



ROCKETBOOTS
rocketboots.com

ASX: ROC

RocketBoots Investor Presentation

5 February 2024

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 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.

A hand is shown holding a glowing digital coin with a circuit pattern. The background is a blue, abstract digital space with various business icons floating around, including a wallet, a bar chart, a globe, a credit card, a shopping cart, a shield with a lock, a house, a document, a cloud with an upward arrow, a magnifying glass over a bar chart, a server rack, a person icon, a pie chart, a handshake, and a clipboard with a bar chart. The icons are connected by thin white lines, suggesting a network or flow of information.

Digital transformation has disrupted the business of in-person service retailers & retail banks globally.

In addition to an increase in online competition, cost of living & labour cost increases are also creating pressure on business margins.



A software company that has a measurable impact on in-person branch banking & retailer margins*



Workforce Optimisation

Reduce overspending on staff

1/2 - 1FTE p/day/site

Delivering next gen. labour models



Customer Experience Optimisation

Reduce service shortfalls

~ 25%*

Improve loyalty, NPS & revenue

* e.g. 55% customers serviced in < 5 mins improves to 80%



Shrinkage / Loss Prevention

Reduce loss up to

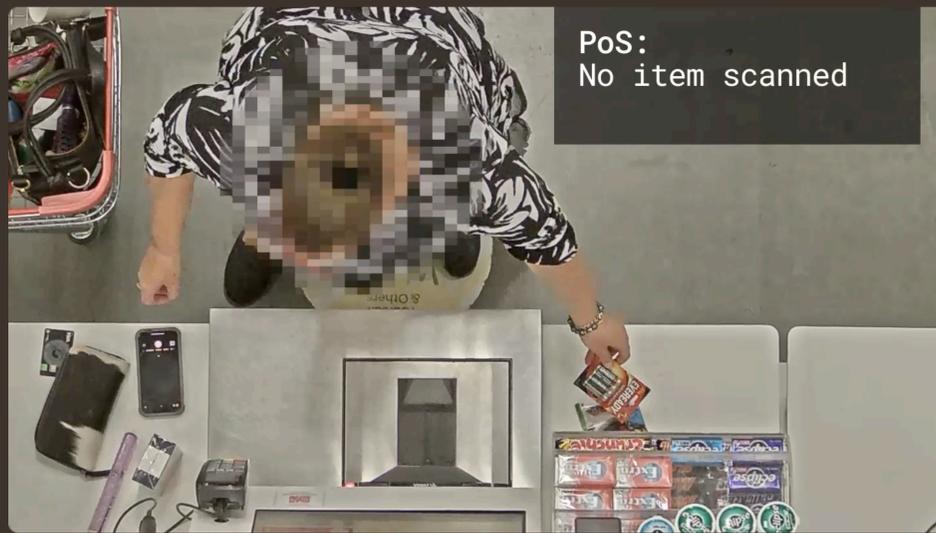
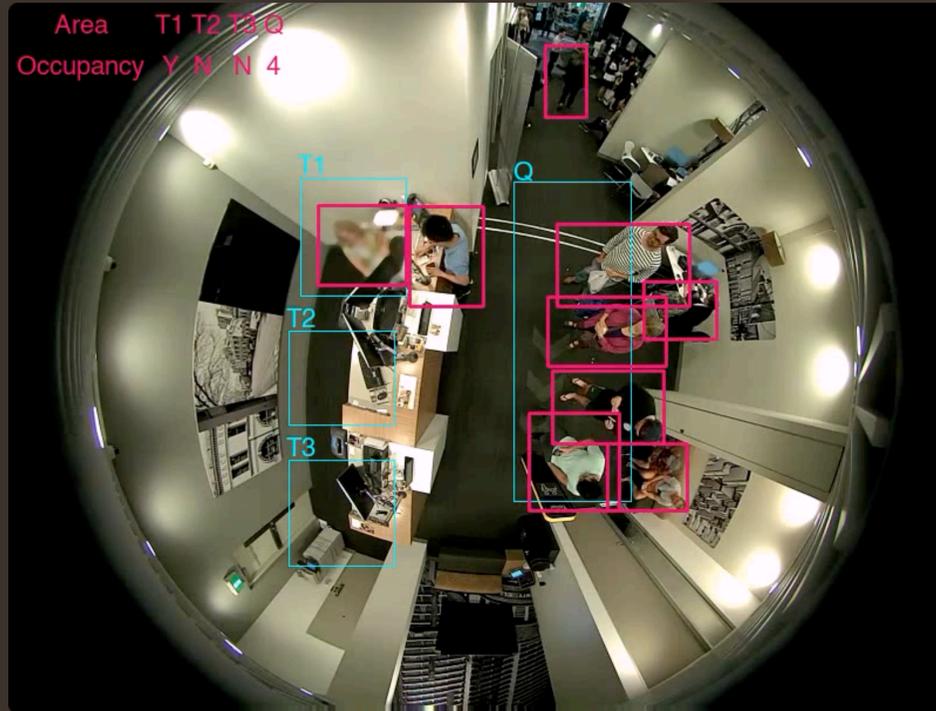
1% of SCO sales

