



**NUR**  **Ink Innovations**

Company Presentation

December 2021

# Forward-looking Information



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This presentation includes forward-looking information, as defined in the 1968 (Israeli) Securities Law.

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In addition, forecasts and estimates of forward-looking information are based on information and data available to the company at the time of the presentation's release, and the company makes no commitment to update and/or change any forecast and/or estimate to reflect events and/or circumstances which may occur after the release date of this presentation.



# NUR Ink Innovations

Nur Ink Innovations develops & manufactures water-based pigment inks for inkjet digital printing



## Industry Leading Founders

Founded Kornit Digital, market cap of \$7.5B\* (Nasdaq: KRNT)



Founded Nur Macroprinters, sold to HP for **\$120M**



TAM of **\$23B\***, with double-digit CAGR

The company's products are intended for implementation in different markets, technologies and applications



**OEM partnerships** in process, with world-leading companies



**Market-disruptive technology**  
**Funded by the Israeli Innovation Authority**



\*as of today



# Experienced & Seasoned Leadership



**Moshe Nur**

**Co-founder, CEO & Chairman of the Board**

A pioneer in the wide-format digital-printing industry. Founded several companies, including NUR Macroprinters (1985), Kornit Digital (2002), Outform (2002), among others. Current investments include TWINE, RADSEE & Nanofabrica. Owns & manages Israel's leading outdoor advertising group



**Dr. Muhammad Iraqi**

**Co-founder & VP R&D**

Muhammad brings over 25 years of experience in the development of digital inks, starting from NUR Macroprinters, through HP-Indigo, Camtek and Kornit Digital. Muhammad has published over 20 patents related to digital inks and digital printing technologies



**Eliav Priel**

**Business Development Manager**

Eliav is a seasoned business development executive in the digital printing industry and has worked in companies such as HP-Scitex, Megaink, Matan (EFI) and Bordeaux. Eliav brings with him over 25 years of relevant international business management experience in the digital printing markets



**David Gerbi**

**CFO**

David hold a BA in Business Management and an MBA (cum laude). David held numerous managerial positions in Israel's leading accounting firms and brings with him vast accounting and financing experience



**Inbar Friedman**

**Projects Manager**

Inbar joined Nur Ink Innovations in the company's early days following a few project management positions in diverse market segments

# Board of Directors



**Yossi Nuriel**  
Director

Yossi is the owner of Yahav Digital Printing, one of Israel's largest and leading outdoor advertising companies and was one of the initial investors in Kornit Digital, among other start-up companies



**Yossef Gabay**  
Director

For many years, Yossef served as CEO, CFO & a director or a public company in the fields of insurance, finance and yielding Real Estate markets. Currently, Yossef manages various business and is the CEO of Ayala & Gabi Holdings Ltd., one of the initial investors in Nur Ink Innovations



**Sarel Ashkenazi**  
Director

Following a successful career as EVP Sales & Business Development at Kornit Digital, Sarel invests in early-stage start-up companies and manages a few. In Kornit, Sarel was the driving force behind the Amazon-Kornit cooperation agreement, while in parallel took part in the company's IPO (KRNT)



**Galit Assaf**  
Outside Director

Galit is an executive manager who served in various financial and operational roles in the public and the private sectors. In the past 7 years, she serves as SVP Operations and Services in the successful Fintech company, Payoneer. In addition, Galit has a vast experience in board of directors membership of many companies



**Amit Muchtar, CPA**  
Outside Director

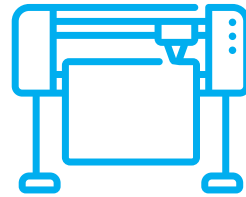
Amit is a managing partner at RSM Shiff Hazenfratz & Co., & CEO of AMI, a company for the management of industry provident funds and brings with him over 25 years of experience in public accounting, serving clients from middle market companies, family-owned companies, public companies and capital market companies as well. Amit holds a B.A in accounting and financing from The College of Management

