



ROCKETBOOTS
FAST • FOCUS • FUTURE

Applying the power of machine learning to fundamental business problems

ASX: ROC
Investor Presentation
June 22nd 2022

Contents

- Executive summary
- What we do
- Our business model and pipeline
- Our growth strategy / go to market
- Key people and competitive landscape
- Capital structure
- Post IPO highlights and business activities overview

Executive summary

- RocketBoots established in 2004 as software solution business
- RocketBoots pivoted to computer vision based products full time in 2016
- Investment in Intellectual Property (IP) since 2016 > \$12.5M
- Operational in approximately 350 sites in A&NZ (tier one customers)
- Annual recurring revenue circa \$500K
- Enormous global AI/ML market growing at 42%pa to \$259B in 2025
- \$113B immediately addressable globally with current Beehive products
- Substantial pipeline of very large customers (including international)
- Multiple trials in progress
- Tier one sales and delivery channel partners secured with more imminent
- Sale and marketing launch in UK and US begins in early June
- Experienced and stable management team (14 FTE staff)

Mission: Evidence based change and risk management everywhere, always, for everyone.

RocketBoots provides software that businesses and consultants rely on to accurately manage a large network of geographically distributed operating locations to achieve measurable and significant benefits.



Beehive

BY ROCKETBOOTS

Beehive Applications

Targeting Retail Banking, Retail and Workspace



Beehive Dance*

Workforce Management

- Optimise schedules targeting customer service not workload
- Improve productivity / redeploy latent capacity
- Improve customer service
- Improve covert schedules
- Reduce PLI through better clean schedules



Beehive Sting

Loss Prevention

- Reduce self checkout theft
- Reduce staff register fraud



Beehive Swarm

Property Optimisation

- Reduce leasing costs
- Reduce costs of refurbishment



Beehive Recognition

Automated Security

- LPR/Face
- Respond to repeat threats
- Improve security
- AML



Beehive Basics

Physical Space Data Sources

- Catalog of operational metrics collected from physical spaces for software development or data visualisation teams

