



Company Presentation
August 2022

Forward-looking Information



This presentation does not constitute an offer to purchase shares in Nur Ink Innovations Ltd ("Nur Ink" or "the company"), or an invitation to receive such offers, and is meant to provide general information only, which is by nature partial, as part of providing information about Nur Ink Technologies to institutional investors and analysts and/or third parties. This presentation was designed for overview and convenience purposes only, and cannot replace inspecting the reports that Nur Ink has released and releases to the public, which include the complete information about the company, before deciding about investing in the company's shares.

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

This information includes, among other things, forecasts, goals and estimates referring to future events and/or matters whose realization is not guaranteed and/or not in the company's sole control. Forward-looking information does not constitute a proven fact and is naturally subject to substantial risks of non-realization. The aforementioned information is uncertain and impossible to predict accurately, and its realization or non-realization will be affected, among other things, by risk factors characterizing the company's activities, as well as by developments in the general environment and the external factors affecting the company's activities, which are not possible to predict and are not under the company's control.

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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 \$1.5B* (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 (4 approved programs)



*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. Moshe Nakash

R&D Manager

Moshe has many years' experience managing projects and developing products for the printing and digital printing industry in leading companies in their fields such as Kodak, Digiflex and Velox, in addition to his research experience in the University of Tel Aviv as a Senior Lecturer. Moshe has published a total of thirty patents and professional papers in leading scientific journals.



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

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

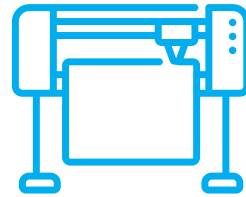
Amit is a managing partner at RSM Shiff Hazenfratz & Co., & CEO of AMI, a company for the management of industry provident funds and brings with him over 25 years of experience in public accounting, serving clients from middle market companies, family-owned companies, public companies and capital market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

Growing target markets



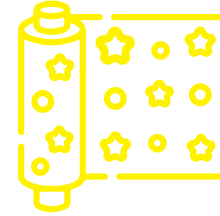
Textile digital printing market

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



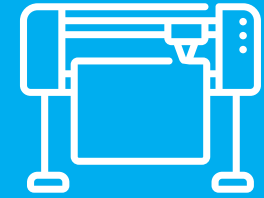
NUR  Ink Innovations

Our solutions

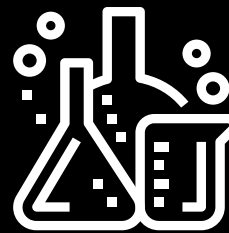
Water-based & environmentally-friendly pigment inks for use in diverse inkjet digital printing applications