By stemming self checkout (SCO) & cashier loss

* based on ROC managements observations of customers ROI analysis

ROC's Computer Vision (AI)

Used to create new novel metrics



ROC's Portfolio of End User Applications

Designed to solve specific optimisation & loss prevention challenges



Workforce & Customer Experience Optimisation

Banking & Retail

- Repurpose latent in-person service staff to remote channel/higher value activities



Loss prevention

Retail

- Self checkout theft detection
- Staff fraud detection



Property Optimisation

All

- Increase Self service throughput
- Reduce leasing & refurb. costs



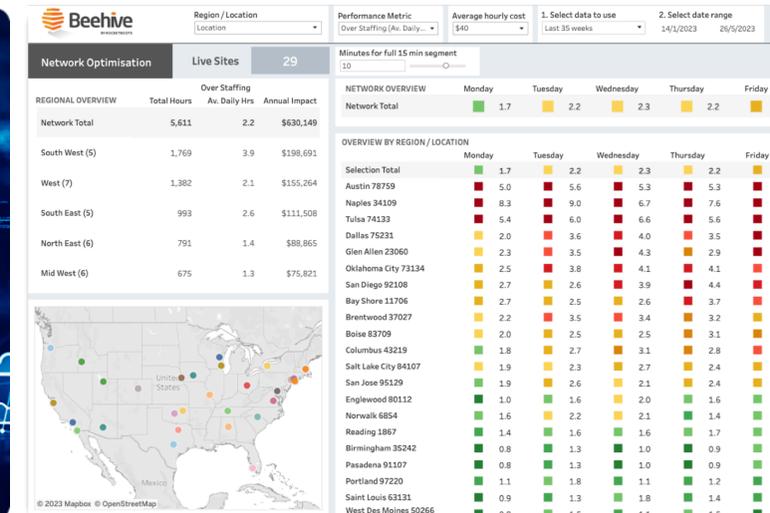
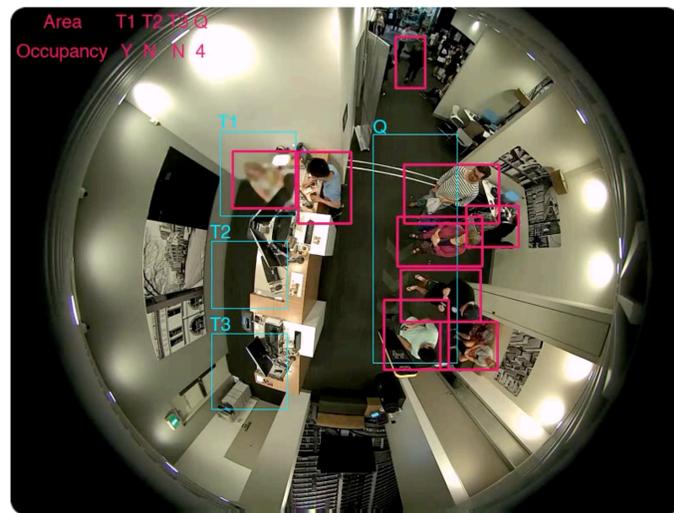
Licence plate recognition

All

- Loss prevention
- Improve security & safety

Rapid international scale of our software made possible using ROC's hybrid onsite & cloud mass deployment platform

ROC's AI at each site / creates new novel metrics / no biometrics



ROC's cloud based mass development platform:

1. Enables remote, secure management of ROC's software at 1,000's of locations
2. Provides the compute to run our genetic optimisation & simulation IP

