



# ODDITY

INVESTOR PRESENTATION

MAR 2025

# DISCLAIMER

This presentation also contains estimates and other statistical data made by independent parties and by the Company relating to market size and growth and other data about the Company's industry and estimated total addressable market. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Neither the Company nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions, and estimates of our future performance and the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk. All third-party trademarks, including names, logos and brands, referenced by the Company in this presentation are property of their respective owners. All references to third-party trademarks are for identification purposes only and shall be considered nominative fair use under trademark law.

This presentation contains "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995 that relate to our current expectations and views of future events. In some cases, these forward-looking statements can be identified by words or phrases such as "aim," "anticipate," "believe," "contemplate," "continue," "could," "estimate," "expect," "goal," "intend," "may," "objective," "plan," "potential," "predict," "project," "shall," "should," "target," "will," "seek," or similar words. The absence of these words does not mean that a statement is not forward-looking. These forward-looking statements address various matters, including the Company's business strategy, market opportunity, ability to deliver superior products and experiences, potential long-term success and outlook for the first quarter ending March 31, 2025 and the full year ending December 31, 2025. These forward-looking statements are subject to risks, uncertainties and assumptions, some of which are beyond our control. In addition, these forward-looking statements reflect our current views with respect to future events and are not a guarantee of future performance. Actual outcomes may differ materially from the information contained in the forward-looking statements as a result of a number of factors, including, without limitation, the following: our ability to maintain the value of our brands; our ability to anticipate and respond to market trends and changes in consumer preferences; our ability to attract new customers, retain existing customers and maintain or increase sales to those customers; our ability to maintain a strong base of engaged customers and content creators; the loss of suppliers or shortages or disruptions in the supply of raw materials or finished products; our ability to accurately forecast customer demand, manage our inventory, and plan for future expenses; our future rate of growth; competition; the fluctuating cost of raw materials; the illegal distribution and sale by third parties of counterfeit versions of our products or the unauthorized diversion by third parties of our products; changes in, or disruptions to, our shipping arrangements; our ability to manage our growth effectively; a general economic downturn or sudden disruption in business conditions; our ability to successfully introduce and effectively market new brands, or develop and introduce new, innovative, and updated products; foreign currency fluctuations; product returns; our ability to execute on our business strategy; our ability to maintain a high level of customer satisfaction; our ability to comply with and adapt to changes in laws and regulatory requirements applicable to our business, including with respect to regulation of the internet and e-commerce, evolving AI-technology related laws, tax laws, the anti-corruption, trade compliance, anti-money laundering, and terror finance and economic sanctions laws and regulations, consumer protection laws, and data privacy and security laws; failure of our products to comply with quality standards and risks related to product liability claims; trade restrictions; existing and potential tariffs; any data breach or other security incident of our information technology systems, or those of our third-party service providers or cyberattacks; risks related to online transactions and payment methods; any failure to obtain, maintain, protect, defend, or enforce our intellectual property rights; conditions in Israel and the Middle East generally, including as a result of geopolitical conflict;

the concentration of our voting power as a result of our dual class structure; our status as a foreign private issuer; and other risk factors set forth in the section titled "Risk Factors" in the Company's Annual Report on Form 20-F filed with the Securities Exchange Commission (the "SEC") on February 25, 2025 and other documents filed or furnished to the SEC. These statements reflect management's current expectations regarding future events and operating performance and speak only as of the date of this press release. You should not put undue reliance on any forward-looking statements. Except as required by applicable law, the Company undertakes no obligation to update or revise publicly any forward-looking statements.

