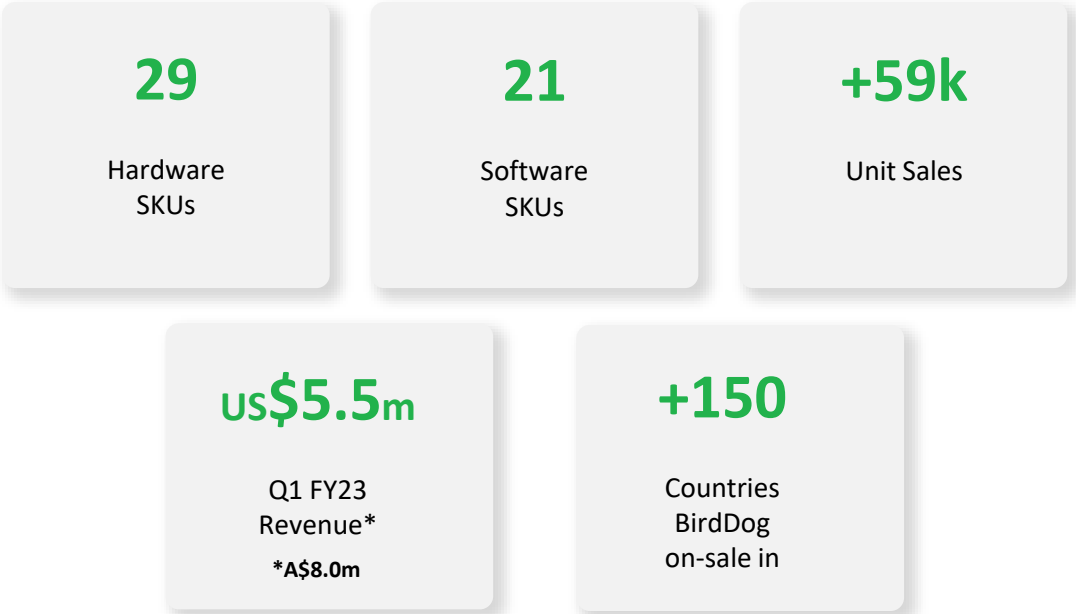




RE-IMAGINING
BROADCAST-QUALITY
VIDEO

31 October 2022

SNAPSHOT Who we are, what we make & who we sell to



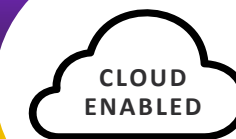
PAN-TILT-ZOOM (PTZ) CAMERAS

Embedded with NDI® technology



CONVERTERS

Bridges gap between traditional video & NDI®



AV PRODUCTS

Range of AV products, controllers & accessories



SOFTWARE

21 proprietary software platforms



Select Global Customers

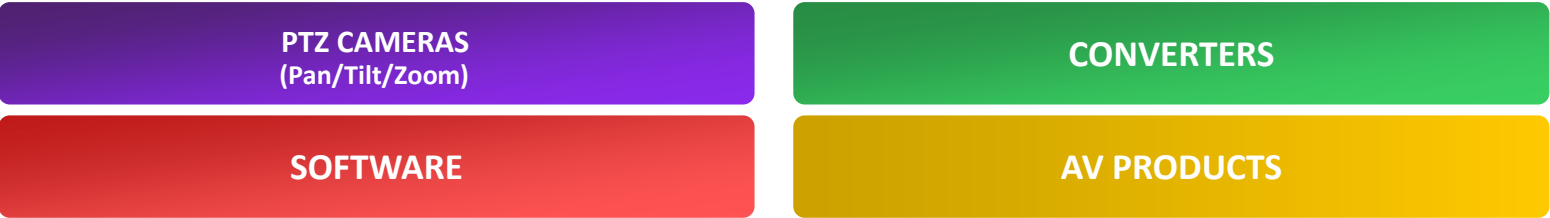


Strong customer growth in core education market



CONNECTED WORKFLOW SOLUTIONS

CORE PRODUCT CATEGORIES



GROWTH IN CORE PRODUCTS

- 29 hardware SKUs, many more coming in FY23
- 21 software SKUs, with more coming



GROWTH IN PARTNERSHIPS

Two largest Cloud infrastructure providers +++



GROWTH IN PEOPLE

Building domain experts, including sales agents, delivering on product roadmap and extending competitive & 1st-mover advantage within core markets