Significant progress: 7 customers approaching scaling decision in same FY QTR

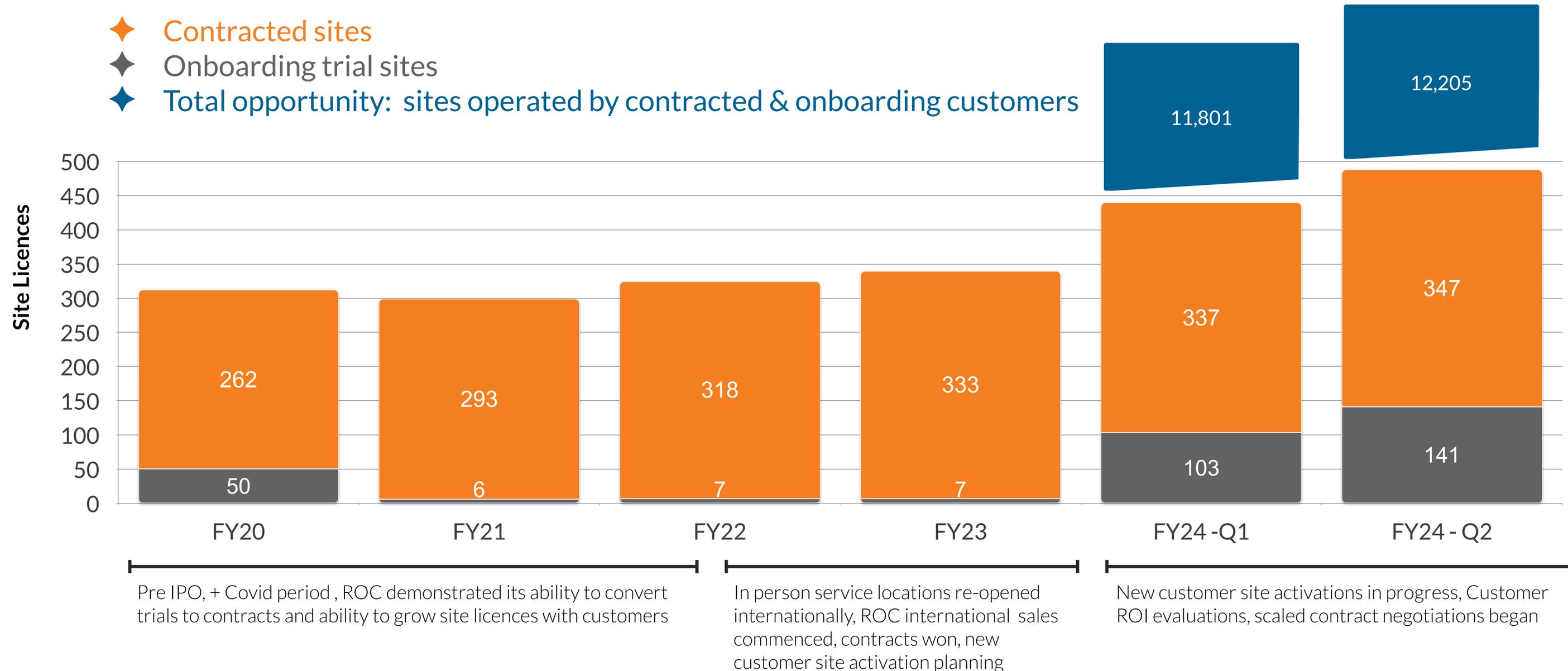
(ROI & Contract stages)

Customer	Software	Agreed	Onboard	Trial	ROI	Contract
Australian retailer 1	Loss Prevention					
Australian retailer 1	WFM & CX	Q2	🔄			
Australian bank 1	WFM & CX					
Australian bank 1	WFM & CX Extension					Q2
Australian bank 2	Property					
NZ bank 1	WFM & CX					
NZ bank 1	WFM & CX Extension	Q2	Q2	X	X	🔄 1
Australian Shopping Mall	Data collectors					
NZ Retailer 1	Loss Prevention					
NZ Retailer 2	Loss Prevention		Q2	X	🔄 2	
Big 4 UK Bank	WFM & CX			Q2	Q2	🔄 3
UK Grocery 1	Loss Prevention & WFM			🔄	🔄 4	
UK Grocery 2	Loss Prevention			🔄	🔄 5	
Global Grocery	Loss Prevention		Q2	Q2	🔄 6	
US Grocery	WFM & CX	Q2	🔄			
Ireland Grocery	Loss Prevention		🔄			
UK Grocery 3	Loss Prevention		🔄			
Germany Grocery	Loss Prevention	Q2	🔄			
Australian Bank 3	WFM & CX	Q2	🔄	X	🔄 7	
UK Grocery 4	Loss Prevention	Q2	🔄			