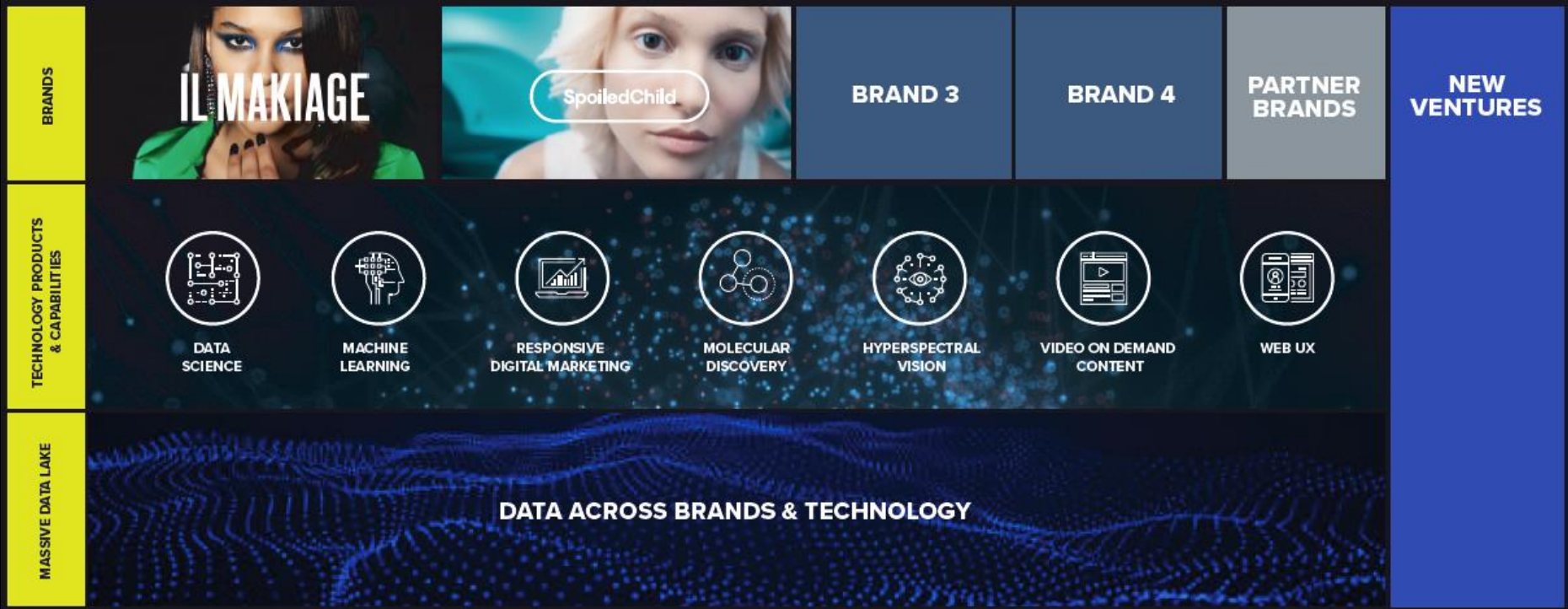
This presentation contains certain supplemental financial measures that are not calculated pursuant to U.S. generally accepted accounting principles ("GAAP"). These non-GAAP financial measures are in addition to, and not as a substitute for or superior to measures of financial performance prepared in accordance with GAAP. There are a number of limitations related to the use of these non-GAAP financial measures versus their nearest GAAP equivalents. For example, other companies may calculate non-GAAP financial measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of our non-GAAP financial measures as tools for comparison.

Any reference in this presentation to a year refers to our fiscal year, which represents the year ended December 31 and any references in this presentation to 2024, 2023, 2022 and 2021, refer to our fiscal years ended December 31, 2024, December 31, 2023, December 31, 2022 and December 31, 2021, respectively.



OUR VISION IS TO **TRANSFORM THE  
GLOBAL BEAUTY & WELLNESS** MARKET  
THROUGH ISRAELI TECHNOLOGY  
& ENTREPRENEURIAL THINKING FOR  
THE BENEFIT OF CONSUMERS ALL  
OVER THE WORLD.

# OUR TECHNOLOGY PLATFORM SUPPORTS A PORTFOLIO OF POWERHOUSE BRANDS



# \$ODD FINANCIAL HIGHLIGHTS

**\$647M**

Net revenue,  
FY2024

**\$150M**

Adjusted EBITDA<sup>1</sup>,  
FY2024

**\$169M**

Cash, cash equivalents  
& investments<sup>4</sup>

**+27%**

YoY net revenue  
growth, FY2024

**23%**

Adjusted EBITDA<sup>2</sup>  
margin, FY2024

**\$134M**

Free cash flow<sup>3</sup>,  
FY2024

Note:

