

# ODDITY

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These forward-looking statements address various matters, including the Company's business strategy, market opportunity, new category and product launches, ability to deliver superior products and experiences, ability to remedy the dislocation in our customer acquisition costs, potential long-term success and outlook for the fourth quarter of 2026 and the full year ending December 31, 2026. 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 cost-effectively attract new customers (including by responding effectively to changes to algorithm-based bidding systems on key advertising platforms), 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 risk that the HHS's interim enforcement discretion policy covering certain compounded peptides, which is not binding, may be modified, withdrawn, finalized in a different form, including following public comment, challenged or applied differently than we expect; the fact that compounded peptide products are not approved by, and have not been evaluated by, the FDA for safety or effectiveness, and may be subject to adverse events, product liability claims, negative publicity or changes in medical or scientific understanding, which could have an adverse impact on our reputation and consumer demand; 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 and Exchange Commission (the "SEC") on March 17, 2026 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 presentation. 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.


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

BRANDS










BRAND 4

PARTNER BRANDS

NEW VENTURES

TECHNOLOGY PRODUCTS & CAPABILITIES

- DATA SCIENCE
- MACHINE LEARNING
- RESPONSIVE DIGITAL MARKETING
- MOLECULAR DISCOVERY
- HYPERSPECTRAL VISION
- VIDEO ON DEMAND CONTENT
- WEB UX

MASSIVE DATA LAKE

DATA ACROSS BRANDS & TECHNOLOGY

# $ODD FINANCIAL HIGHLIGHTS

**$676M**
Net revenue, LTM Q326

**$40M**
Adjusted EBITDA[1], LTM Q326

**$561M**
Cash, cash equivalents & investments[4]

**−13%**
YoY net revenue growth, LTM Q326

**6%**
Adjusted EBITDA margin[2], LTM Q326

**-$3M**
Free cash flow[3], LTM Q326

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 provided by Operating Activities less purchase of Property and Equipment. Refer to the Appendix for a reconciliation of Free Cash Flow to Net Cash provided by Operating Activities.
4. As of September 30, 2026.

# Q3 2026 HIGHLIGHTS

| | Q3 2026 | Q3 2025 | vs Q3 2025 |
|---|---|---|---|
| Net Revenue | $145.0M | $147.9M | **-2%** |
| Gross Margin | 67.4% | 71.6% | **-420 bps** |
| Adjusted EBITDA[1] | $22.0M | $28.9M | **-24%** |
| Adjusted EBITDA margin[2] | 15.2% | 19.5% | **-430 bps** |
| Adjusted Diluted Earnings per Share[3] | $0.37 | $0.40 | **-8%** |

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. 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 per share to net income.

# 9M 2026 HIGHLIGHTS

| | 9M 2026 | 9M 2025 | vs 9M 2025 |
|---|---|---|---|
| Net Revenue | $523.4M | $657.1M | **-20%** |
| Gross Margin | 68.7% | 73.2% | **-450 bps** |
| Adjusted EBITDA[1] | $27.9M | $150.8M | **-82%** |
| Adjusted EBITDA margin[2] | 5.3% | 23.0% | **-1,760 bps** |
| Adjusted Diluted Earnings per Share[3] | $0.35 | $2.00 | **-82%** |

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. 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 per share to net income.



# APPENDIX

# RECONCILIATIONS OF NON-GAAP MEASURES

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

## Net income to Adjusted EBITDA

| ($ in thousands) | Q3 2026 | Q3 2025 | 9M 2026 | 9M 2025 |
|---|---|---|---|---|
| Net income | 11,195 | 17,745 | 2,724 | 104,861 |
| Financial (income), net | (6,854) | (6,200) | (28,693) | (11,340) |
| Taxes on income | 5,759 | 5,815 | 9,319 | 23,598 |
| Depreciation and amortization | 3,922 | 2,673 | 11,423 | 7,981 |
| Share-based compensation | 8,021 | 8,881 | 25,908 | 25,734 |
| Other adjustments[1] | — | — | 7,199 | — |
| **Adjusted EBITDA[4]** | **22,043** | **28,914** | **27,880** | **150,834** |

## Net income to Adjusted EBITDA

| ($ in thousands) | FY 2025 | FY 2024 |
|---|---|---|
| Net income | 110,745 | 101,491 |
| Financial income, net | (16,935) | (12,306) |
| Taxes on income | 24,960 | 26,415 |
| Depreciation and amortization | 10,687 | 9,827 |
| Share-based compensation | 33,891 | 25,022 |
| **Adjusted EBITDA** | **163,348** | **150,449** |

## Net income to Adjusted net income

| ($ in thousands) | Q3 2026 | Q3 2025 | 9M 2026 | 9M 2025 |
|---|---|---|---|---|
| Net income | 11,195 | 17,745 | 2,724 | 104,861 |
| Share-based compensation | 8,021 | 8,881 | 25,908 | 25,734 |
| Other adjustments[2] | — | — | (6,340) | — |
| Tax adjustments[3] | (1,475) | (1,658) | (3,598) | (6,738) |
| **Adjusted net income** | **17,741** | **24,968** | **18,694** | **123,857** |

## Diluted earnings per share to Adjusted diluted earnings per share[5]

| Per share | Q3 2026 | Q3 2025 | 9M 2026 | 9M 2025 |
|---|---|---|---|---|
| Diluted earnings per share | 0.23 | 0.28 | 0.05 | 1.70 |
| Impact of adjustments | 0.14 | 0.12 | 0.30 | 0.30 |
| Adjusted diluted earnings per share | 0.37 | 0.40 | 0.35 | 2.00 |

Note:

1. Represents costs of certain legal matters and employee actions outside the ordinary course of business.
2. Represents costs of certain legal matters and employee actions outside the ordinary course of business and, in the second quarter of 2026, a $13.5 million gain on repurchases of our exchangeable notes.
3. Represents the tax impact of (a) the reconciling items above and (b) other discrete tax items in 2025.
4. 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.
5. Adjusted diluted earnings per share is defined as Adjusted net income divided by diluted shares outstanding.

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## RECONCILIATIONS OF NON-GAAP MEASURES (CONTINUED)

**U.S. dollar in thousands**

| Free Cash Flow ($ in thousands) | 9M 2026 | 9M 2025 |
|---|---|---|
| Net cash provided by operating activities | 4,886 | 92,534 |
| Purchase of property and equipment | (2,361) | (2,957) |
| **Free cash flow[1]** | **2,525** | **89,577** |

| Free Cash Flow ($ in thousands) | FY 2025 | FY 2024 |
|---|---|---|
| Net cash provided by operating activities | $ 87,581 | $ 137,764 |
| Purchase of property and equipment | (3,936) | (3,270) |
| **Free cash flow** | **$ 83,645** | **$ 134,494** |

Note:

1. Free Cash Flow defined as Net Cash provided by Operating Activities less purchase of Property and Equipment.