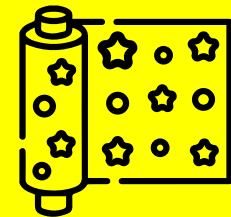
Ink for textile digital printing



Inks for wide-format digital printing



Unique auxiliary products



Ink for wallpaper digital printing

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



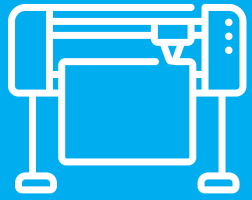
Raw materials

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 m² of printed fabric



Ink for wide-format
digital printing



Advantages

NUR  **Ink**



Accessible

First of its kind to be
accessible to the entire
industry



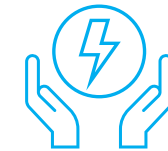
Ecological

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

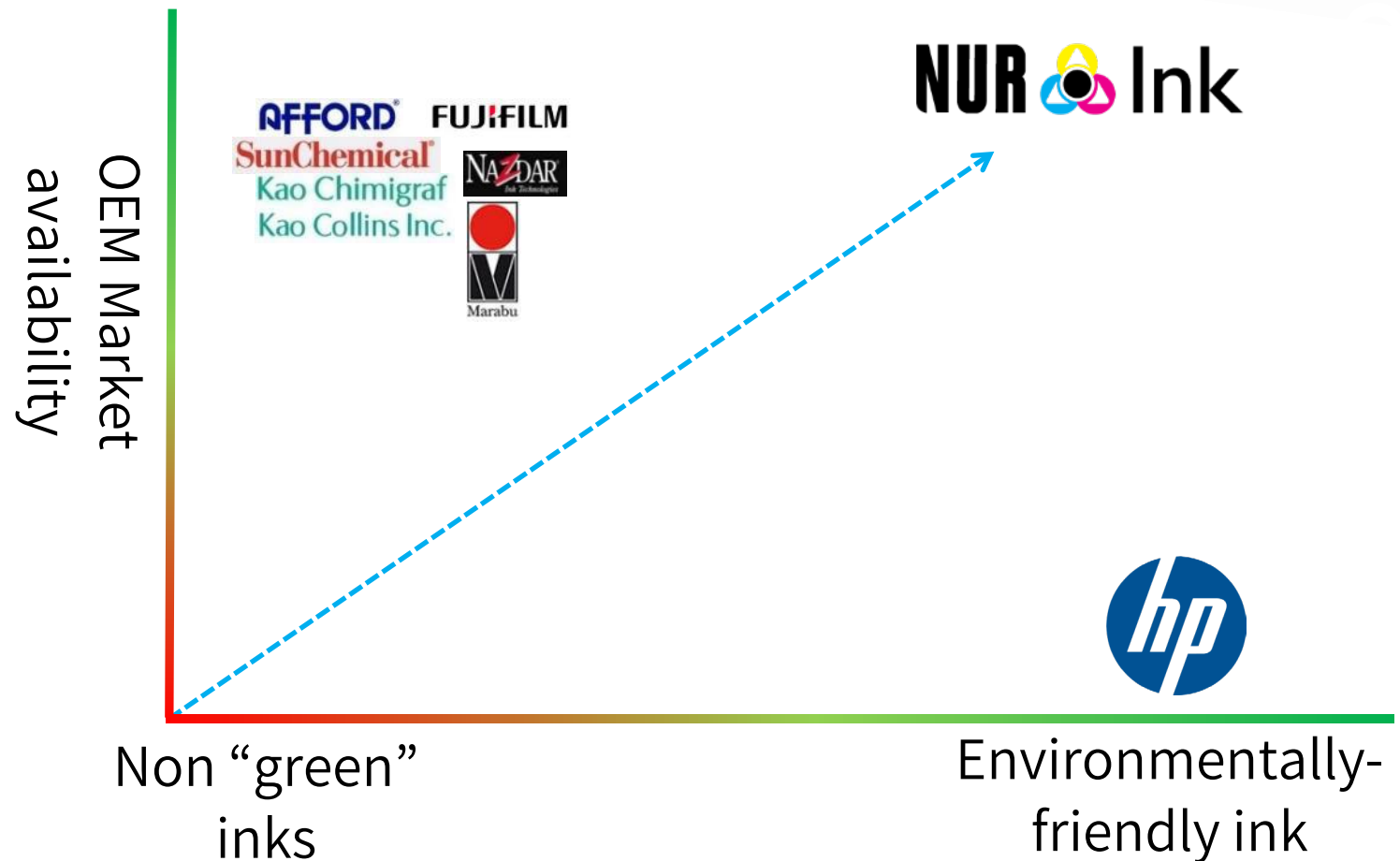
This product completed approx. 70% of its development