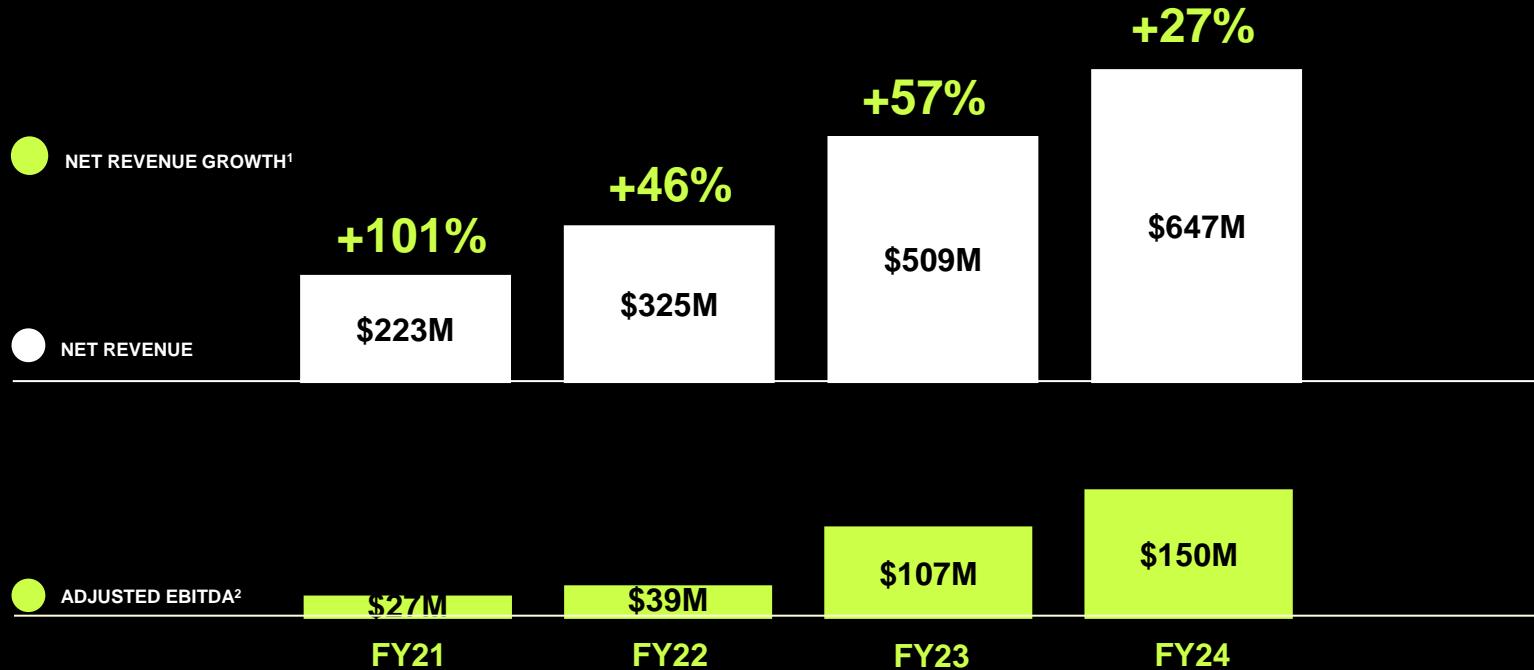
1. Adjusted EBITDA is a supplemental measure of our performance that is not required by, or presented in accordance with, GAAP. Adjusted EBITDA should not be considered as an alternative to net income, or any other performance measure presented in accordance with GAAP. Refer to the Appendix for a reconciliation of Adjusted EBITDA to net income.

2. Adjusted EBITDA margin is defined as Adjusted EBITDA divided by net revenue.

3. Free Cash Flow defined as Net Cash from Operating Activities less purchase of Property, Plant and Equipment. Refer to the Appendix for a reconciliation of Free Cash Flow to Net Cash from Operating Activities.

4. As of December 31, 2024.

# A RARE COMBINATION OF SCALE + GROWTH + PROFITABILITY



Note:

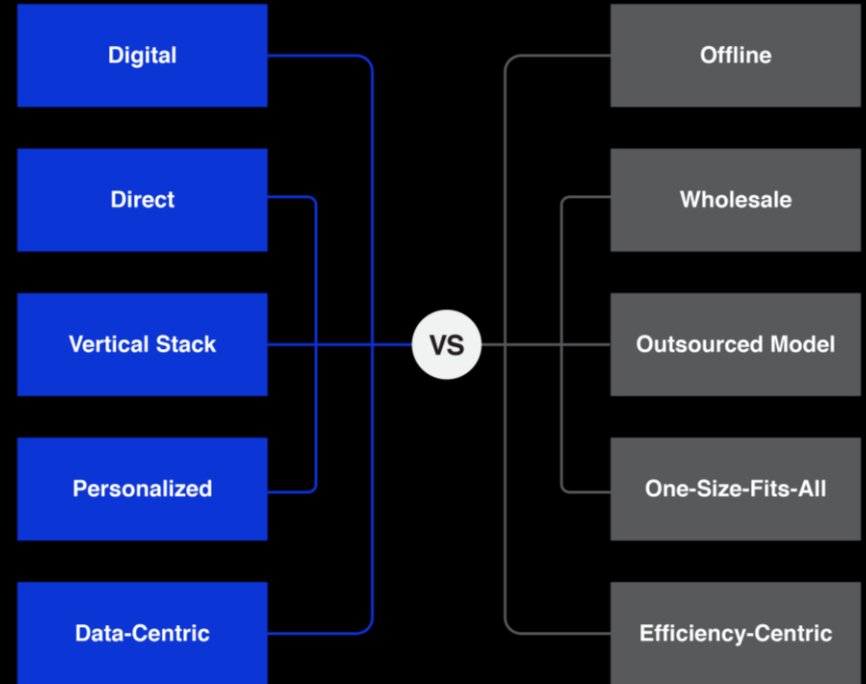
1. Percentages reflect year-over-year growth rates for the same period of the prior year.

