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INVESTOR
DAY 2026



TUESDAY, JUNE 16



Nasdaq

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BILLY ECKERT

Vice President Investor Relations

Welcome, Agenda &
Forward-Looking Statements



Agenda



Strategic Vision

Ofer Druker, Chief Executive Officer



Nexxen DSP: The Gateway to Nexxen's Enterprise End-to-End Value Proposition

Kara Puccinelli, Chief Customer Officer



AI-Resilient Media: Key Growth & Durability Driver

Ken Suh, Chief Strategy Officer



Product Investments, Innovation & nexAI Strategy

Karim Rayes, Chief Product Officer



Break



Growth & Financial Momentum

Sagi Niri, Chief Financial Officer



Strong Foundations. Significant Opportunity Ahead.

Chance Johnson, Chief Commercial Officer



Closing Remarks

Ofer Druker, Chief Executive Officer



Q&A

Forward-Looking Statements

This presentation has been prepared by Nexxen International Ltd. (the "Company" or "Nexxen"). This presentation and the accompanying oral presentation contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995.

These statements may relate to, but are not limited to: statements regarding anticipated financial results for Q2 and full year 2026 and beyond; anticipated benefits of Nexxen's strategic transactions and commercial partnerships; anticipated features and benefits of Nexxen's products and service offerings, including anticipated benefits relating to nexAI; anticipated benefits of the Company's agentic AI capabilities, interoperability protocols and product features currently in development, which are subject to change and may not be released or may be released with materially different functionality than described; anticipated growth in mobile in-app advertising and related monetization opportunities; anticipated industry adoption of Nexxen TV Home Screen; Nexxen's positioning for accelerated growth and continued future growth; Nexxen's medium- to long-term prospects; management's belief that Nexxen is well-positioned to benefit from future industry growth trends and Company-specific catalysts; the Company's plans with respect to its cash reserves as well as its future share repurchase programs and further investment in V (formerly VIDAA); the Company's plans to pursue strategic opportunities for its non-programmatic business lines and other targeted, smaller-scale strategic opportunities to accelerate programmatic revenue growth and expand capabilities; anticipated benefits from the renewed and expanded strategic partnership with V, as well as any other statements related to Nexxen's future financial results and operating performance.

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OFER DRUKER

Chief Executive Officer

Strategic Vision:

Nexxen Strongly Positioned
for the Future of Advertising



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KARA PUCCINELLI
Chief Customer Officer

Nexxen DSP:

The Gateway to Nexxen's
Enterprise End-to-End
Value Proposition



Nexxen DSP: A Unified Programmatic Buying Platform Built for Full-Funnel Performance & Efficiency, Powered by nexAI, Unique Data & Premium Media



nexAI & unique data embedded throughout the platform



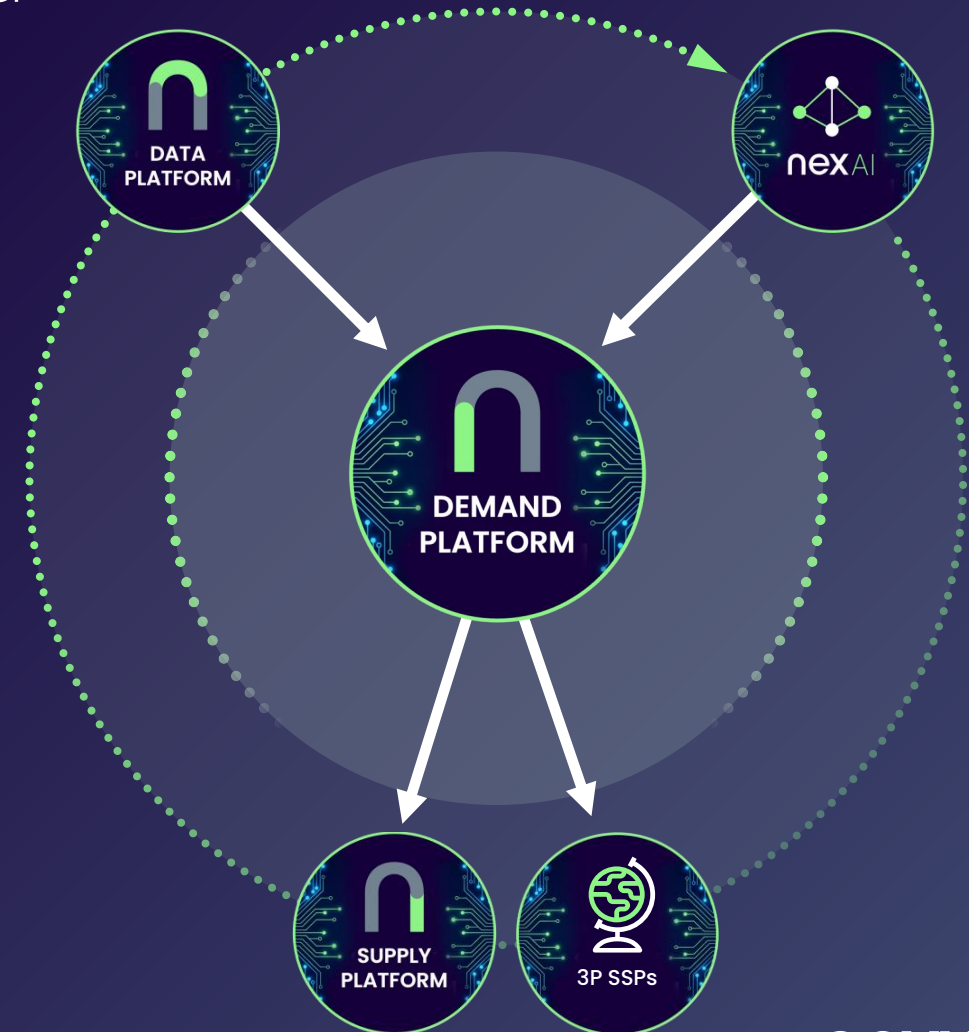
Comprehensive capabilities spanning the **entire advertiser workflow**



Direct access to premium media via Nexxen SSP & major third party SSPs

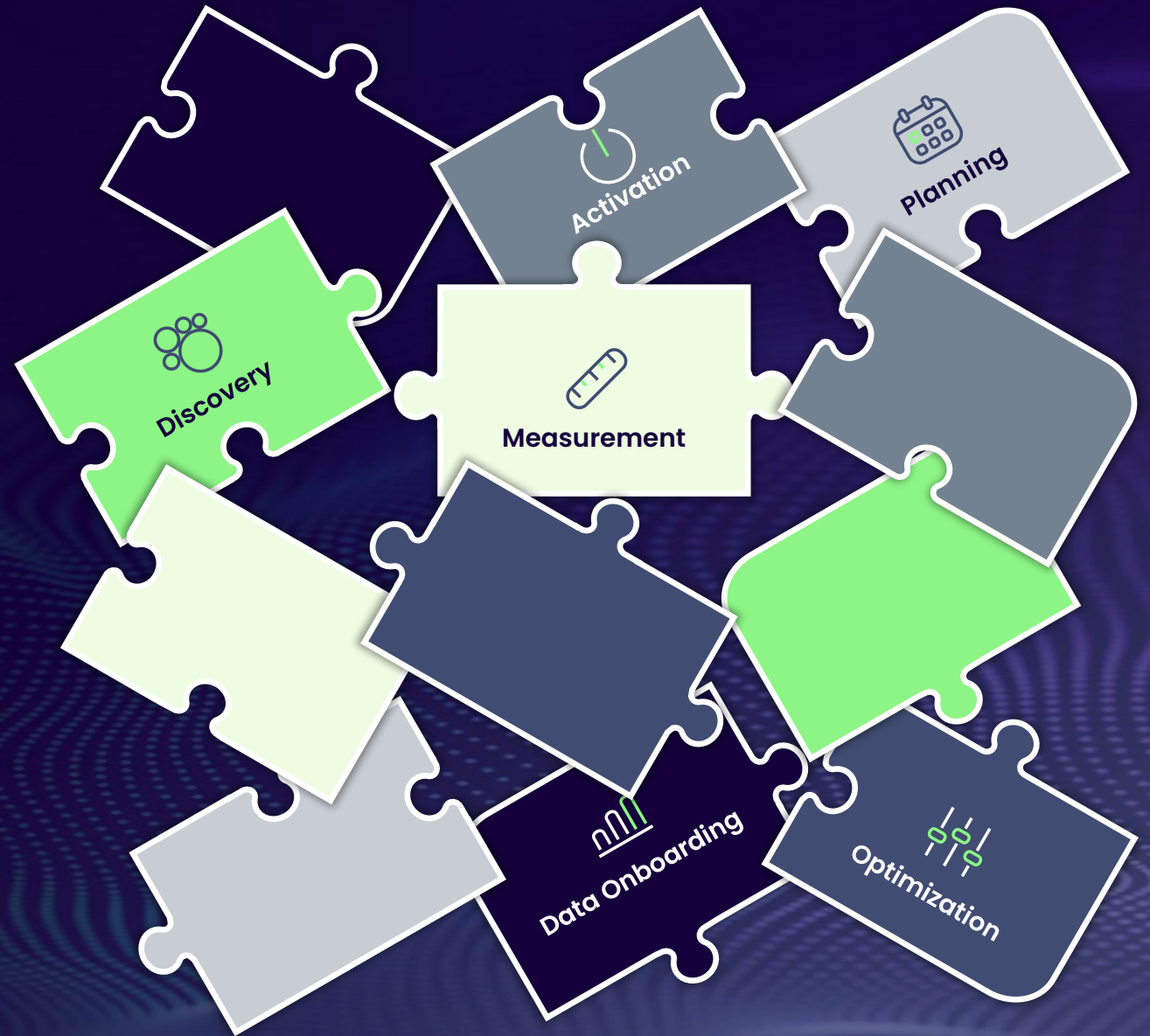


Flexible buying model: Self-service, managed & hybrid



Enterprise Customers Need Integrated Platforms, Not Point Solution DSPs

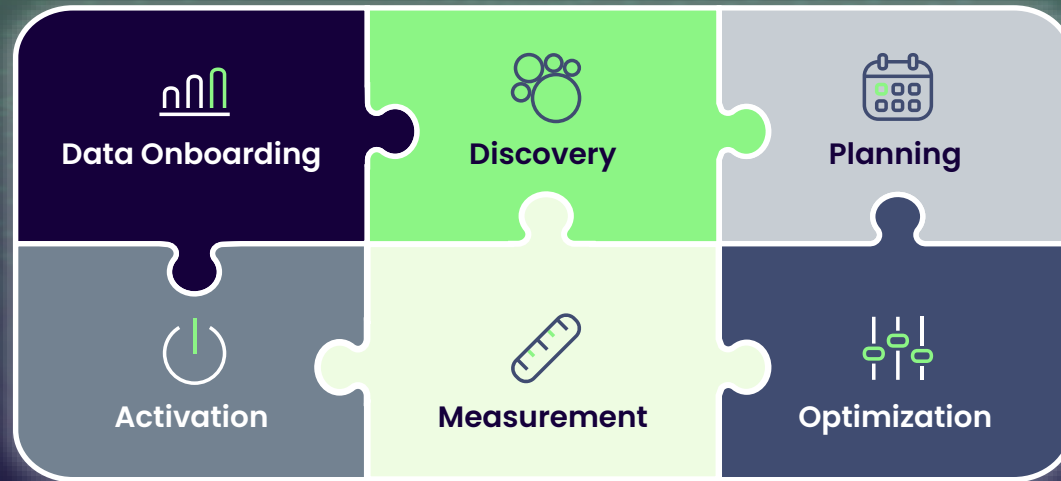
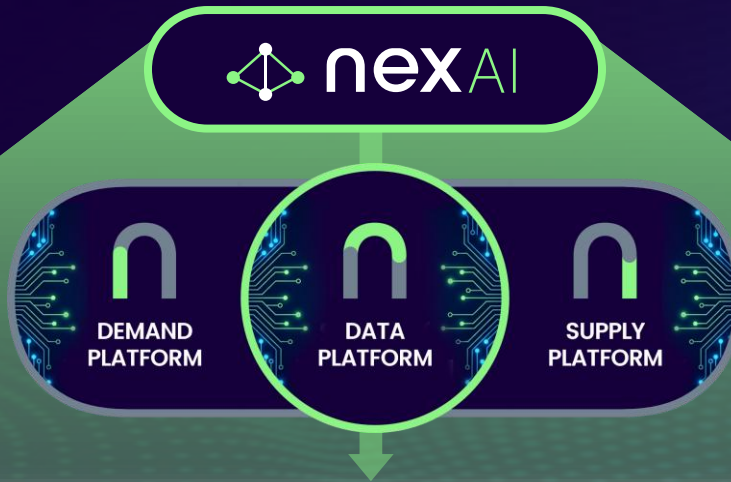
- ⊗ **One-sided DSPs rely on fragmented ecosystems & external partners**
- ⊗ **Fragmentation creates inefficiencies, higher costs & lower returns (up to 50% audience reach loss)**
- ⊗ **Point solutions offer less workflow support & value across the campaign lifecycle**