* previously a part of Beehive Bridge

New Beehive Dance Application

Retail covert scheduling that significantly reduces organised retail crime

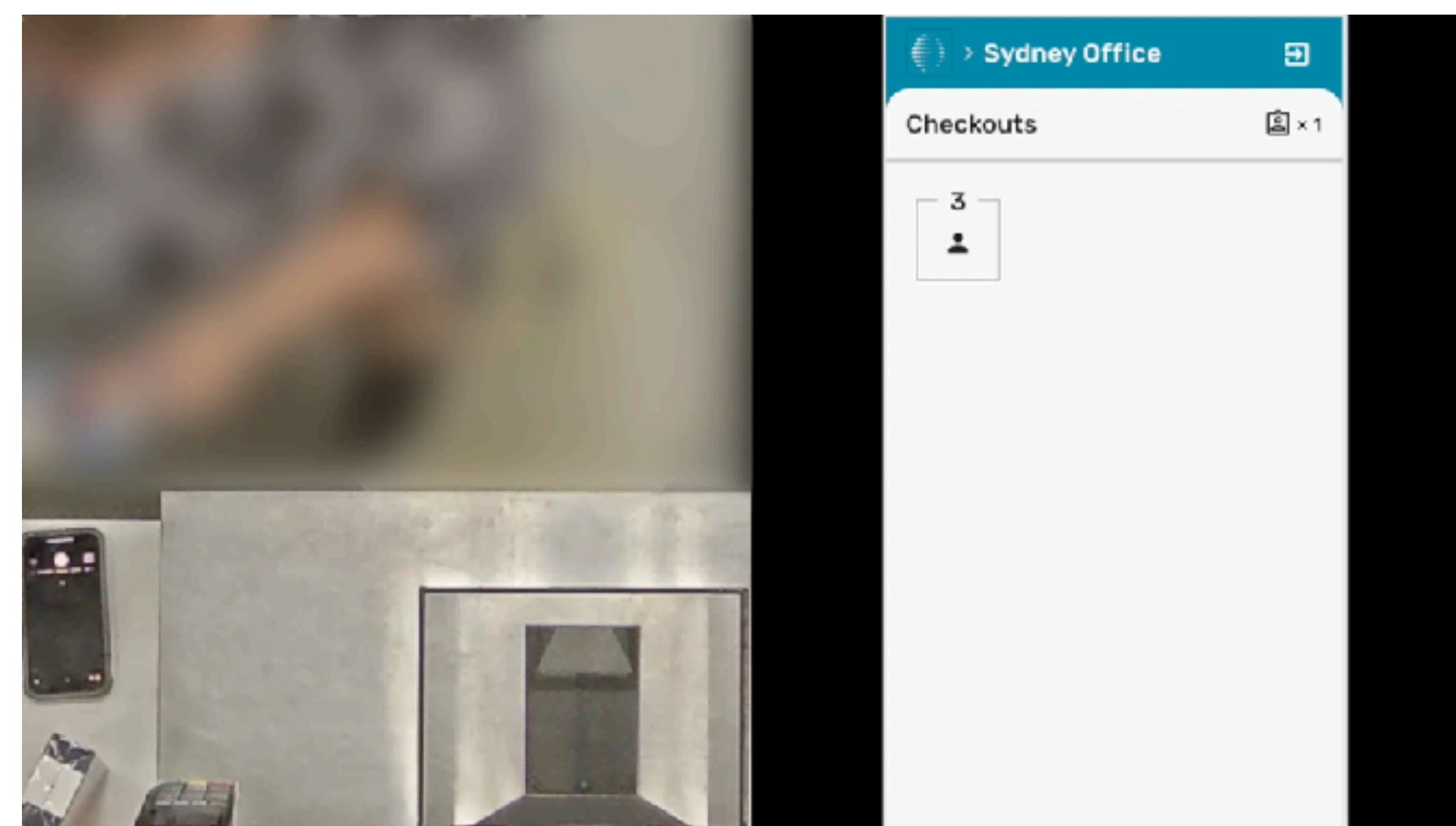
