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Refer to UserWay earnings & reports on the Tel Aviv Stock Exchange Website (tase.co.il)

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UserWay at a Glance

• One of the leading web accessibility & compliance technology
• Ensures a rapid path towards accessibility and compliance
• Founded in 2016
• ~94 team members
• ~$27 billion market
• ~$7 million ARR (August 2022)
UserWay’s Leadership Team

Allon Mason, CEO
Cornell University graduate.
Over 20 years experience as a tech entrepreneur.
Developer and digital accessibility SME.

Dr. Lionel Wolberger, COO
Cornell University graduate.
Acting CISO, W3C Platform Architect.
21 Years at “Cisco Secure Video”.

Leonid Muzyka, CTO
Masters in Applied Mathematics.
Leads UserWay development and roadmap execution.

Uri S., VP Sales
Formerly at SimilarWeb & Breezometer

Adam Ikar, CSO
Former CEO of Equal Web.
As the Chief Strategy Officer, he spearheads UserWay strategy.

Yaron Kopel, Advisor to CEO
Former Chief Products, Innovation & Design Officer at SodaStream®
Entrepreneur, marketing & innovation guru

Donna P. VP Marketing
Formerly at Axonize & CloudEndure
Affecting 1 in 4 People

61 million adults in the United States live with a disability

26% of adults in the United States have some type of disability

The percentage of people living with disabilities is highest in the South

Click for state-specific information →

The Pain

- **Legal risk:** American, EU and international regulations are being enforced, lawsuits on the rise

- **97.8%* of sites are non-compliant:** Accessibility is a mandate for every business.

- **Complexity:** It’s complicated. Organizations struggling to meet compliance requirements.

- **TTM:** Speed of implementation is slowed due to lack of automation. Can take months or years.

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*Based on 1 million homepages tested by WebAIM ([https://webaim.org/blog/webaim-million/](https://webaim.org/blog/webaim-million/))
Lawsuits on the Rise

The Whitehouse and the DOJ consider the correct accessibility standard to be WCAG 2.1 Level AA. It doesn’t matter that Section 508 uses the almost-decade older WCAG 2.0. The Whitehouse and DOJ have adopted 2.1. Ignore this fact contained in clause 13(a) of the Rite Aid consent decree.

As Seyfarth Shaw wrote after the Presidential election, the Biden administration will be much more active in the Department of Justice’s (DOJ) enforcement of Title III of the Americans with Disabilities Act, particularly when it comes to digital accessibility.

Department of Justice to companies with inaccessible websites: We’re back!

Office of Compliance
University of Wisconsin-Madison

Department of Justice Reaches Agreement Requiring Rite Aid to Make its Vaccination Registration Website Accessible

Rite Aid has a maximum of 15 days to fix accessibility bugs and may not launch new code if bugs are present.

Accessibility Lawsuits On the Rise

Web accessibility lawsuits grow and retailers are the main targets

Federal Website Accessibility Lawsuits Increased in 2020 Despite Mid-Year Pandemic Lull

By Seyfarth Shaw LLP on April 28, 2021
The UserWay Product Family

Accessibility Widget
Get accessible now with our AI-powered solution

Accessibility Scanner
Scan, monitor & export detailed accessibility issues

Accessibility Audits
Audit your website for ADA & WCAG compliance

Fully Managed Accessibility
Fully managed accessibility

UserWay for MS Office
Create accessible PDFs from MS Word in minutes
UserWay Selected as the Official Accessibility Partner for the Tokyo Paralympics
UserWay Excels Across All Major Platforms

<table>
<thead>
<tr>
<th>WordPress</th>
<th>Shopify</th>
<th>Wix</th>
<th>Weebly</th>
<th>Joomla®</th>
<th>Mu</th>
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<tr>
<td>Magento</td>
<td>Umbraco</td>
<td>Drupal®</td>
<td>Webflow</td>
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<td>CMS MAX</td>
<td>Strikingly</td>
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</table>
#1 in Market Share  (includes free widget installs)

Accessibility technologies market share
These are the top Accessibility technologies based on market share in 2022.

Source: https://www.wappalyzer.com/technologies/accessibility
Total Addressable Market

• Market size: $27 Billion*

• Over 200 million active websites globally, the vast majority require accessibility**

• 97.8% of sites are non-compliant: creating a blue-ocean market opportunity.

• Compliance & regulation evolving to cover mobile apps (huge new opportunity)

* Refer to section 6.15.2 of the UserWay prospectus for TAM analysis
** https://siteefy.com/how-many-websites-are-there/
# A True Blue Ocean

Currently, there are around **1.14 billion websites in the World**. 17% of these websites are active, 83% are inactive.

<table>
<thead>
<tr>
<th>Active Websites</th>
<th>New Websites Created Every Day</th>
<th>New Websites Created Every Hour</th>
<th>New Websites Created Every Minute</th>
<th>New Websites Created Every Second</th>
<th>New Websites by the Time You are Done Reading This Article</th>
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<tbody>
<tr>
<td>197,046,670</td>
<td>252,000</td>
<td>10,500</td>
<td>175</td>
<td>3</td>
<td>2,000+</td>
</tr>
</tbody>
</table>

Source: [https://siteefy.com/how-many-websites-are-there/](https://siteefy.com/how-many-websites-are-there/) (Sep 4, 2022)
World Leading Brands Already Rely on UserWay
New Notable Customers (H1 ’22)
ARR - 155% CAGR (Q4’20 to Q2’22)
YTD Cash Flow ($M)

- December 31, 2021: 1.6
- Share issuance: 9.9
- Exercise of options: 2.6
- Weco Acquisition: -1.8
- Operating activities: -1.9
- Exchange rate loss: -1.1
- June 30, 2022: 9.3

Increase of $1.3M in deferred revenues to $3.6M

Cash including deposits of $0.8M and $0.4M as of June 30, 2022, and Dec 31, 2021, respectively
Revenues YOY ($MM)

H1 2021: $1.2M
H1 2022: $3.2M

+154%
94 Team Members Strong *

* Includes service providers
Widget 4.0 Released
New Features, New Widget

• Biggest refresh since launch of original version
• 8 accessibility profiles
• Supports for 45 languages
• Voice navigation
• Enhanced interface and dashboard
WeCo Acquisition Complete
Now: “UserWay for MS Office”

• Proprietary document a11y technology
• Creates accessible PDFs from MS Office
• USA and ROW launching Sep 2022
• Full product redesign complete
• Team growing, new hires
• To be integrated with UserWay’s systems
UserWay’s **Fully Managed Accessibility**

- Enterprises want a no-touch/fully managed solution
- We handle everything
- Includes custom remediations by UserWay’s accessibility developers
- Ensures 100% accessibility