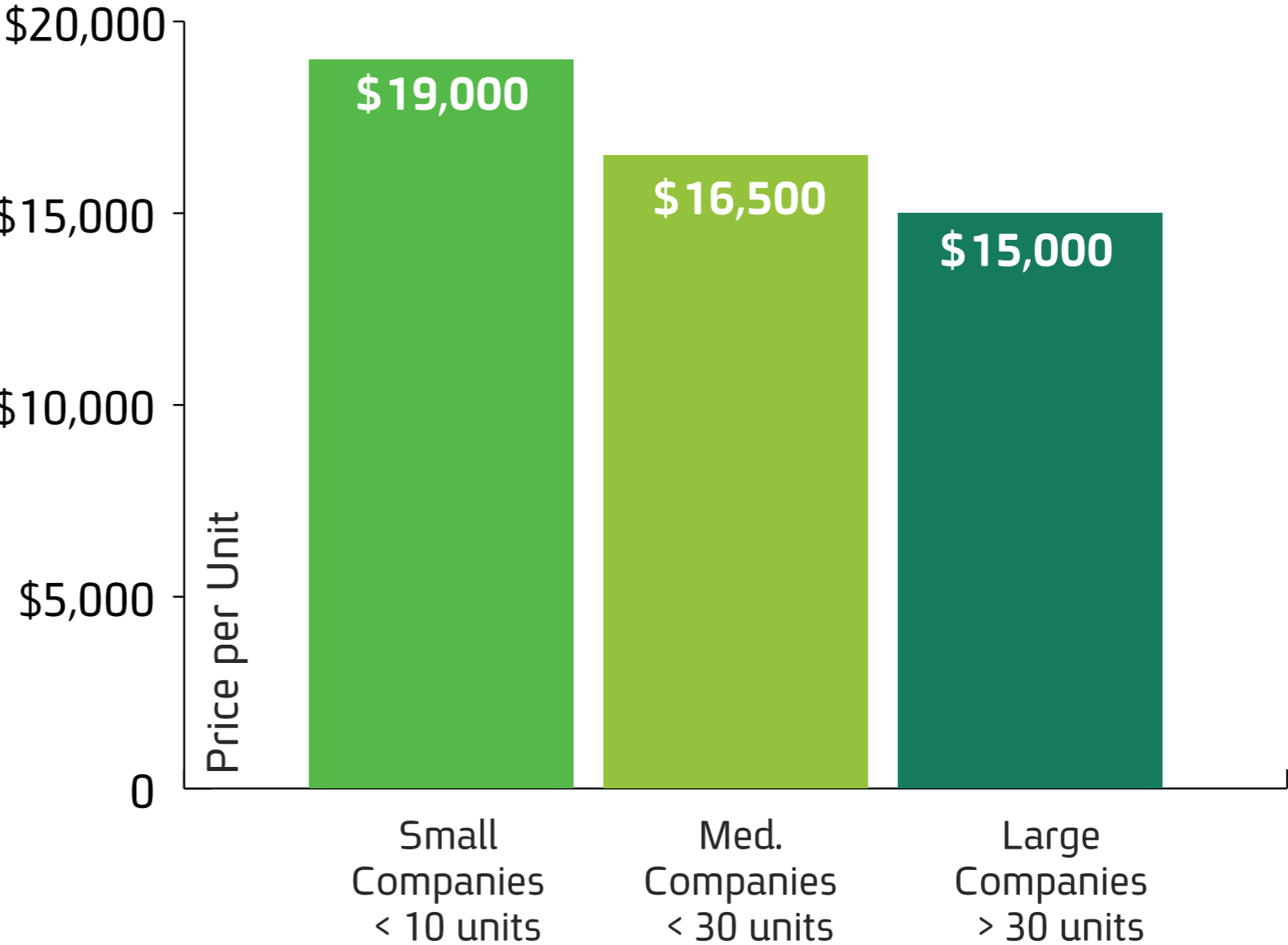
Business Model

ODI's business model is generated via its software and hardware components and is adjusted according to the size of the customer

