

Company Presentation

June 2022

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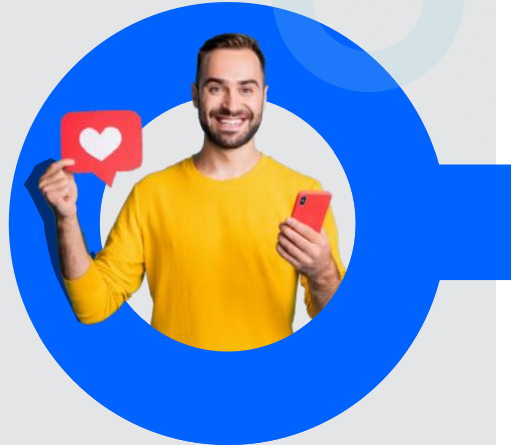
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Vision

Gix aspires to be a one stop shop for Marketing and Advertising technologies in all marketing activities. Gix's portfolio offers a broad array of innovative MarTech and AdTech (Marketing Technologies) products and services, specializing in the field of search, content, video and social networks while providing value to vast web users, advertisers and publishers.



Gix Highlights

- GIX Internet is well positioned in the field of Ad-Tech and Mar-Tech technologies
- Traded in Tel-Aviv Stock Exchange since 2013
- Provide solutions for all advertising segments: search, content, social and video
- Acquired Cortex Media Group in October 2021
- Annual revenues of ~\$45 million *
- Cash and cash equivalents of ~\$5.5 million *
- Shareholder's equity of ~\$9 million *
- Cash flow from operating activities of ~\$3 million *



A MarTech and AdTech company, specializing in the development and distribution of free software to millions of users, while generating revenue from ads presented to the users of its products.

\$30 million

Revenue in 2021

+12 million

users

+100

Products



Established in 2017, cortex developed capabilities allowing transformation of original created content to a profit center through traffic acquisition and reader monetization. Cortex owns and operates 7 content brands across numerous verticals

\$43 million

Revenue in 2021

+400 million

Visitors in 2021

+30 billion

Ads sold in 2021

Gix Internet Team



Yoram Bauman
chairman

One of the senior advertising personnel in Israel, President of the Publicis Israel Group



Amihay Hadad
CEO

A well-established CPA, holding senior experience as CFO both in YNET and Internet Gold



Itay Brookmayer
Gix Media CEO

Joined Gix Media in 2013. Served in several senior positions, including as VP of Revenue and VP of Business Development

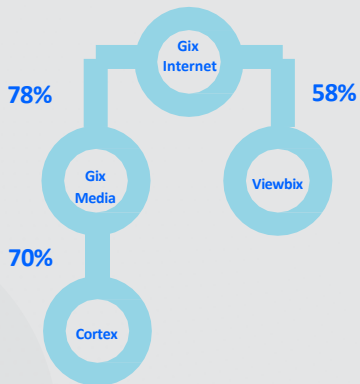


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Cortex CEO

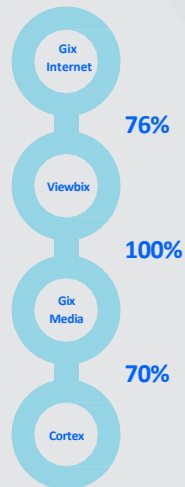
Founded Cortex in 2017. Former General Manager of Emerson Israel. Holds a B.Sc. in Electrical Engineering and MBA from Tel Aviv University

New Attractive Structure

Current structure

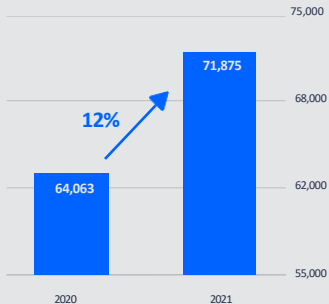


New structure



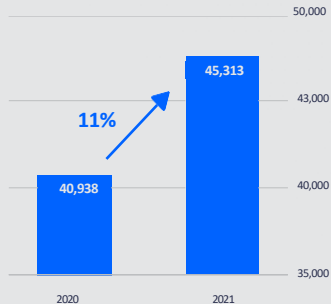
Revenues Y2Y- Pro forma

In thousands of \$



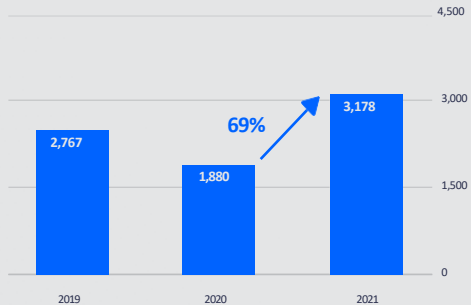
Revenues Y2Y

In thousands of \$



Cash Flow

In thousands of \$



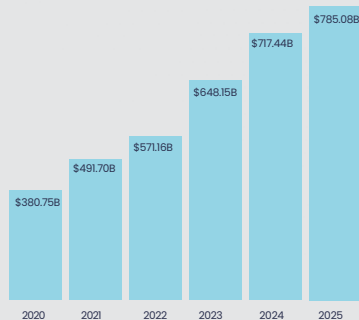
Global Digital Advertisement Market

- According to eMarketer (research firm) from November 2021 the global digital advertising spend in 2021 was \$492 billion, with an expectation to reach \$785 billion in 2025
- The growing market creates a huge demand for the advertising real estate that we offer
- An increase demand for our real estate creates an increase in prices (higher rpms and cpms) which allows us to bring more readers to our brands