# Growing target markets



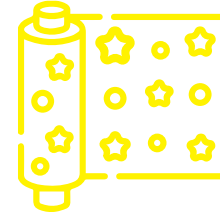
## Textile digital printing market

Garments, fashion, interior design



## Wide-format digital printing market

indoor & outdoor advertising



## Wallpaper digital printing market



## Ink manufacturing materials market

**CAGR**

**25%**

**3.8%**

**22%**

**Market size**

**\$5B (2027)**

**\$11.5B (2027)**

**\$7.5B (2025)**

**\$500M\***

\* estimated



NUR  Ink Innovations

# The NEED

Market trends towards converting to environmentally-friendly inks

Replacing polluting products



Environmentally-friendly



Water & energy savings





**NUR**  Ink Innovations

# Our solutions

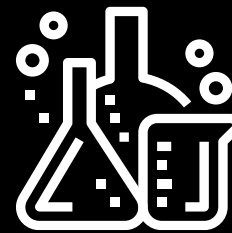
**Water-based & environmentally-friendly pigment inks for use in diverse inkjet digital printing applications**



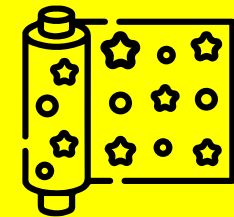
Ink for textile digital printing



Inks for wide-format digital printing



Unique auxiliary products



Ink for wallpaper digital printing

Nano-particles metal-based ink



# Promoting sustainability



## Replacing polluting products

Our products enable the replacement of polluting products such as solvent-based and UV-curable inks



## eco-friendly

Our products have a direct positive impact on the environment by eliminating polluting processes such as pre-treatment, softening, washing & drying of printed fabrics



## Green

**Nur Ink's** industrial inkjet inks are water-based pigment inks – clean and environmentally-friendly



## Eliminating over-spending

Using our products promotes purchasing single-unit orders with full on-line purchasing processes



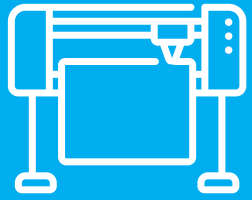
## Raw materials

Our products are made of the best & cleanest raw materials and are purchased from corporations that withhold strict fair-employment, waste-management & international standards



## Water & energy savings

Our products enable the savings of up to **40 liters of water** and **35% electricity** consumption for each m<sup>2</sup> of printed fabric



Ink for wide-format digital printing



# Advantages



## Accessible

First of its kind to be accessible to the entire industry



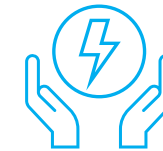
## Ecological

Water-based environmentally-friendly ink



## Diversified

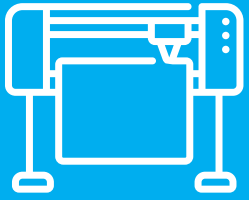
Enables printing many applications and on to a wide variety of substrates



