



RE-IMAGINING VIDEO

July 2022





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SNAPSHOT - FY '22

<p>22 + 6 Hardware SKUs</p>	<p>12 + 8 Software SKUs</p>	<p>+100 Countries</p>
<p>2.5% FYTD Unit Sales Growth v PCP</p>	<p>US\$27.6m FY '22 Revenue</p>	<p>+54k Hardware Unit Sales</p>

PAN-TILT-ZOOM (PTZ) CAMERAS

Embedded with NDI® technology



CONVERTERS

Bridges gap between traditional video & NDI®



SOFTWARE

20 proprietary software applications²

AV PRODUCTS

Range of AV products, controllers & accessories¹

Select Global Customers



Strong customer growth in core education market



FY'22 - Q4 FINANCIAL PERFORMANCE



CASH & POSITIVE CASHFLOW

Cash balance of A\$23.1m @ FY '22

Achieved positive cashflow for Q4 and neutral for FY '22, after inventory deposits.

Continue to carefully monitor margins and performance to ensure return to growth

STRATEGIC INVENTORY MANAGEMENT

\$A18.8m in Inventory held @ FY '22

Half of that represented by Inventory Deposits securing supply chain security
Other half in Finished Goods at our 3PL

KEY PARTNERSHIPS

Pursued further partnerships and opportunities for embedding/licensing BirdDog IP to 3rd Party products and ecosystems

FINALISED KEY HIRES

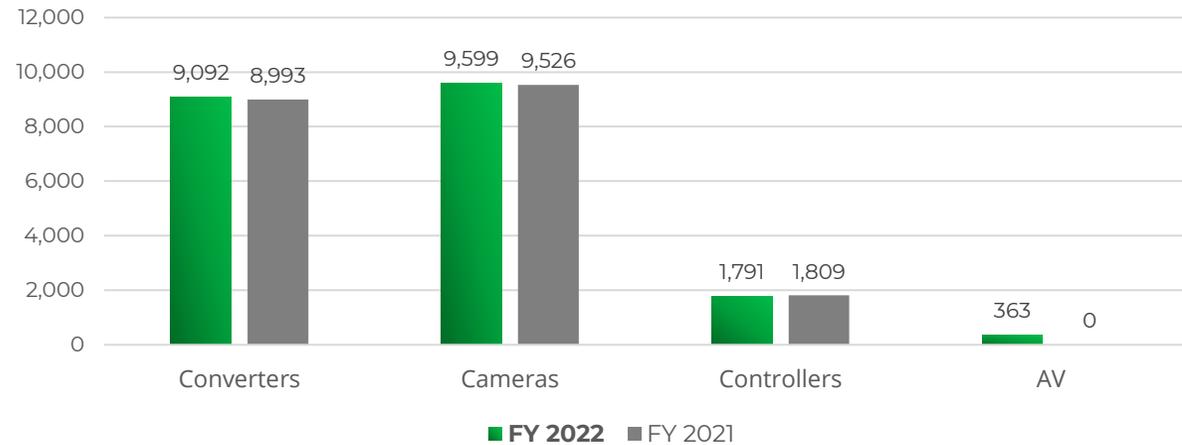
Multiple hires made across Sales, Engineering and Product Development, globally

Investment focused on driving revenue growth, via increased lead development, new & existing product development and cross-sell

2.5% UNIT SALES GROWTH (PCP)

Converters (+1% pcp), Cameras (+1%), Controllers (-1%), with AV (Wall Plates only) shipping from Dec-2021

HARDWARE SKUS SHIPPED



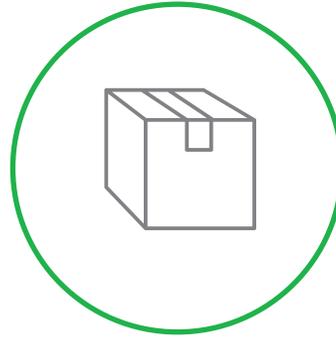
Finalising near-term growth groundworks



PEOPLE

Rightsized across all functional groups including revenue generating global sales team.

Engineering expertise and marketing team now fully built for FY '23



PRODUCTS

Award-winning product releases at industry trade shows.

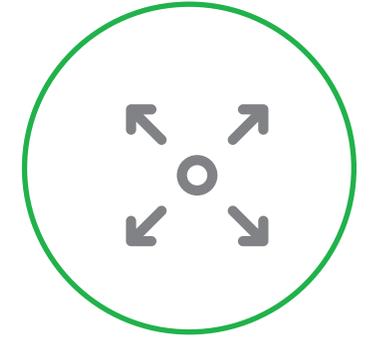
Engineering team driving product roadmap acceleration



PARTNERSHIPS

Creating New Partnerships with leading, global players

Cloud, SaaS and OEM
Finalised Audinate agreement



MARKETS

Solidifying AV product portfolio for end-to-end solutions.

