



OUTPERFORM THE FUTURE™

Financial Fact Sheet

Q1 2016

NASDAQ, TASE: MGIC

About Magic

Magic Software Enterprises Ltd. is a global provider of enterprise-grade application development and business process integration software solutions as well as a broad range of integration and IT professional services.

Magic's software solutions are used by thousands of enterprises, ISVs and implementation partners to develop, deploy and integrate on-premise, mobile and cloud-based business applications. By enabling enterprises to leverage existing IT systems and get to market quickly with new applications, Magic customers can dramatically improve operational efficiency and innovation with a high return on investment. Magic's integration and IT project management and staffing augmentation services enable enterprises to implement all types of IT projects, from complex to simple, quickly and efficiently.

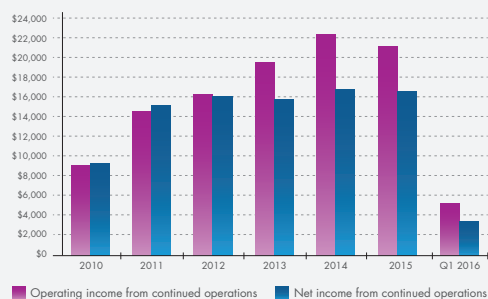
Magic solutions are backed by over 30 years of experience, millions of installations, and strategic alliances with global mobile and IT leaders, including Samsung, IBM, Microsoft, Oracle, Salesforce.com, Sage, SugarCRM, SYSPRO and SAP. With a presence in more than 50 countries, including 24 regional offices, we collaborate closely with our customers and thousands of business partners to accelerate their business performance.

Income Statement Highlights Non-GAAP (US\$, in millions)

	Q1/2016	Q1/2015	YOY%	2015	2014	YOY%	2013	YOY%
Revenues	44.7	40.3	11%	176.0	164.3	7%	145.0	13%
Operating Income	6.7	6.7	-	27.2	25.9	5%	22.7	14%
Net Income	4.8	5.2	(7%)	21.7	20.5	6%	19.5	4%

Income Highlights (GAAP)

(US\$, in thousands)



Balance Sheet Highlights

(US\$, in millions)

	31/3/2016
Total Cash*	80.8
Total Assets	249.8
Total Equity	194.3

* Including cash and cash equivalents, short-term bank deposits and short-term investments in marketable securities

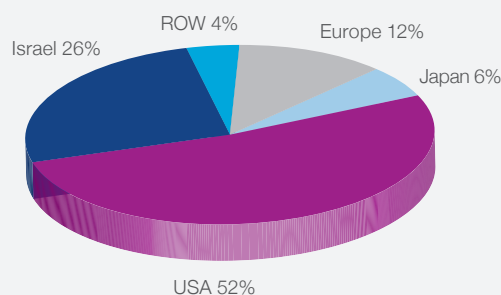
Q1 2016 YTD Cash Flow Overview

(US\$, in millions)

Total Cash 31/12/2015*	76.7
Dividend Distribution	(4.0)
Investment in Subsidiaries	(2.7)
Net Cash Provided by Operations	11.2
Other	(0.4)
Total Cash 31/3/2016*	80.8

* Including cash and cash equivalents, short-term bank deposits and short-term investments in marketable securities

Revenues by Geography - Q1 2016



Customers

Able B.V.
 adidas Canada
 Adecco Nederland
 Agricultural Bank of China
 Allstate Life Insurance
 AutoScout24
 Bank Leumi
 BNP Paribas
 Boston Medical Center
 Celebi Ground Handling
 Christie Digital
 Club Med
 Coca Cola Brazil
 Crane & Co
 Datenlotsen
 Ekro
 Euroclear
 Fiskars
 FMRP
 Fujitsu-Marketing
 Fukushima Bank
 GE Capital
 Grange Insurance
 Guardian Life Insurance
 Hitachi Systems
 IDF
 ING Commercial
 Japan Chamber of Commerce
 L'Occitane
 Mahindra & Mahindra
 Mitsubishi
 Mundipharma
 NHS Trust
 Nintendo
 Orangina Schweppes
 Pacific Steel
 Petzl
 Rosenbauer
 Segafredo Zanetti France
 Sennheiser
 Sheba Medical Center
 Sony DADC
 Stallergenes
 State of Washington Courts
 Sterling Crane
 Sun Life Insurance
 TOTO
 UPS
 Vishay Intertechnology
 Vodafone Iceland
 Volvo Brazil
 WellMark

Q1 2016 Highlights

• Strong Financial Performance

- Strong cash position with virtually no debt and a healthy total cash balance of \$80.8 million as of March 31, 2016.
- Revenues for Q1 2016 were \$44.7 million, reflecting a YOY increase of 11%.
- Operating cash flow for quarter ended March 31, 2016, totaled \$11.2 million.
- Non-GAAP operating income for Q1 2016 remained constant YOY at \$6.7 million.
- Non-GAAP net income for Q1 2016 decreased 7% YOY to \$4.8 million.
- Cash dividend for H2 2015 of approximately \$4.0 million (or \$0.09 per share) paid on March 17, 2016. Cash dividend for H1 2015 of approximately \$4.2 million (or \$0.095 per share) paid on September 10, 2015. Cash dividend for H2 2014 of approximately \$3.6 million paid on March 11, 2015.
- Dividend policy provides distribution of up to 50% of annual distributable profits. Cumulative dividend distribution of approximately \$32 million between 2012 and 2016 year to date.

• Exceptional Product Offering

- Robust application development and integration platforms that enable enterprises and ISVs to accelerate cloud and mobile solutions
- Highly productive and agile environment for rapid development and deployment of multi-channel enterprise-grade applications
- Certified and native connectors to integrate with and mobilize virtually all enterprise systems (CRM, ERP, Finance, HR, Warehouse Management System, Documentation Management, Website, etc.)
- Highly scalable, secure and future-proof technology
- Integration and consulting services for highly complex end-to-end IT projects
- Expert project management and IT staffing augmentation services

• Leadership and Corporate Vision

- Strong and talented management team focused on efficiency and growth
- Corporate culture of openness, ingenuity, and forward-looking determination
- Clear strategic mission
- Close collaboration with customers to enhance and accelerate business performance

• Global Industry Recognition

- 30 years of enterprise application development and integration experience
- Millions of successful installations worldwide
- Listed in the NASDAQ Global Select Market and the Tel-Aviv Stock Exchange TA-75
- Israel-based company with a presence in over 50 countries, including 24 worldwide offices across North America, Europe, Japan, India, South Africa and Israel
- Global network of thousands of ISVs, system integrators, and value-added distributors and resellers
- Strategic partnerships with leading global enterprise mobility and enterprise software ecosystem vendors, including Samsung, SAP, Salesforce.com, IBM, Microsoft, Sage, SugarCRM, SYSPRO, MicroStrategy and Oracle

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