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

This product completed approx. 90% of its development

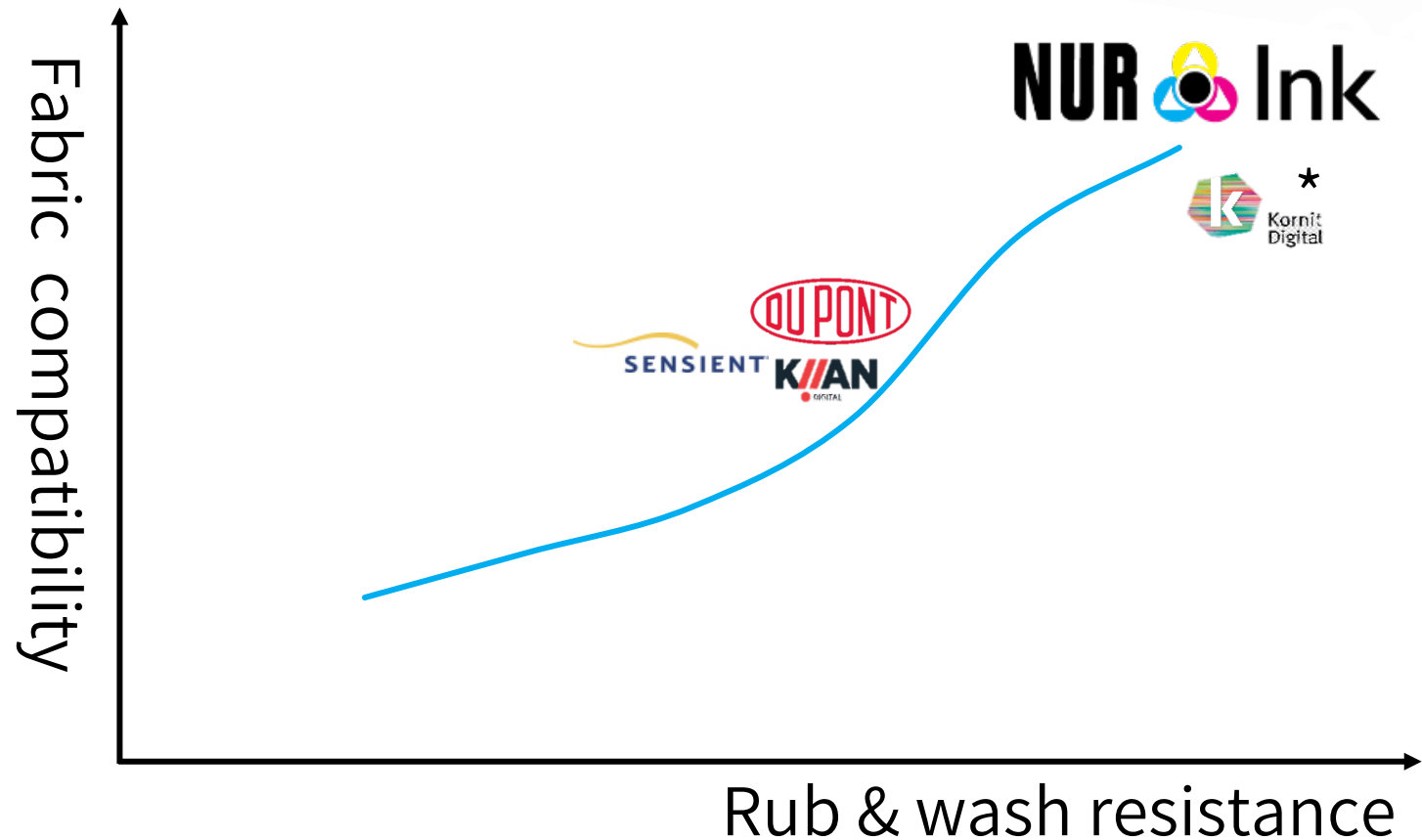


Inks for Direct-to-textile printing

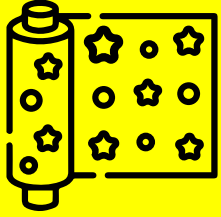
**NurTex
ONE ink**
For all fabrics
For all printers