Extending unique capabilities in Live TV/Broadcast markets

BirdDog is well-capitalised, poised for next growth phase in leveraging continued demand for broadcast-quality technology on a global scale

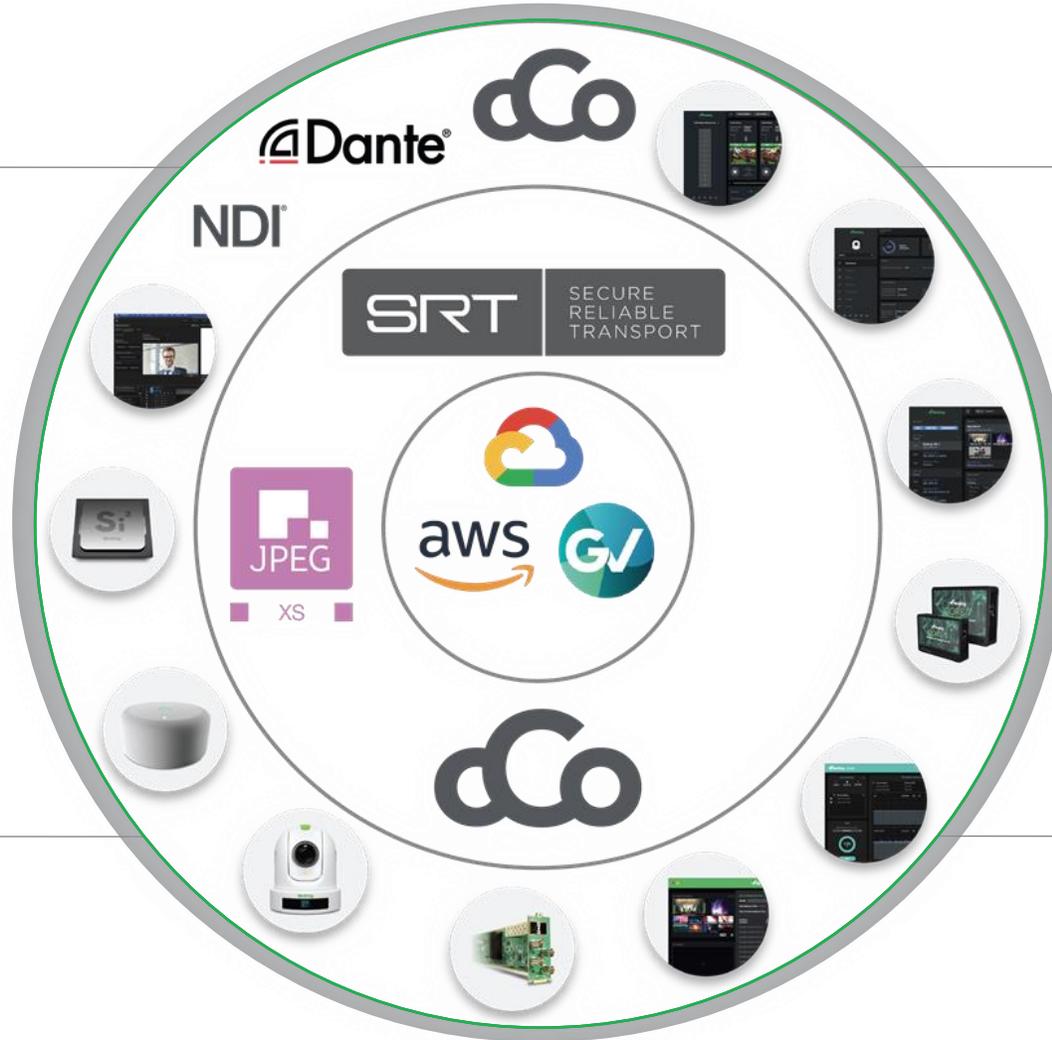
THE BIRDDOG UNIVERSE

LIVE PRODUCTION

POST PRODUCTION

EDUCATION

CORPORATE AV



TIER 1 CLOUD PLATFORM INTEGRATION



Standards-based allows inherent compatibility for global appeal

BirdDog IP ensures our market leading features and secures long-term success

INTEGRATION IS CRITICAL IN REACHING GLOBAL SCALE

NAB TRADE SHOW APRIL 2022



14 NEW SKUS, 2 AWARDS + ZOOM



FULLY FUNDED FOR GROWTH



INVENTORY BUILD

Continuing to de-risk global supply chain uncertainty by placing Purchase Orders 12+ months in advance, gradual wind-down to an optimal 3 months anticipated during 2023 calendar year



INFRASTRUCTURE PRODUCTS

Transitioning BirdDog solutions to the core of a media facilities equipment stack, allowing transformation between internet, traditional video and NDI® in a scalable and highly efficient manner



CASH IN THE BANK CASHFLOW POSITIVE \$NIL DEBT

A\$23.1m held in Cash @ 30 June 2022
Generating positive cash flows in 3 of 4 FY '22 Quarters, after INV Deposits
USD 4.5m Facility freely relinquished in FY '22

BIRDDOG IS EXECUTING ON ITS GROWTH STRATEGY AND CONTINUES TO BUILD ITS POSITIONING & COMPETITIVE ADVANTAGE



ALLIANCES & PARTNERSHIPS

Strengthening existing relationships with Sharp/NEC, Zoom and top-tier global players in the Cloud Infrastructure space to access broader markets at scale



SOFTWARE

BirdDog Cloud and BirdDog Cloud Connect driving BirdDog's innovative philosophy of software-enabled hardware, accelerating software revenue contributions



TECHNOLOGY & IP DEVELOPMENT

BirdDog has continued to drive innovation globally with its next generation products, maintaining its competitive advantage and global leadership in delivering connected, workflow solutions

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