2. Adjusted EBITDA is a supplemental measure of our performance that is not required by, or presented in accordance with, GAAP. Adjusted EBITDA should not be considered as an alternative to net income or any other performance measure presented in accordance with GAAP. Refer to the Appendix for a reconciliation of Adjusted EBITDA to net income.

# LARGE GLOBAL TAM WITH DEEP MOATS



**GLOBAL ADDRESSABLE MARKET**



**ODDITY VS LEGACY MODELS**

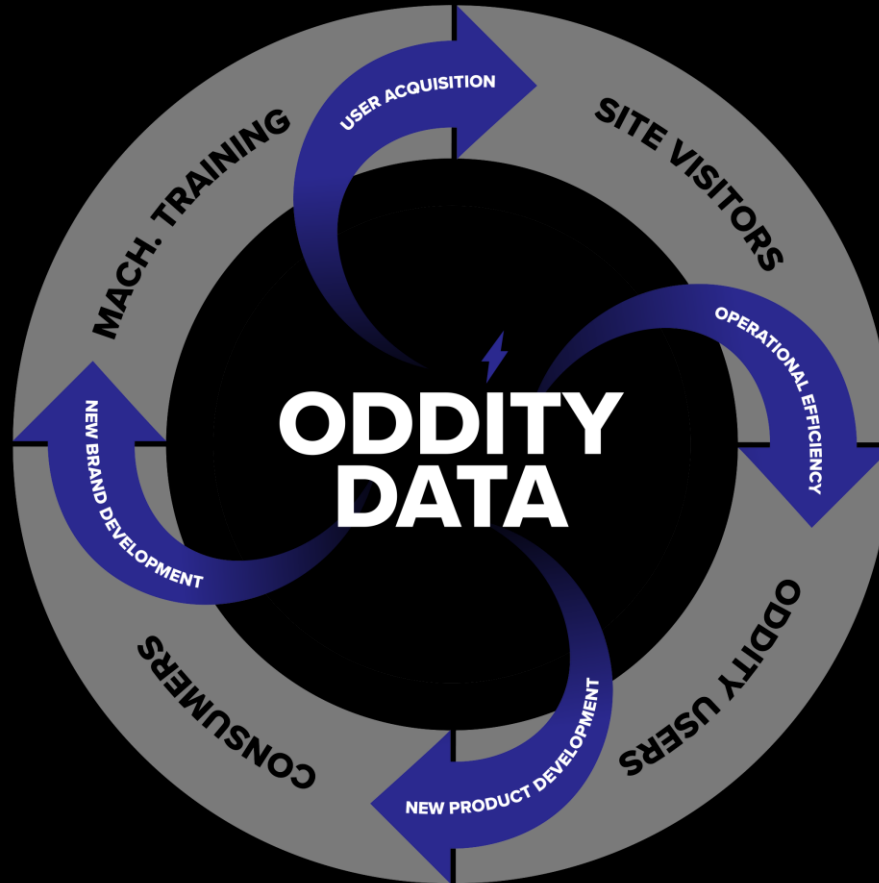
Source: Euromonitor 2022

Note:

1. Defined as the global beauty and personal care and dietary supplements market, per Euromonitor, in 2022. Includes color cosmetics, hair care, skin care, fragrances, dietary supplements, baby and child-specific products, bath and shower products, deodorants, depilatories, men's grooming and oral care.