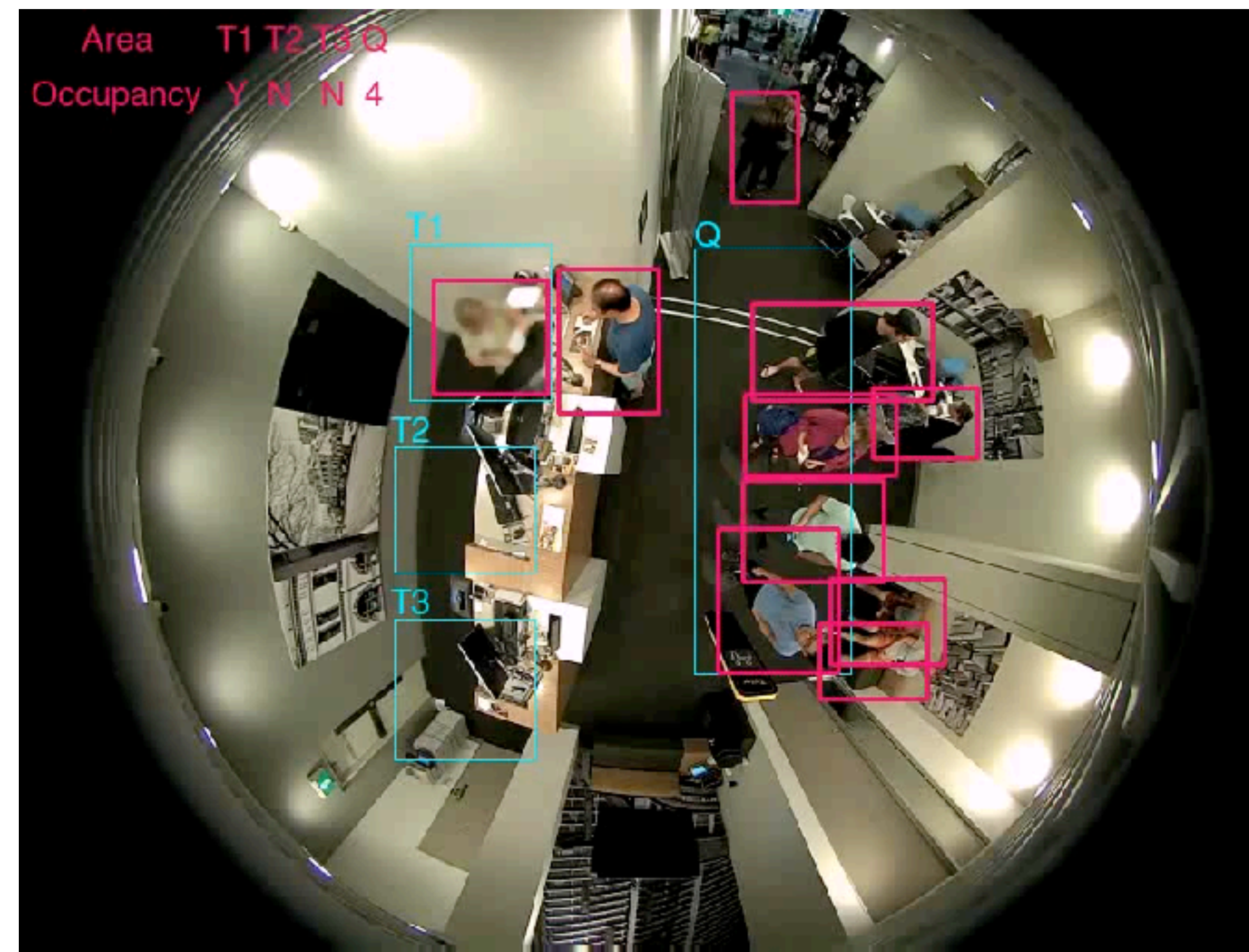
Approach to scheduling >>>	Random	Recent theft	Beehive
Likelihood of covert being in store when high risk individual arrives	11%	6%	33%

