

Workplace Experience

cxapp

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In connection with the proposed business combination (the "Business Combination") and the distribution of CXApp common stock to Inpixon securityholders, CXApp filed a registration statement on Form S-1 (SEC File No. 333-267964), which includes a final prospectus registering shares of CXApp common stock, and KINS has filed with the SEC a registration statement on Form S-4 (File No. 333-267938) on October 19, 2022, as amended, which includes a final proxy statement/prospectus in connection with the KINS stockholder vote required in connection with the Business Combination and the registration of shares of KINS common stock, warrants and certain equity awards. This communication does not contain all the information that should be considered concerning the Business Combination. The final prospectus filed by CXApp includes the final proxy statement/prospectus filed by KINS, which serves as an information statement/prospectus in connection with the spin-off of CXApp. This communication is not a substitute for the registration statements that CXApp and KINS have filed with the SEC or any other documents that KINS or CXApp may file with the SEC, or that KINS, Inpixon or CXApp may send to stockholders in connection with the Business Combination. It is not intended to form the basis of any investment decision or any other decision in respect to the Business Combination. KINS's stockholders and Inpixon's securityholders and other interested persons are advised to read, when available, the definitive registration statements, and documents incorporated by reference therein, as these materials will contain important information about KINS, CXApp and the Business Combination. The final proxy statement/prospectus contained in KINS's registration statement was mailed to KINS's stockholders as of the record date of February 2, 2023 for voting on the Business Combination. The registration statements, proxy statement/prospectus and other documents (when they are available) will also be available free of charge, at the SEC's website at www.sec.gov, or by directing a request to: KINS Technology Group Inc., Four Palo Alto Square, Suite 200, 3000 El Camino Real, Palo Alto, CA 94306.

Participants in Solicitation

KINS and CXApp and their respective directors and certain of their respective executive officers and other members of management and employees may be considered participants in the solicitation of proxies with respect to the transaction. Information about the directors and executive officers of KINS is set forth in its Annual Report on Form 10-K for the fiscal year ended December 31, 2021. Additional information regarding the persons who may, under the rules of the SEC, be deemed participants in the proxy solicitation of the stockholders of KINS and a description of their direct and indirect interests in KINS, by security holdings or otherwise, will be included in the proxy statement and other relevant materials to be filed with the SEC regarding the transaction when they become available. Stockholders, potential investors and other interested persons should read the proxy statement carefully when it becomes available before making any voting or investment decisions. When available, these documents can be obtained free of charge from the sources indicated above.

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CXApp presents these non-GAAP amounts because management believes they provide useful information to management and investors regarding certain financial and business trends relating to CXApp's financial condition and results of operations, and they assist management and investors in comparing CXApp's performance across reporting periods on a consistent basis. CXApp's management uses these non-GAAP measures for trend analyses, for purposes of determining management incentive compensation and for budgeting and planning purposes. CXApp believes that the use of these non-GAAP financial measures provides an additional tool for investors to use in evaluating operating results and trends in and in comparing CXApp's financial measures with other similar companies, many of which present similar non-GAAP financial measures to investors. CXApp's management does not consider these non-GAAP measures in isolation or as an alternative to financial measures determined in accordance with GAAP.

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KINS Overview

Led by operators with deep domain expertise



Khurram Sheikh

Founder, CEO & Chairman

25 years of experience in TMT developing and leading transformational technologies, 4G, Wi-Fi, 5G, Edge AI, IoT



Eric Zimits

Chief Corporate Development Officer

Extensive experience focused on the wireless and mobile communications and internet sectors



Camillo Martino

Board Member



Di-Ann Eisnor

Board Member



Hassan Ahmed

Board Member



Atif Rafiq

Board Member



Allen Salmasi

Board Member

Transformational Technologies

- KINS Technology Group is a Nasdaq-listed (KINZ) SPAC which completed its IPO in December 2020
- KINS is focused on identifying and acquiring transformative technology businesses that are shaping the digital future
- The KINS team has experience transforming technology ecosystems and creating disruptive business models (e.g. mobile networks, digital video, edge compute, mobile apps)

