

THE NAYAX PULSE

Attending to our customers,
tending to each other

The Corner Office

Celebrate!!

We are starting a CEO feature in the Newsletter, to provide more communication and exchange regarding current business and organizational matters, between Yair, CEO & David, CTO, and the rest of the organization.

If you have any questions or topics you would like to see discussed, please send them to the Newsletter team and they'll be addressed in upcoming issues.

COVID-19 has impacted our business environment in different ways. What will be the strategic focus of the company in the post COVID business environment? What is the innovation that it brought?

We are looking at a twofold impact; internal and external process. Internally we are learning to work more remotely while keeping the productivity and collaborative teamwork. This looked quite challenging at the beginning of COVID19. However, we found that in many cases, it was working well for employees and managers, both in terms of quality results and meeting deadlines on time. We certainly would like to keep the remote work process, to some extent, in the future and we are currently looking into that more closely.

Externally, our customers and partners realize the need for online cashless solutions as a "must have" and we are seeing a very nice recovery from countries that are starting to open and ease up on COVID restrictions. We see a great opportunity in leveraging our internal customers sales: building on our strong commitment and relations with them, coupled with a great product value to generate a win-win solution.

How will the customer journey look in the end-to-end, digitalized solution future?

That is a great question. We believe customers have been "trained" in all life's aspects to think digital – such as ordering products via the web. This is the exact point where we believe we can start the customer's digitalized end-to-end journey with our seamless CRM KYC AML online platform. This is usually a quite "heavy" process which Nayax has simplified, generating an out of the box solution for any new and repeat order.

What is the company's strategic plan to generate growth within this context?

Putting all the processes together - digital commerce and marketplace with our partners and OEMs - will create a center of gravity that will impact our growth rate. Our strong, driven sales teams, with a solid field presence, will join our resellers and partners, to serve diverse, segmented customers in order to position Nayax as the leading global brand in the payment merchant services.

Huge congratulations to Alex Vayman on his engagement!

Send a birthday greeting to our friends below!

- 1.6 - Gregory Kondratenko
- 4.6 - Tom Mor
- 5.6 - Keren Gadot
- 5.6 - Lolita Kitsenko
- 5.6 - Shai Shenkar
- 6.6 - Yarden Kantor
- 8.6 - Inbal Nissim
- 10.6 - Aryeh Yaffe
- 10.6 - Betzalel Mordachai
- 10.6 - Nikita Eriomenko
- 15.6 - Tomer Gorodenchik
- 16.6 - Beni Puntch
- 18.6 - Avi Magar
- 20.6 - Ran Ullmann
- 22.6 - Evgeny Grinberg
- 22.6 - Hirohisa Gotoh
- 24.6 - Ella Shechtman
- 24.6 - Liron Grossman
- 24.6 - Michael Habash
- 24.6 - Tatiana Fish
- 26.6 - Erez Aminpour
- 27.6 - Victoria Mikhaylova
- 28.6 - Yishai Timsit
- 29.6 - Loreta Alperavich
- 29.6 - Milana Bercovich
- 30.6 - Abu Emran
- 30.6 - Noa Ben David

Congratulations to Philippa Vaughan

on the birth of her granddaughter, Summer (sweetly caressed by big sister, Noa)!



New Hires!

Welcome to the Nayax Family!

Michal Tal - QA Engineer, Engine
Tanya Tiomkin - Manual QA tester, R&D
Gal Olshinka - Product Manager, Billing Payment Solutions
Michael Hasibo - SW QA Engineer, Embedded
Noa Banin - Compliance Clerk, Finance
Olga Kogan Rahmeiyan - Graphic Designer, Marketing
Luisa Duran - Finance Operation Manager

Congrats to all on their work anniversaries!

Noam Ashual - 6 Years
Sharon Vaserman - 6 Years
Romina Azil - 6 Years
David Gitelman - 2 Years
Danny Winkler - 6 Years
Kiril Skliar - 4 Years

Nayax University Is Now in Session!

Nayax University is an end-to-end learning platform that teaches new customers and partners, and even new employees here at Nayax, how to utilize our solution to the fullest.

Built by Eliran Maor Trifman, Training Specialist, and with the help of the Support team, Product managers, and others, unique and effective training modules were developed.

The University now has over 25 courses on topics such as payment methods, machine

creation, card management, Monyx Wallet, PayMarket, and more! With additional courses uploading in the coming weeks, Nayax University will become the leading learning platform for all!