3 x more loss prevention events per day

IP Overview

A unique blend of edge computing, machine learning and advanced analytics

Machine learning



Core



Mass deployment

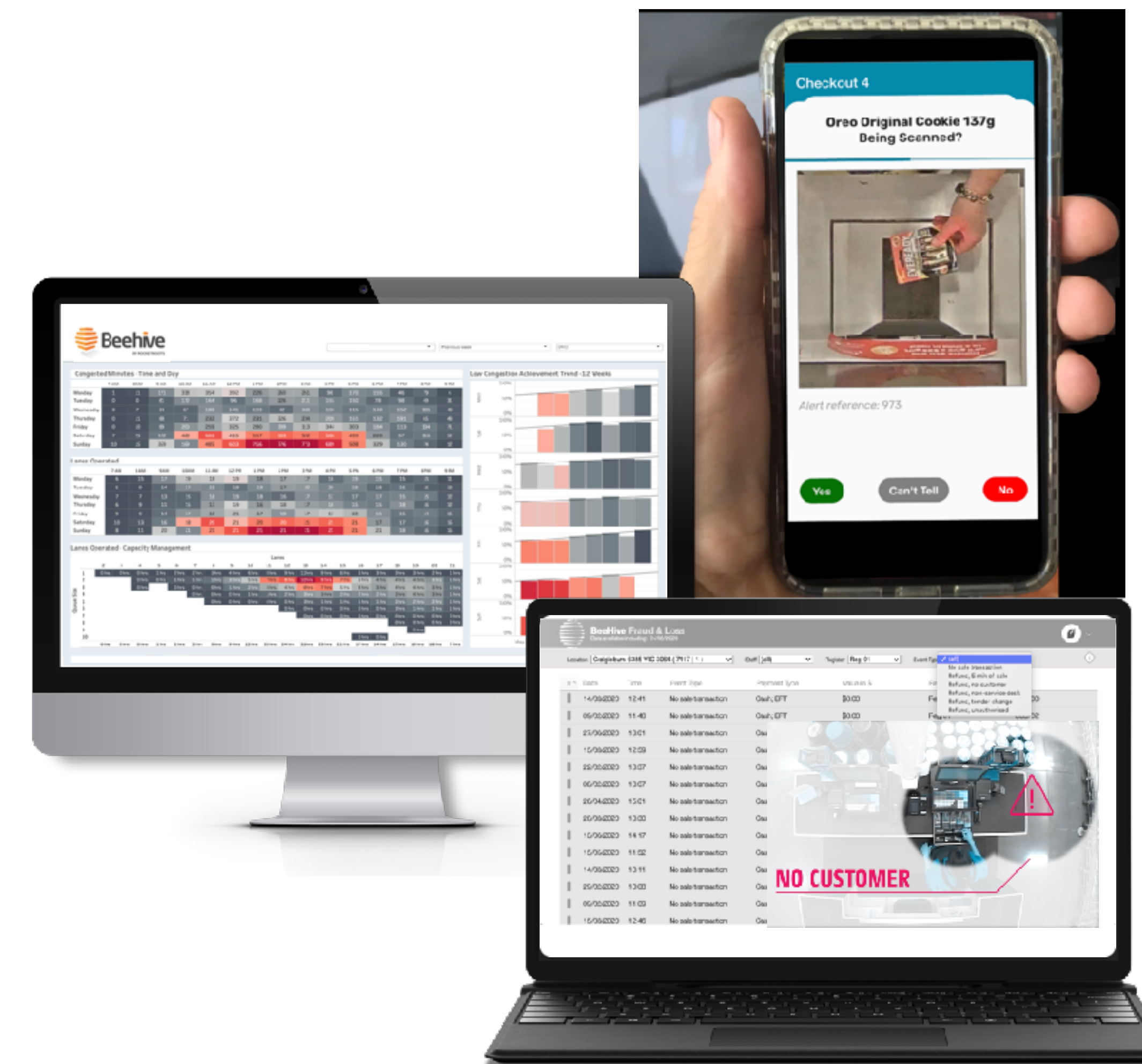


Compute / Simulation



Data manage

Out of the box applications Web, Mobile, Data Visualisation



Outcomes



Optimised Workforce



Better customer service



Property cost reduction

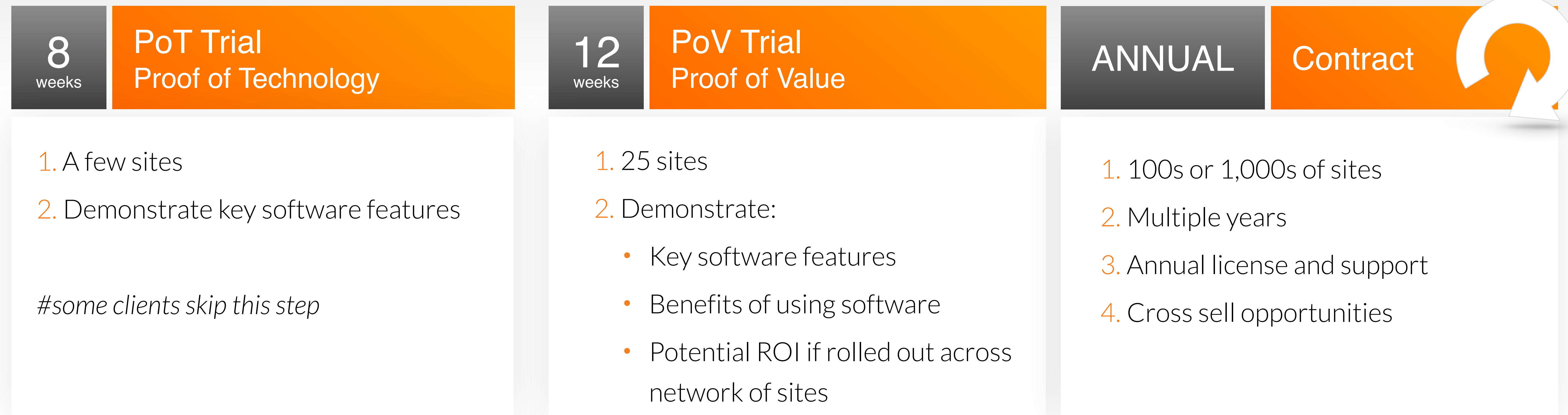


Loss prevention

Business Model

Low cost per site, lots of sites

Revenue	Revenue per site	Revenue Sources
Site Enablement (One-off)	\$4k – \$15K	<ul style="list-style-type: none"> Hardware (edge device) Configuration services
License & support (Annual Recurring Revenue)	\$2K – \$10K	<ul style="list-style-type: none"> Application licensing Platform subscription Maintenance & support



