Maytronics Overview
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1983
Our story... begins
Our first Dolphin
Business 10 years growth

Currency NIS

10Y Revenue CAGR 15%
10Y EBITDA CAGR 23%

Year Revenue
2007 226M
2008 232M
2009 272M
2010 334M
2011 380M
2012 408M
2013 471M
2014 560M
2015 639M
2016 748M
2017 847M
Profit and Loss for the years 2014-2019

ILS in thousands
Market Value (ILS)

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<td>2020</td>
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<td>(1.2B USD)</td>
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<td>4.2B ILS</td>
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Exceptional Experience
We stay Focused

Pool Market ~24-26M Pools Worldwide

Private Pools Above and In-ground (97% out of TAM)

Municipal Pool
25-60m

HMAC* Pool
10-20m

*Hotel, Motel, Apartment, Camping

Commercial

Exceptional Experience
Focused on limited range of Business units – offer “Best of Breed”

Pool Safety
Pool Robotic Cleaners
Pool Water Technologies & Treatment

Poseidon, Covers & Alarms

Minerals, Ozone, Glass Media, Water Technologies new Developments
Maytronics Market Share Trend

**2010**
- Maytronics: 32%
- Other: 68%

**2019**
- Maytronics: 48%
- Other: 52%
Estimated Competition Market Share Overview - 2019

- Maytronics: 48%
- New Fluidra: 30%
- BWT: 10%
- Hayward: 5%
- Other: 7%
Value chain A-Z influences touch points

Suppliers → maytronics → Distributor → Subsidiaries → Pool Shop / Builder / @ → Pool owner
Maytronics Supply chain core competency

Lean culture
continuous improvement

Global supply chain
and sub contractors

Production – Just in time!

Quality
Long-term Mindset
Long Term Strategic Planning & Execution

2007-2017

Exceptional Experience

A dolphin for every pool
Anchors in strategic markets
Expand product lines “Best of Breed”

Values & Spirit

2018-2025

Vision

GTM Strategy

Service Strategy

Marketing Strategy

Product Strategy

Channel Strategy

Exceptional Experience

The Chosen Brand
The Chosen Robot
The Chosen Smart Solution

Values & Spirit
Maytronics 2025 Strategy
Why change? Why do we need a new strategy?
How do we stay relevant?

- Near-sightedness
- Avoidance of pain
- Inertia

Stay relevant

Companies that lost their way..
Markets & consumers trends are changing rapidly
How to maximize the “Blue Ocean” endless potential

- Millions of pools without robots
  - 74%

- Use Robots
  - 26%
The daily challenge to keep the pool clean, safe and balanced – How do we solve this challenge?
Maytronics 2025
Vision & Strategy
Maytronics Vision

“Leading the way to make your pool water exceptional for pure enjoyment”
Maytronics Brand Promise

Exceptional Experience
Maytronics 2025 Strategy

Foundation: Values, Spirit

(Vision)

STRATEGIC GOALS

by:
STRATEGIC DRIVERS

THE CHOSEN BRAND
THE CHOSEN ROBOT
THE CHOSEN SMART SOLUTION

Exceptional Experience
Maytronics 2025 Strategy – To Become THE CHOSEN ROBOT

Foundation: Values, Spirit

STRATEGIC GOALS

by: STRATEGIC DRIVERS

THE CHOSEN BRAND

THE CHOSEN ROBOT

THE CHOSEN SMART SOLUTION

(Vision)
Blue Ocean - Endless Potential

2019 CLEANING METHODS MARKET SHARE

- **Robots**: 26%
- **Manual/Poolman**: 33%
- **Suction**: 31%
- **Pressure**: 10%
Pool Cleaning Technologies & Average Estimated Costs

**Manual cleaning**

- **Suction cleaners**
  - $70-150/€
  - $299-449/€

**Pressure cleaners+ pump**

- **800-1500$/€**

Waste of time, not effective, waste of water, electricity, chemical - not environmentally friendly

*Cost of ownership ........ Not so cheap ... As one may think ...*
Why Dolphin?
Robotics Trend

Peace of Mind
Safe to use
Saves Water
Saves Energy
Achieves Healthy & Clean Water
Sustainability Contribution
GTM Strategy