Currently, we have over 100 Nayax employees that have already signed into the University, and have received great feedback:

"Having this resource is really a big game changer for us in the field. Kudos to you and your team" – Pete Carmain, Nayax US

"Well done on this, it looks fantastic" – Dylan Winik, Nayax AU

"Nayax Uni is looking amazing, you have really done a great job" – Brent Plimpton, Nayax AU

We are coming to the final stage of the Beta testings with your help and feedback, and very soon the University will be launched to our customers, who will be able to benefit from it as well.

All University ideas are welcome, now and in the future – please share them with Eliran (elirant@nayax.com) at any time!



We heard from you – Nayax Pulse COVID-19 Survey

The objective was to hear your voice during these challenging times – how our employees around the world are managing with the new work and life dynamics.

We are currently using your feedback to assess future remote work possibilities for some of our teams in IL. Also, your feedback had valuable insights about which business routines work well and what needs improvement when working remotely. Your comments about expectations from management was also well noted! Most importantly, we better understood your welfare, concerns and spirit during these challenging times.

Thank you for 91% response rate!

Overall Results



Top strengths and highest scores

- Ongoing Communication with manager (Q6) and clarity of priorities (Q7)**
88% of employees indicate communication and clarity of assignments positive. Both are key to performance and employees' engagement.
- Ability to exchange with co-workers (Q8) and team (Q9)**
84% and 79% of employees indicate ability to exchange with team and co-workers (respectively) as positive. Both are key to drive projects and collaborate to perform.
- Work From Home Benefits (WFH) (Q4)**
241 of you indicated benefits of WFH. Key ones are: save time commuting, less interruptions and more productive.

Other top positive results:

- "Thank you for the concern and the survey" > "helps emotionally to employees" (12 respondents)
- "Good leadership and management during this time" > "Great team and support" > "pride in company" (10 respondents)

Top weaknesses and lowest scores

- Impact of the COVID on the company (Q16) and personally (Q15)**
72% of employees are worried about the impact on the company and 46% are worried about the impact on them personally.
- Missing equipment (Q2)**
45 employees indicate various technical difficulties working remote. Key ones are: missing equipment, poor facilities at home, connectivity. However, 76% (Q1) of you said there were no technical problems at all!
- Work From Home Difficulties (Q5)**
182 of you indicated the downside of working from home. Key ones are: interruptions (children), quick problem solving more complex, lack of personal contact (social isolation)

Other top positive results:

- "Worry about employment and financial situation personally and of company" > "expected to work full time for partial pay" (7)
- "Miss routine" > "better set up working in the office" (5)

Quiz Time!

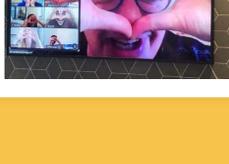
How Much Do You Remember?

Ready for the Nayax Pulse Quiz? Answer all the questions correctly and be entered into a raffle for the chance to win a US\$ 50 gift card!

Find the quiz here:
<https://university.nayax.com/learner/course/id:170>

All the love

We've been continuing to meet together and separately...



Ready for the New Nayax Shopping Experience?

Over the past 18 months we have worked hard to form a new division within Nayax called Nayax Retail.

The new division's mission is very straight forward – provide consumers with the best purchasing experience available. But as you already know, providing great purchasing experience is what Nayax has been doing for the past 15 years, so what's the difference? Well, Nayax Retail doesn't target unattended merchants, and you won't find any payment solutions for machines in our products portfolio. Yes, you got it right, we don't sell any VPOS Touch devices.

In Nayax Retail we leveraged Nayax's payment engine capabilities and expanded it to accept payment transactions originating from 3rd party payment terminals, similar to the ones you see in many shops and businesses today. We collaborated with several manufacturers to sell us payment terminals, customized them with Nayax's brand (yellow) and developed Android apps that connected these terminals to our DCS and Engine. Our recent acquisition of UPI Tec, provider of retail solutions based on SAP Business One, enables Nayax to offer merchants with a robust solution to manage their any-scale business with ease and peace of mind.