Pipeline Has Increased Since IPO

Even when focus was on building the foundations to accelerate

Enablement

ARR

\$7.4M

Up 14%

\$11.6M

Up 9%

Sources of Revenue and Pipeline Growth

46% of opportunities are beyond PoT

Existing customer
site extensions

2|11

Existing customer
cross sell

2|5

Channel
partners

0|8

Direct sales

0|9

Existing customer
term extensions
(Two due in June)

0|4

Won | Active Pipeline Opportunities

Global addressable market for Beehive products*

Forecast CAGR to 2025 41.6%*



* Source: Frost and Sullivan report Compound Annual Growth Rate (RocketBoots IPO Prospectus)

Growing Annual Recurring Revenue - example



Customer type	ARR Per Site & Licence	Sites / Licences	ARR Change
Retail bank	\$ 3,000	100	\$300K
		500	\$1.5M
		1000	\$3M
		10,000	\$30M

Go To Market

Use a combination of staff and value adding partners to sell and deliver Beehive

1. Enablement partners such as DXC, AWS, Nvidia, Axis Communications
2. Consulting partners: imminent in USA
3. UK retail sales person commenced in June
4. CEO in New York to kick off North America sales

The Board



Hugh Bradlow

Independent Chair and Non-Executive Director

Hugh previously worked at Telstra for over 22 years. He spent three years as the Chief Scientist and over eight years as the Chief Technology Officer.

Hugh has numerous academic appointments, and holds a Centenary Medal from the Commonwealth of Australia. In 2009, he was elected as the joint Australian Telecommunications Ambassador of the Year. Global Telecom Business has named him as one of the 100 most influential telecommunications executives in the world, and he has been named one of the 12 most influential people in Australian ICT by Smart Company.



Karl Medak

Non-Executive Director

Karl has almost 40 years of deep experience within the information and communications technology (ICT) sector, across varied segments including corporate matters.

Karl has worked for Telstra, Ericsson Australia, Lend Lease Communications, Communications Design & Management and is became a founding member of The Frame Group (Frame) in 2000. He has experience with working with some of Australia's largest corporates as well as government and defence clients. Karl is currently the head of Frame's consulting practice, focusing on improving organisational performance.

Karl has been a non-executive director of RocketBoots since 2007 as well as an indirect shareholder.



Pang Ming Wee

Independent Non-Executive Director

Pang Ming has been the Finance Director for Catcha Group since 2012. Pang Ming is responsible for the Catcha Group's overall general finance as well as corporate finance, which includes activities such as due diligence, acquisitions and initial public offerings.

Prior to joining Catcha Group, Pang Ming provided Audit Assurance services with KPMG and BDO. His portfolio ranged from telecommunications, property development, print & online media, construction, retail & trading and multi-level marketing.

Pang Ming is currently a director of Ensogo (now RocketBoots Limited).



Cameron Petricevic

Non-Executive Director

Cameron has spent over 17 years in the financial industry, with roles at AXA Asia Pacific Holdings (now AMP) and Acorn Capital across Asia Pacific. Cameron has extensive investment banking experience, including valuations, mergers & acquisitions, and portfolio management.

Cameron is a current partner and director at Kentgrove Equity Partners Pty Ltd. Cameron is a Director and founder of several private companies and a recent director of Australia Primary Hemp Limited (ASX:APH). Cameron is indirectly a shareholder of RocketBoots.

Key Employees



Joel Rappolt
CEO

Joel is an experienced technology entrepreneur with deep skills in connecting emerging and complex technologies with the fundamental issues faced by today's business leaders.

Joel has overseen a pivot from complex business software solutions development for leading Australian brands into the research and development of software products leveraging advances in machine learning, computer vision and IoT to solve long standing problems in business.