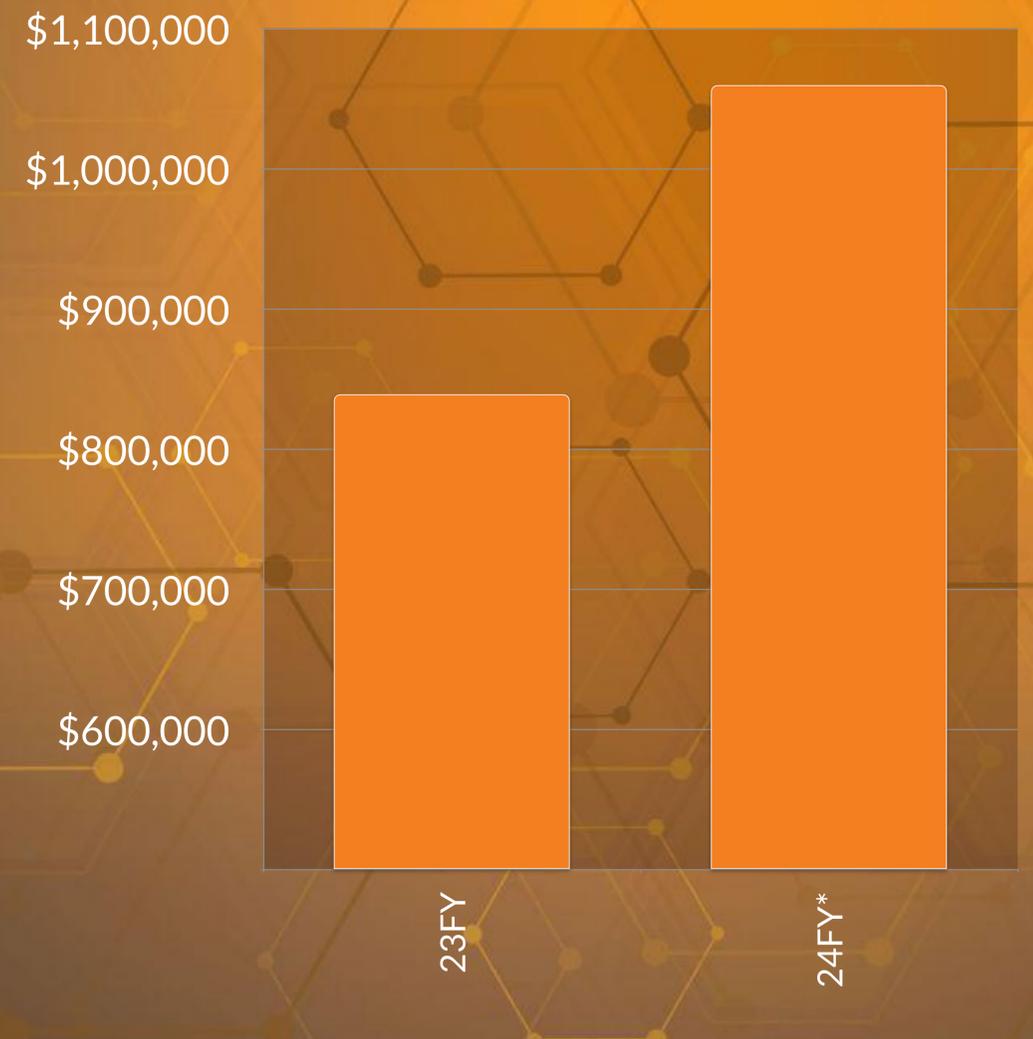
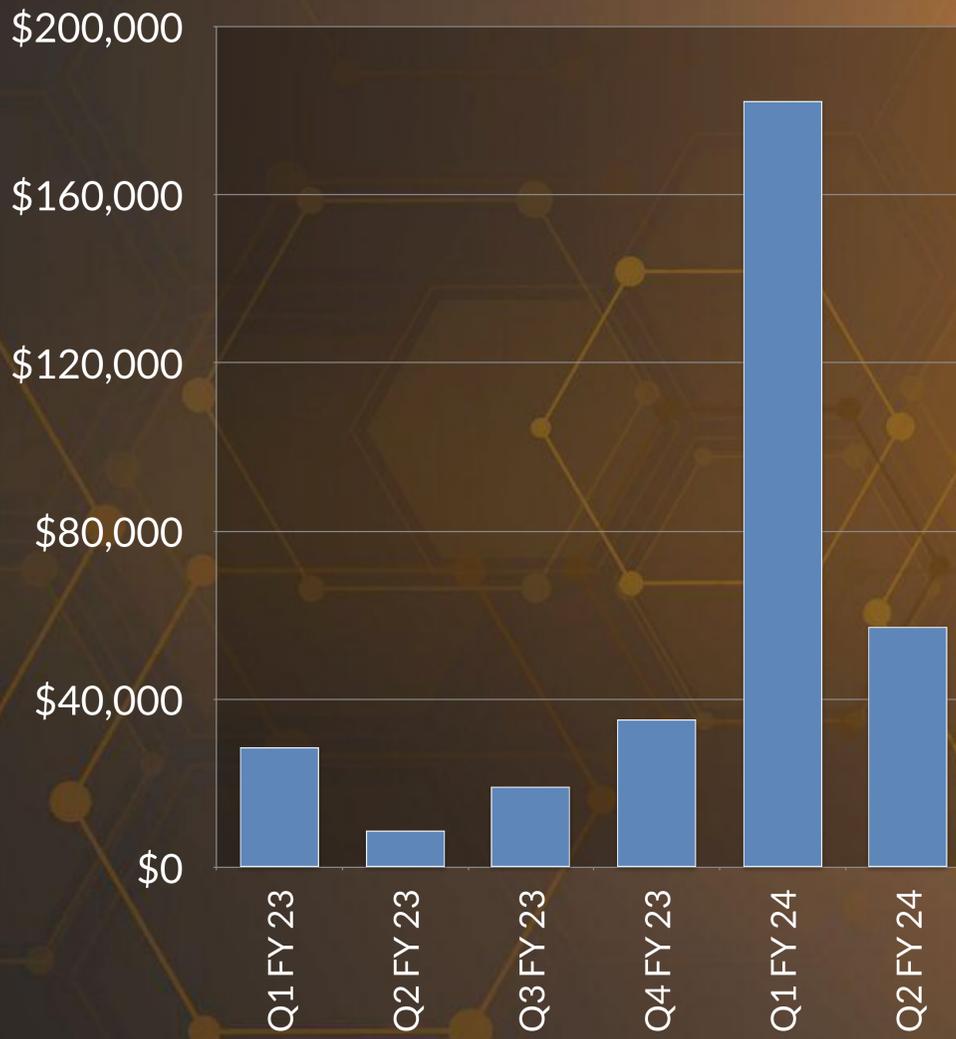
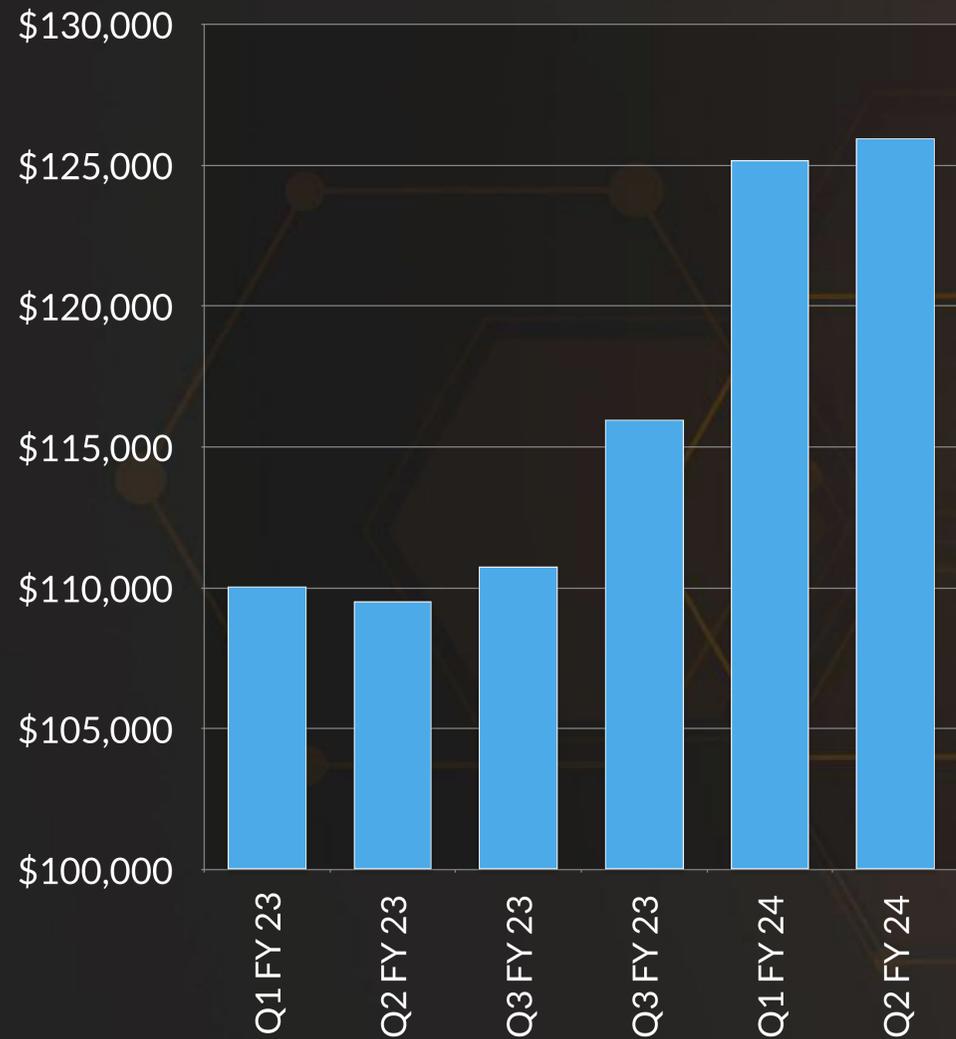
	Won & announced
Q2	Completed in 24FY Q2
🔄	In progress
🔄	In progress ROI / Contract Stages

