



ODDITY

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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 second quarter ending June 30, 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.

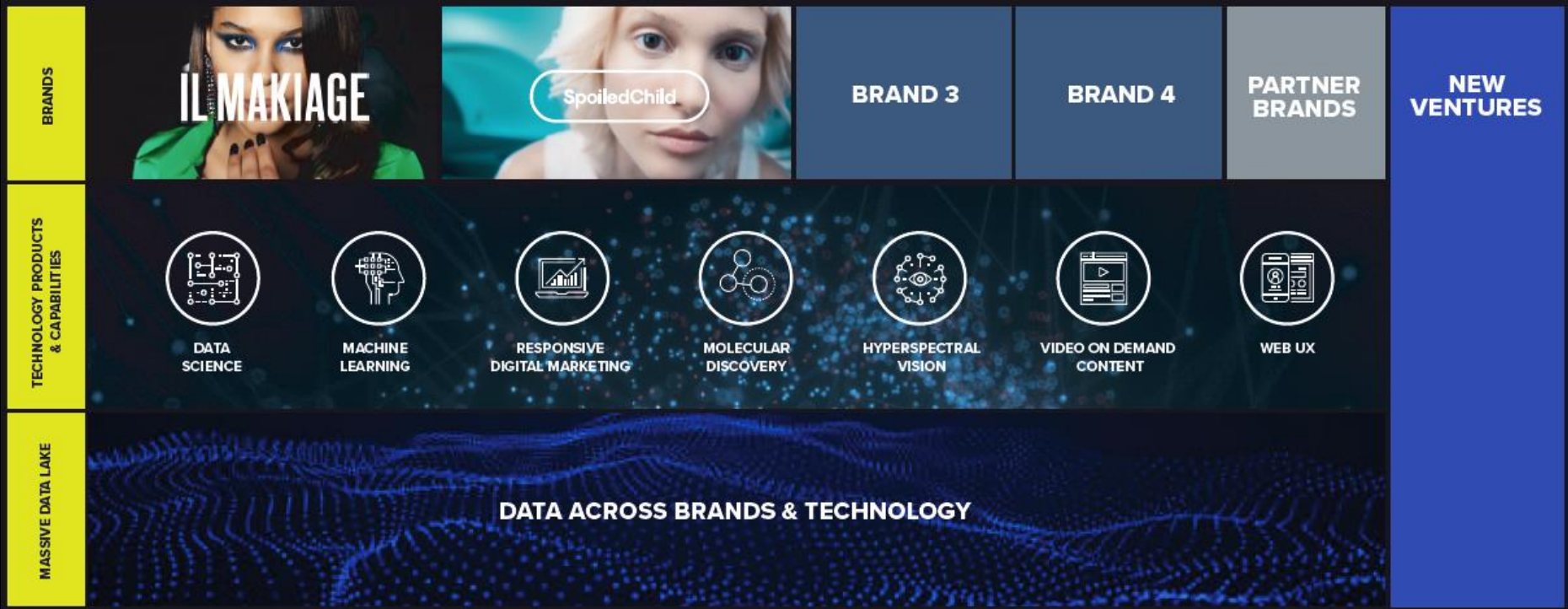
This presentation contains certain supplemental financial measures that are not calculated pursuant to U.S. generally accepted accounting principles ("GAAP"). These non-GAAP financial measures are in addition to, and not as a substitute for or superior to measures of financial performance prepared in 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

**\$703M**

Net revenue,  
LTM Q125

**\$155M**

Adjusted EBITDA<sup>1</sup>,  
LTM Q125

**\$257M**

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

**+27%**

YoY net revenue  
growth, LTM Q125

**22%**

Adjusted EBITDA  
margin<sup>2</sup>, LTM Q125

**\$143M**

Free cash flow<sup>3</sup>,  
LTM Q125

Note:

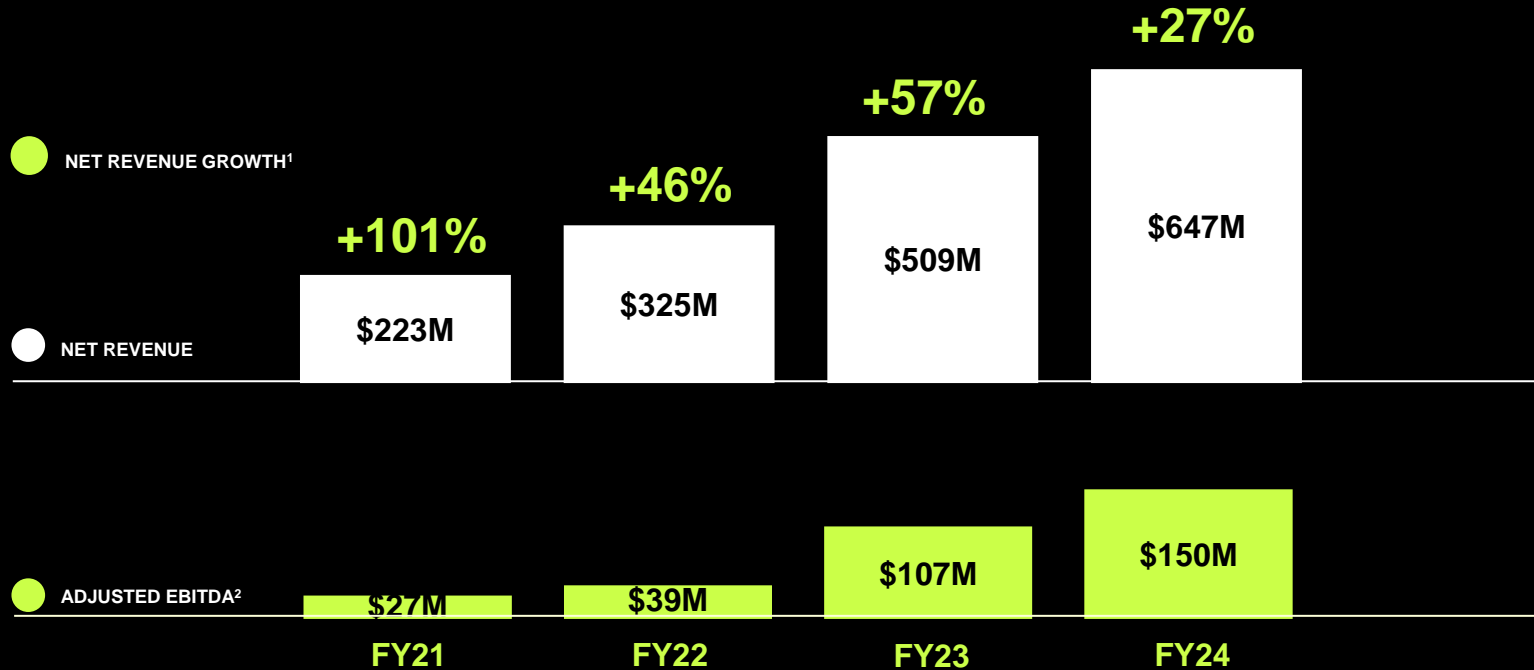
1. Adjusted EBITDA is a supplemental measure of our performance that is not required by, or presented in accordance with, GAAP. Adjusted EBITDA should not be considered as an alternative to net income, or any other performance measure presented in accordance with GAAP. Refer to the Appendix for a reconciliation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

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

3. Free cash flow is 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 March 31, 2025.

# 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.

# Q1 RESULTS **EXCEEDED GUIDANCE**

## Q1 2025

	<u>ACTUAL</u>	<u>GUIDANCE</u>
<b>NET REVENUE GROWTH</b>	<b>27%</b>	<b>22 to 24%</b>
<b>GROSS MARGIN</b>	<b>74.9%</b>	<b>72.0%</b>
<b>ADJUSTED EBITDA<sup>1</sup></b>	<b>\$52mn</b>	<b>\$49mn to \$50mn</b>
<b>ADJUSTED DILUTED EPS<sup>2</sup></b>	<b>\$0.69</b>	<b>\$0.61 to 0.63</b>

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 per share to net income.

