SAFE HARBOR

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This presentation contains statistical data that we obtained from industry publications and reports generated by third parties. Although we believe that the publications and reports are reliable, we have not independently verified this statistical data.

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KORNIT 4.0

INVESTOR EVENT
MAY 18, 2021
A STRONG START FOR 2021
OUR GOAL
$1B
REVENUE IN 2026
Traditional supply chain and production methods are **INADEQUATE**

**EXCESS PRODUCTION IS A MAJOR PAIN POINT**
for brands and retailers
30% of items are never purchased

21 million tons of textile are wasted

28 trillion liters of water are wasted

Equals to entire US population drinking needs for more than 72 years

What if things were different?
THINGS CAN BE DIFFERENT!

ON-DEMAND
SUSTAINABLE
PROXIMITY
PRODUCTION
OUR MISSION

BECOME THE OPERATING SYSTEM FOR ON-DEMAND SUSTAINABLE FASHION

Fashion - Includes fashion, apparel, home décor, and other textile-based forms of self-expression
DEVELOP AND DEPLOY THE OPERATING SYSTEM

For on-demand sustainable fashion

ESTABLISH KORNIT\textsuperscript{X}

DIGITIZE PRODUCTION

OUR STRATEGY

BRANDS

TRADITIONAL AND ONLINE RETAILERS

LICENSES

ECOM PLATFORMS & MARKETPLACES

DESIGNERS AND INFLUENCERS

INVENTORY MANAGEMENT

MEDIA HANDLING

PRINT

ADDITIONAL DECORATION METHODS

CUT-MAKE-TRIM

Note: Logos represent both current and prospective customers and partners.
DIGITIZE PRODUCTION

DYE-BASED PRINTING

HEAT TRANSFER

SCREEN

EMBROIDERY
ANSWERING MARKET NEEDS

KORNIT 1.0
Custom design on t-shirt

2003

Digital print on white garments

Printing on dark garments

KORNIT 2.0
Textile decoration

2012

Single step DTF digital printing

Mass Production

KORNIT 3.0
Retail quality

2018

KORNIT HD
Retail quality

First ever digital print capabilities on dyed polyester

KORNIT 4.0
Operating system for on-demand sustainable fashion

2021

Next gen decoration technologies

Quality

Productivity

New applications

Sustainability

eCom

2022

MAX + KornitX

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INTRODUCING MAX TECHNOLOGY

New standard for on-demand production
MAX TECHNOLOGY

Highest quality and Durability
Productivity
New applications
Sustainability
Today our process optimizes ink efficiency for color. By enhancing the process, we created functionality that controls not only color but providing absolute digital control of color, form and structure.
XDi APPLICATIONS

Seamless 2D to 3D rendering with automated algorithms

EMBROIDERY

HEAT TRANSFER
SCREEN & VINYL

HIGH DENSITY
EMBELLISHMENTS
MARKET IMPRESSIONS

EMBROIDERY IS A 5.2B(1) IMPRESSIONS MARKET

<table>
<thead>
<tr>
<th>Machine</th>
<th>Duration</th>
<th>Cost (18,000 stitches)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analog (5*5 cm)</td>
<td>8 minutes</td>
<td>$3.6</td>
</tr>
<tr>
<td>Atlas Max</td>
<td>1-2 minutes</td>
<td>$1.4</td>
</tr>
</tbody>
</table>

(1) BASED ON “GLOBAL EMBROIDERY MARKET INSIGHTS AND FORECAST FOR 2027” MAIA RESEARCH ANALYSIS. ESTIMATED NUMBER OF IMPRESSIONS IN 2021
HEAT TRANSFER AND VINYL ARE A 2.2B (1) IMPRESSIONS MARKET