- Over 1500 wide range of Robots
- 100 Distributors
- Multiple Channels
- Pool Builders
- Retail
- Marketplace
- Mass market
- Pool com
- Europe
- North America
- South America
- Australia
- Asia

Exceptional Experience
Constant drive for innovation
First Robotic pool cleaner in the world
First Self Diagnosis, Dual drive motors, Remote control
First Robotic pool cleaner with top access filter
Full range line, floor, water line, First DIY Repair system
M-Line Top range, 3 Brushes, Top access, high suction
S-Line Classic & AG, Entry level range, 8 models, 2-layer filter Unique Maneuvering sys, Light weight, User APP
Premium Line - M600 Best of class, Top access, IOT, powerful drive, Maneuvering and suction sys

1983
1995
2002
2006
2010
2015
2019
2022-5

Wave 200 / 150
25-33m Pools (82-108 feet)

Wave 300
33-60m Pools (108-196 feet)

Wave 300
33-60m Pools (108-196 feet)

Exceptional Experience
IoT Platform

IOT - Cloud Connectivity

Digital Services

Robotic Cleaner

Exceptional Experience
Maytronics 2025 Strategy – To Become THE CHOSEN BRAND

Foundation: Values, Spirit

STRATEGIC GOALS

by:

STRATEGIC DRIVERS

THE CHOSEN BRAND

THE CHOSEN ROBOT

THE CHOSEN SMART SOLUTION

Exceptional Experience
Maytronics Marketing Digital Transformation Objectives

PUSH STRATEGY

maytronics → Distributor → Pool Shop / Builder / @ → Pool owner

PULL STRATEGY

Exceptional Experience 43
Marketing Strategy

- **B2B**
- **Online**
- **B2B2C**
  
  Digital Transformation
This slide needs to be built:

One side:

B2B Service

Second side:

B2C Service

Below what is connecting both:

Exceptional Service

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–

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Doctrine of Exceptional Quality

(exceptional service)
Maytronics 2025 Strategy – To Become THE CHOSEN SMART SOLUTION

Foundation: Values, Spirit

STRATEGIC GOALS

THE CHOSEN BRAND

THE CHOSEN ROBOT

THE CHOSEN SMART SOLUTION

by:

STRATEGIC DRIVERS
Introduce a Smart Innovative solution that will ease the pains and solve the problem.
How to close the GAP?...
Maytronics Smart Pool Initiative

Exceptional Experience
Water technology Inline system

Alerts & Recommendations Based on AI and Analytics

Smart Online pool management system

Pool owner

Technician

Office

Pro Dealer/Service

Pool Owner

Illustration only

Activate Pool System
IoT Robots Platform

IOT - Cloud Connectivity

Robotic Cleaner

Digital Services
Maytronics Spirit, Culture & Values
Brand Implementation

Values

External Experience

Internal Strategy

Spirit
Culture, Values & Spirit

Passion

GTM Strategy

Long Term Mind-Set

2025 Strategy

Constant Improvement

Innovation

Supply Chain Core Competency

Exceptional Service
Financial track records
ILS Exchange Rate Trend 2014-2019

-18.8%
-0.9%
-21.5%
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<td>6.6%</td>
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<td>Total Revenues</td>
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<td>408,832</td>
<td>471,520</td>
<td>560,183</td>
<td>638,925</td>
<td>748,326</td>
<td>846,506</td>
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<td>309,640</td>
<td>372,312</td>
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<td>518,365</td>
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<td><strong>% of Revenues</strong></td>
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<td>79.9%</td>
<td>81.1%</td>
<td>80.9%</td>
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<td><strong>% of Revenues</strong></td>
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<td>11.8%</td>
<td>10.8%</td>
<td>10.1%</td>
<td>9.1%</td>
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<td><strong>% of Revenues</strong></td>
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OPEX Drilldown
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<td>16.2</td>
<td>16.5</td>
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<td><strong>Alarms &amp; Covers</strong></td>
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<td>19.6</td>
<td>32.1</td>
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% of Revenue: 3.7% 3.0% 3.1% 3.5% 5.0% 5.7% 5.2%
S&M expenses – ILS (M)