## Energy savings

Supports energy savings during the printing processes

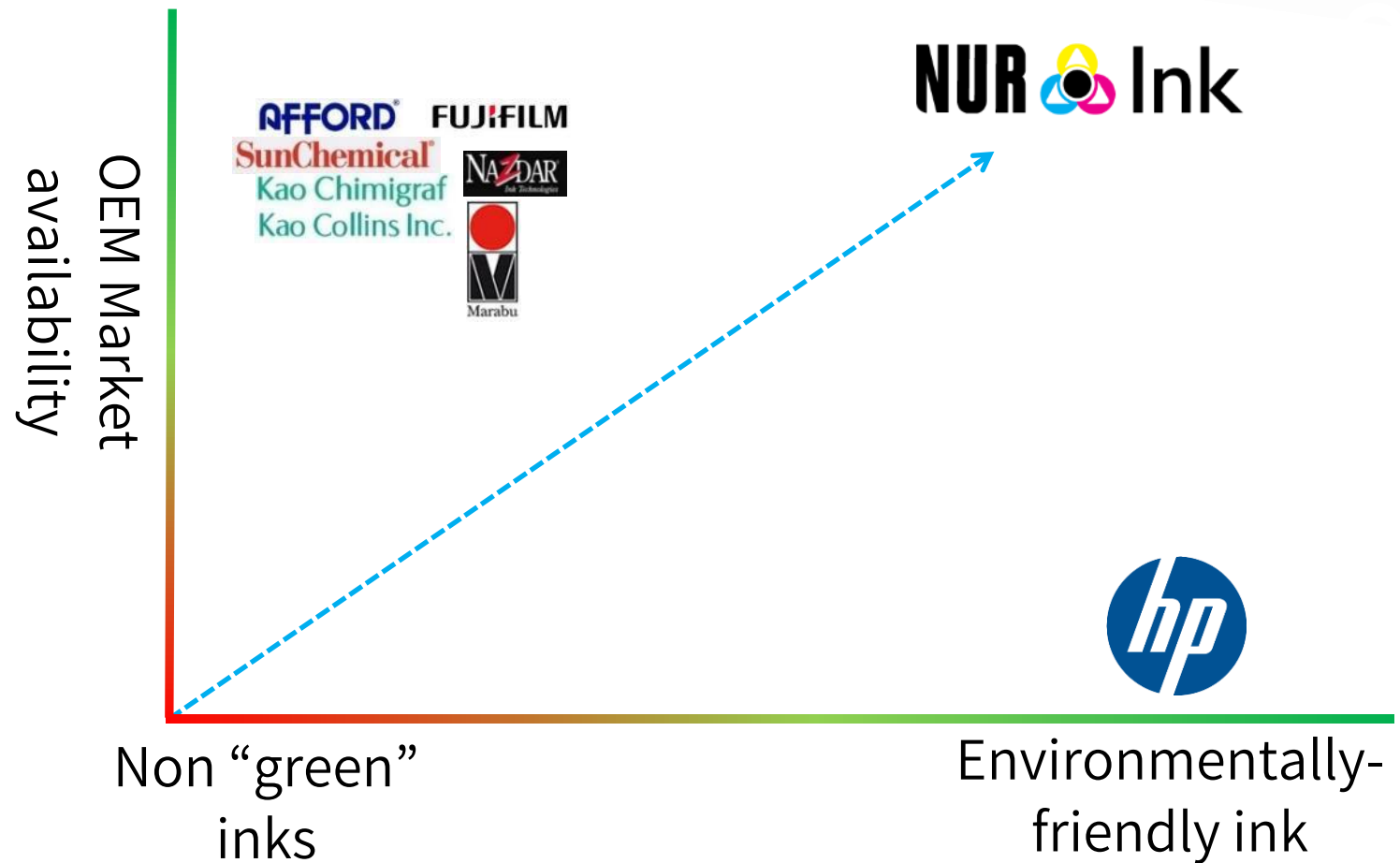




Ink for wide-format digital printing



# Competitive landscape





Inks for Direct-to-textile printing

# Advantages



Low curing temperatures – 95-120°C – compared with 150-180°C as with any existing ink types – enabling printing on pre-died synthetic fabrics

**ONE** ink type for **all** fabric types

Elongation of **≥500%** enables printing on to elastic fabrics (i.e. Lycra®)

