



RE-IMAGINING BROADCAST- QUALITY VIDEO

1 September 2022



SNAPSHOT – WHO WE ARE



28 Hardware SKUs	20 Software SKUs	+54k Unit Sales
+125% Head count growth (14 months) Strong global team +90% Productive	US\$27.6m FY 2022 Revenue *A\$31.1m	+100 Countries

PAN-TILT-ZOOM (PTZ) CAMERAS

Embedded with NDI® technology

CONVERTERS

Bridges gap between traditional video & NDI®



AV PRODUCTS

Range of AV products, controllers & accessories

SOFTWARE

20 proprietary software platforms

Select Global Customers



Strong customer growth in core education market



INVENTORY BUILD & SUPPLY CHAIN

Well-positioned with combined Inventory (including Inventory Deposits and Finished Goods) and Cash position of ~A\$41+ million (as at 30 June)

De-risked supply chain by 'pull-forward' of next 12 months purchase orders

PRODUCTS

Introduced 14 new products to market, composing of six hardware and eight software products.

Two of the launched products received 'Best of Show' awards, reinforcing the company's innovative skill sets across multi disciplines connectivity mantra.

REVENUE AND CASHFLOW

Generated revenue of A\$38.2 million, equivalent to FY21

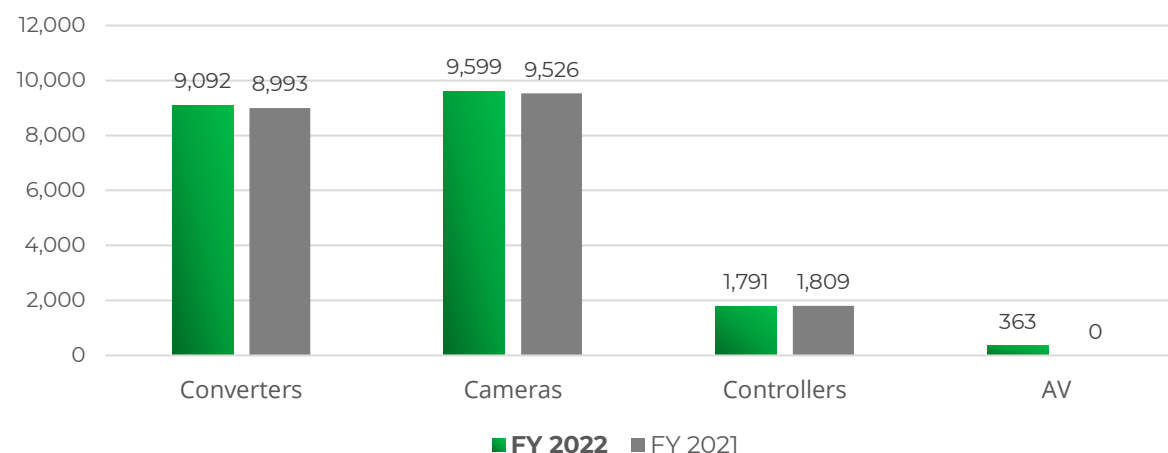
Second half generated positive cash flows from operating activities of \$0.9 million, after excluding Inventory Deposits

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

HARDWARE SKUS SHIPPED



FY 2023+ REVENUE GROWTH UNDERWRITTEN BY:



PEOPLE

Globally embedded domain experts within highly-calibrated Sales Teams uncovering & converting multiple corporate opportunities



PRODUCTS

Engineering team driving product roadmap acceleration and continued innovation



PARTNERSHIPS

Creating New Partnerships with leading, global players
Amazon, Google, Zoom, Adobe



MARKETS

Entering New verticals and enhancing market share within existing markets.

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

CORE PRODUCT CATEGORIES:

PTZ CAMERAS
(Pan/Tilt/Zoom)

CONVERTERS

SOFTWARE

AV PRODUCTS

GROWTH IN CORE PRODUCTS

- 28 hardware SKUs, with more coming
- * 20 software SKUs, with more coming

GROWTH IN PARTNERSHIPS

Biggest 2 players in Cloud infrastructure +++



GROWTH IN PEOPLE

Building domain experts & delivering on the Product roadmap, extending the competitive & 1st-mover advantage within core markets

GROWTH IN NEW MARKETS - NEW VERTICALS & CLOUD

New Verticals with a suite of AV & Monitor Products

Bringing Cloud to the Broadcast world

Cloud Connect: a recurring revenue model with universal device support



BIRDDOG'S DIFFERENTIATORS:

End-to-end solutions

Operate primarily in the 'live' production and AV space

Cloud software offers broad markets appeal, not within a narrow / closed space

Company owned and developed IP is licensable and scalable

FY 2023 GROWTH OUTLOOK

NEW PRODUCT REAFFIRM GROWING UNDERLYING DEMAND

- Upcoming PLAY product 4,500 units on backorder
- Circa 10% of all units sold to date
- Opens larger market access at lower end – appealing to more customers
- Unique offering which acts as a gateway for other BirdDog product sales
- Sales team enhancement will result in growth in market share
- New expertise in AV area allows accelerated access to new markets
- Engineering team expanded for significant product release cycles in 2023 for revenue accretive products
- Marketing focus on expanding market share and new markets across entire channel model (Distributor, Reseller, Integrator and Customer)