Built Differently: Nexxen's Integrated Platform Drives Superior Performance

“Nexxen's integrated platform connects the dots across the campaign lifecycle, delivering stronger performance, greater efficiency & better outcomes

Jen Dass, Chief Media Officer, WPP



+35%*
average end-to-end performance

* Performance calculated using average improvements based on comparable platform metrics provided by clients
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Better Together: Workflow Connectivity Strengthens Customer Value & Nexxen's Economics



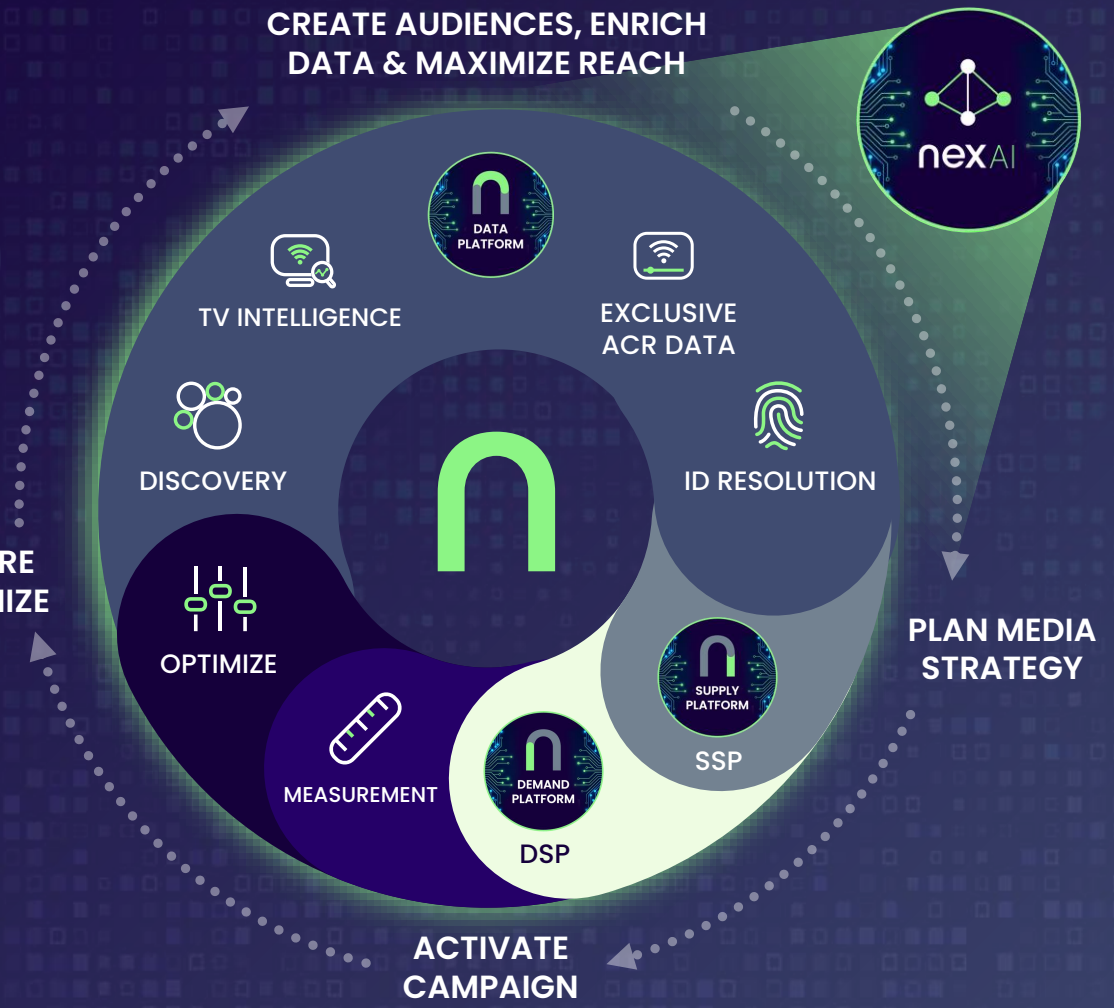
Eliminates the need for external partners across the campaign lifecycle



Streamlines costs, improves ROAS & drives efficiency



Enables Nexxen to capture economics across more of the value chain, supporting profitable growth



Unique Capabilities Strengthen Nexxen's DSP & Create Added Value for Enterprise Customers

PLATFORM ADVANTAGES



Together, these capabilities create greater customer value, drive stronger outcomes, deepen enterprise adoption & reinforce Nexxen's long-term competitive advantages

Driving Success for Toyota Across Nexxen's Full Enterprise Stack

Expanding beyond the DSP to Nexxen's end-to-end platform unlocked significantly stronger ROAS, cost efficiencies & incremental sales



↑↑ **2.7X ROAS***



↓↓ **62%**

Cost Per Vehicle Sold*

Deeper platform adoption strengthened Toyota's outcomes while enabling Nexxen to capture a greater share of the value chain through increased platform utilization & spend consolidation



DEMAND PLATFORM
DSP Only

 +  +  + 
End-to-End Utilization


*July 2025 – April 2026

Enterprise Adoption Drives Durable Growth, Profitability & Resilience



 Strategic end-to-end enterprise focus supports growth & reduces SPO risk

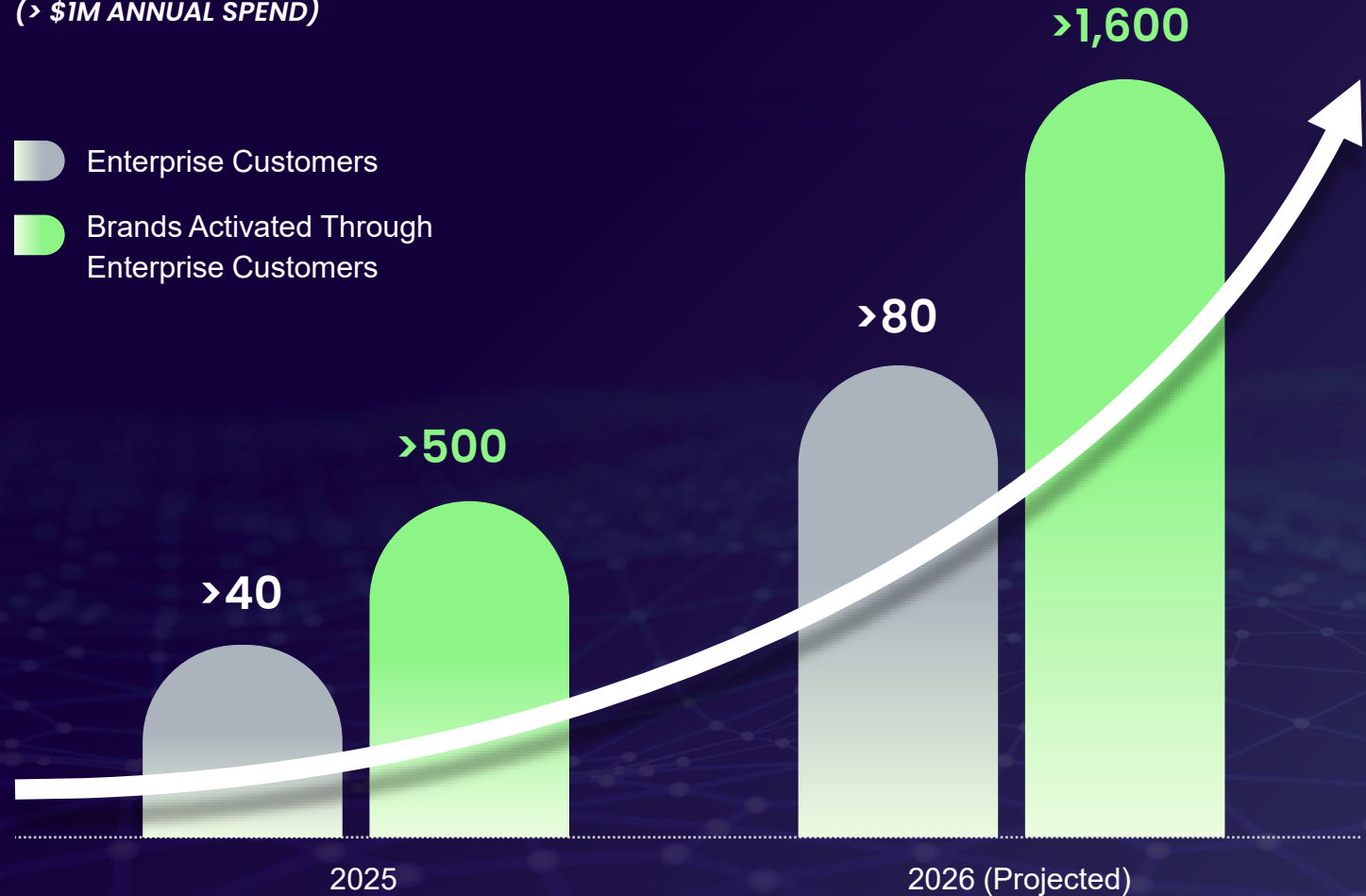
 Bigger budgets, longer-term relationships & higher retention

 Economics across the value chain drives larger Contribution ex-TAC opportunities & margin expansion over time

Early Results Validate the Enterprise Strategy is Working & Scaling

ENTERPRISE CUSTOMERS / BRANDS VIA ENTERPRISE
(> \$1M ANNUAL SPEND)

- Enterprise Customers
- Brands Activated Through Enterprise Customers



- ✓ 100% of enterprise customers selected Nexxen SSP as a preferred SSP
- ✓ Recent enterprise wins support end-to-end growth
- ✓ Growing enterprise self-service DSP adoption aids retention



Enterprise growth, deeper adoption & increasing customer value demonstrate continued progress against our long-term enterprise strategy