# DIGITAL DTC PLATFORM **BUILT ON DATA**

**2B+**  
DATA POINTS<sup>1</sup>

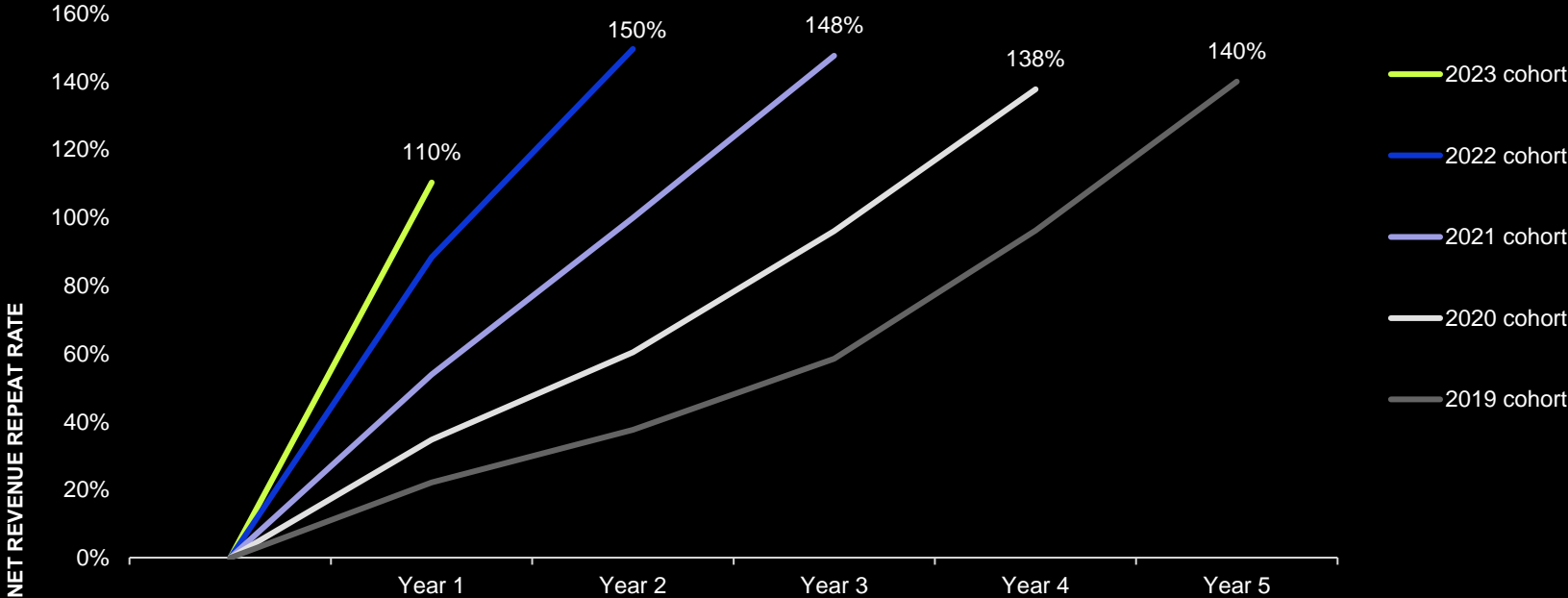


**60M**  
USERS<sup>1</sup>



# INCREASING REPEAT PURCHASE RATES SHOWCASE **HIGH CUSTOMER LOYALTY**

Net Revenue Repeat Rates by Customer Cohort



**FISCAL QUARTER COHORT**



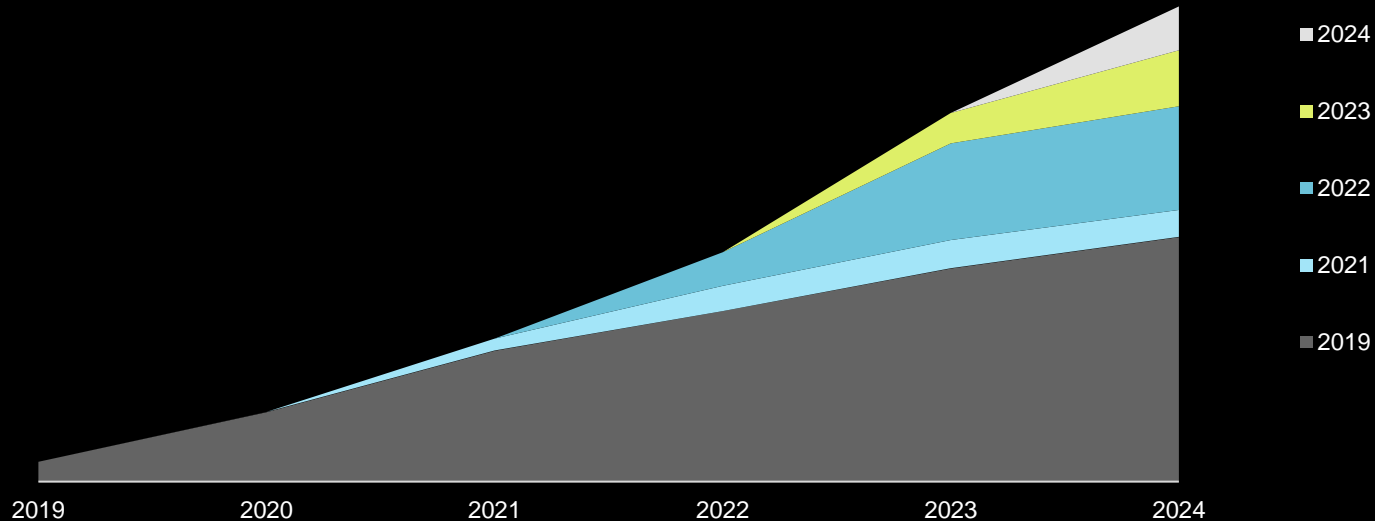
Source: Company financials as of December 2024

Note:

1. Net revenue repeat rate defined as follows: total net sales of a cohort that made its first purchase in period n as the denominator, total net sales of the same cohort made in future period n+x as the numerator

# LAYERING GROWTH FRANCHISES WITH NEW PRODUCT AND BRAND DEVELOPMENT

Sales contribution annually by product vintage year



Notes:

- 1. Annual net sales in management accounts
- 2. Product vintage based on year of launch, excludes revenue generated by tests

# WORLD CLASS TALENT IN OUR TEL AVIV R&D CENTER

Recruited from the world's leading data and tech companies & Israel's #1 incubator.