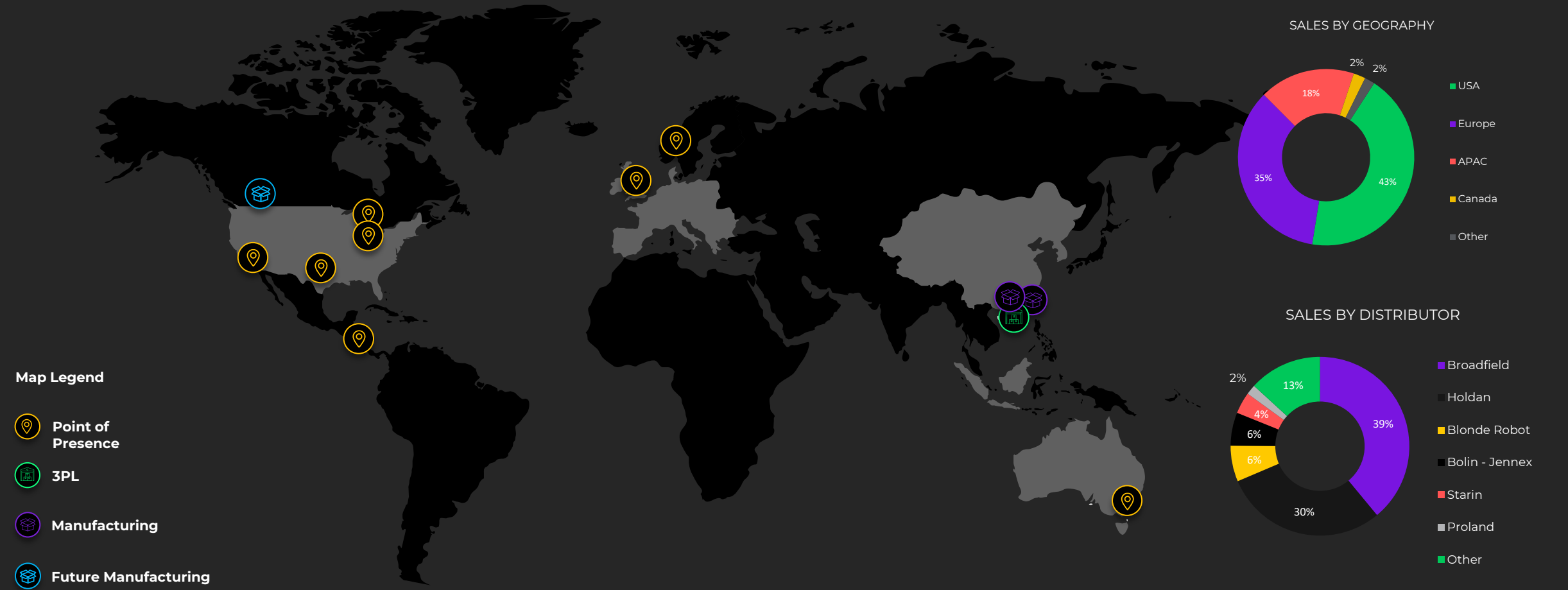


EXPANDING LOGISTICS AND MARKET ACCESS BY MORE DIRECT INVOLVEMENT IN ENTIRE SUPPLY CHAIN

- Setting up direct North American logistics centre (Phase I)
 - Lower overall freight costs and environmental impact
 - Faster delivery to core market
 - More direct handling of goods (currently 3PL)
 - Security in supply chain
- Advanced Assembly and Manufacturing (Phase II)
 - Greater access to government and sensitive markets via GSA/TAA certification
 - Enhanced manufacturing flexibility and further supply chain security



BIRDDOG HAS AN EXTENSIVE NETWORK OF DISTRIBUTORS, DELIVERING BIRDDOG PRODUCT INTO +100 COUNTRIES GLOBALLY



DISTRIBUTION PARTNERSHIPS

Broadfield	Starin	ADI Global	AND TZV	Bolin Technology	Blonde Robot	Media Cast	Exertis	Holdan	Tesco	Highway	Timbre
USA	USA	Canada	Tunisia & North Africa	China & Korea	Asia Pacific	Middle East, Turkey & Africa	USA	UK & EU	LATAM	Nigeria & Kenya	Southern Africa



INVENTORY BUILD

Continuing to de-risk global supply chain uncertainty by placing Purchase Orders 12+ months in advance



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



CASHFLOW POSITIVE IN H2 & \$NIL DEBT

Generated positive cash flows in the second half - absent significant Inventory Deposits
Debt extinguished and USD \$4.5m facility fully relinquished



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



M&A OPPORTUNITIES

BirdDog Continues to explore and foster M&A activity with the potential to add revenue and technology accretive uncovered



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