Joel joined RocketBoots in 2007 and has been the CEO of RocketBoots since 2013.



Robin Hilliard
CTO & Founder

Robin founded RocketBoots in 2004 and has supervised its evolution from an Internet application consultancy and solution provider to today's focus on computer vision research and software products deployed at hundreds of retail and financial sites across Australia.

Robin has been the CTO of RocketBoots since 2013.



Leslie Smith
Company Secretary and CFO

Leslie has over 30 years of experience, holding various senior financial and company secretarial positions in various private, public and listed entities in the investment, resources, manufacturing, IT and not-for-profit sectors.



Anastasia Levenkova
Computer Vision and Machine Learning

Anastasia is a PhD in Computer Vision and Machine Learning with a highly adaptable skill set and experience in variety of industries, including automatic disease identification, retail service level measurement and fraud identification.

Company Snapshot – ASX:ROC

Capital Structure*

A\$0.081
Share Price
@21 June 2022

A\$6.42M
Market Cap
@A\$0.081

\$79.25M
Fully Diluted Shares

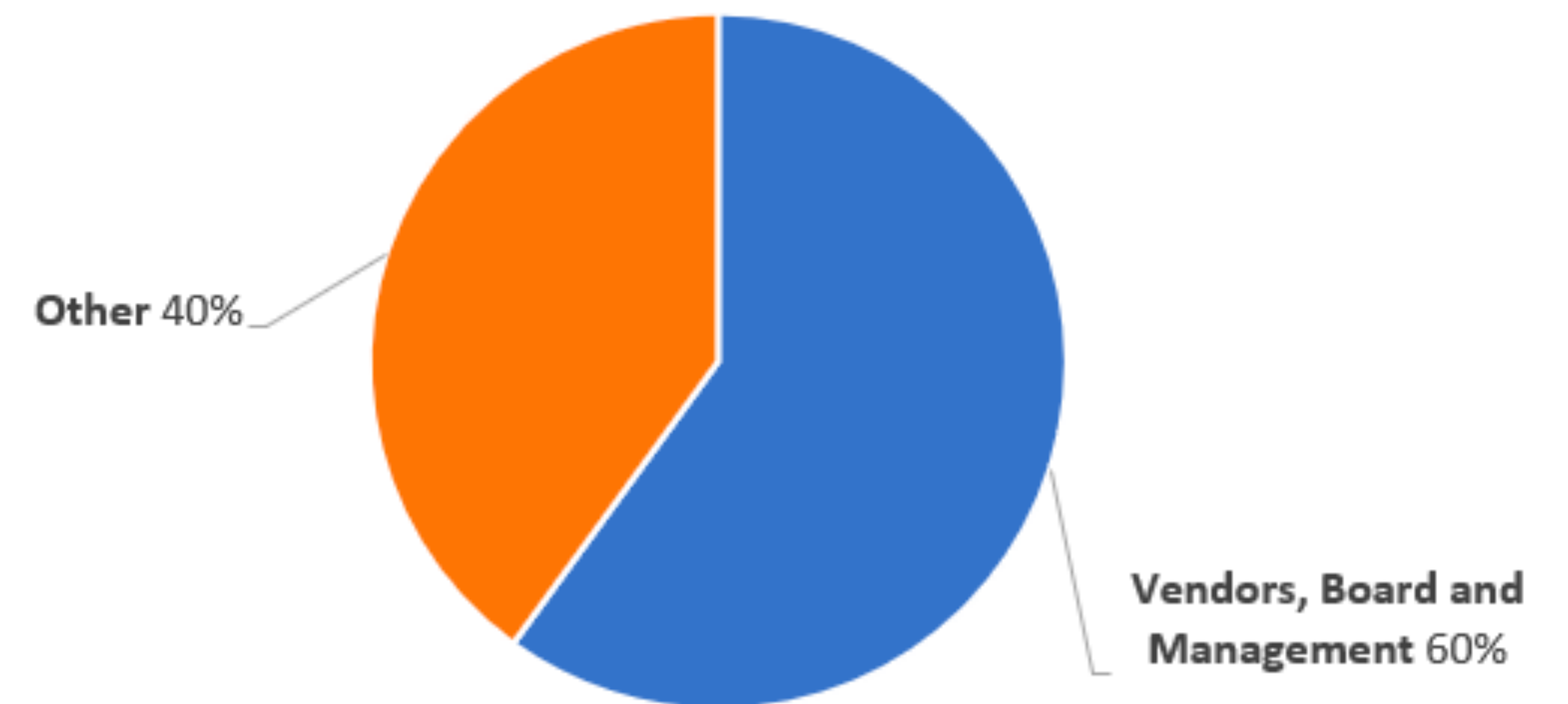
A\$1.86M
Enterprise Value

\$1.81M
Unlisted Options
@30c expiring '24, '25

A\$4.56M
Cash Balance
@31 March '22

*Fully diluted, including 19m deferred consideration shares

Shareholders



Key Facts

- Low EV: Providing significant upside potential
- Fully funded to execute strategy
- Low cash burn
- 28.5M shares escrowed to Dec 2023

Post IPO Highlights

Sales, Marketing, Channel Building, Training

- Two existing customer site extensions
- Three new trials
- Beehive data integrated with customer software x 2
- ARR circa \$500K
- Key hires secured and or imminent
- Sales partner onboarding accelerated (AUS, USA, UK)
- Increased pipeline (First US and ASEAN bank introductions)
- Collaborative sales campaigns with new partners commenced in late March
- International digital campaigns commenced in May
- Brand and marketing collateral refresh
- Nvidia and AWS partnership signed and joint marketing activities commenced
- 46% of pipeline opportunities are now beyond PoT

Competitive Landscape

Direct Competitors:

Are those that deliver the same or similar value propositions as RocketBoots out of the box

Indirect Competitors:

Are those that have some underlying capabilities but would need to pivot in order to deliver Beehive applications.

RocketBoots often partners with indirect competitors

	Beehive Dance Workforce	Beehive Sting Loss Prevention	Beehive Swarm Property Optimisation	Beehive Recognition Security	Beehive Basics Physical space data
Retailnext					
Icetana					
Shoppermotion					