Our modular and customizable solution provides small and medium retailers with everything needed to not only conduct sales but to actually run the business. We offer a single and affordable platform that includes tools and capabilities that were until recently available only for large retailers. Our retail platform includes:

- Payment acceptance
- Point-of-Sale
- Various hardware options to best suit each business's unique needs
- A cloud-based management system for sales reports and analysis
- Marketing & loyalty capabilities
- A built-in ERP system
- Payment clearing and processing
- E-commerce solution

All these features combined with the variety of payment methods supported by Nayax, provides retailers with a very unique and attractive value proposition.

As a first step we launched the solution in Israel and initiated marketing activities which includes a dedicated mini site and social media accounts for the local market. We've recruited a door-to-door and channels sales team and they already closing deals and gaining new customers every day.

A global launch of Nayax Retail solutions is planned in the coming months and it will be scaled up gradually, country-by-country, based on relevant business opportunities.

Chronicle – a word from Nayax employees

Betzalel Mordachai's interview

What's your story?

(tell us about you / family / background)

To write about myself knowing that the text will be distributed to 350 people is very exciting! This newsletter is a great platform to introduce myself, but I would rather meet and get to everyone in person. I am 39, happily married, and the father of three adorable children.

I was born in the USSR in 1980, in the city of Derbent in the Caucasus, in a traditionally observant family. Everyone always asks me, "How is it that you're from the Soviet Union and your family name is Betzalel (a Hebrew name, unusual for Jewish families of the former USSR)?" Betzalel is the name of my great grandfather who died shortly before I was born. He was a religious man, and a leader of the Jewish community in the city.

At the age of 13, I immigrated to Israel, to the coastal city of Netanya. At 14, I started developing computer games. I completed a B.Sc. and an M.Sc. in computer science. At 19, I started working as a tutor for C language at the Netanya Academic College, and as a software developer at Formula Retail Solutions. I have built systems for a wide range of retail customers, among which are known Israeli companies such as James Richardson (Duty Free). I really enjoyed the work I did – developing organizational workflows and helping business owners improve them, computerizing processes, and automating the organization – this was exciting for me. In addition, each time I experienced how my products successfully improved the activities of the companies, I received great satisfaction and it inspired me to continue working in the field and do even better.

In early 2005 I founded UPI Tec. I went through a fascinating journey - encountering difficulties, learning to find solutions and to overcome setbacks. Over time I have recruited a team of wonderful and very talented people! Together we have created amazing products – very reliable and with rich capabilities. Together we recruited clients who have been with us for many years and who love the company. For 15 years we have not stopped investing in software infrastructure, expanding our product capabilities, creating a good reputation in the market. Over the years, I have received numerous offers for company acquisition and collaborations. But only once I received a call from a company that I think will be a strategic partner, a company that will leverage UPI Tec's activities and lead us to great achievements, so it's with Nayax, with Dudu and Yair to whom I gave my full trust. So far, I have only worked with a small part of the Nayax team, whom I found talented and goal oriented. I am happy to be part of this team! My next goal is to build a new generation of retail products that will serve tens of thousands of retailers worldwide.

What do you do at Nayax?

I am the Technology and Development manager of the Retail Group. Currently, I am working on several projects - a cloud system for retail enterprise management; a detailed design for Golf & Co company, and other projects.

What was your best career decision?

The decision to rely on intuition in decision making.

Tell us about your hobbies / what do you like to do in your spare time?

I love fishing, play chess, and making good food.

What is your favorite place in the world and where would you like to visit when travel is back?

Often, I go to Jerusalem, walk around the old city and the wailing wall. There are many beautiful places around the world, but, maybe subconsciously, I am attracted back to the wailing wall most of all.

Maria Ivanchin's interview

What's your story?

(tell us about you / family / background)

I'm 44, married and have 2 children. I immigrated to Israel from the Ukraine in 1999. I have a BA in Music, History and Arts. I specialized in playing piano and conducting chorus and orchestra. In Israel I changed my profession to accounting. I managed the bookkeeping department at Steimatsky (Bookstore chain). After 10 years, I set out for a new challenge - accepting a job at UPI Tec as project manager / implementer – and 3 years have passed without even noticing!

What do you do at Nayax?

I manage a great customer service project team

What was your best career decision?

A good career decision was to transfer from accounting to IT

Tell us about your hobbies / what do you like to do in your spare time?

I love travelling in Israel, read books, listen to music, play piano and theatre

What is your favorite place in the world and where would you like to visit when travel is back?

I would like to travel Finland, via bike and hiking



Nayax in pictures

Shavuot toast may 27th