**Leading workplace experience
platform providing transformational
experiences across people,
places and things.**

Leadership

Management team

Khurram Sheikh

Chairman & CEO



Adam Benson

Chief Technology Officer

Leads R&D, DevOps and Engineering



Chris Wiegand

EVP Business Operations

Leads Customer Success and Revenue Operations



Leon Papkoff

Chief Product Officer

Leads Design, Product, Marketing, and Partnerships



Michael Angel

Chief Financial Officer

Leads Finance, Planning and Accounting



Market Positioning

- Leader in Enterprise Employee Experiences
- Global Client Base includes over a dozen F500 companies
- An experienced team that leverages innovation to bring world class solutions to market
- Product suite includes App, Maps, On-Device Positioning (ODP), Augmented Reality (AR) and AI-based Analytics Platform
- International workforce – headquartered in SF Bay Area
- Key Customer market focus has been North American companies with a global footprint
- New ticker **CXAI** – representing our vision of enhanced experiences with connected intelligence



Great Success Comes with Great Customers

 Adobe

 RIVIAN

 pepsi.

 aruba
a Hewlett Packard
Enterprise company



 DOORDASH

 FOX

 CLOUDFLARE

 KLA Tencor

 Edwards



 Pfizer

 Hewlett Packard
Enterprise

 NBC

 Walmart

 JUNIPER
NETWORKS

 Lenovo

 NUTANIX

 THE CLOROX COMPANY

 IMD
REAL LEARNING. REAL IMPACT.