Innovation Continues to Strengthen Nexxen's Enterprise Value Proposition



nexAI DSP assistant enhancing performance, efficiency & usability



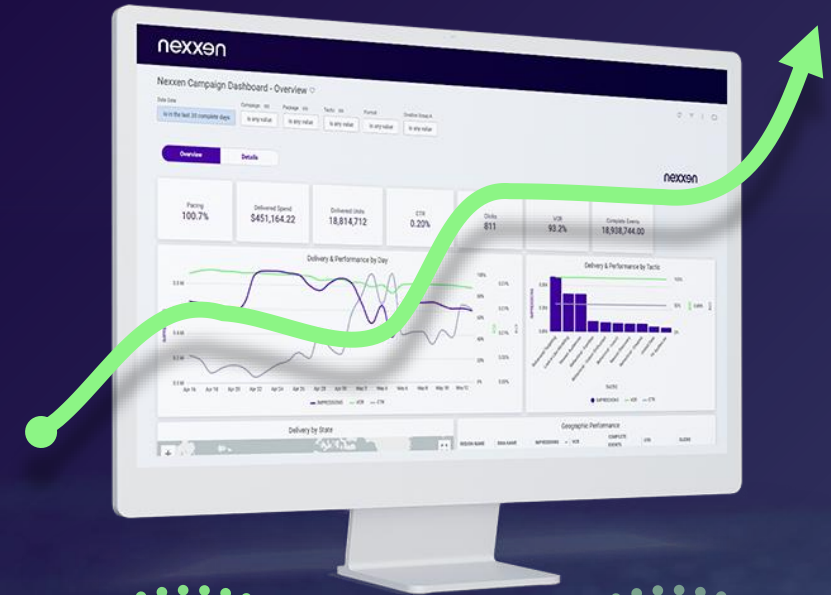
New UI reducing onboarding & training times by ~50% while lowering barriers to entry



Deeper data integration fueling smarter workflows & stronger AI-driven outcomes



Nexxen TV Home Screen creates premium, differentiated activation opportunities



Multiple Growth Drivers Support Continued Enterprise DSP Adoption & End-to-End Expansion



Expand enterprise customer wallet share & platform utilization



Attract new enterprise customers



Accelerate brand-direct & performance advertising growth



Capitalize on differentiated data, media & Nexxen TV Home Screen



Capture incremental demand around major 2026 events (World Cup & U.S. Mid-Terms)



Execution against these strategic priorities supports continued enterprise adoption, deeper platform utilization & durable long-term growth

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KEN SUH

Chief Strategy Officer

AI-Resilient Media:
Key Growth & Durability Driver



LLMs Are Reshaping Consumer Engagement



~60%

of Google searches now end without a click to any website*



~85-90%

of mobile internet time spent in apps, not browsers**



~12%






U.S. CTV ad spend CAGR, with home screen emerging as a key engagement layer**

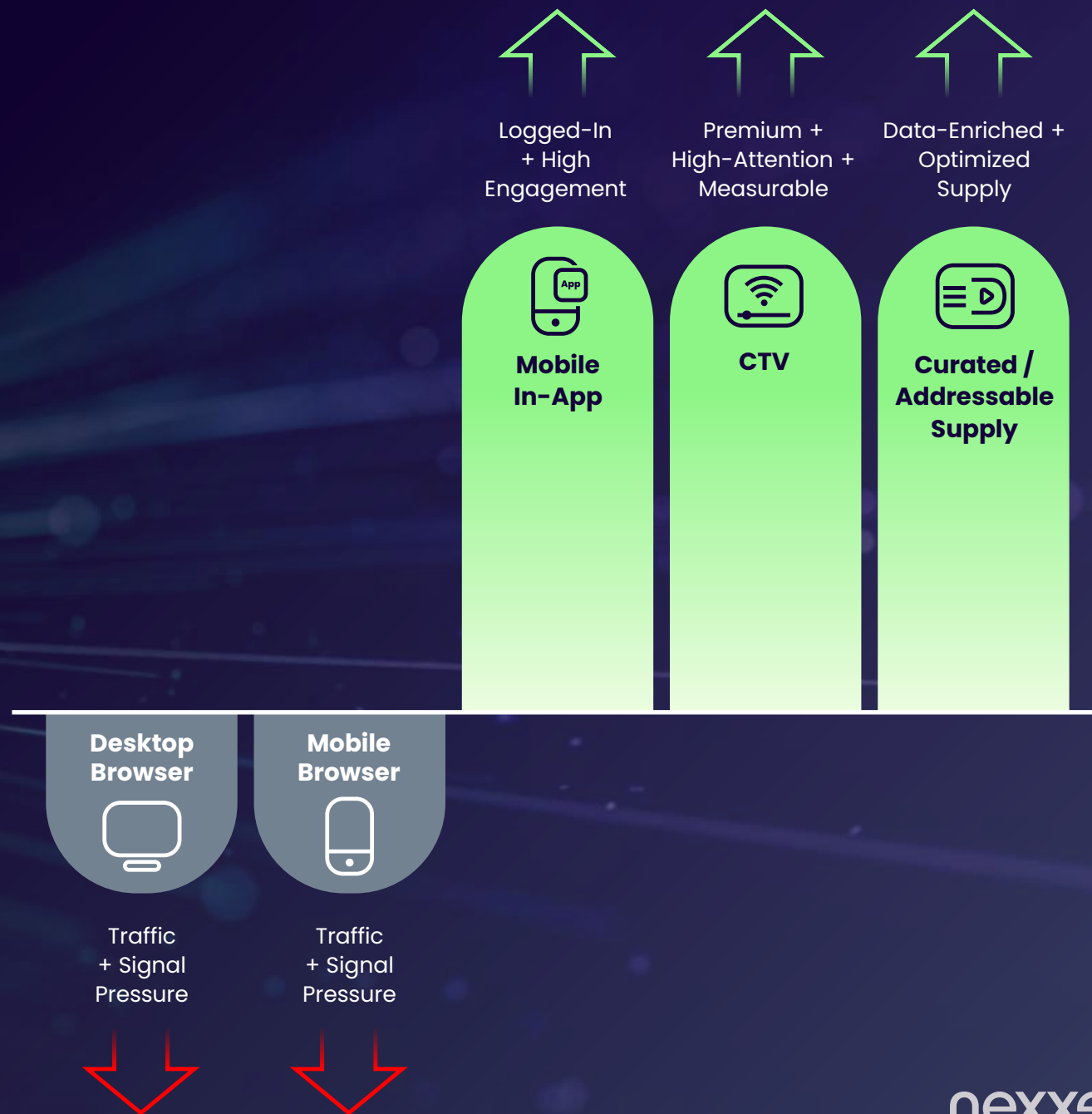
Consumer attention is structurally shifting toward logged-in, high-engagement environments

*Forbes
**eMarketer

AI Is Reallocating Ad Dollars (Not Reducing Them)

Monetization is shifting toward more durable, data-rich environments as advertisers increasingly prioritize:

-  Scaled reach
-  Deterministic identity
-  Closed-loop measurement
-  Durable engagement
-  Resilience to AI-driven disruption



Nexxen Strategically Expanded into Mobile In-App, Driving Incremental Monetization Across the Platform



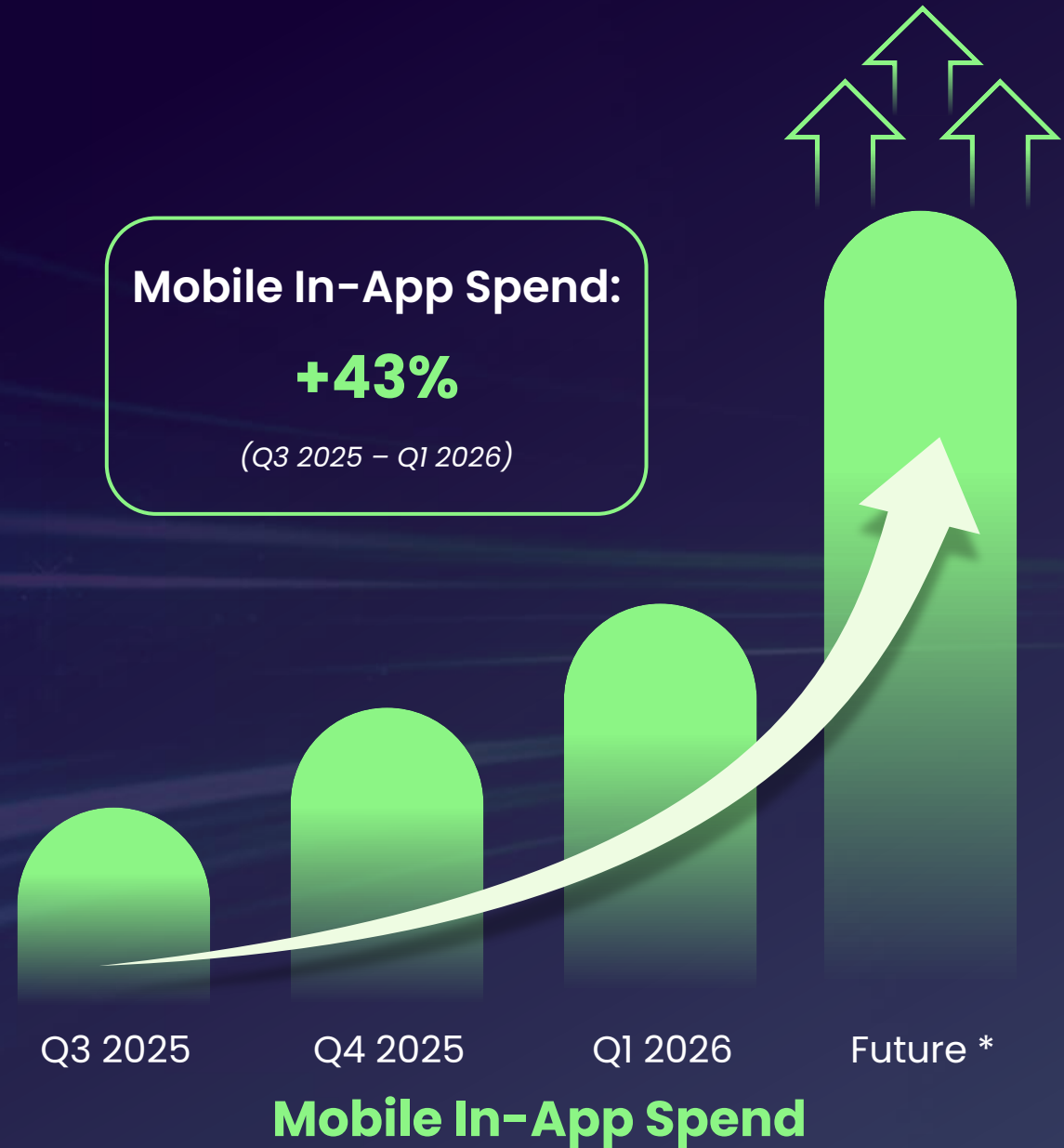
Early Mobile In-App Success with Significant Growth Runway Ahead



Mobile in-app spend increasing with growing momentum in 2026



Represents meaningful high-margin SSP, DSP & end-to-end revenue opportunity in 2026 & beyond