OEM business model – protecting our partners

Different ink versions – matching all existing print head technologies

**Non “sticky” and completely odorless**



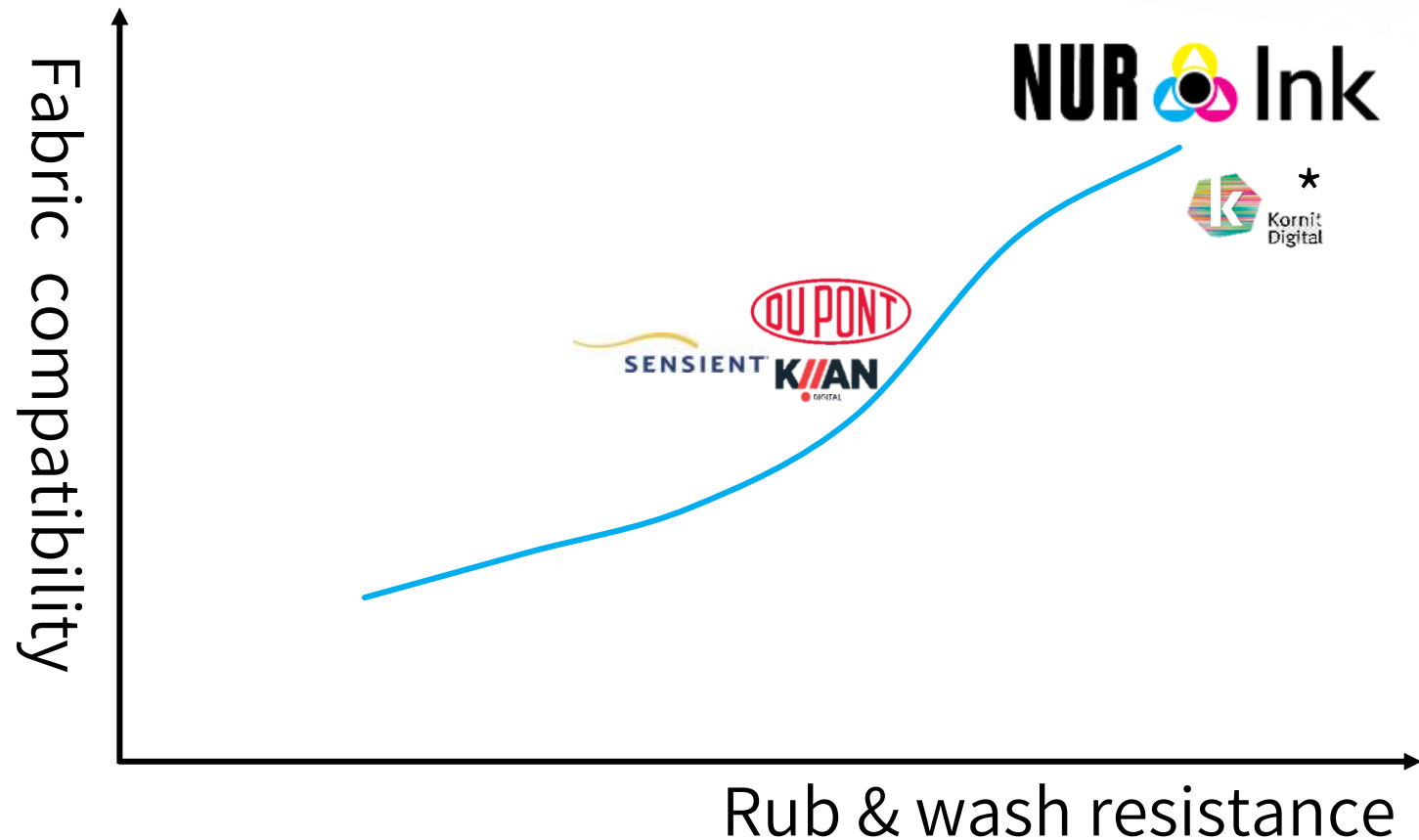


Inks for Direct-to-textile printing

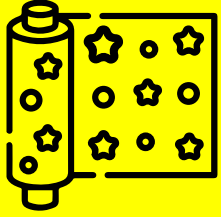
**NurTex  
ONE ink**  
For all fabrics  
For all printers

## Competitive landscape

**NUR Ink**



Kornit's ink is available for Kornit printers only \*



Inks for wallpaper  
printing

**Nur SP**

# Advantages



Environmentally-friendly ink suitable for  
use in hotels, office & home environments

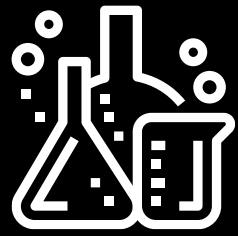
No VOCs outputs

Supports single-pass digital printing for  
ultra-high production speeds

Enables the printing of layers while creating a  
printed texture (2.5D printing)

Allows wallpaper “breathing”





# Auxiliary products



Unique auxiliary products

**Nur SoftJet**

&

**Nur White**

## **Nur SoftJet**

### **Jetable clear inkjet pre-treatment for fabric**

- ✓ Applied by digital inkjet printing – just like the colored ink in an in-line printing process
- ✓ Innovative & unique products which replaces analog, polluting & cumbersome processes