 Pinterest

 GUARDANT

 Brookfield

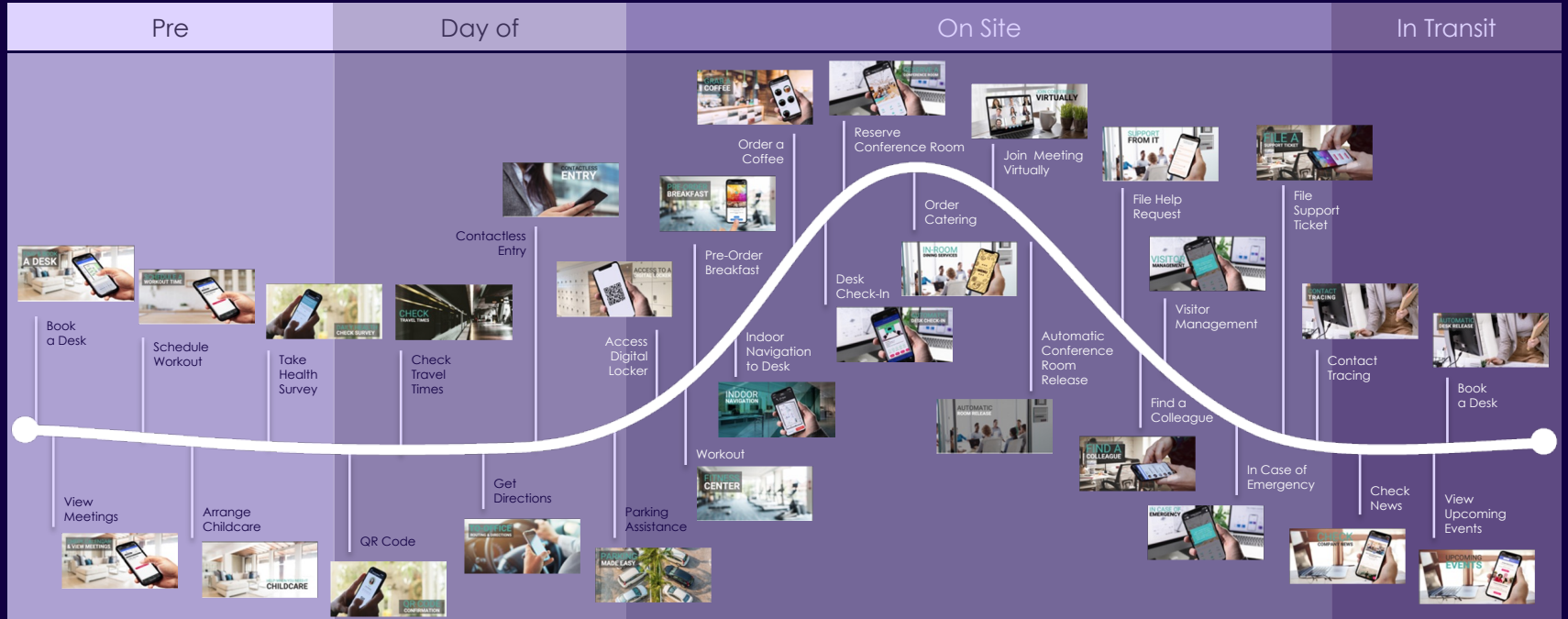
 Thermo Fisher
SCIENTIFIC

 one
workplace

CXApp Workplace Experience



CXApp Customer Journey





Hybrid work changed *everything*

EMPLOYEES ARE **FRUSTRATED**

They struggle with work/life balance, want flexible work choices, are overwhelmed by too many tools, and need better ways to connect with colleagues.

EMPLOYERS ARE **STRUGGLING**

They need to consolidate systems, find ways to empower employees, and are under-informed on how everything is actually working.



