



BIRDDOG ENTERS MEMORANDUM OF UNDERSTANDING WITH GLOBAL MEDTECH COMPANY – PHENOX

BirdDog Technology Limited (ASX: BDT) (“**BirdDog**”, “**BDT**” or the “**Company**”), a global leader in broadcast quality, software-enabled video solutions, is pleased to announce it has entered into a Memorandum of Understanding (“**MOU**”) with global MedTech company Phenox for the distribution and use of its portable BirdDog Remedi software solution.

HIGHLIGHTS:

- **US\$ 2.5+ million revenue subscription-based MOU commitment highlights BirdDog’s strong value add in the Medical Technology (MedTech) vertical**
- **Executed MOU will move toward binding contractual agreements by October 2023**
- **Represents Remedi’s first commercial commitment in line with management expectations of achieving revenues this inside Q1 FY24**
- **BirdDog’s Remedi solution is a bundle including software subscription, supplemented with hardware elements including BirdDog cameras**
- **The Remedi solution is designed to accompany and be installed by Phenox Medical device representatives at any medical facility/hospital operating environment**
- **BirdDog anticipate this is the catalyst for step-change growth of monthly annual recurring revenues (ARR)**
- **Reinforces BirdDog’s confidence in the medical services market with Remedi, underpinning its future global potential**
- **Continues to support BirdDog’s attractive and connected global workflow solutions solving real-life problems for its expanding customer base**

Commenting on the MOU, BirdDog CEO Dan Miall said:

“Today’s announcement illustrates the potential of BirdDog’s software-enabled strategy; in this case leveraging the power of Remedi – our MedTech connected workflow solution. It’s also validation of our continued R&D commitment through the product cycle, particularly in achieving this result in such an accelerated period. Building on our core BirdDog Cloud IP, it has taken less than 9 months to develop Remedi to a level of functionality that allows such a MOU with a world-leading medical technology company in Phenox.”

“It has been a pleasure working with Phenox to date, it is truly exciting when an opportunity like this materialises to deploy our advanced technology with an engaged team like Phenox to genuinely impact patient outcomes in a positive manner. From the outset, Phenox has been supportive of BirdDog’s commitment to develop Remedi with both businesses highly focused on closing the gap between professionals in the medical space.”

“While the current MOU (and subsequent agreement) with Phenox includes India and the broader Asia-Pacific region, we’re optimistic around the opportunity for global expansion upon successful first installations. Not only does this MOU support our confidence in the future sales potential for Remedi, it also provides us with a significantly enhanced, recurring and predictable revenue base. Forming a

cornerstone of our return to growth in FY24, we look forward to further updating shareholders at the release of our full-year results in August."

"Most pleasingly, this represents validation of our technology investment and extension of BirdDog's reach into new market verticals, supplementing our core business revenues."

Key commercial terms (subject to final agreements):

- Rollout of BirdDog's integrated Remedi software and camera solution across India, Japan and the broader Asia & Pacific regions via Phenox's networks
- Phenox has committed to a regional rollout for a minimum of 100 licences across India and Asia Pacific with each licence across a 24-month term
- Remedi's portable solution is designed to accompany medical device specialists, allowing seamless surgical demonstrations from any location worldwide
- Remedi's first multi-unit integrated software and camera rollout across a minimum of 100 licenses from October, 2023
- Subscription-based commitment over 24 months which will add incremental, recurring revenue profile to BirdDog's mix.

Key benefits and features of Remedi

- Simple and rapid setup on-site means Phenox device experts, support representatives or any required medical expertise can swiftly and easily connect virtually to the operating environment
- A solution for capacity limited operating theatre environments, providing higher-quality, frictionless medical communications for all stakeholders
- Provides a platform for rapid knowledge transfer including ongoing medical device education, expert consultation and proctoring
- Allows Phenox to significantly scale their dedicated customer support network across multiple locations - representatives can effectively interact with multiple regions during a single day
- Meaningfully reducing costs and associated environmental impacts from global travel
- Opportunities exist to expand Remedi's reach globally.





Peter Cooke - Global Commercial President, Wallabyphenox also commented:

“From the very beginning we have seen the benefits of this technology to deliver a strategic goal of bringing world class training into the future through innovative solutions to support our customer community and improve patient outcomes. The pace of innovation and technological advancement has been fast with Bird Dog, from inception to a market leading platform it has been an impressive experience”.

“We are pleased to be at the forefront of this next chapter in communications within our specialist field and can clearly see the multitude of benefits – from patient outcomes to environmental responsibility with less travel and more efficient use of our financial resources.”

“This initial rollout internationally demonstrates Phenox's focus on advances in innovation and technology across important and large geographies such as Latin America, The Middle East, Asia and the Indian subcontinent. We have already seen the capabilities of Remedi work in these extremely challenging connected environments.”

“We look forward to building our collaboration with BirdDog as we gather more experience together.”

Who is Wallabyphenox?

Phenox, a leading innovator in Interventional Neuroradiology, is a global MedTech company, headquartered in Bochum, Germany. Founded in 2005, Phenox has been dedicated to developing innovative, breakthrough and clinically proven technologies and solutions for the treatment of neurovascular diseases. Phenox was acquired by Wallaby Medical Holding Inc in April 2022. Wallaby Medical holds a complete and globally competitive portfolio of neurointerventional products, with 5 R&D centres, 3 production bases, over 714 employees worldwide, and more than 350 global patents granted or pending. Phenox's products are used by endovascular specialists to treat ischemic and haemorrhagic stroke. Phenox offers a growing portfolio of innovative treatment options.

For further information: <https://www.phenox.info/> and www.wallbymedical.com

- Ends -

Authorised for release by the BirdDog Technology Board

***Easy to use Technology to help Broadcast your 'wow'.
Reach more people, with more impact, more often.***

For further information please contact:

Barry Calnon

Chief Financial Officer

+61 433 026 494

barry@birddog.tv

Sam Wells

Investor/Media Relations

+61 427 630 152

sam@nwrcommunications.com.au

ABOUT BIRDDOG

BirdDog is a global broadcast-quality video technology company that enhances the resolution, speed and flexibility of video through a range of software-led solutions, augmented with NDI® (Network Device Interface).

This enables video-compatible products to communicate, deliver and receive high-definition video over a computer network in a broadcast-quality, low-latency manner, that is frame accurate and suitable for switching in a live production environment.

BirdDog develops and manufactures a range of connected workflows and software solutions, including:

- Pan-tilt-zoom (PTZ) Cameras
- Box Cameras
- Converters
- AV Products
- Controllers & Accessories
- Monitors
- NDI® Embedded Smart Display Modules
- Cloud Software Platforms

End users of BirdDog's products cover a wide range of market segments, including Professional Video, Broadcast, Audio Visual and large private and public sector organisations.

For more information on BirdDog, please visit www.birddog.tv

WELCOME TO THE WORLD OF NDI®. WE'VE BEEN EXPECTING YOU.