ODI's Enterprise Suite (Software Solution)

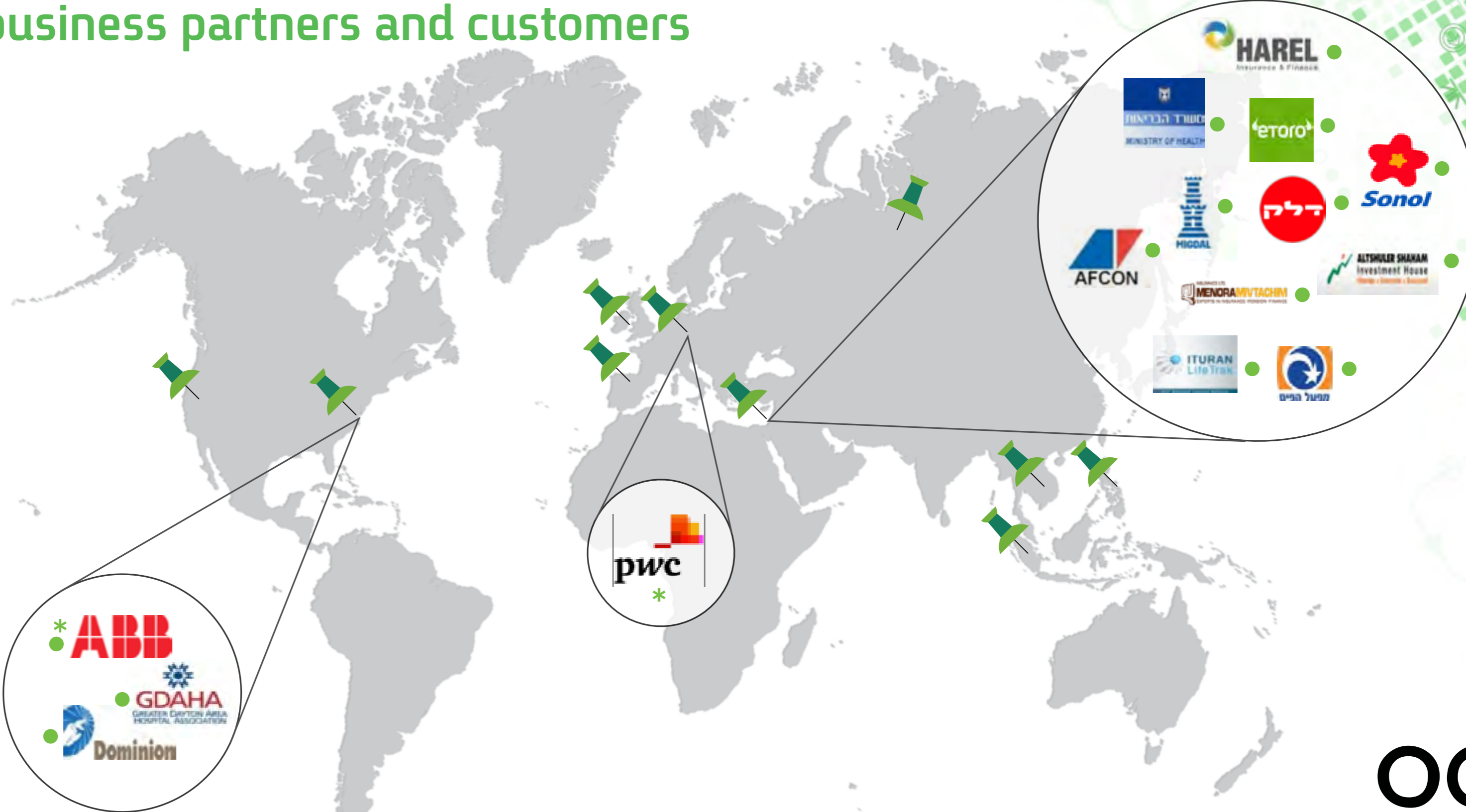


ODIX Physical (Hardware & Software Solution)