# Q2 AND FY 2025 **FINANCIAL OUTLOOK**

	GUIDANCE		PRIOR
	Q2 2025 <i>Current</i>	FY 2025 <i>Current</i>	FY 2025 <i>Feb 2025</i>
NET REVENUE GROWTH % / \$	22 to 24% / <b>\$235 to 239mn</b>	22 to 23% / <b>\$790 to 798mn</b>	20 to 21% / <b>\$776 to 785mn</b>
GROSS MARGIN	70.5%	71.0%	70.0%
ADJUSTED EBITDA <sup>1</sup> \$	\$65 to 68mn	\$157mn to 161mn	\$155mn to 158mn
ADJUSTED DILUTED EPS <sup>2</sup>	\$0.85 to 0.89	\$1.99 to 2.04	\$1.94 to 1.98

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 per share to net income.



# Q1 2025 HIGHLIGHTS

In millions	Q1 2025	vs Q1 2024
Net Revenue	\$268.0	+27%
Gross Margin	74.9%	+116 bps
Adjusted EBITDA <sup>1</sup>	\$52.4	+9%
Adjusted EBITDA margin <sup>2</sup>	19.5%	-320 bps
Adjusted Diluted EPS <sup>3</sup>	\$0.69	+13%

Notes:

- 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.
- 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 per share to net income.

# 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:

- 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.
- 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 per share to net income.



# APPENDIX

# RECONCILIATIONS TO ADJUSTED METRICS

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

	Year Ended December 31	
	2024	2023
	(Unaudited)	
<b>Reconciliation of Net Income and Adjusted EBITDA<sup>1</sup></b>		
Net Income	\$ 101,491	\$ 58,534
Financial income, net	(12,306)	(4,283)
Taxes on Income	26,415	20,067
Depreciation and amortization	9,827	8,605
Share-based compensation	25,022	24,111
Non-recurring adjustments	-	300
<b>Adjusted EBITDA</b>	<b>\$ 150,449</b>	<b>\$ 107,334</b>
 <b>Reconciliation of Net Income and Adjusted Net Income</b>		
Net Income	\$ 101,491	\$ 58,534
Share-based compensation	25,022	24,111
Non-recurring adjustments	-	300
Tax impact	(5,168)	(6,232)
<b>Adjusted Net Income</b>	<b>\$ 121,345</b>	<b>\$ 76,713</b>
 Diluted earnings per share	 \$ 1.64	 \$ 1.00
<b>Adjusted diluted earnings per share<sup>2</sup></b>	<b>\$ 1.96</b>	<b>\$ 1.31</b>

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.

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

# RECONCILIATIONS TO ADJUSTED METRICS

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

	Three months ended	
	March 31,	
	2025	2024
	(Unaudited)	
<b>Reconciliation of Net Income and Adjusted EBITDA<sup>2</sup></b>		
Net Income	\$ 37,831	\$ 32,983
Financial income, net	(2,647)	(2,955)
Taxes on Income	7,481	8,953
Depreciation and amortization	2,655	2,301
Share-based compensation	7,084	6,862
<b>Adjusted EBITDA</b>	<b>\$ 52,404</b>	<b>\$ 48,144</b>
<b>Reconciliation of Net Income and Adjusted Net Income</b>		
Net Income	\$ 37,831	\$ 32,983
Share-based compensation	7,084	6,862
Tax adjustments <sup>1</sup>	(3,106)	(1,465)
<b>Adjusted Net Income</b>	<b>\$ 41,809</b>	<b>\$ 38,380</b>
Diluted earnings per share	\$ 0.63	\$ 0.53
<b>Adjusted diluted earnings per share<sup>3</sup></b>	<b>\$ 0.69</b>	<b>\$ 0.61</b>

Note:

1. Represents the tax impact of (a) the reconciling items above and (b) other discrete tax items.
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.
3. 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<sub>1</sub></b>	<b>\$ 134,494</b>	<b>\$ 85,354</b>

	Three Months Ended March 31,	
	2025 (Unaudited)	2024 (Unaudited)
Net operating cash flow	\$ 88,336	\$ 79,647
Purchase of property and equipment	(1,002)	(655)
<b>Free cash flow</b>	<b>\$ 87,334</b>	<b>\$ 78,992</b>



Note:

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