Google	bing	Yahoo!	Baidu	YANDEX	DuckDuckGo
91.94%	2.86%	1.5%	1.37%	1.1%	0.67%

Search engine market share worldwide, December 2021

<https://gs.statcounter.com/search-engine-market-share>



Digital advertising spending worldwide

worldwide, 2020-2025, in billions
eMarketer, November 2021

About Gix Media

- Well known in the MarTech and AdTech field, with proven record and ability to cope and flourish in this dynamic market
- Senior partner with one of the search giants since 2013
- Since March 2020, an improved agreement was signed between Gix Media and the search giant for 3 years, including the mobile activity and an improvement in revenues share
- Holds a wide range of self-developed advertising products enabling:
 - Quick and easy Go To Market
 - High profitability relative to the industry, characterized by several competitors serving solely as intermediaries



Gix Media

Apps



Developing products and apps, for the benefit of web users along with generating income from searches



Creates apps and softwares for end users: distributing free softwares (browser add-ons and desktop apps) to end users while driving revenues from searches and advertisements





Gix Media

Native to Search



Native to Search is an innovative automatic system for the purchase and sale of ad spaces according to search terms



The system performs optimization on several levels to gain the ultimate, optimal combination enabling maximal profit in any given timeframe



The product allows the display of personalized ads, suiting the content exposed to each different user, in order to provide relevant, customized search results



Cortex specializes in creating original content

Cortex owns and operates 7 content brands (Websites)

Massive brands

vogue.com

192M visitors

time.com

240M visitors

nydailynews.com

168M visitors

Cortex MG

400M visitors

Cortex publishes and promotes its content through a number of leading platforms at over 10,000 properties around the world

Outbrain

Google

yahoo!

facebook



Aol.

Taboola

Cortex Content



Using cutting-edge technology software, AI and analysis Cortex is able to accurately select the potentially most successful content



Cortex's primary focus is to adapt, research, and create content that attracts our readers and launches them into an alternate reality- for example, user interested in dog and will be expose to Cortex' content will receive information compatible to their interest, car lovers for insets will shown relevant content like what cars are expected to be released next year



Cortex's seven websites offer content on a wide range of topics including: travel, history, culture, animals, and more. With content optimized for all platforms, readers can enjoy our content anytime, anywhere

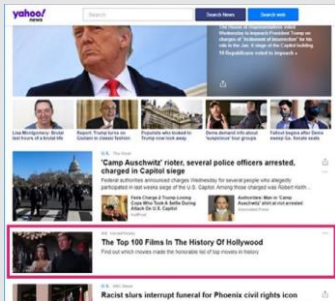


HOW DOES IT WORK?

What makes us different

Phase 1

Our AI platf Dorms promotes an article to a user



Phase 2

The reader engages with our content and is exposed to ads through their journey



We specialize in buying media and yet we don't have a single media buyer working for Cortex
We have developed a unique and fully automated platform that manages all of our campaigns in real time

AUTOMATIC SCALABLE CONTENT DELIVERY PLATFORM

Cortex's content is written by humans. All else is done automatically

Cortex uses cloud infrastructure:

- Classifies our content
- Learns the behaviour and preferences of millions of daily online visitors
- Automatically matches readers with the content they enjoy most at the optimal time

Cortex's automatic platform includes the following services

- Opening campaigns
- Managing bids towards a predefined goal ROI
- Managing campaign budgets
- Fraud detection analysis and blacklisting
- Campaign lifecycle (closing and reopening previous campaigns)
- Automatic content policy alignment

Our Partners

The company works with the world's most leading programmatic advertisers



More than 30,000 advertisers use Cortex properties to reach over 30 million monthly readers in a brand-safe environment.

Leading brands including BestBuy, Walmart, Geico, Toyota, and Samsung are among our key advertisers. They all place ads on our properties (Websites) through the above programmatic business partners.

Merger of Gix Media and Cortex

More diversity and increase in addressable markets

1

Gix media accomplished the acquisition of Cortex (70%) in October 2021

2

Merging Gix Media and Cortex will allow the creation of a synergy between the complementary activities, enabling rapid growth in Gix Media's "Native to Search" activity and accelerate Cortex's' entrance into the "search business"

3

Display and social to search business involving advertising on one platform (typically via facebook, twitter or native ad networks such as yahoo, Taboola' outbrain, etc) in order to acquire traffic and send it to a monetized page search results from engines like Google' Yahoo or Bing

4

Cortex holds all the necessary traffic acquisition knowhow, all the way to the search monetization part which is where Gix is very competent

5

Gix Internet expects the merger to build a \$80-90M business by 2022

Growth Engines

- Expedite the merge between Gix Media and Cortex in order to accelerate the collaboration and the mutual knowledge
- Integrating Cortex in the Gix Media “Native to Search” activity Going global with more languages in the content brands of Cortex shall accelerate growth
- Continue to locate synergetic and profitable companies and activities for M&A



THANK YOU