Skyfii					
NCR		Self checkout only			
Everseen		Self checkout only			
Sensen					
Electronic security suppliers					
Serraview					
iOffice					
Archibus					
Spacewell					
Consultancies					

Post IPO business activities

Timeline



Disclaimer

Disclaimer

This disclaimer applies to this presentation and the information contained in it (Presentation). By reading this disclaimer you agree to be bound by it. The Presentation has been prepared by RocketBoots Limited ACN 165 522 887 and all related bodies corporate (Company).

Confidential information

The Presentation is confidential and is intended only for the person to whom it was first given. By receiving the Presentation, you agree to keep it confidential, not to disclose it to any other person and not to copy, use, publish, record or reproduce it, in whole or in part, without the prior written consent of the Company, which may be withheld in its absolute discretion.

Not an offer or financial product advice

The Presentation does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in the Company nor does it constitute financial product advice. The Presentation is not a prospectus, product disclosure statement, pathfinder for the purposes of section 734(9) of the Corporations Act 2001 (Cth) or other offer document under Australian or New Zealand law or under any other law. The Presentation has not been filed, registered or approved by regulatory authorities in any jurisdiction.

The Presentation is not intended to be relied upon as advice or a recommendation to investors and does not take into account the investment objectives, financial situation, taxation situation or needs of any particular investor. An investor must not act on the basis of any matter contained in the Presentation but must make its own assessment of the Company and conduct its own investigations and analysis. Investors should assess their own individual financial circumstances and consider talking to a financial adviser, professional adviser or consultant before making any investment decision.

Information purposes only

The Presentation is for information purposes only. It provides an overview of the Company but may not contain all information necessary to make an investment decision. The Presentation is of a general nature and does not purport to be complete or verified by the Company or any other person. Neither the Company nor the Lead Manager has any responsibility or obligation to inform you of any matter arising or coming to their notice, after the date of the Presentation, which may affect any matter referred to in the Presentation. The information in the Presentation is subject to change without notice.