GROWTH IN NEW MARKETS - NEW VERTICALS & CLOUD

New Verticals with 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 'live' production and AV space
- ✓ Cloud software offers broad market appeal, not within narrow / closed space
- ✓ Licensable and scalable company owned and developed IP
- ✓ Leveraging first-to-market competitive advantage
- ✓ Deep product range with commercial resources in place to grow sales in key markets and deliver meaningful growth in FY23
- ✓ Engineers - build to accelerate revenue
- ✓ Canada - Phase One Logistics & Phase Two Manufacturing



Introducing BirdDog Cloud & MedTech Opportunity



PHASE 1



WHAT IF...

PRODUCTION TEAMS
DIDN'T NEED TO TRAVEL?

We built that into BirdDog
Cloud.

PHASE 2



WHAT IF...

ANY CAMERA WAS AN INSTANT
CONNECTION FROM ANYWHERE?

Silicon 2 connects all cameras
globally with birddog cloud.

PHASE 3



WHAT IF...

MEDICAL EXPERTS DIDN'T
NEED TO TRAVEL?

BirdDog Cloud will revolutionise
the MedTech industry. We're
working on it.

PHASE 4



WHAT IF...

DIGITAL SIGNAGE AND VIDEO WALLS
WERE GLOBALLY CONNECTED?

Manage interactive displays
anywhere in the world. We're
working on it.

BirdDog Cloud.

The future
is cloud based.



PHASE 1

BirdDog Cloud



Globally connected productions



Enables global video connectivity



Truly remote broadcast productions



Remote video editing collaboration, with Adobe Premiere.



*Launched
27 October 2022!*

PHASE 2

Cloud connected hardware



#60k BirdDog hardware units ready-made for Cloud subscription



BirdDog PTZ cameras globally connected direct to BirdDog Cloud



BirdDog converters augment all cameras to the Cloud



Core 5 and Core 7 - direct from camera to Live Cloud



World-1st connected production workflows



*Launching
by March 2023*

PHASE 3

MedTech market



Removing geographical barriers to health equality



Disruptive software super-charging telemedicine with high-quality AV



Supplemental education for next-gen surgeons & health professionals



Teleport medical specialists, anywhere



Medical Innovations Manager started



*Launching H2
of CY 2023*

PHASE 4

Digital signage / video walls



Bringing Digital signage to life



Globally connected signage



Live content streamed globally



Machine learning



Push to BirdDog connected devices from anywhere in the world



*Launching H1
of CY 2024*

BirdDog Cloud.





The future
Is cloud based.








PHASE 1 BirdDog Cloud

CUSTOMER-LED ENGINEERING INVESTMENT DELIVERED

THE SOLUTIONS BIRDDOG CLOUD DELIVERS

-  Solved cyber risks for enterprise customers producing live content
-  Brings the creativity to the forefront of global live production
-  Cost efficiencies with resources collaborating remotely around the globe in a live environment
-  Driving frictionless post-production workflows

END USER TARGET MARKETS

-  Government
-  Enterprise
-  Education
-  Live production (including live-streamers & broadcasters)
-  Adobe Premiere customers (~9m)

2,000+ registered interested parties for Cloud

Successfully launched 27 October 2022

Software-as-a-Service subscription model

Pricing - from a casual user (\$25-\$100/month/user) to Enterprise




Healthy margins, with all development work expensed (not capitalised)





PHASE 2 Cloud connected hardware

LEVERAGING INHERENT UPGRADEABILITY OF BIRDDOG HARDWARE - REPEAT CUSTOMERS/SALES

DEVELOPING A NEXT GENERATION PARADIGM FOR PRODUCTION

-  60,000+ BirdDog devices in-field and seamlessly able to activate
-  Unique capabilities allow in-venue and remote connections simultaneously – an Industry 1st!
-  Any device, any person, anywhere – turn-key product solution

END USER TARGET MARKETS

-  • Government
- Enterprise
- Education
-  • Live production (including live-streamers & broadcasters)
- MedTech
- Corporate events and advertising agencies

**60,000+ BirdDog
compatible devices in field – instantaneous update**

**One-of-a-kind market differentiator: BirdDog Cloud seamlessly
integrates hardware devices and software workflows**

**Hardware subscription enablement –
accretive and ongoing sales model**

*Features included in ALL new devices
and free updates for ALL existing
BirdDog devices in-field*