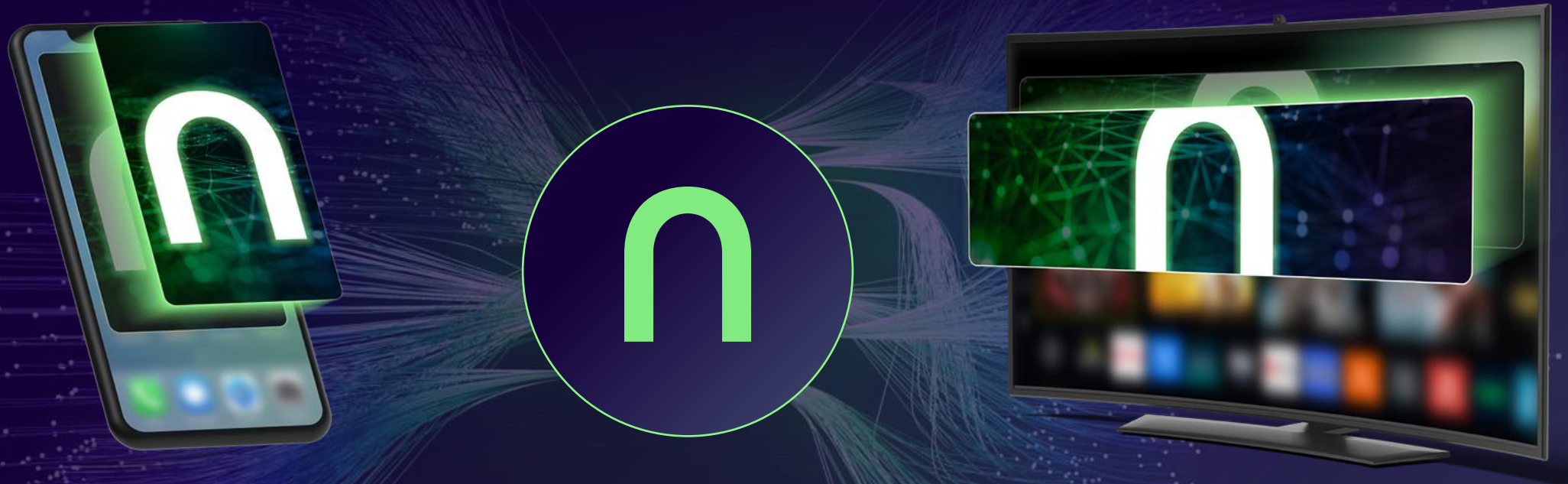


** Illustrative only; actual results may differ materially*

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Mobile In-App Expansion Strengthens Nexxen's CTV Opportunity



Performance-oriented mobile in-app buyers are naturally expanding into CTV, increasing Nexxen's opportunity to capture cross-channel & full-funnel spend

Nexxen Is Already Strongly Positioned Across CTV



CTV Revenue: +12% y/o/y in Q1 2026; expected to be up > 20% y/o/y in Q2 2026

36% of Nexxen's programmatic revenue in Q1 2026 was CTV (**32%** for FY 2025)

Smart TV Home Screens: A Large, Under-Monetized, High-Attention Surface



~10.5 Minutes per day spent deciding what to watch* indicate a high-attention environment where ad & OEM monetization opportunities are being missed

*according to Nielsen

Nexxen TV Home Screen

Creates a New, Scalable Programmatic CTV Category



Programmatic access to Smart TV Home Screen inventory fuels a scalable long-term DSP, SSP & end-to-end CTV revenue growth opportunity within a premium, AI-resilient channel

Nexxen is Aligned with the Future of Media

- ✓ Expanding end-to-end monetization within AI-resilient media channels
- ✓ Strengthening enterprise strategy through differentiated, exclusive supply
- ✓ Reinforcing differentiation & long-term competitive advantages through end-to-end CTV solutions, including Nexxen TV Home Screen



Nexxen is positioned as a scaled, integrated platform aligned with the structural evolution of digital advertising



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KARIM RAYES

Chief Product Officer

Product Investments,
Innovation & nexAI Strategy



Recent Success Across Platform Initiatives Fueling Growth Today & Positioning for Future Acceleration



DSP enhancements



Nexxen Data Platform upgrades



nexAI 2.0



AI-resilient media supply expansion



Nexxen TV Home Screen



Curated Marketplace



Infrastructure investments

Platform investments are driving stronger customer outcomes, improving efficiency & supporting near- & long-term growth



Strong Early ROI



More enterprise customers onboarded YTD in 2026 than in all of 2025



Increasing end-to-end platform utilization



Expanding differentiated media partnerships & publisher adoption



Growing data tools adoption & monetization



CTV & mobile revenue growth acceleration



>2X platform capacity growth



nexAI: Powering the Agentic,
Data-Driven Future of Advertising



Why Nexxen & nexAI Win

in the AI Era of Programmatic Advertising



End-to-End platform, connected infrastructure & unified data + media + activation enables AI to optimize across the campaign



Open interoperability & AI transparency keep customers in control



Ability to support both buyers & sellers creates an interconnected AI-powered marketplace

What Agentic AI Enables



Interpretation

Natural language →
machine action

*“Show me how my CTV
campaigns paced last
week vs. target.”*



Orchestration

One prompt →
multi-step workflow

*“Troubleshoot this deal” →
agent hits 5 databases &
returns a diagnosis.*



Automation

Scheduled, standing
instructions

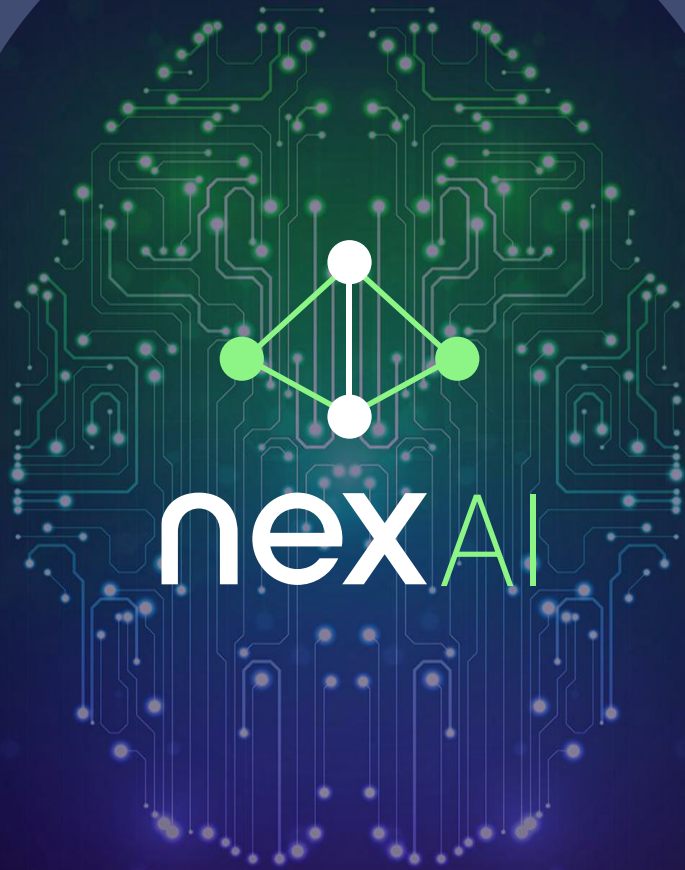
*“Every Monday, send me
a pacing report. If we’re
behind, flag it.”*



Presentation

Synthesis into
actionable output

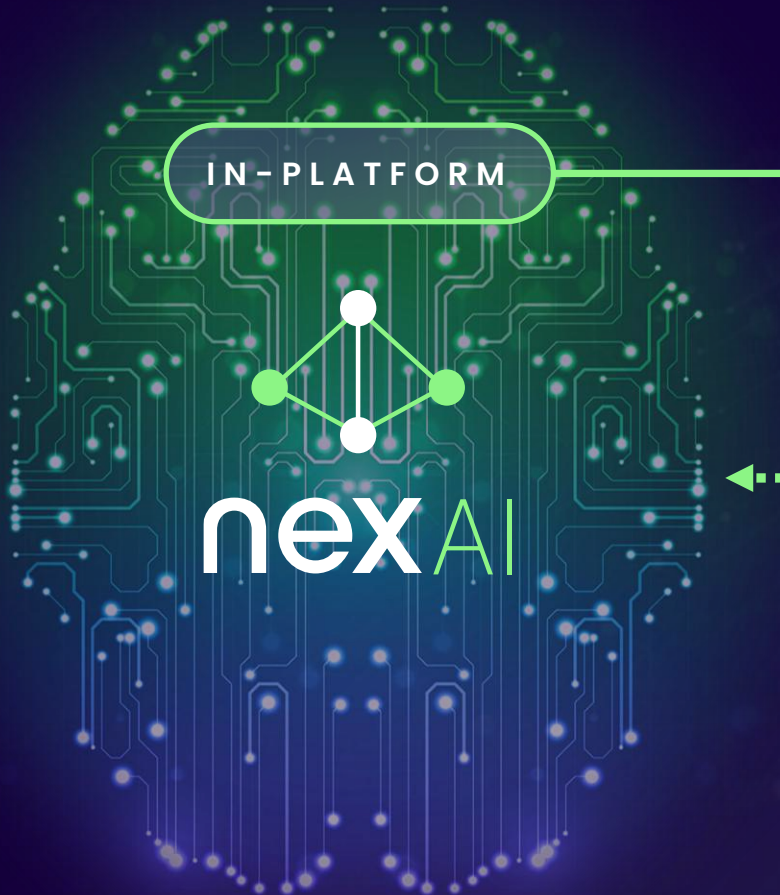
*Media plan generated
from a brief; reporting
deck auto-assembled
from live data.*



nexAI Operating Principles

- ✓ Humans in Control
- ✓ Open & Interoperable
- ✓ Transparent
- ✓ Data Responsible

nexAI's Agentic Capabilities Are **Native & Open**



An AI-powered platform built for users that want intelligent campaign management. Customers describe their goal & the nexAI assistant takes action (with human oversight).

INTEROPERABILITY*

Built for partners developing their own agentic ecosystems. Connect through open protocols & seamlessly integrate nexAI into agentic workflows.

*In development



In-platform agents



Natural language processing



Automated workflows



Model Context Protocol (MCP)



Agent2Agent Protocol (A2A)



Alignment with industry standards

nexAI Agentic Capabilities

LIVE TODAY

Agents available across Nexxen today



**Performance
Reporting**



Visualization



Troubleshooting



Campaign QA



Audience Research



**Studio Essentials –
Creative Automation**

What's Next for nexAI?

IN DEVELOPMENT

Agents currently in development — expanding what the platform handles autonomously



Media Planning

Use uploaded briefs to generate plan recommendations — model optionality & targeting across channels



Audience Creation

Take a brief & automatically build segments with projected reach — collapsing a multi-step process into one request



Optimization

Monitor campaigns, flag anomalies, recommend or execute adjustments — customer guardrails, the agent's diligence

