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DISCLAIMER

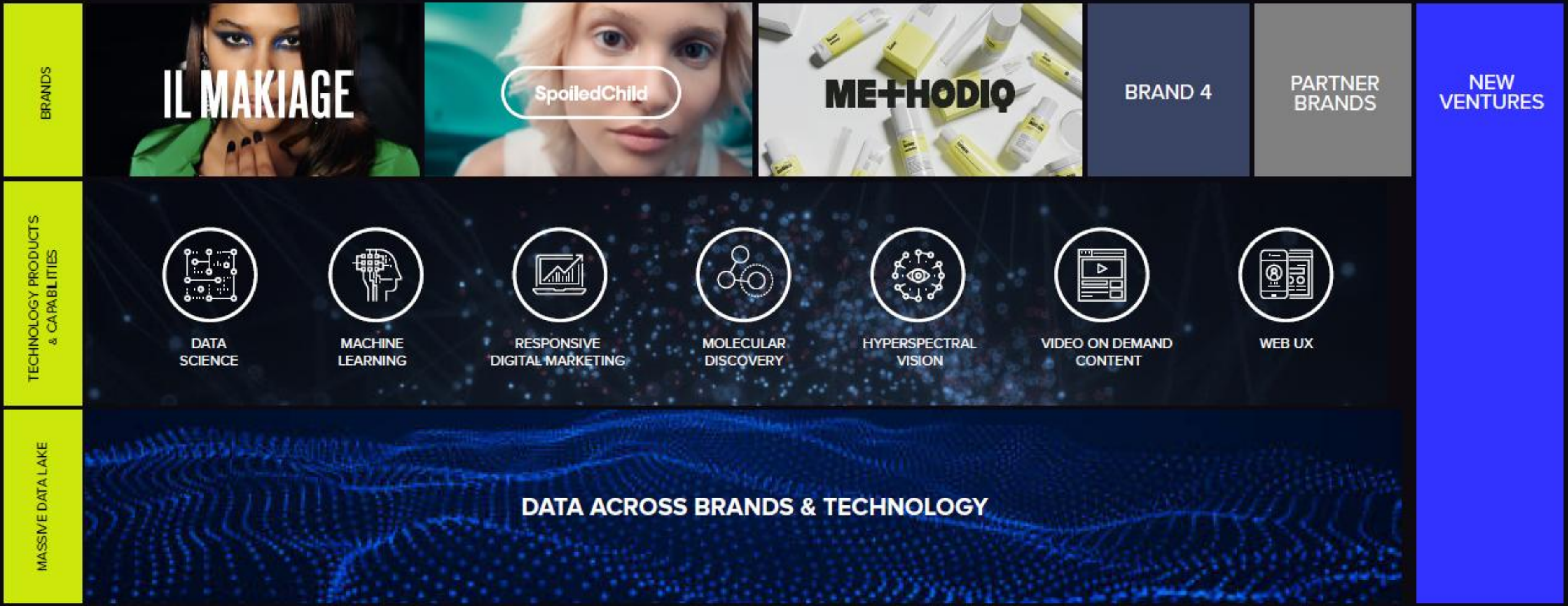
This presentation contains estimates and other statistical data made by independent parties and by the Company relating to market size and growth and other data about the Company's industry and estimated total addressable market. This data involves a number of assumptions and limitations, and you are 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," "hope," "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, ability to remedy the dislocation in our customer acquisition costs, potential long-term success and outlook for the third 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 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



$ODD FINANCIAL HIGHLIGHTS

$679M
Net revenue, LTM Q226

$47M
Adjusted EBITDA[1], LTM Q226

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

–10%
YoY net revenue growth, LTM Q226

7%
Adjusted EBITDA margin[2], LTM Q226

-$23M
Free cash flow[3], LTM Q226

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 (used in) from Operating Activities less purchase of Property and Equipment. Refer to the Appendix for a reconciliation of Free Cash Flow to Net Cash (used in) from Operating Activities.
4. As of June 30, 2026.

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Q2 2026 HIGHLIGHTS

	Q2 2026	Q2 2025	vs Q2 2025
Net Revenue	$180.5M	$241.1M	**-25%**
Gross Margin	68.7%	72.3%	**-360 bps**
Adjusted EBITDA[1]	$12.9M	$69.5M	**-81%**
Adjusted EBITDA margin[2]	7.1%	28.8%	**-2,170 bps**
Adjusted Diluted Earnings per Share[3]	$0.20	$0.92	**-78%**

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.

1H 2026 HIGHLIGHTS

	1H 2026	1H 2025	vs 1H 2025
Net Revenue	$378.5M	$509.2M	**-26%**
Gross Margin	69.2%	73.7%	**-450 bps**
Adjusted EBITDA[1]	$5.8M	$121.9M	**-95%**
Adjusted EBITDA margin[2]	1.5%	23.9%	**-2,240 bps**
Adjusted Diluted Earnings per Share[3]	$0.02	$1.61	**-99%**

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.
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APPENDIX

RECONCILIATIONS OF NON-GAAP MEASURES

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

Net income (loss) to Adjusted EBITDA

($ in thousands)	Q2 2026	Q2 2025	1H 2026	1H 2025
Net income (loss)	12,890	49,285	(8,471)	87,116
Financial income, net	(16,533)	(2,493)	(21,839)	(5,140)
Taxes on income	2,383	10,302	3,560	17,783
Depreciation and amortization	3,232	2,653	7,501	5,308
Share-based compensation	9,786	9,769	17,887	16,853
Other adjustments[1]	1,115	—	7,199	—
Adjusted EBITDA[4]	**12,873**	**69,516**	**5,837**	**121,920**

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 (loss) to Adjusted net income

($ in thousands)	Q2 2026	Q2 2025	1H 2026	1H 2025
Net income (loss)	12,890	49,285	(8,471)	87,116
Share-based compensation	9,786	9,769	17,887	16,853
Other adjustments[2]	(12,424)	—	(6,340)	—
Tax adjustments[3]	485	(1,974)	(2,123)	(5,080)
Adjusted net income	**10,737**	**57,080**	**953**	**98,889**

Diluted earnings (loss) per share to Adjusted diluted earnings per share[5]

Per share	Q2 2026	Q2 2025	1H 2026	1H 2025
Diluted earnings (loss) per share	0.24	0.79	(0.16)	1.42
Impact of adjustments	(0.04)	0.13	0.18	0.19
Adjusted diluted earnings per share[6]	0.20	0.92	0.02	1.61

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 $13.539 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.
6. For the first half of 2026, the Weighted-average number of shares – diluted (thousands) used to calculate Adjusted diluted earnings per share is 55,927.

RECONCILIATIONS OF NON-GAAP MEASURES (CONTINUED)

U.S. dollar in thousands

Free Cash Flow ($ in thousands)	**1H 2026**	**1H 2025**
Net cash (used in) provided by operating activities	(5,945)	101,384
Purchase of property and equipment	(1,559)	(1,951)
Free cash flow[1]	**(7,504)**	**99,433**

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**

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Note:

1. Free Cash Flow defined as Net Cash (used in) from Operating Activities less purchase of Property and Equipment.