Workforce Management - WFM
Customer Experience - CX

A successful international outreach & trial delivery has positioned ROC for **growth**



Revenue increasing as a result of paid trial wins*



■ Recurring Quarterly SaaS Revenue

■ Once-off Activation Revenue

■ FY 24 Earned, Unearned Revenue + Other Income

* Revenue recognised on accrual basis, unaudited, subject to finalisation of the Company's accounts.

* for the full financial year as of 30 Dec 2023.

Why now

After the challenges of covid and a successful international market validation since IPO, we have confirmed:

1. Our target/ serviceable markets need & want our software
2. ROC has the capability to sell & deliver internationally
3. ROC software has a track record of generating high ROI
4. Cornerstone customers in each region will assist ROC accelerate
5. *With a small capital injection, ROC is poised to grow as a result of both international and local clients entering ROI & Contract phases*

6

New trials
onboarding

7

Customers
In or entering ROI &
Contract phase this quarter

5X

Increase in
dashboard seats
paid for by customers

8,500+ sites

Are operated by customers
that are approaching the
ROI analysis/commit phase
this quarter

Unit / Per Licence Economics

applied to our new customers & trials

Example	Per site	Today
Activation ¹	\$1,500	
Subscription / ARR	\$3,500	~\$527,000
Year 1 Contract Value	\$5,000	

Current Customers - Potential Site Licence Scenarios		
20%	50%	100%
2,441 Sites	6,103 Sites	12,205 Sites
\$3,661,500	\$9,153,750	\$18,307,500
\$8,543,500	\$21,358,750	\$42,717,500
\$12,205,000	\$30,512,500	\$61,025,000

Breakeven ²
4.4%
531 Sites
\$796,376
\$1,858,211
\$2,654,588

¹ 3rd party hardware & other fees excluded
² in addition to our existing ARR & under our current cost base

The Potential / Serviceable Addressable Market (SAM)

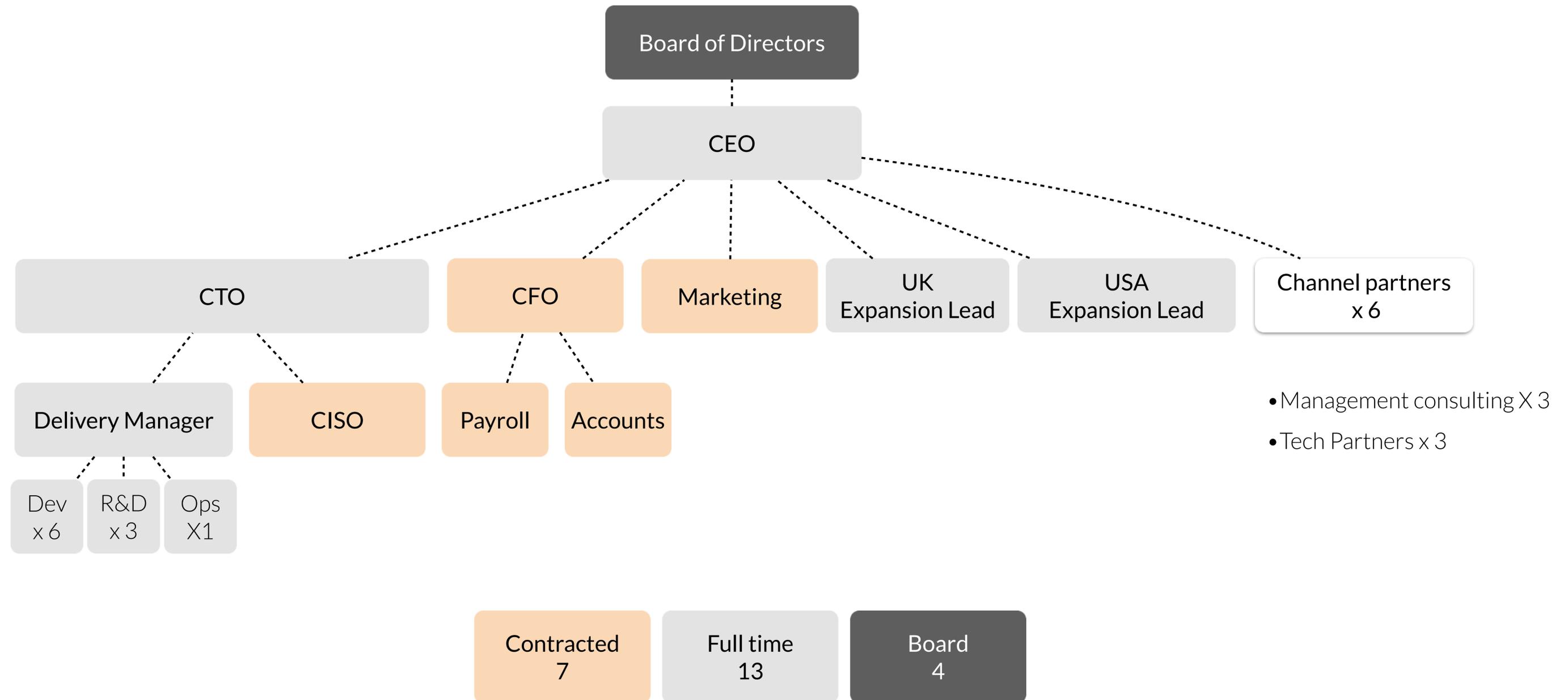
We have proven international appetite in economically & culturally similar regions at the current price point
A&NZ, UK, EU, North America