SentinelOne



AUTODESK



VOYAGE 81

Lab126

CHECK POINT  
Software Intelligence Ltd.

neowize



Unit 81 is Israel's most elite technology unit in the Israeli Defense Forces. The unit focuses on complex technology across multi-disciplinary fields. They are best known for uncompromising level of reliability, "making the impossible possible."

**Dozens** of companies started by alumni of Unit 81.

ADALLOM

CERAGON

RAD

solarEdge

etoro

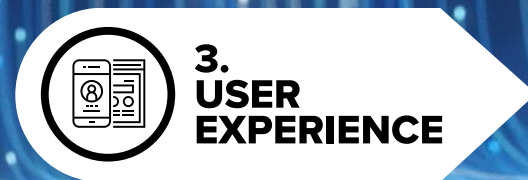
XIV

PrimeSense™  
Natural Interaction

anobit

PowerSense

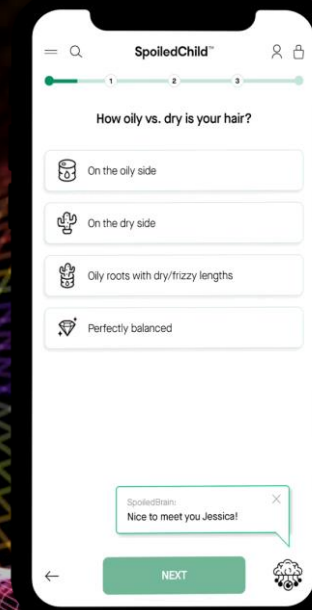
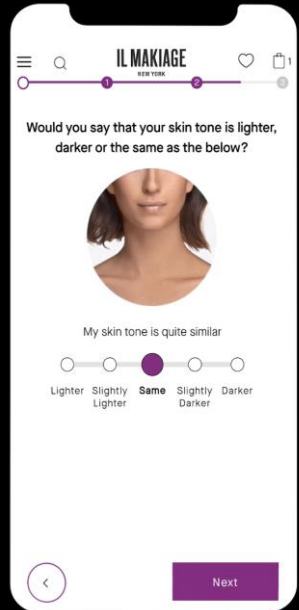
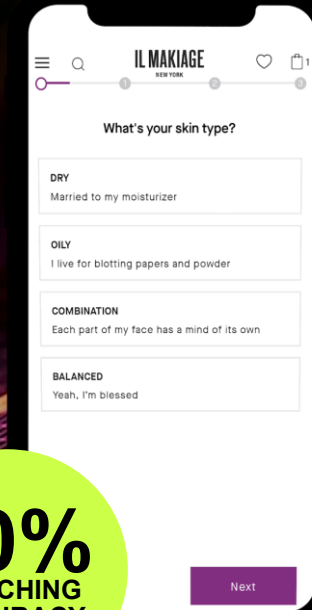
Gilat