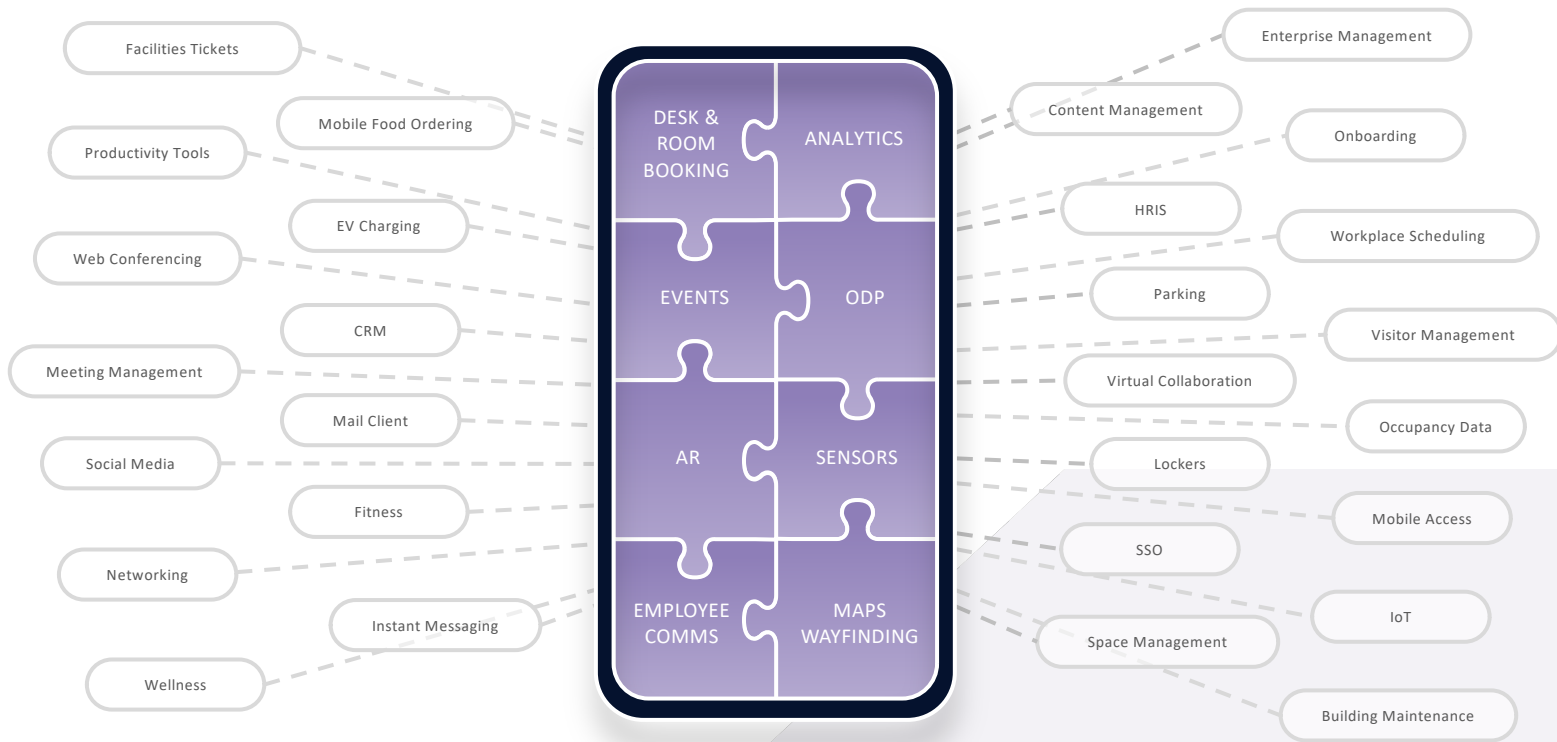
Workplace SuperApp

/ 'wɜrk,plās / 'soōpər ap /

proper noun

1. Platform that consolidates the services, features, and functions of your workplace tech stack into a single mobile app