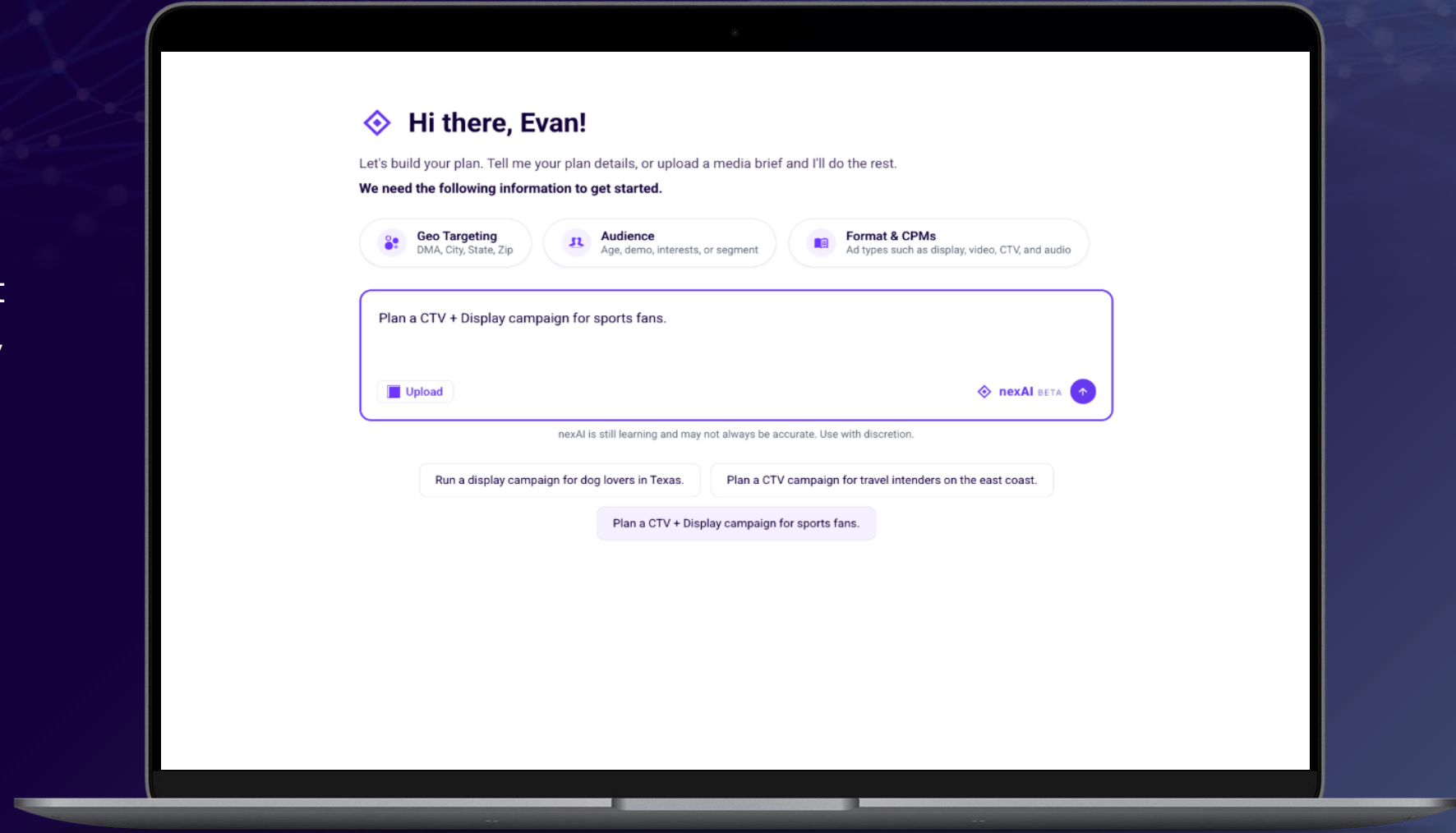


Advanced Creative Automation

Automatically enhance & version creatives for various audiences & applications, including native CTV support

What's Next for nexAI: **Media Planning**

- 1 User uploads RFP or describes campaign
- 2 Planner generates draft plan – targeting, flights, budget & formats
- 3 User refines via natural language chat



What's Next for nexAI: **Media Planning**

4 Planner forecasts inventory, assesses feasibility & recommends budget allocation

5 User exports to respond to RFP

6 Plan activated as a live DSP campaign

The screenshot displays the nexAI interface for a 'Sports Fans Plan (CTV + Display)'. On the left, a chat window shows a user asking for geo recommendations and budget allocation, with the AI responding 'NY and LA' and 'Targeting New York and Los Angeles.' The user then sets a target budget of \$500,000, and the AI confirms the plan is ready for modeling. On the right, the 'Plan Settings' dashboard shows a target budget of \$500K and a total potential budget of \$932k. It also displays key metrics: Total Potential Imps (79.6M), Device Reach (54.9M), Person Reach (21.0M), and Household Reach (11.0M). Below these are two tables: 'CTV' and 'Display', each with columns for Tactic, Bid CPM, Potential Budget, Potential Imps, Devices, Persons, and HHS.

TACTIC	BID CPM	POTENTIAL BUDGET	POTENTIAL IMPS	DEVICES	PERSONS	HHS
TOTALS	\$23	\$497k	21.6M	14.7M	5.5M	2.9M
CTV						
▼ Sports Fans	\$23	\$247k	10.7M	7.1M	2.6M	1.4M
New York	\$23	\$126k	5.5M	3.6M	1.3M	699k
Los Angeles	\$23	\$121k	5.3M	3.5M	1.3M	694k
▼ Baseball Fans	\$23	\$137k	6.0M	4.2M	1.6M	852k
New York	\$23	\$78k	3.4M	2.4M	953k	491k
Los Angeles	\$23	\$60k	2.6M	1.8M	668k	360k
▼ Sports TV Watchers	\$23	\$113k	4.9M	3.5M	1.3M	636k
New York	\$23	\$62k	2.7M	1.8M	678k	329k
Los Angeles	\$23	\$51k	2.2M	1.7M	622k	307k
Display						
TOTALS	\$7.50	\$425k	58.0M	40.9M	15.5M	8.1M

nexAI Interoperability: Enabling Agentic Trading

Direct connectivity to brands' & agencies' AI workflows positions Nexxen for future growth



Driving Interoperability with Simplicity.

Connect in Three Steps. Ask in Plain Language.

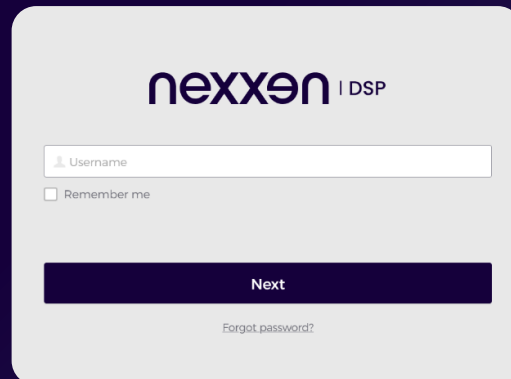
1

Customer adds Nexxen as a connector to preferred MCP-compatible assistant

```
"nexxen": {  
  "url": "https://mcp.DSP.nexxen.com/v1/mcp"  
}
```

2

Log in with Nexxen credentials



The image shows a login interface for Nexxen. At the top, it says "nexxen | DSP". Below that is a "Username" input field with a search icon on the left. Underneath the input field is a "Remember me" checkbox. At the bottom of the form is a "Next" button. Below the button is a link that says "Forgot password?".

3

Start asking questions

REPORTING

CUSTOMER

How is the Acme Summer Push doing this week?

ASSISTANT

Spend is \$184K against a \$210K weekly target (88% paced). Impressions held steady week over week, ROAS increased by 12%.

CAMPAIGN SETUP

CUSTOMER

Show me the line items running on Video, with their budgets.

ASSISTANT

4 video line items active: Hulu CTV \$80K · VIDAA \$45K · Roku CTV \$35K · Samsung TV+ \$20K — \$180K total budget.

Nexxen Positioned to Lead in the New Era of Agentic, AI-Powered Advertising



“Agentic buying is the next step in the evolution of how we transact media ... Nexxen's latest advancements are a tremendous addition to this evolution, accelerating our ability to win in a fast-paced market.”

— JEREMY COBB, VP OF DIGITAL PLATFORMS, H/L

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SAGI NIRI

Chief Financial Officer

Growth & Financial
Momentum



Raising 2026 Contribution ex-TAC & Programmatic Revenue Guidance for the Second Time in a Month

UPDATED FULL YEAR 2026 GUIDANCE

PRIOR FULL YEAR 2026 GUIDANCE

Contribution ex-TAC

\$385 – \$400 M

+11% Y/O/Y GROWTH ⁽¹⁾

\$382 – \$397 M

+10% y/o/y growth ⁽¹⁾

Programmatic Revenue

\$377 – \$391 M

+13% Y/O/Y GROWTH ⁽¹⁾

\$374 – \$388 M

+12% y/o/y growth ⁽¹⁾

Adjusted EBITDA

\$122 – \$132 M

+10% Y/O/Y GROWTH AND A 32% MARGIN ^{(1) (2)}

\$122 – \$132 M

+10% y/o/y growth and a 33% Margin ^{(1) (2)}

Raise driven by **outperformance in Q1 & Q2 alongside expectations for programmatic revenue acceleration in the second half** of the year

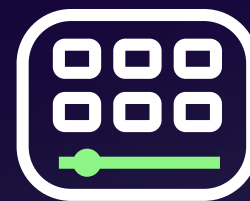
Execution on 2026 Strategic Priorities Driving Outperformance



Growing enterprise adoption & end-to-end spend



Mobile / in-app revenue expansion



CTV revenue growth, Nexxen TV Home Screen expected to support H2 acceleration



Data products momentum

Demand is broadening across multiple structural vectors, not a single channel

Incremental 2026 growth catalysts can support upside potential (World Cup & U.S. Mid-Term Elections)

2026 Growth Drivers

\$392.5 M **

+11%** y/o/y growth
(+13%** programmatic)

CTV Momentum:
Q1 2026: +12% y/o/y
Q2 2026E: >20% y/o/y

Mobile Momentum:
Q1 2026: +18% y/o/y
Q2 2026E: >15% y/o/y

\$353.1 M

2025 Contribution ex-TAC



DSP & SSP



New & Existing Customers



Mobile / In-App



CTV / Nexxen TV Home Screen



New Formats



Performance-Based Programmatic



Data Products



**World Cup &
U.S. Mid-Terms**

**2026E Contribution
ex-TAC (Midpoint)**

** Midpoint of updated guidance

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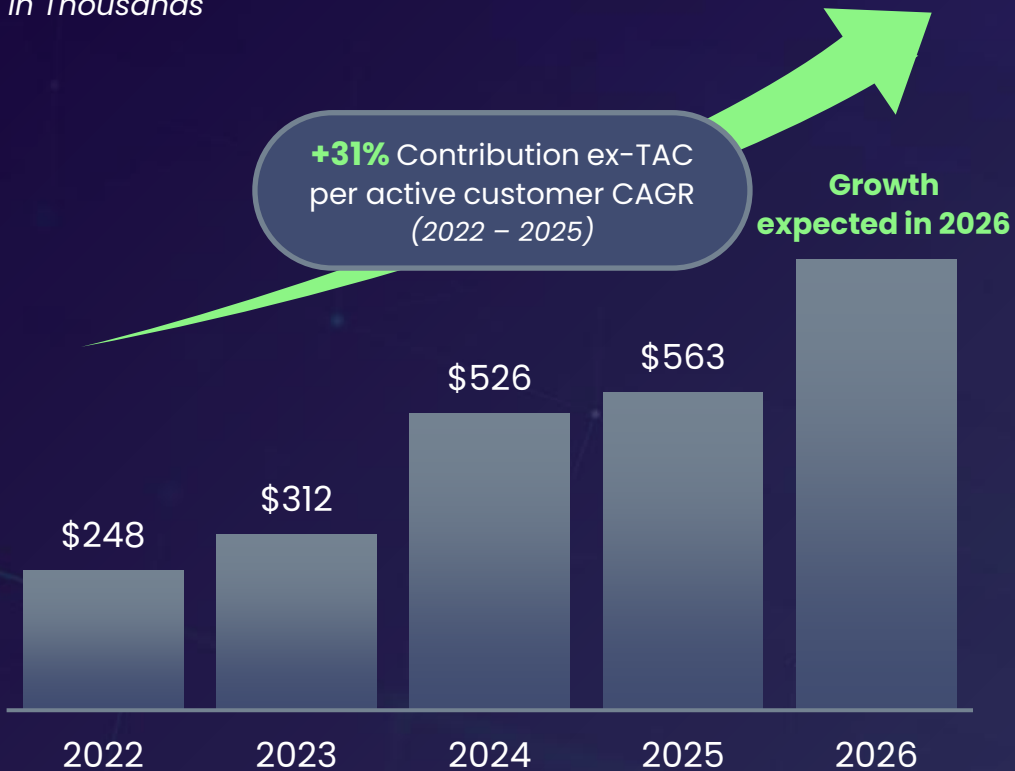
Business, Customer &
Channel Mix Evolution Driving
**Higher-Quality, More
Durable Growth**