	US	UK	EU	A&NZ
Retail Grocery - Site Licences	60,000	13,500	150,000	19,000
Bank Branches - Site Licences	65,000	6,500	133,000	4,500
Total site licences* by region	125,000	20,000	283,000	23,500
SAM - WFM Site Licences	451,500			
SAM - Loss Prevention Site Licences	242,500			
SAM - Site Licences Subtotal	694,000			
Assumed Site Licence Fees Per Year	x \$3,500			
ARR Potential if 100% SAM converted	\$2.3 Billion			

**Excludes Retail Stores (non grocery) | Property, Raw Data & LPR propositions*

<https://www.scrapehero.com/top-supermarket-chains-in-the-uk/>
<https://researchbriefings.files.parliament.uk/documents/CBP-8570/CBP-8570.pdf>
<https://www.statista.com/statistics/940970/number-of-bank-branches-in-europe/>
<https://www.retail-index.com/sectors/foodretailersineuropeandworldwide.aspx>
<https://www.statista.com/topics/1660/food-retail/#topicOverview>
<https://www.statista.com/statistics/193041/number-of-fdic-insured-us-commercial-bank-branches/#:~:text=There%20were%2071%2C190%20branches%20of,the%20highest%20number%20of%20branches>
<https://www.statista.com/statistics/932677/australia-number-supermarket-and-grocery-stores-by-state/>
<https://www.ibisworld.com/nz/number-of-businesses/supermarkets-grocery-stores-convenience/716/>
<https://www.ibisworld.com/au/number-of-businesses/convenience-stores/1835/#:~:text=There%20are%206%2C978%20Convenience%20Stores,increase%20of%200.5%25%20from%202022.>

Our team & partner network have shown they can sell & deliver



Average employment of duration of full time staff is approaching 10 years

Board members



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 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 risk management, return on investment and improving organisational performance

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



Cameron Petricevic
(Non-executive Director & CoSEC)

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
Chief Executive Officer

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.

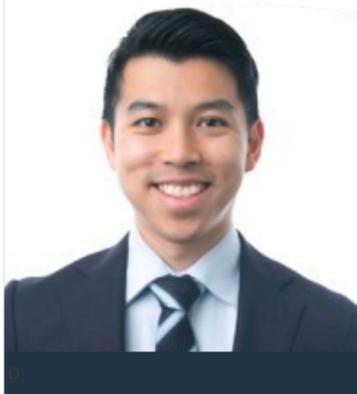
Joel joined RocketBoots in 2007 and has been the CEO of RocketBoots since 2013.



Robin Hilliard
Chief Technology Officer

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.



Aaron Seeto
(Chief Financial Officer)

Aaron has over 13 years of experience, acting as an outsourced CFO in private and public companies across multiple industries, including technology, legal and financial services, hospitality and medical services.