*Secures market-leading position, builds ‘moat’
around both our hardware & software sales*





PHASE 3 MedTech

TECHNOLOGY STACK ALREADY EXISTS WITHIN CLOUD

DEVELOPING A NEW HUMAN INTERFACE

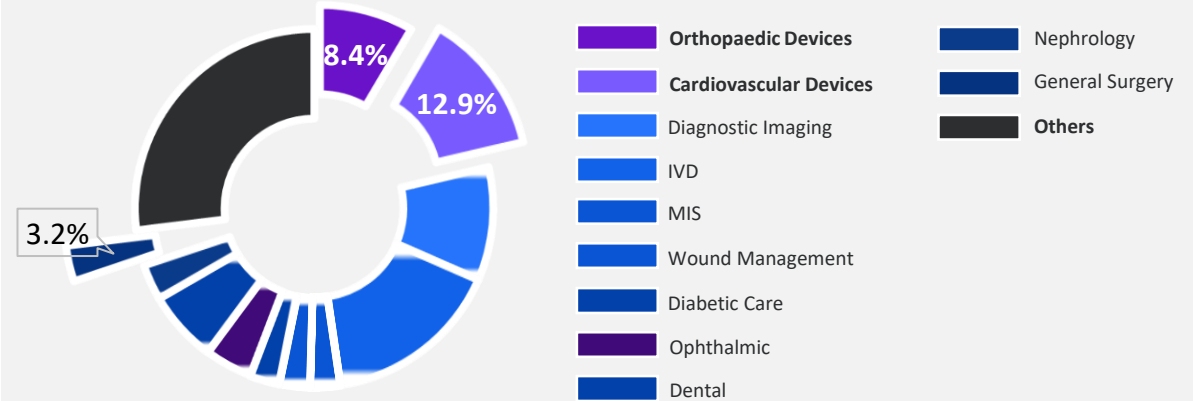
Medical Innovations Manager

 Dual sales & product development focus - to forge expansion of market vertical, high-level global medical connections

 2 decades of experience inside 2 of the top 10 global medical device businesses (Combined Revenue >\$50bn in FY21), in global business development roles

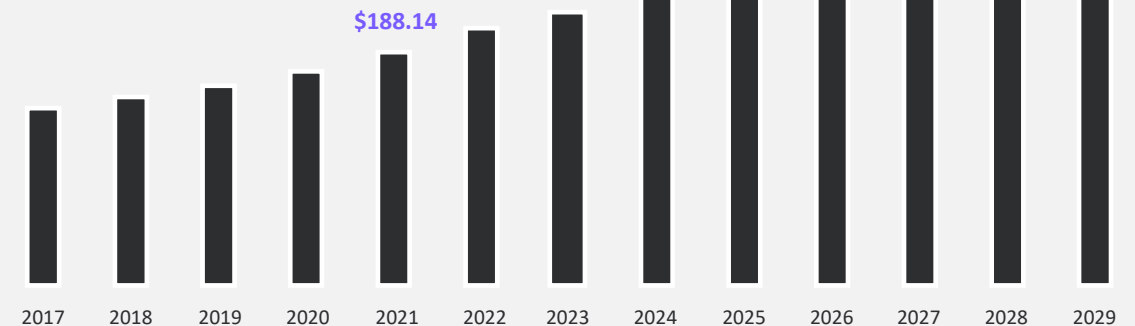
- Unique eco-system for MedTech: seamlessly integrate hardware devices, focused software and app workflows
- Commercial early-adopter program starting November 22
- General availability H2 of CY 2023
- AHA: 33.4M inpatient admissions in USA in 2021

GLOBAL MEDICAL DEVICES MARKET SHARE, BY TYPE, 2021



www.fortunebusinessinsights.com

NORTH AMERICA MEDICAL DEVICES MARKET SIZE, 2018-2029 (USD BILLION)



www.fortunebusinessinsights.com



PHASE 4 Digital signage / video walls

EXISTING HARDWARE, DEVELOPING INTEGRATED SOFTWARE

BIRDDOG'S INTEGRATED SOFTWARE to supplement BirdDog SDM solutions



Bringing digital signage to life

- Visually connecting audiences to multiple sources of live content, supplemented by unique per screen/monitor experiences
- Secure globally connected signage utilising BirdDog Cloud backbone
- Content management for global device fleets