Customer Retention & Spend Expansion Fuel Long-Term Growth

Increasing retention & Contribution ex-TAC per customer through enterprise strategy

CONTRIBUTION EX-TAC PER ACTIVE CUSTOMER

In Thousands



2025 Contribution ex-TAC Retention Rate = **92%**

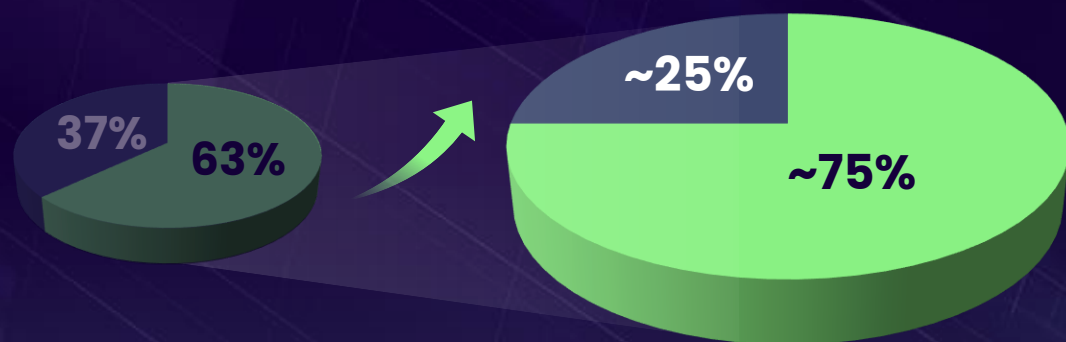
- Integrated & unique data, AI & media
- Strong performance & efficiency
- Powerful enterprise value proposition
- Differentiated media & data offerings
- High-touch customer service



of FY 2025 Contribution ex-TAC tied to customers leveraging Nexxen since 2021 or earlier, with growth expected in FY 2026

Growing Enterprise Self-Service Adoption to Expand Recurring Revenue & Accelerate End-to-End Platform Utilization

Self-Service vs. Managed Service Spend

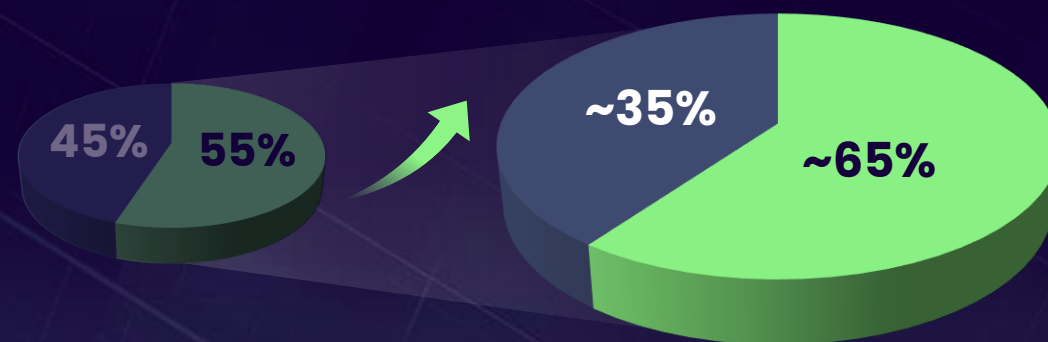


2025

Long-Term

- Self-Service
- Managed Service

End-to-End as a % of Contribution ex-TAC



2025

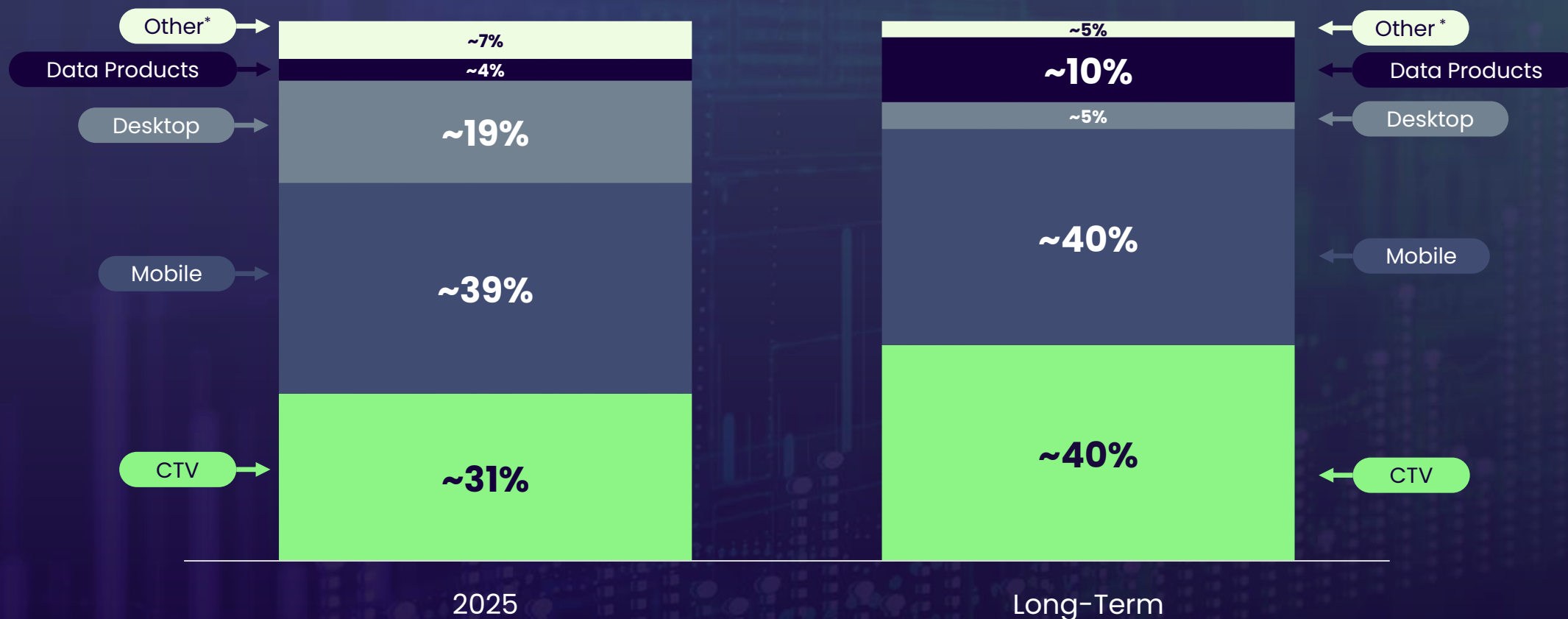
Long-Term

- End-to-End
- One-Sided

Long-term (3 – 5 years) based on internal estimates & actual results may differ materially

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Shift Toward High-Growth, High-Value Channels Supports Long-Term Revenue Durability



Growth increasingly concentrated in **higher-quality, more resilient channels & formats**

Long-term (3 – 5 years) based on internal estimates & actual results may differ materially

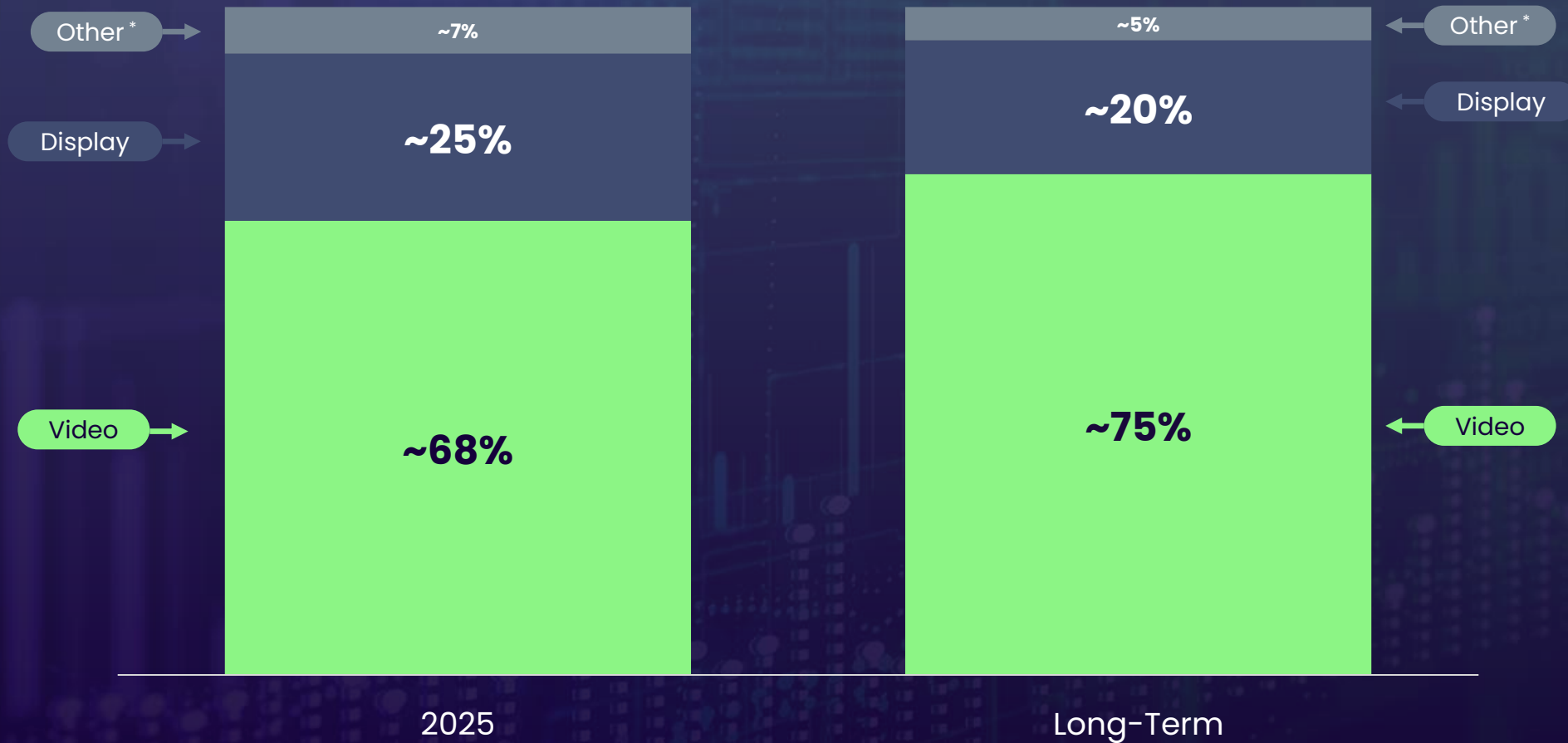
Percentages shown as a % of Contribution ex-TAC

*Other includes ATV, tech licensing & non-programmatic

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Video Focus with CTV Native Reinforcing Display