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<th>Year</th>
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<th>Advertising &amp; Sales promotion</th>
<th>Other</th>
<th>% Of Rev</th>
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<td>14.6%</td>
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<tr>
<td>2014</td>
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<td>13.9%</td>
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<tr>
<td>2015</td>
<td>31</td>
<td>9</td>
<td>12.8%</td>
<td></td>
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<td>2016</td>
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<td>12.2%</td>
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<td>2017</td>
<td>36</td>
<td>10</td>
<td>11.5%</td>
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<td>2018</td>
<td>43</td>
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<td>12.4%</td>
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<tr>
<td>2019</td>
<td>52</td>
<td>13</td>
<td>12.3%</td>
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G&A expenses – ILS (M)

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<th>G&amp;A (M)</th>
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<td>2016</td>
<td>57.4</td>
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<td>2017</td>
<td>62.7</td>
<td>9.8%</td>
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<tr>
<td>2018</td>
<td>70.6</td>
<td>9.4%</td>
</tr>
<tr>
<td>2019</td>
<td>78.4</td>
<td>9.3%</td>
</tr>
</tbody>
</table>

Exceptional Experience
Total Operating Expenses – ILS (M)

* Excluding onetime legal expenses amounted to 5.1 M ILS
Net Cash flows from Operation – ILS (M)
# CAPEX without R&D capitalization - ILS (M)

<table>
<thead>
<tr>
<th>Year</th>
<th>Leasehold improvements</th>
<th>Machinery &amp; Equipment &amp; Molds</th>
<th>Furniture &amp; Office Equipment</th>
<th>Motor vehicles</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>8.4</td>
<td>11.2</td>
<td>3.5</td>
<td>0.6</td>
<td>23.7</td>
</tr>
<tr>
<td>2018</td>
<td>12.6</td>
<td>18.1</td>
<td>3.5</td>
<td>0.5</td>
<td>34.8</td>
</tr>
<tr>
<td>2017</td>
<td>7.5</td>
<td>11.1</td>
<td>1.5</td>
<td>0.4</td>
<td>20.6</td>
</tr>
<tr>
<td>2016</td>
<td>9.6</td>
<td>11.2</td>
<td>1.8</td>
<td>0.5</td>
<td>23.1</td>
</tr>
<tr>
<td>2015</td>
<td>4.8</td>
<td>5.9</td>
<td>1.8</td>
<td>0.5</td>
<td>13.0</td>
</tr>
<tr>
<td>2014</td>
<td>1.5</td>
<td>8.9</td>
<td>1.2</td>
<td>0.8</td>
<td>12.4</td>
</tr>
<tr>
<td>2013</td>
<td>0.7</td>
<td>8.4</td>
<td>1.0</td>
<td>0.3</td>
<td>10.6</td>
</tr>
</tbody>
</table>

- Leasehold improvements
- Machinery & Equipment & Molds
- Furniture & Office Equipment
- Motor vehicles

**Total**:
- 2013: 10.6 M
- 2014: 12.4 M
- 2015: 13.0 M
- 2016: 23.1 M
- 2017: 20.6 M
- 2018: 34.8 M
- 2019: 23.7 M

**Long-term:**
- 2013 - 2019: 106 M

**Mid-term:**
- 2013 - 2018: 34.8 M
Working Capital – ILS (M)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>155.3</td>
<td>170.4</td>
<td>163.1</td>
<td>178.8</td>
<td>196.1</td>
<td>215.8</td>
<td>220.0</td>
</tr>
</tbody>
</table>

Exceptional Experience
Dividend – ILS (M)

Total – 382 MILS

<table>
<thead>
<tr>
<th>Year</th>
<th>Dividend</th>
<th>% Of Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>35</td>
<td>68%</td>
</tr>
<tr>
<td>2014</td>
<td>40</td>
<td>40%</td>
</tr>
<tr>
<td>2015</td>
<td>60</td>
<td>98%</td>
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<tr>
<td>2016</td>
<td>47</td>
<td>66%</td>
</tr>
<tr>
<td>2017</td>
<td>55</td>
<td>65%</td>
</tr>
<tr>
<td>2018</td>
<td>69</td>
<td>65%</td>
</tr>
<tr>
<td>2019</td>
<td>76</td>
<td>64%</td>
</tr>
</tbody>
</table>
Exceptional Experience

Thank You.