Competitive landscape

NUR Ink



Kornit's ink is available for Kornit printers only *



Inks for wallpaper
printing

Nur SP

Advantages



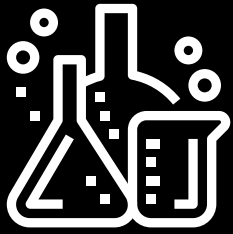
Environmentally-friendly ink suitable for use in hotels, office & home environments

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”



Unique auxiliary
products

Nur White

Nur White

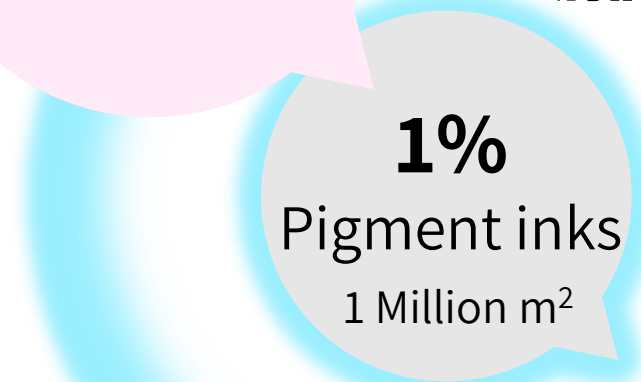
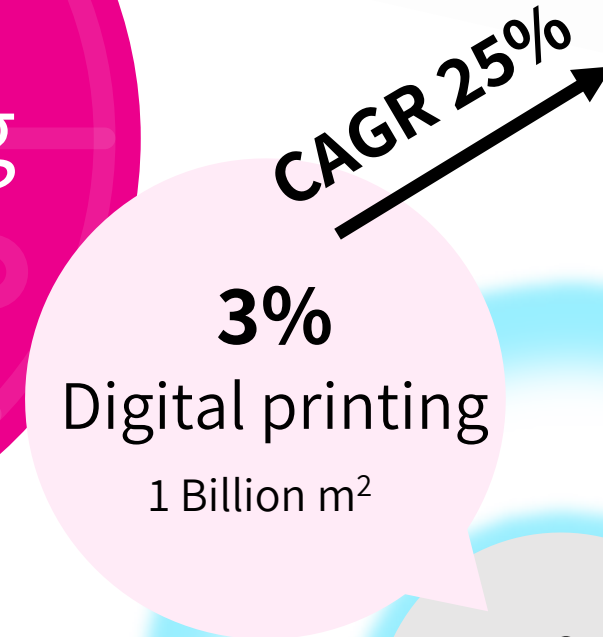
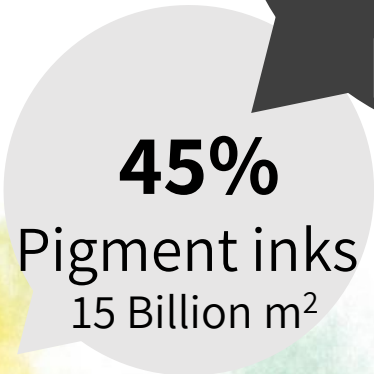
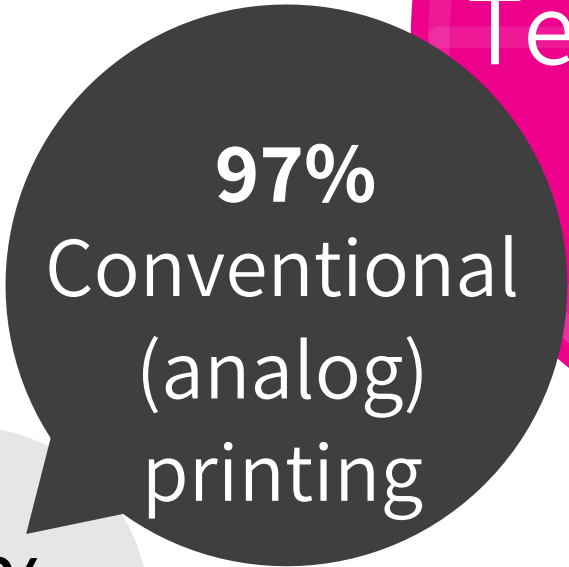
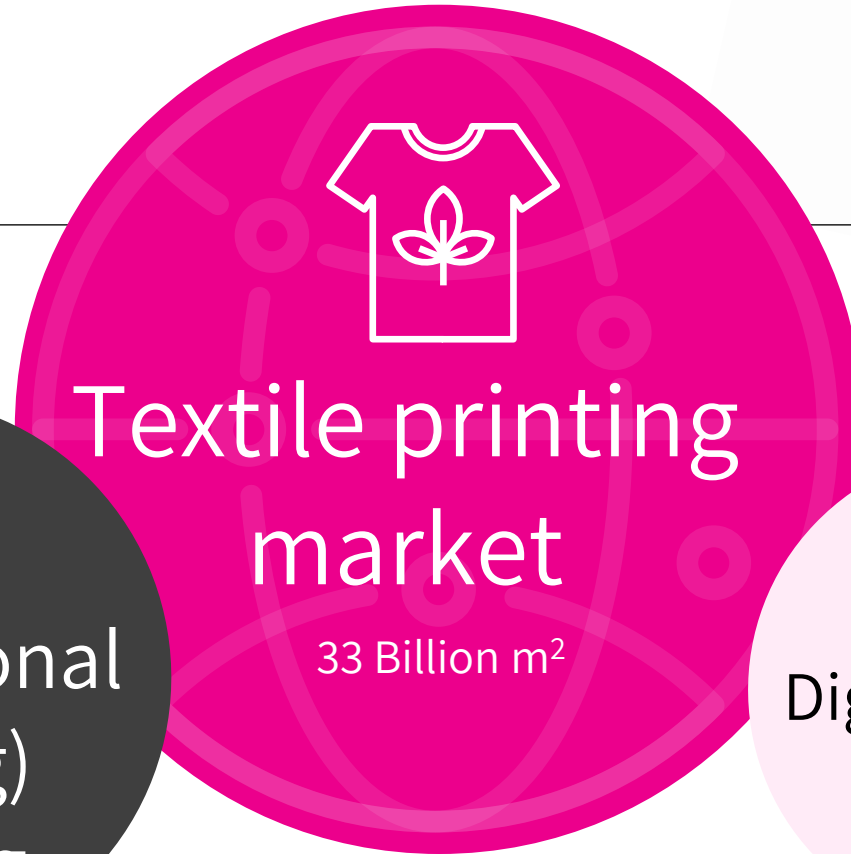
NUR  Ink

- White water-based pigment dispersion (pigment preparation), used as the base for producing white water-based ink
- Current, approx. 90% of all white water-based pigment dispersions are made & sold by DuPont
- DuPont's competitors are forced to purchase the white dispersion from DuPont
- Potential customers are ink manufacturing companies, including Agfa, Kodak, FujiFilm, etc.)

This product completed approx. 75% of its development

Our blue ocean

NUR  Ink



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

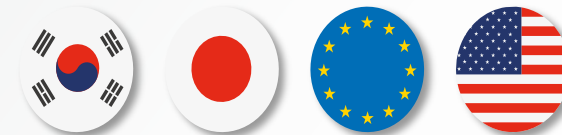
With 1 world-leading **wide-format** printer manufacturer



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
- ✓ Receipt of the Eco-Passport certificate

2022 - 2023

- 2 patents' approval
- Filing 2-3 additional patent applications
- Sign 2-3 ink-supply agreements
- 2.5d ink pilot
- Ink plant construction
- Implementing ESG process and rating

Summary



TAM of \$23B with
double-digit
CAGR



Sustainability-
promoting
company



Market-disruptive
products



Industry
veterans &
leading founders
& managers



NUR  **Ink**
Innovations

Thank you 