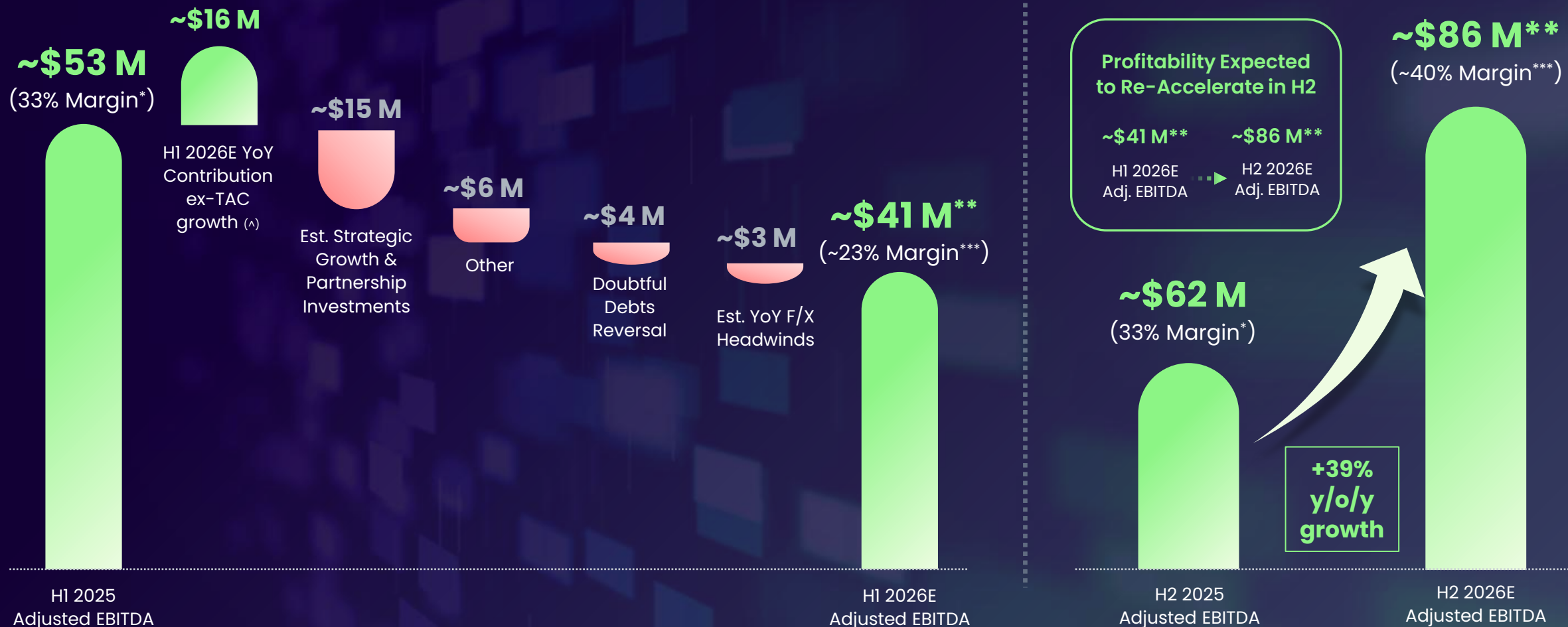
Long-term (3 - 5 years) based on internal estimates & actual results may differ materially

Percentages shown as a % of Contribution ex-TAC

* Other includes audio & digital out of home

Understanding 2026 Profitability & Margin Progression

Strategic growth & partnership investments, F/X headwinds & difficult comps impacted H1 profitability. Accelerating growth, cost normalization, operating leverage & AI-driven efficiencies are expected to support stronger H2 profitability & cash generation.



(Λ) Based on Factset consensus as of 6/11/26 + \$3M for increased guidance provided 6/16/26

* As a % of Contribution ex-TAC

** Based on Factset Adjusted EBITDA consensus as of 6/11/26

*** Based on Factset Adjusted EBITDA / Contribution ex-TAC consensus as of 6/11/26

Operating Leverage, Margin Expansion & Cash Generation Expected to Accelerate Through 2026

Cash & Cash Generation



Q1 2026 operating cash flow impacted by collections timing; **normalization in Q2 2026**



FCF expected to improve through 2026



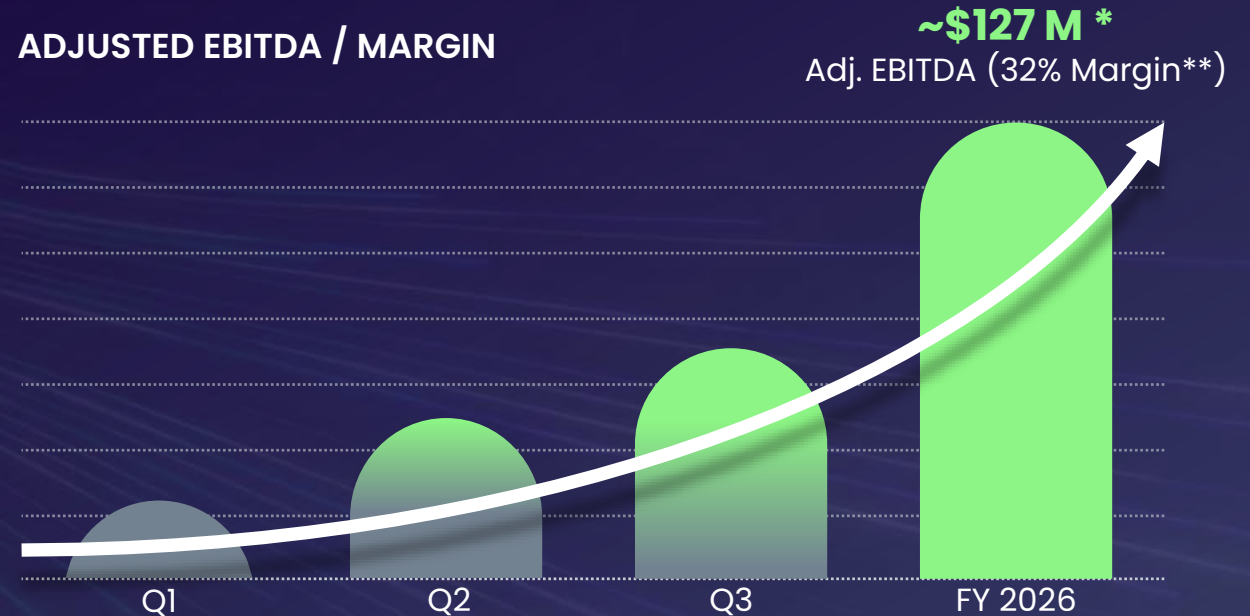
Strong liquidity profile remains; **cash balance increased since 3/31/2026**

~\$116 M

5/31/2026

Cash & Cash Equivalents
(\$50 M Revolver)

ADJUSTED EBITDA / MARGIN



Enterprise adoption, deeper platform utilization, fixed-cost leverage & AI-driven efficiencies are expected to support accelerating EBITDA & margin expansion through 2026

2026 Capital Allocation Framework



Share
Repurchases



+\$15 M
Investment in V
(\$60 M total, ~6% of s/o)



Platform
Reinvestment

Evaluating potential <\$100M strategic opportunities to enhance mobile in-app, CTV & data capabilities

Progress Against Long-Term Targets: Increasing Contribution ex-TAC CAGR Expectations from Previous Investor Day

On track to generate

~11%

Contribution ex-TAC CAGR
(previously ~10%)

~40%

CTV Revenue*

~40%

Adjusted EBITDA Margin*

~65%

FCF / Adjusted EBITDA Conversion

Growth & Margin Expansion Driven By:



Enterprise Growth



End-to-End Utilization



CTV & Nexxen TV Home Screen



Mobile / In-App Expansion



Data Licensing

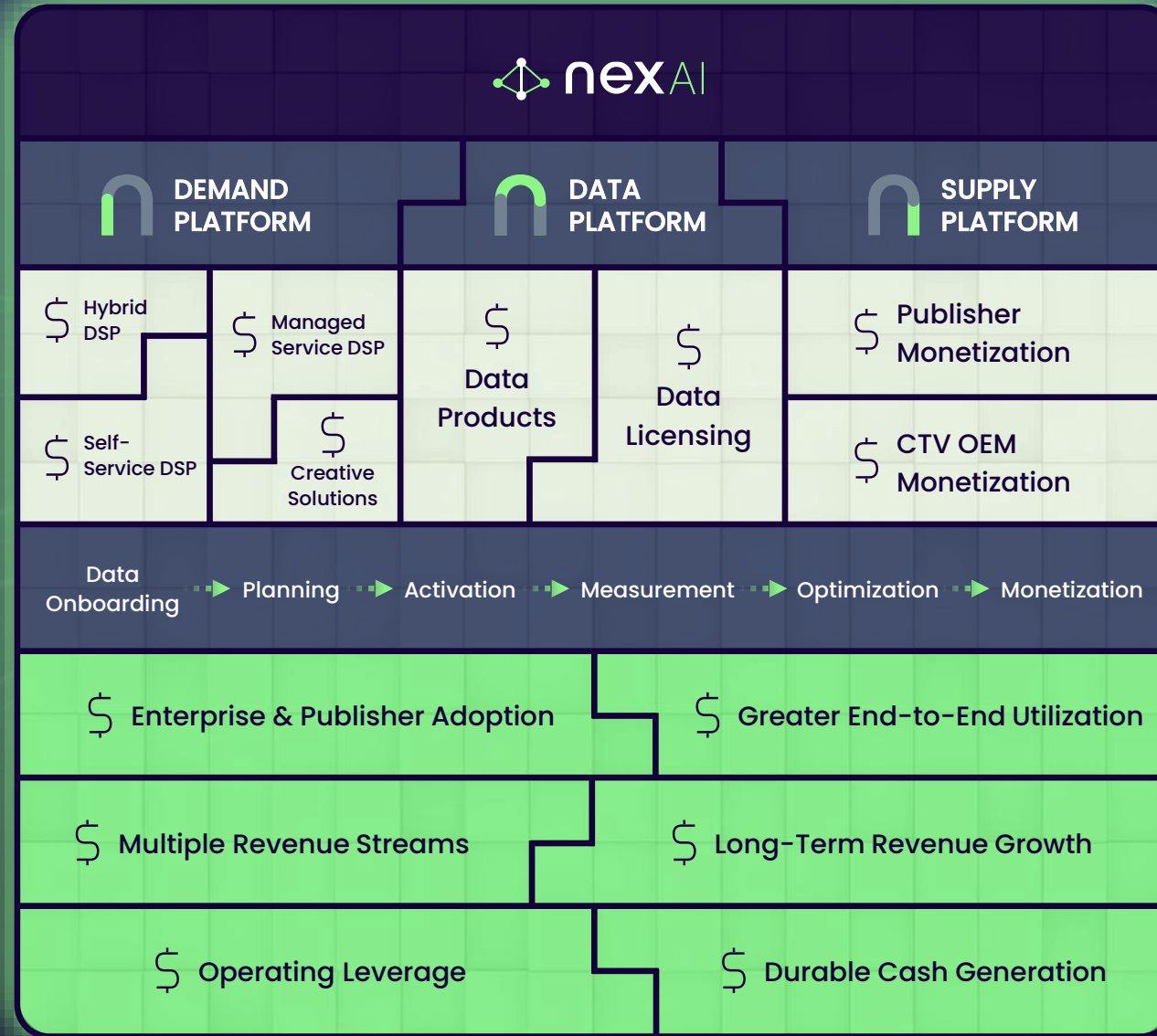


Cost Management & AI-Driven Efficiencies



One Platform. Multiple Paths to Growth & Profitability.