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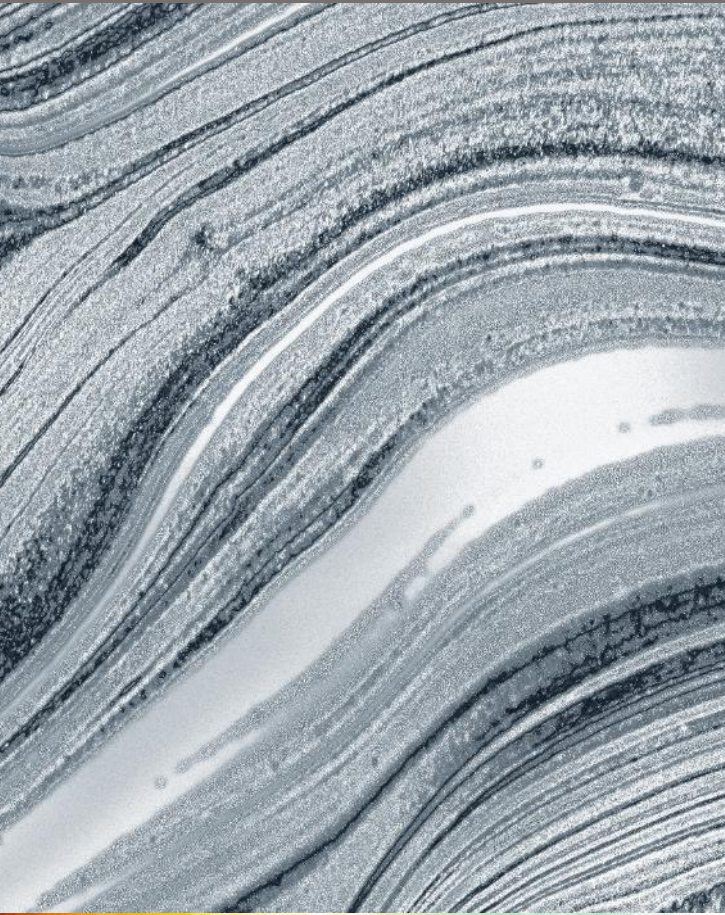
## **Nur White**

White water-based pigment dispersion (pigment preparation), used as the base for producing white water-based ink

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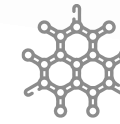
## Metal-based inks for digital printing