# AI & MACHINE LEARNING

across the user journey

# AI POWERED BY 2B+ DATA POINTS BEATS AN IN-STORE ASSOCIATE



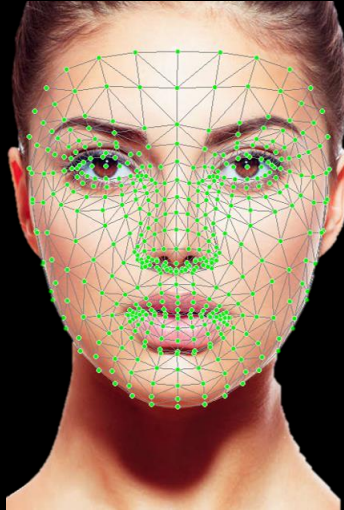
90%  
MATCHING  
ACCURACY

POWERMATCH

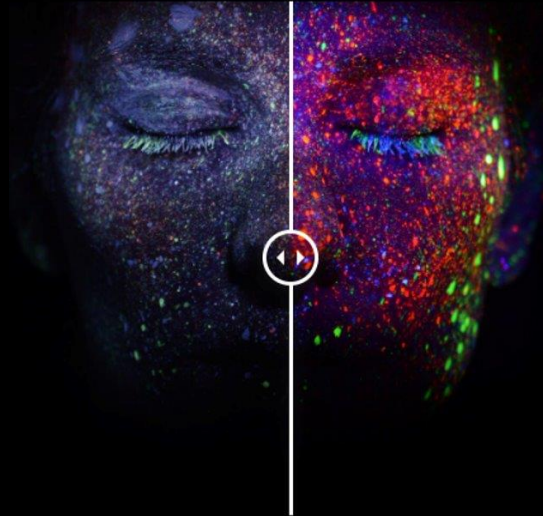
SPOILEDBRAIN

# CUTTING EDGE COMPUTER VISION

VISION ALGORITHMS



HYPERSPECTRAL VISION



GENERATIVE AI



IMPROVE EXISTING PRODUCTS

CREATE NEW CAPABILITIES

# MULTI-MODAL USER DATA ENABLES OUR SMARTEST MACHINES TO DATE





**ODDITY LABS  
BRINGS  
BIOTECHNOLOGY AND  
AI-BASED MOLECULE DISCOVERY  
TO BEAUTY & WELLNESS**

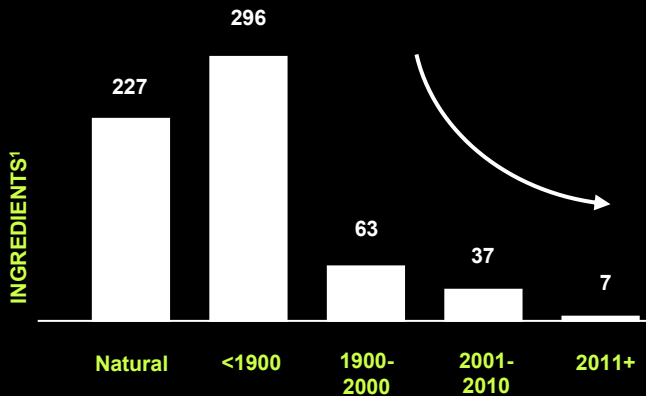


# THE INDUSTRY IS **LAGGING BEHIND**

Active ingredient innovation has remained stagnant for years

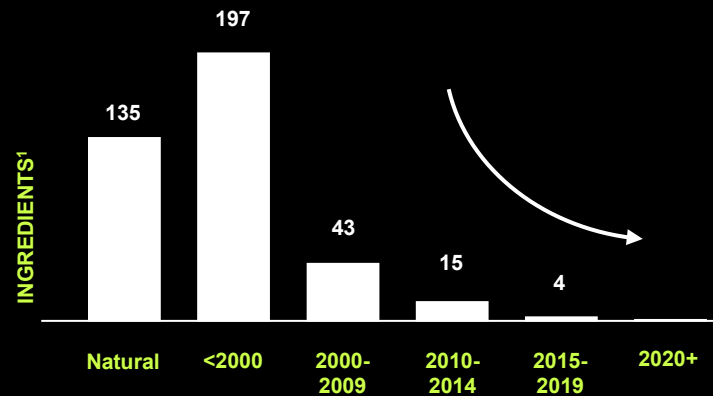
## HAIR

Based on our ingredient analysis of 84 products with claims of visibly thicker and fuller hair from 18 different companies, only 7 unique ingredients for hair thinning have entered cosmetic use in over a decade<sup>2</sup>



## SKIN

Based on our ingredient analysis of the top 25 serums sold at Sephora, 90%+ of products rely on the same actives – there is minimal active ingredient innovation<sup>3</sup>



Note:

1. The ingredients present in those products (other than those considered naturally derived) were sourced to their earliest documented cosmetic use through (1) cross-referencing official cosmetic ingredient lists (i.e. INCI, CosIng), (2) searching scientific article databases (i.e. PubMed), (3) searching patent databases with cosmetic applications (i.e. Google Patents) and (4) web searching for cosmetic related content (i.e. blogs and news presses).

2. Data as of December 2021; the 18 different companies were chosen by the Company based on qualitative research for competitors with market traction in the hair loss and thinning product space.

3. Data as of April 2023.

# Q4 RESULTS EXCEEDED GUIDANCE

## Q4 2024

	ACTUAL	GUIDANCE
NET REVENUE GROWTH	27%	22 to 24%
GROSS MARGIN	72.7%	68.0%
ADJUSTED EBITDA <sup>1</sup>	\$15mn	\$12mn to \$14mn
ADJUSTED DILUTED EPS <sup>2</sup>	\$0.20	\$0.11 to 0.13

Note:

1. Adjusted EBITDA is a supplemental measure of our performance that is not required by, or presented in accordance with, GAAP. Adjusted EBITDA should not be considered as an alternative to net income or any other performance measure presented in accordance with GAAP. Refer to the Appendix for a reconciliation of Adjusted EBITDA to net income.