<table>
<thead>
<tr>
<th></th>
<th>Duration (2 colors)</th>
<th>Cost (2 colors)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vinyl Analog</td>
<td>26 minutes</td>
<td>$7.4</td>
</tr>
<tr>
<td>Atlas Max</td>
<td>1-2 minute</td>
<td>Polyester - $3.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cotton - $1.85</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Heat Transfer</th>
<th>Duration (Name &amp; Number)</th>
<th>Cost (Name &amp; Number)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analog</td>
<td>25 minutes</td>
<td>$4.6</td>
</tr>
<tr>
<td>Atlas Max</td>
<td>1 minute</td>
<td>$1.2</td>
</tr>
</tbody>
</table>

(1) "GLOBAL DECORATED APPAREL MARKET RESEARCH REPORT 2017-2024", VALUE MARKET RESEARCH AND COMPANY ESTIMATES. ESTIMATED NUMBER OF IMPRESSIONS IN 2020
HIGH DENSITY IS A

0.3B (1)

IMPRESSIONS MARKET

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analog (5*5 cm)</td>
<td>25 minutes</td>
</tr>
<tr>
<td>Atlas Max</td>
<td>1-2 minutes</td>
</tr>
</tbody>
</table>

(1) "GLOBAL APPAREL SCREEN PRINTING MARKET ANALYSIS" MERKEL & SEARS 2017. ESTIMATED NUMBER OF IMPRESSIONS IN 2020
ATLAS MAX POLY

- Merging the MAX technology with NeoPoly Technology
- Create new capabilities on poly

Polyester

16% (1)

OF T-SHIRTS ARE MADE OF POLYESTER

(1) "GLOBAL T-SHIRTS MARKET 2017-2025" CREDENCE RESEARCH. AS OFT 2020
AUTOMATED ROBOTIC MEDIA HANDLING

- Productivity increase
- Ease of operations
- Production consistency

Atlas current loading and unloading: 35 Seconds*

Atlas MAX with automation: 15 seconds

Additional garments per hour: 20%

*avg. on fulfillers' production floor
DTG MARKET OPPORTUNITY

TAM of 21B impressions in 2020
19B items*

31B (2026)
21B (2020)

Digital impressions

*(1) Source: Company estimates for apparel impressions (including for example impressions on t-shirts, hoodies, pants, bags, etc.) 21B represents estimated annualized run rate of impressions for year-end 2020. 31B represents projected annualized run rate of impressions for year-end 2026. Including embroidery TAM expansion

* Assuming 1.1 impressions per item
FASHIONx ON-DEMAND

Fashionx - Includes fashion, apparel, home décor, and other textile-based forms of self-expression
Reshoring possible as US firms look to shorter, faster supply chains post-pandemic

ASOS and Fashion-Enter partner with Kornit Digital on sustainable, on-demand textiles production

FROM DESIGN TO FULL COLLECTION IN 2 WEEKS

FROM DESIGN TO CATWALK IN 1 DAY
BREAKING LIMITS IN FASHION AND HOME DÉCOR

DIRECT-TO-FABRIC TAM of 39B sqm
~4 Trillion impressions**

COMING SOON:
MAX technology on Presto

- Elite Fabric retail quality
- Create new capabilities and applications on DTF
- End-to-end Micro factory workflow

(2) Source: Company estimates. 42B represents projected total volume in SQM of printed fabric output in 2026.
** Assuming avg. impression of 100 cm² (10 by 10 cm)
DEVELOP AND DEPLOY THE OPERATING SYSTEM

For on-demand sustainable fashion

ESTABLISH KORNIT

DIGITIZE PRODUCTION

OUR STRATEGY

BRANDS

TRADITIONAL AND ONLINE RETAILERS

LICENSORS

ECOM PLATFORMS & MARKETPLACES

DESIGNERS AND INFLUENCERS

INVENTORY MANAGEMENT

MEDIA HANDLING

PRINT

ADDITIONAL DECORATION METHODS

CUT-MAKE-TRIM

Note: Logos represent both current and prospective customers and partners.
KORNITX

BRANDS
- H&M
- Zara

PROMOTIONAL
- Express
- Forever 21

RETAILERS
- Walmart
- zalando
- KOHL'S
- ASOS

LICENSORS
- Marvel
- Warner Bros.