# Metal-based inks



Conductive capable ink



Ink containing metal nano-particles for digital inkjet printing



Creates thermal camouflage & electromagnetic protection

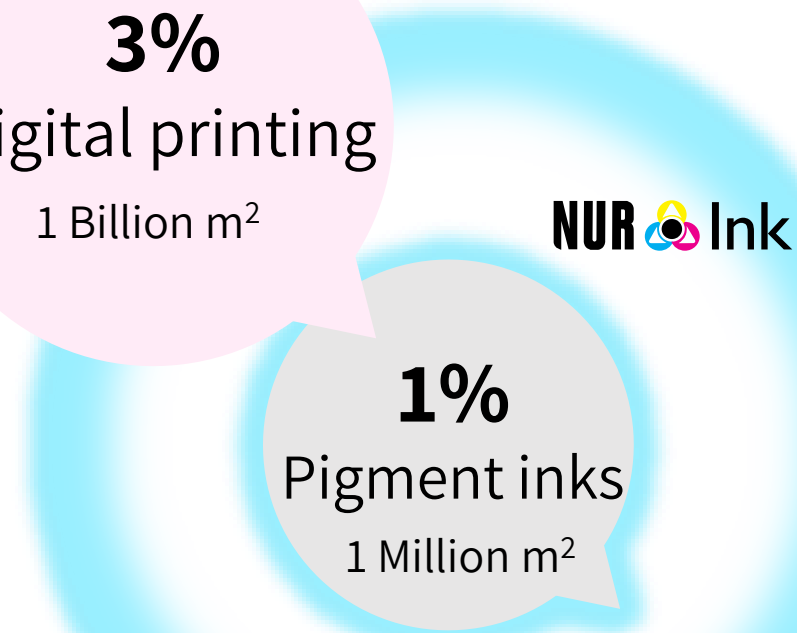
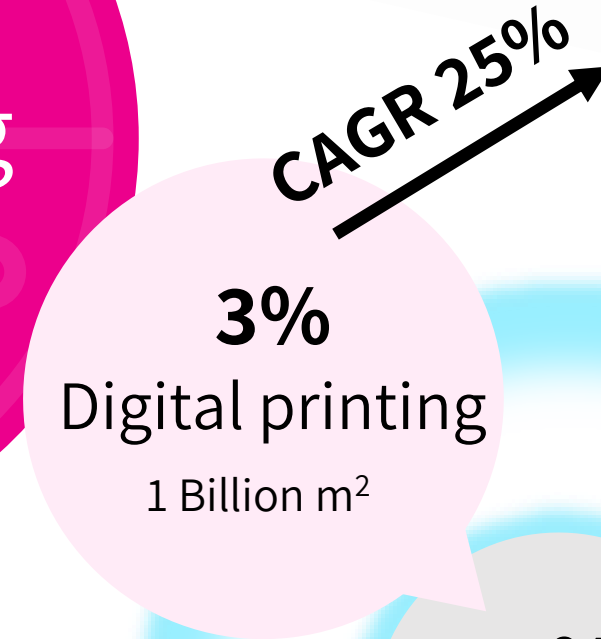
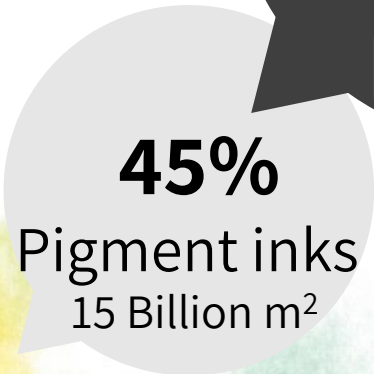
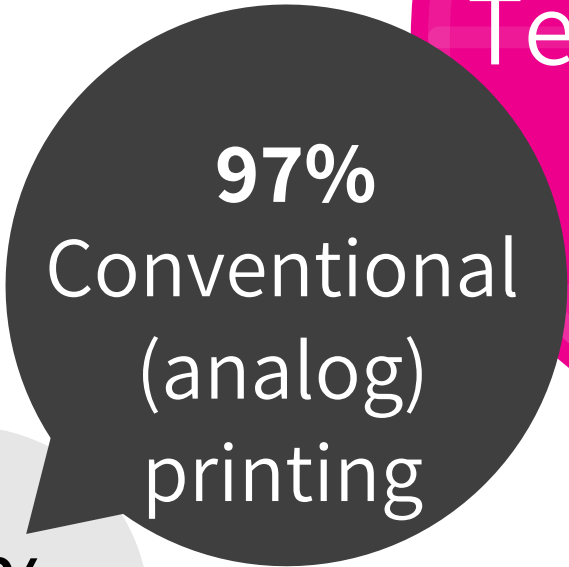
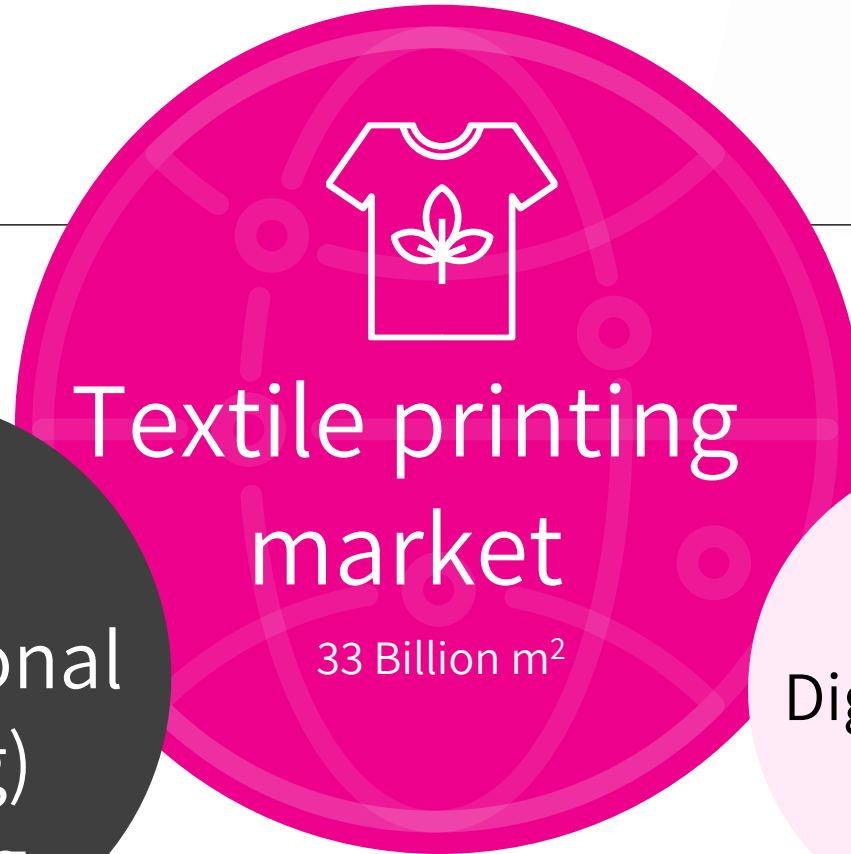