International Business Development

ODI's expansion is based on a strong international growth with top class business partners and customers



- client
- potential client
- * business partner
- ▲ potential business partner

Commercial Development - Marketing Strategy

ODI starts targeting five identified verticals with growing cyber security needs via marketing channels

Targets

Utilities Companies	Healthcare	Finance	Government & Institutions	Retail and manufacturing
electricity, natural gas, water, sewage	hospitals, Healthcare, pharmaceuticals	insurance, banks, credit cards	Government offices authorities	Retail chains online merchants

Channels

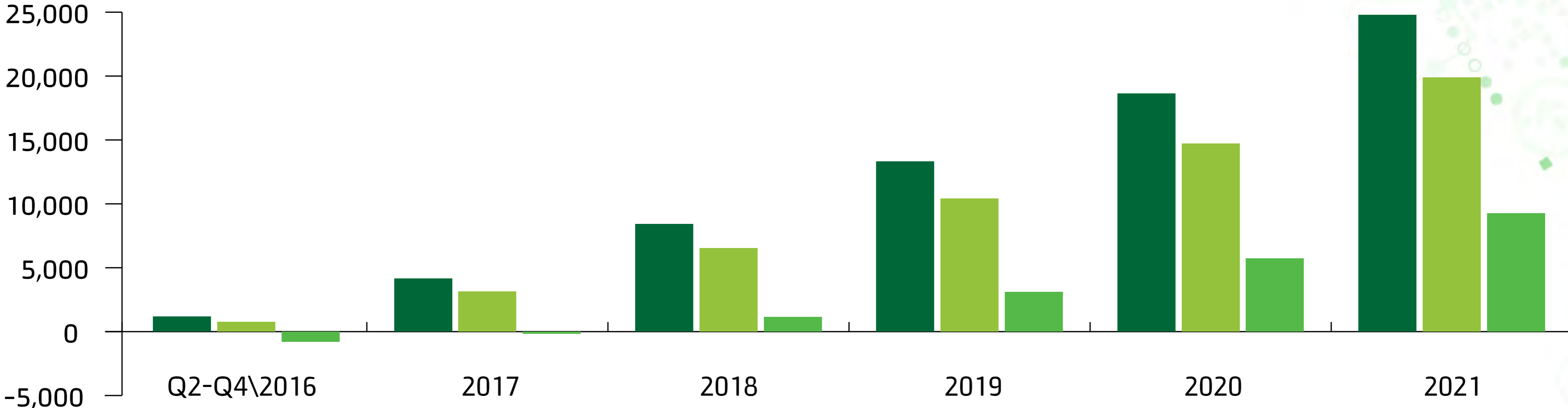
Distributors & integrators per Vertical	Agents	Local Presence	Conferences and Road Shows
ABB, PWC	Representatives, Industry experts	US Office, and other territories	Participate and speak at major cyber conferences

Growth Strategy

In the next two years ODI aims to:

- Accelerate the sales growth worldwide by signing more agreements with international entities in USA, Europe and Asia.
- Build a global network for marketing and sales.
- Strengthen the ODIX brand worldwide.
- Stay in technological leadership by investing in R&D.
- Become a global firm and global leader.