Revolutionary Video Walls

- World-1st software defined video wall with BirdDog PLAY & BirdDog software
- Lowers barriers to entry

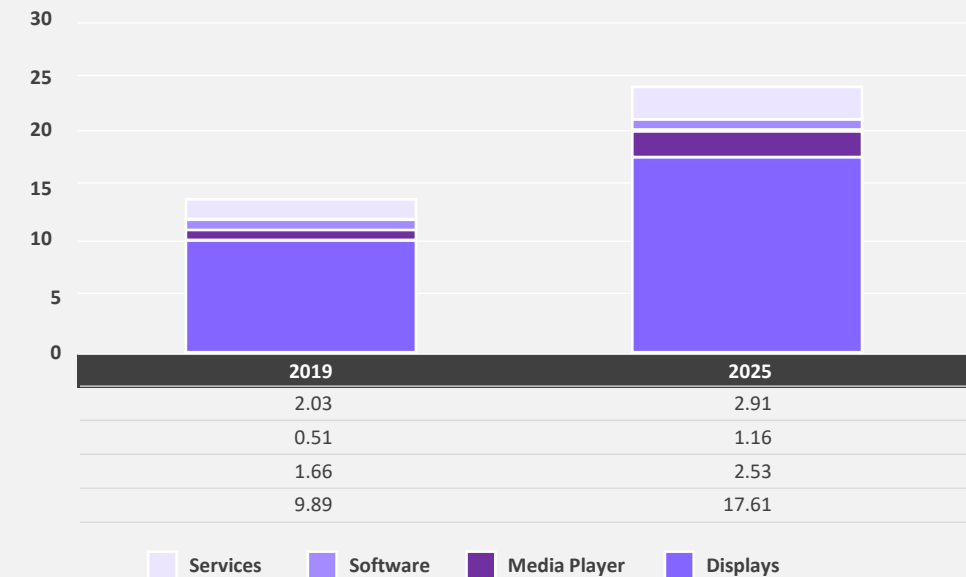
DIGITAL SIGNAGE USE CASES – in-venue & outdoor

- Stadiums
- Airports
- Shopping centres
- Education facilities
- Corporate settings/environments
- Houses of worship
- Residential & commercial buildings

EXTRACT BELOW FROM OUR PROSPECTUS
Industry Overview - Market Report, Frost & Sullivan
Growing Digital Signage TAM of USD \$14bn to \$24bn

The global digital signage systems market is projected to grow at a CAGR of 9.4% from \$14.09 billion in 2019 \$24.20 billion in 2025

Figure: Total Digital Signage Systems Market: Revenue Forecast, Global, 2019 and 2025



Source: Global Digital Signage Systems Market, Forecast to 2025, Frost & Sullivan, June 2019



MEDTECH Accretive value to BirdDog

A SOFTWARE-BASED DYNAMIC, GLOBAL MARKET THAT IS RECESSION-RESILIENT

Context of the opportunity

- Remote technology collaboration beginning to appear in healthcare prior to COVID
- Accelerated by the global pandemic, out of necessity
- COVID has alerted the healthcare space to how globally connected & reliant they are

What does the global MedTech space need? BirdDog will deliver these requirements

- High Quality AV solutions

MARKETS

Clinicians (tech users)

via government & privately
funded hospitals/ medical groups

- Require industry support for use of their specialised products in OR (Operating Room)/theatre
- Require P2P (Physician2Physician) training during the learning curve of new technique adoption

Medical device industry

- Supporting medical procedure
- Launching new products to market
- Upstreaming R&D evaluation

Consumers – patients

- Remote care - medical experts for acute & chronic illness assessment



MEDICAL FIELD



BirdDog primed for entry to the medical field with connected workflow solutions - hardware, software & knowledge



Clinical arenas are increasingly AV powerhouses, although are yet to embrace NDI® as minimal exposure to the technology



BirdDog's newly-hired Medical Innovations Manager addresses this new vertical, having lived & breathed for more than two decades

Hardware

- High quality PTZ cameras
- NDI Encoders for existing AV sources
- SDM for partnerships with Device Companies
- OEM to create new AV hardware for the space



Software

- User Interface (UI) - tweaks to Cloud enabling a powerful remote collaboration tool
- Silicon 2 enabled

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BirdDog Cloud.
The future
is cloud based.

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