Enables anti-bacterial protection



# Our blue ocean

NUR  Ink



# Textile market potential - 2027



**Textile printing industry**

**\$15.5B** annually  
6.3% CAGR

**Digital** textile printing

**\$5B**  
25% CAGR



Sources :WTIN, Zimmer

<https://www.grandviewresearch.com/industry-analysis/water-based-pigments-market>

<https://www.alliedmarketresearch.com/press-release/digital-textile-printing-market.html>

<https://www.wtin.com/article/2019/july/290719/webinar-digital-textile-printing-market-overview-itma-2019-environmental-regulations/>



# Wallpaper market potential - 2025



**2020: Wallpaper digital printing market is valued at \$2.9B**

**By 2025: Market size is estimated to grow to \$7.5B at 21% CAGR**



# Wide-format digital printing market potential - 2027



**2027: Market expected to grow at 3.8% CAGR, to \$11.5B**

**2027: INK sales are expected to reach \$1.2B**





# Business Model – Production – IP



Our products are offered as OEM private label to printer manufacturers, who in return, will sell our products as their own, under multi-year ink supply agreements

Initially, our products will be manufactured in our facility in Rosh Ha'Ayin (Israel) and if needed by sub-contractors in the USA. In parallel, an ink factory will be planned

**Three** patents in process

Additional patents are planned for filling

**OEM**

Original Equipment  
Manufacturer

# Regulations



EU regulations from 2016 calls for additional decrease of pollutants emission generated in different industries, according to the Guttenberg protocol. Part of these pollutants included in these regulations are VOCs which are emitted during the different printing processes



The state of California leads the USA legislation regarding the environment in general and air pollution in specific. The Clean Air Bill (1130) includes tough restrictions on the printing industry when it comes to VOCs, a bill which is being adopted by additional USA states

# Strategic agreements in motion

## Commercial negotiations

With 2 world-leading **textile** printer manufacturers

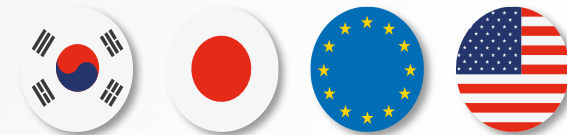
With 1 world-leading **wide-format** printer manufacturer



## Pilots

With 5 world-leading **textile** printer manufacturers

With 2 world-leading **wide-format** printer manufacturers





# Milestones


2021

- ✓ Initiate 2 additional pilots
- ✓ Moving to the new facility
- Complete 1-2 pilots
- ✓ First commercial order
- Ink plant planning

2022 - 2023

- 2 patents' approval
- 2-3 additional patents' submission
- Sign 2-3 ink-supply agreements
- Metal-based ink pilot
- Ink plant construction

# Summary



TAM of \$23B with  
double-digit  
CAGR



Sustainability-  
promoting  
company



Market-disruptive  
products



Industry  
veterans &  
leading founders  
& managers





**NUR**  **Ink Innovations**

**Thank you** 