Forecast 2016-2021 (\$K)*



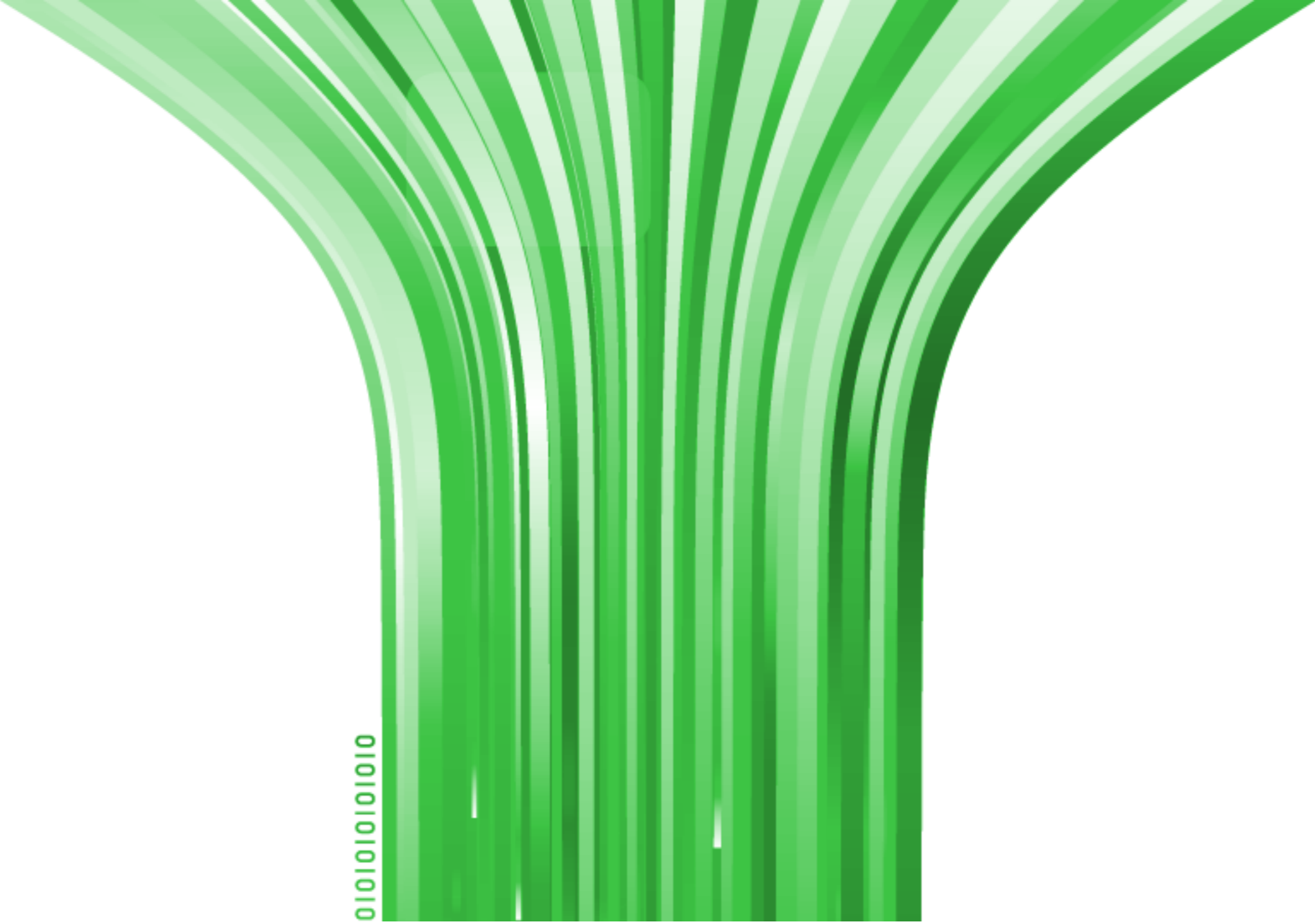
income grossprofit profit before tax



Forecast 2016-2021 (\$K)*

2021	2020	2019	2018	2017	Q2-Q4/2016	
24,772	18,629	13,317	8,424	4,136	1,172	sales
(4,878)	(3,908)	(2,907)	(1,901)	(1,001)	(422)	cost of sales
19,894	14,721	10,410	6,523	3,135	749	gross profit
(4,274)	(3,658)	(2,923)	(2,026)	(1,102)	(513)	R & D
(3,718)	(2,971)	(2,274)	(1,566)	(852)	(358)	S & M
(2,500)	(2,271)	(2,024)	(1,714)	(1,283)	(658)	G & A
(147)	(110)	(86)	(66)	(46)	(14)	royalties to chief scientist
9,256	5,711	3,104	1,150	(148)	(793)	operating profit

* as published in the company evaluation by De-Kalo Ben Yehuda invest house



0101010101010

Thank You!

odi
Odix your files

010

010

010