Economics Across Full
Campaign Lifecycle +
Multiple Revenue Streams =
**Long-Term Revenue Growth,
Expanding Profitability &
Durable Cash Generation**



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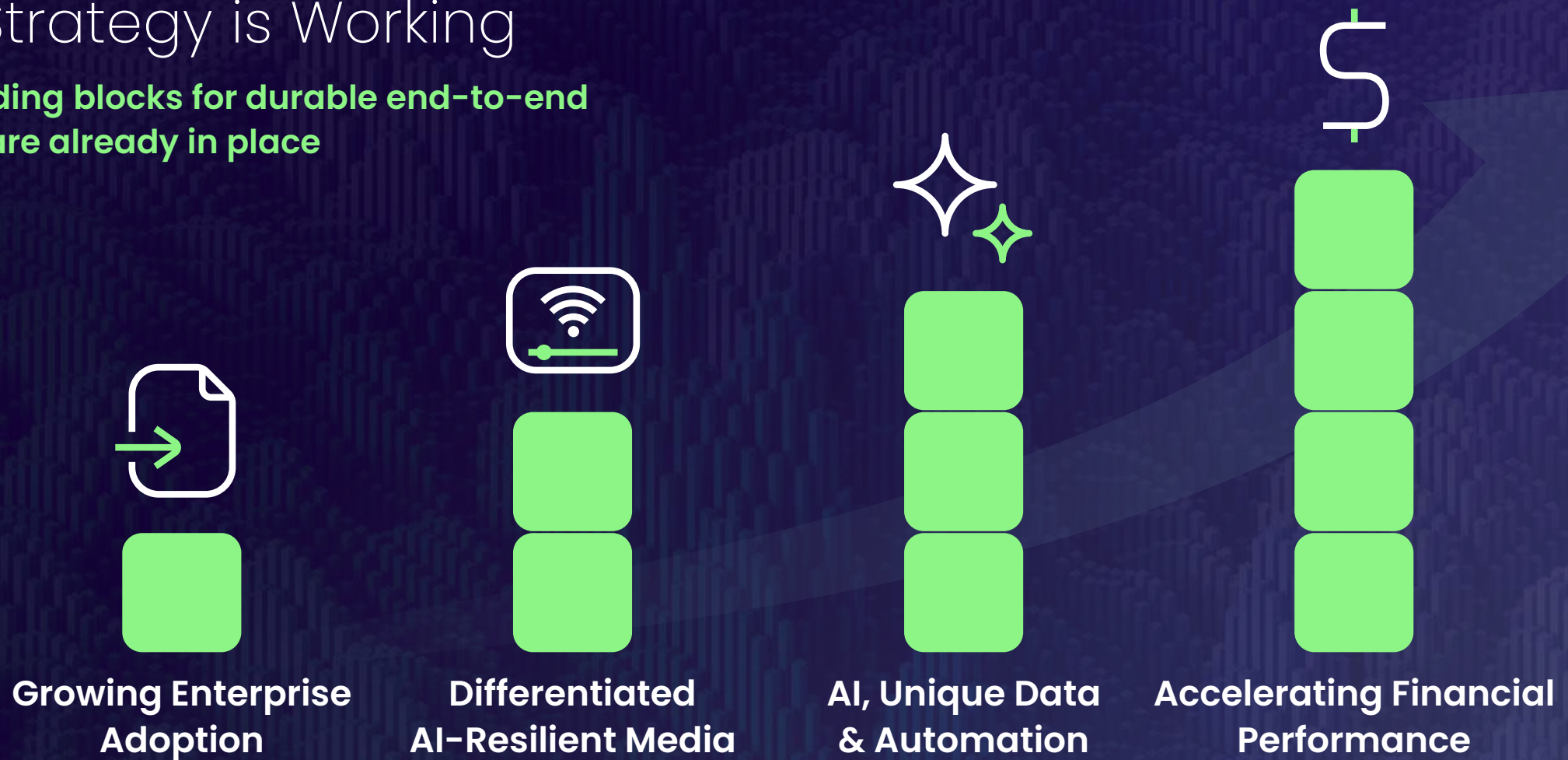
CHANCE JOHNSON
Chief Commercial Officer

Strong Foundations.
Significant Opportunity Ahead.



The Strategy is Working

The building blocks for durable end-to-end growth are already in place



Together, these building blocks are translating Nexxen's strategic transformation into measurable customer, platform & financial outcomes

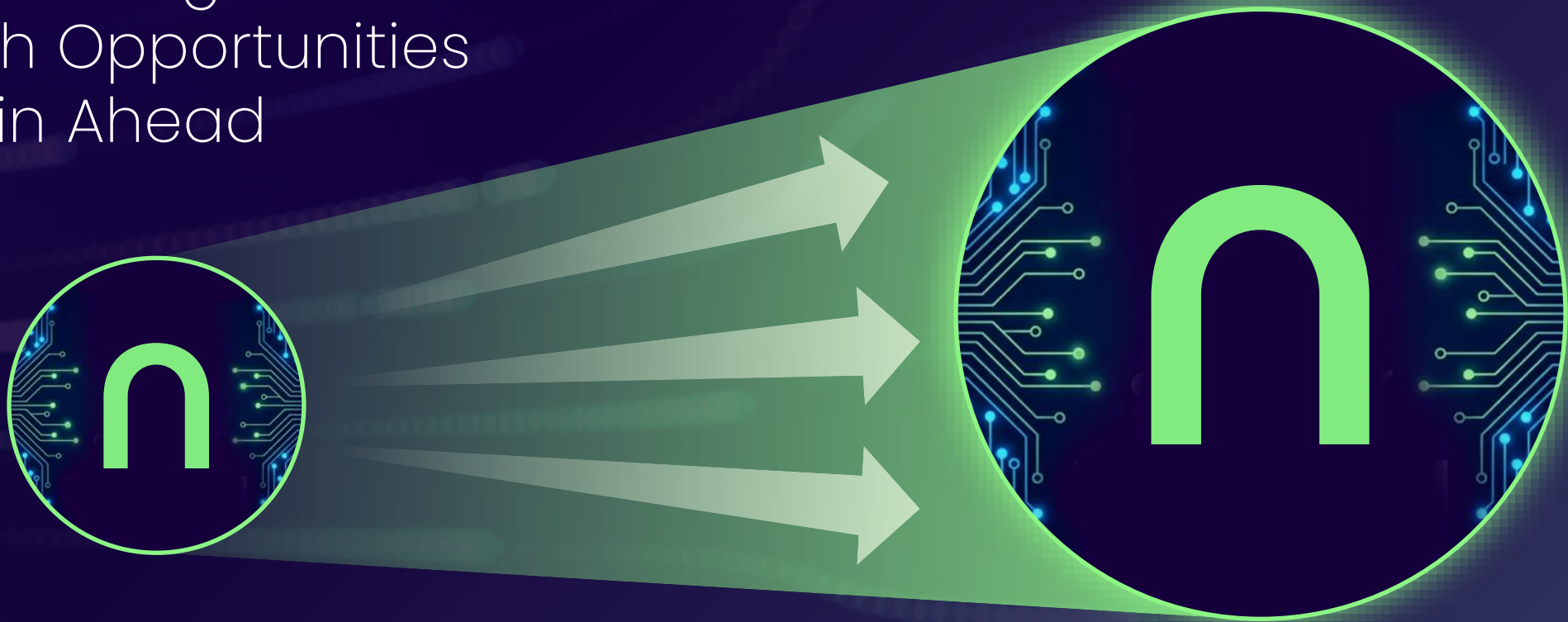
Why Nexxen Wins and Will Keep Winning

Differentiated assets reinforce one another across the platform, driving greater customer value



Integrated platforms combining unique data, interoperable agentic AI & premium, differentiated media are structurally positioned to deliver superior outcomes, drive adoption & win in the future of programmatic advertising

Nexxen's Largest Growth Opportunities Remain Ahead



Enterprise, End-to-End Growth



Growing Publisher Adoption



Data Revenue Momentum



CTV & Nexxen TV Home Screen



nexAI: Agentic & Interoperable

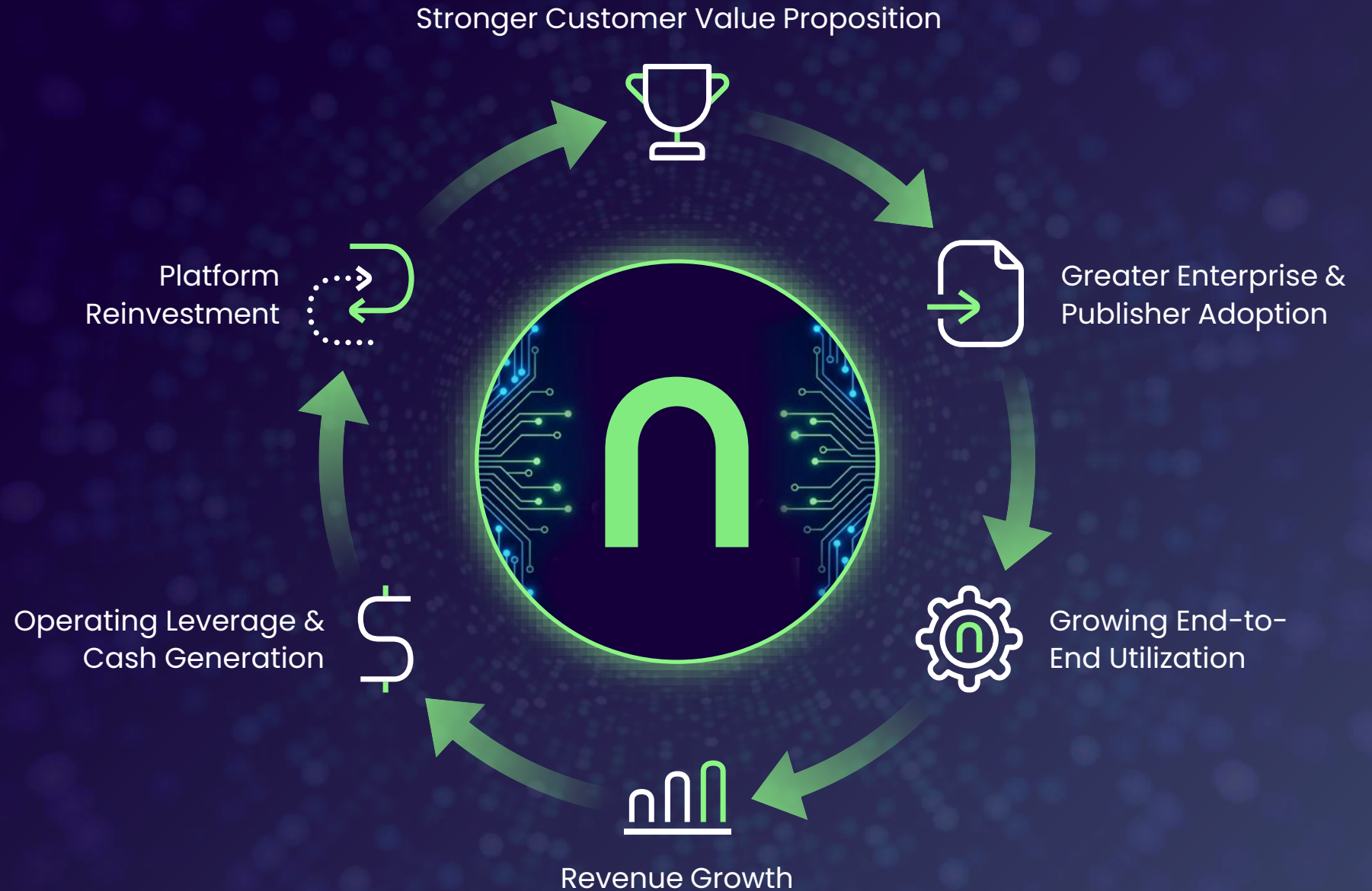


AI-Resilient Media Expansion

Our investments & execution across enterprise, AI, data & premium media position Nexxen to capture a growing share of tomorrow's advertising market

The Nexxen Flywheel

Our integrated platform creates a self-reinforcing cycle that drives customer adoption, durable long-term growth, expanding profitability & cash generation



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OFER DRUKER
Chief Executive Officer

Closing Remarks



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Q&A



OFER DRUKER

Chief Executive
Officer



SAGI NIRI

Chief Financial
Officer



KARIM RAYES

Chief Product
Officer



CHANCE JOHNSON

Chief Commercial
Officer





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Thank You!

Nasdaq