No guarantee, representation or warranty

While reasonable care has been taken in relation to the preparation of the Presentation, none of the Company or their respective directors, officers, employees, contractors, agents, or advisers nor any other person (Limited Party) guarantees or makes any representations or warranties, express or implied, as to or takes responsibility for, the accuracy, reliability, completeness or fairness of the information, opinions, forecasts, reports, estimates and conclusions contained in the Presentation. No Limited Party represents or warrants that the Presentation is complete or that it contains all information about the Company that a prospective investor or purchaser may require.

To the maximum extent permitted by law, each Limited Party expressly disclaims any and all liability, including, without limitation, any liability arising out of fault or negligence, for any loss arising from the use of or reliance on information contained in the Presentation including representations or warranties or in relation to the accuracy or completeness of the information, statements, opinions, forecasts, reports or other matters, express or implied, contained in, arising out of or derived from, or for omissions from the Presentation including, without limitation, any financial information, any estimates or projections and any other financial information derived therefrom.

Forward-looking statements

The Presentation includes forward-looking statements and comments about future events, including the Company's expectations about the performance of its businesses. Forward-looking words such as "expect", "should", "could", "may", "predict", "plan", "will", "believe", "forecast", "estimate", "target" or other similar expressions are intended to identify forward-looking statements. Such statements involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company and which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. Forward-looking statements are provided as a general guide only, and should not be relied on as an indication or guarantee of future performance. Given these uncertainties, recipients are cautioned to not place undue reliance on any forward-looking statement. Subject to any continuing obligations under applicable law, the Company disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements in the Presentation to reflect any change in expectations in relation to any forward-looking statements or any change in events, conditions or circumstances on which any such statement is based.

No Limited Party or any other person makes any representation, or gives any assurance or guarantee that the occurrence of the events expressed or implied in any forward-looking statements in the Presentation will occur.

Past performance

Past performance is not indicative of future performance and no guarantee of future returns is implied or given.

Representations, warranties, acknowledgement and indemnity

This document is provided to you in consideration of you making the statements set out below. By accepting this document, you:

- represent and warrant that you are a person to whom an offer of securities can be made without a disclosure document;
- in Australia, because of subsections 708(8), (10) or (11) of the Corporations Act; or
- in New Zealand, because you (i) are an investment business within the meaning of clause 37 of Schedule 1 of the Financial Markets Conduct Act 2013 (the FMC Act), (ii) meet the investment activity criteria specified in clause 38 of Schedule 1 of the FMC Act, (iii) are large within the meaning of clause 39 of Schedule 1 of the FMC Act, (iv) are a government agency within the meaning of clause 40 of Schedule 1 of the FMC Act or (v) are an eligible investor within the meaning of clause 41 of Schedule 1 of the FMC Act;
- represent and warrant that you are not in the United States;
- represent and warrant that you will act on the basis of your own investigations and analysis and place no reliance on this Presentation;
- acknowledge that this Presentation does not purport to contain all of the information that you may require for the purpose of making an investment in the Company, is not a prospectus and does not contain the same degree or standard of information as a prospectus, and has not been checked, verified or assessed for accuracy or completeness by external advisers, intermediaries or independent experts, nor by any party who has distributed those documents on behalf of the Company including the Lead Manager;
- no representation or warranty (express or implied) is made by the Company or the Lead Manager as to the accuracy, completeness, likelihood of achievement or reasonableness of any projections and forward looking statements in this presentation, nor of the assumptions on which the projections and forward looking statements are based, and projections and forward looking statements are not guarantees of future performance but are by their nature subject to significant uncertainties and contingencies. There can be no assurance or guarantee that such projections and forward looking statements will be realised;
- acknowledge that the Company, and its related bodies corporate rely on you complying with this disclaimer and on the truth and accuracy of the representations and warranties given by you; and
- indemnify and agree to keep indemnified the Company, and its related bodies corporate and their officers, employees and advisers against any loss, damage or costs relating to any breach by you of this disclaimer or representations and warranties given by you.

Thank you

 www.rocketboots.com

 investors@rocketboots.com