2. Adjusted diluted earnings per share is defined as Adjusted net income divided by diluted shares outstanding. Refer to the Appendix for a reconciliation of Adjusted diluted earnings to net income.

# Q1 AND FY 2025 FINANCIAL OUTLOOK

## GUIDANCE

	1Q 2025 <i>Current</i>	FY2025 <i>Current</i>
NET REVENUE GROWTH % / \$	22 to 24% / \$258 to 262mn	20 to 21% / \$776 to 785mn
GROSS MARGIN	72.0%	70.0%
ADJUSTED EBITDA <sup>1</sup> \$	\$49 to 50mn	\$155 to 158mn
ADJUSTED DILUTED EPS <sup>2</sup>	\$0.61 to 0.63	\$1.94 to 1.98

Notes:

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# Q4 2024 HIGHLIGHTS

In millions	Q4 2024	vs Q4 2023
Net Revenue	\$123.6	+27%
Gross Margin	72.7%	+330 bps
Adjusted EBITDA <sup>1</sup>	\$15.2	-7%
Adjusted EBITDA margin <sup>2</sup>	12.3%	-453 bps
Adjusted Diluted EPS <sup>3</sup>	\$0.20	+18%

**Notes:**

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- Adjusted EBITDA margin is defined as Adjusted EBITDA divided by net revenue.
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# FY 2024 HIGHLIGHTS

In millions	FY 2024	vs FY 2023
Net Revenue	\$647.0	+27%
Gross Margin	72.4%	+196 bps
Adjusted EBITDA <sup>1</sup>	\$150.4	+40%
Adjusted EBITDA margin <sup>2</sup>	23.3%	+215bps
Adjusted Diluted EPS <sup>3</sup>	\$1.96	+50%

**Notes:**

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- Adjusted EBITDA margin is defined as Adjusted EBITDA divided by net revenue.
- Adjusted diluted earnings per share is defined as Adjusted net income divided by diluted shares outstanding. Refer to the Appendix for a reconciliation of Adjusted diluted earnings to net income.



## APPENDIX

# RECONCILIATIONS TO ADJUSTED METRICS

U.S. dollar in thousands (except per share data)

	Three Months Ended December 31		Year Ended December 31	
	2024	2023	2024	2023
	(Unaudited)		(Unaudited)	
<b>Reconciliation of Net Income and Adjusted EBITDA<sup>1</sup></b>				
Net Income	\$ 5,298	\$ 5,113	\$ 101,491	\$ 58,534
Financial income, net	(2,629)	(1,400)	(12,306)	(4,283)
Taxes on Income	1,374	2,739	26,415	20,067
Depreciation and amortization	2,663	2,371	9,827	8,605
Share-based compensation	8,460	7,507	25,022	24,111
Non-recurring adjustments	-	-	-	300
<b>Adjusted EBITDA</b>	<b>\$ 15,166</b>	<b>\$ 16,330</b>	<b>\$ 150,449</b>	<b>\$ 107,334</b>
<b>Reconciliation of Net Income and Adjusted Net Income</b>				
Net Income	\$ 5,298	\$ 5,113	\$ 101,491	\$ 58,534
Share-based compensation	8,460	7,507	25,022	24,111
Non-recurring adjustments	-	-	-	300
Tax impact	(1,747)	(2,220)	(5,168)	(6,232)
<b>Adjusted Net Income</b>	<b>\$ 12,011</b>	<b>\$ 10,400</b>	<b>\$ 121,345</b>	<b>\$ 76,713</b>
Diluted earnings per share	\$ 0.09	\$ 0.08	\$ 1.64	\$ 1.00
<b>Adjusted diluted earnings per share<sup>2</sup></b>	<b>\$ 0.20</b>	<b>\$ 0.17</b>	<b>\$ 1.96</b>	<b>\$ 1.31</b>

Note:

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2. Adjusted diluted earnings per share is defined as Adjusted net income divided by diluted shares outstanding.

# RECONCILIATION OF NET CASH PROVIDED BY OPERATING ACTIVITIES TO FREE CASH FLOW

U.S. dollar in thousands (except per share data)

## Reconciliation of net cash provided by operating activities to free cash flow

	Year Ended December 31	
	2024 (Unaudited)	2023 (Unaudited)
Net operating cash flow	\$ 137,764	\$ 87,455
Purchase of property and equipment	(3,270)	(2,101)
<b>Free cash flow<sup>1</sup></b>	<b>\$ 134,494</b>	<b>\$ 85,354</b>

Note:

1. Free Cash Flow defined as Net Cash from Operating Activities less purchase of Property, Plant and Equipment.