Engaging Services for Employees



Market Approach

Key Target Market Segments



Financial Services



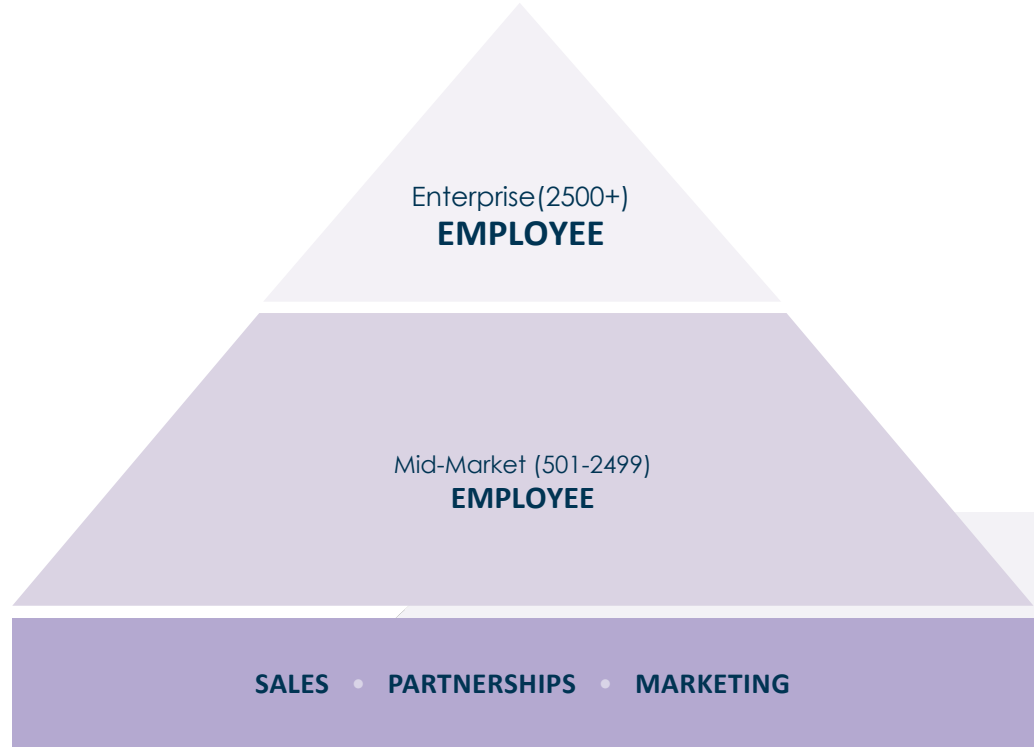
Pharma/
Health



Software/
Tech

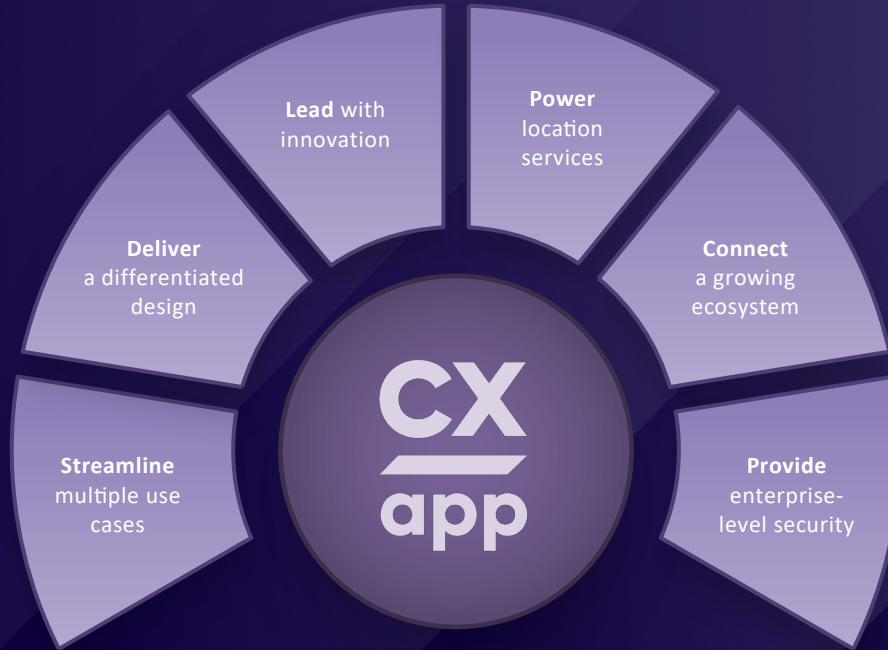


Media/
Entertainment



Why We Win

Our Unique and Differentiated Approach to the Market



A Strategic Imperative

Over the next 5 years, leading enterprise organizations will be using a mobile app to manage workplace experience

Total Addressable Market w/ high growth rate and CAGR driven by the need to:

- Manage hybrid workplace models
- Consolidate workplace tools and experiences
- Improve productivity

Workplace Experience Apps
2020 to 2025 (\$ millions) – 19%
CAGR



Source: Memoori Workplace Experience Apps Report 2021

Product Vision

First to Market with Disruptive Innovation

**SaaS
Platform**



Deliver the first
enterprise-grade SaaS
platform at scale for new
category

**Augmented
Reality**



Deliver the first
enterprise-grade SaaS
platform at scale for new
category

**AI &
Analytics**



AI-based analytics
platform delivering value-
based operational
efficiency and workplace
transformation

Business Strategy & Plan

Scale to “Category Maker”

**Land and
Expand**



Leading logo wins and large-scale expansions resulting in repeatable sales model

**Full Software
Solution Offering**



Full solution offering from maps to analytics and 100+ third party integrations provide one-stop offering

Category Maker Opportunity



Create new enterprise software category of employee experiences

Financial Model and Plan

Streamlined for Success

Optimized Cost Structure



Spin-out CXApp will be cost-optimized as a separate business with an anticipated adjusted annual OpEx* reduction of approximately 40% following closing as compared to 12/31/22.

Capitalized for Org. Growth



SPAC business combination will provide up to \$14M of capital resulting in 12-18 months of runway (assuming no redemptions) and 2X+ investment in organic sales

Leading SaaS Metrics



- 400+ enterprise campuses deployed globally
- 40%+ growth in new customer spend within first 12 months
- <5% average quarterly churn rate.

Stats as of December 31, 2022



*Adjusted OpEx for this purpose does not include non-cash items such as, but not limited to, goodwill, amortization, depreciation, etc.

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SIMPLIFY THE COMPLEXITIES
OF HYBRID WORK

HELP EMPLOYEES & OPERATIONS
MAKE DATA-DRIVEN DECISIONS
IN REAL-TIME

THROUGH A SINGLE
MOBILE APP



CONNECT EVERY EXPERIENCE

IN THE WORKPLACE

No Matter Who You Are, Where You Are, or What You're Doing

cxapp

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