MARKETPLACES
- Amazon
- eBay

DNVBS
- Everlane
- Bonobos

FULFILLERS
- PrintAll
- Terra

CONSUMERS
- Immediate gratification
- Consistent quality

CREATORS

FULFILLERS

Note: Logos represent both current and prospective customers and partners.
EMPOWERING THE FRONT-END

- Immediate gratification
- Consistent quality

Design → Display 2D/3D → Online Store → Order Mgmt. → Virtual Catalog → Virtual Fitting → Fulfiller

Note: Logos represent both current and prospective customers and partners.
KORNITX

NETWORK

- Proximity production
- Quality consistency (QUEST)
- Brand integrity
- Variety
- Production flexibility and scale

Note: Logos represent both current and prospective customers and partners.
KORNITx

MANAGING PRODUCTION

- Immediate gratification
- Consistent quality

Note: Logos represent both current and prospective customers and partners.
Immediate gratification
Consistent quality
An online design platform, recently valued at $15B with over 1B designs already created and a mission to empower everyone in the world to design.

Using Kornit\(^X\) to ROUTE & MANAGE their print orders

Enable users to print their creations via a global network of printers.
KORNITx GOAL

>$100M

KORNITx REVENUE GOAL* IN 2026

SAAS
Subscription
Transactions
VAS

*Management goal
KORNIT
CURRENT
FINANCIAL
MODEL

FIGURES REPRESENT REVENUE

Last 5-year CAGR (2014-2019)
24%

$180M
$96M H2
$84M H1
2019

$193M
$130M H2
$63M H1
2020

$144M H1 Forecast
2021

$500M

END OF 2023 ANNUAL RUN RATE GOAL*

2021 H1 forecast includes Q1 actual revenues, net of non-cash warrants impact of $3.1 million, plus the mid-point of guidance for Q2, which assumes zero impact of warrants

*Management goal
KORNIT 2026 FINANCIAL MODEL

FIGURES REPRESENT REVENUE

Last 5-year CAGR (2014-2019)

24%

2021 H1 forecast includes Q1 actual revenues, net of non-cash warrants impact of $3.1 million, plus the mid-point of guidance for Q2, which assumes zero impact of warrants.

2026* $1B

50-54% Gross Margin

>20% Operating Margin

BEFORE END OF 2023 ANNUAL RUN RATE GOAL*

2019 $180M
   $96M H2
   $84M H1
2020 $193M
   $130M H2
   $63M H1
2021 $144M
   H1 Forecast

2019 $180M
2020 $193M
2021 $144M
2022 $150M
2023 $160M
2024 $170M
2025 $180M
2026 $190M

$500M

*Management goal
REVENUE GOAL*
$1B IN 2026

2021 revenue growth higher than 50%

Consumables and SW CAGR higher than systems CAGR

Kornit’s 1B impressions are ~3% of DTG 31B TAM

KornitX revenue >$100M

Continue to grow our value-added services

*Management goal
**Approximately
GROSS MARGIN AND OPERATING MARGIN GOALS*

2026 goals*:
Gross margin of 50%-54%
Operating margin of over 20%

- Continued transition to mass production systems
- High growth of consumables business
- High growth of software solutions
- Increasing profitability of our value-added services
- Operational leverage and cost reduction

- Continue investing in growth while gaining operational leverage

**Based on 2 full shifts of production
GOAL

$1B REVENUE IN 2026*

Targeting $1B revenue in 2026

50-54% GM

Over 20% OP

*Management goals
BECOME THE OPERATING SYSTEM FOR ON-DEMAND SUSTAINABLE FASHIONX

$1B

*Fashionx - Includes fashion, apparel, home décor, and other textile-based forms of self-expression*
COMMITMENT TO SUSTAINABILITY AND COMMUNITY
CREATE A BETTER WORLD WHERE EVERYBODY CAN BOND, DESIGN AND EXPRESS THEIR IDENTITIES, ONE IMPRESSION AT A TIME
Q&A