Aaron is currently head of the outsourced finance function division of CharterNet Services Pty Ltd and specialises in a suite of financial support services, ranging from day-to-day financial accounts management and payroll, all the way up to monthly board reporting and annual financial reporting.



Anastasia Levenkova
Computer Vision & 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.

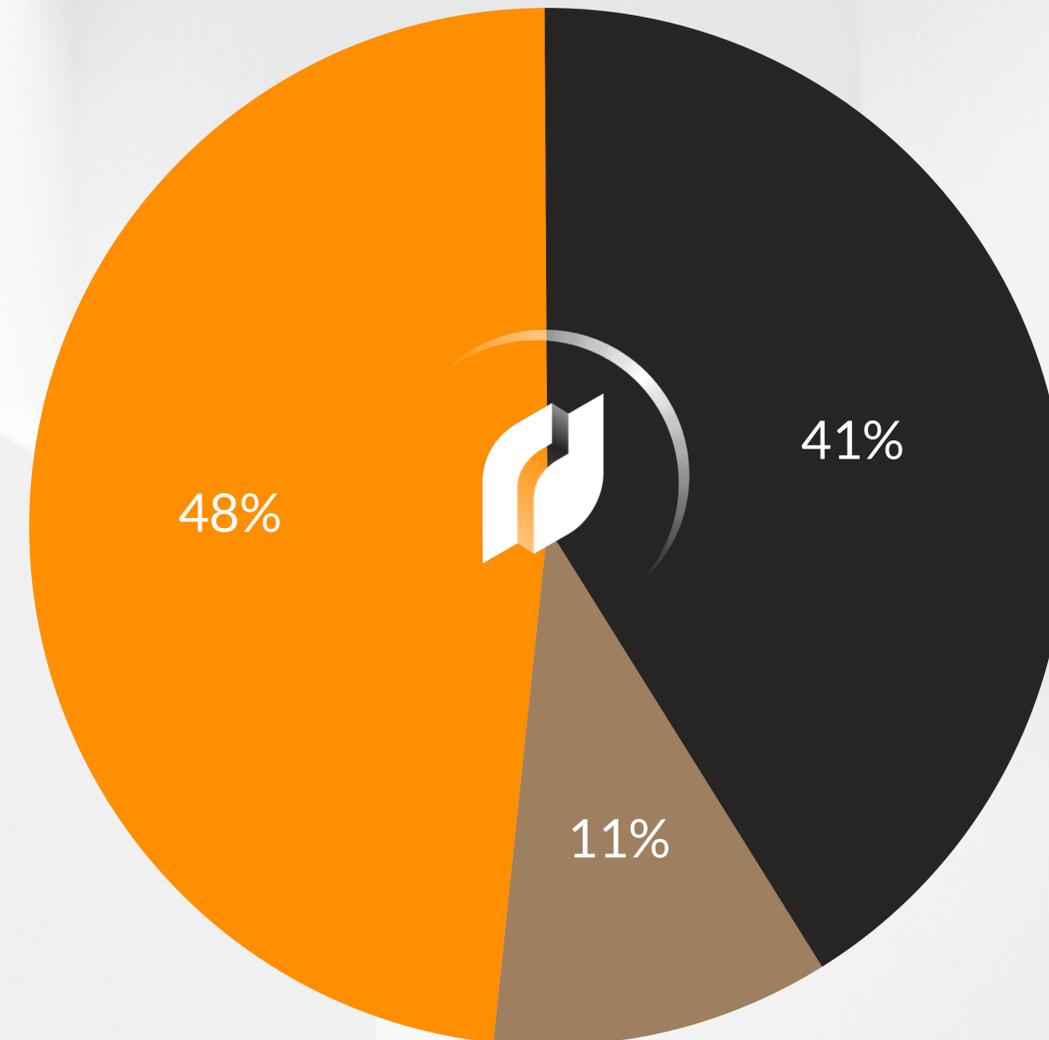
CAPITAL STRUCTURE

Unrestricted ordinary	37,583,532
Restricted ordinary	28,500,000
Deferred ordinary	19,000,000
Total ordinary (fully diluted)	85,083,532
Free float	44%
Options (30c, Expire Dec24/Mar25)	1,807,500

METRICS

Current Share Price (\$)	\$0.12
Total cash	~ \$1M
Total debt	NIL
Market Capitalisation (fully diluted)	\$10,210,024

SHAREHOLDER DISTRIBUTION



● Board & Management ● Other Investors ● Institutional / Strategic

Contact

Joel Rappolt (Chief Executive Officer): investors@rocketboots.com