



# ROCKETBOOTS

FAST • FOCUS • FUTURE

ASX: **ROC**

## Corporate Presentation

October 2024

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# ROCKETBOOTS

is a software company that leverages computer vision and AI to empower retailers & banks to effectively manage their front-of-house operations to meet the dynamic needs of their customers



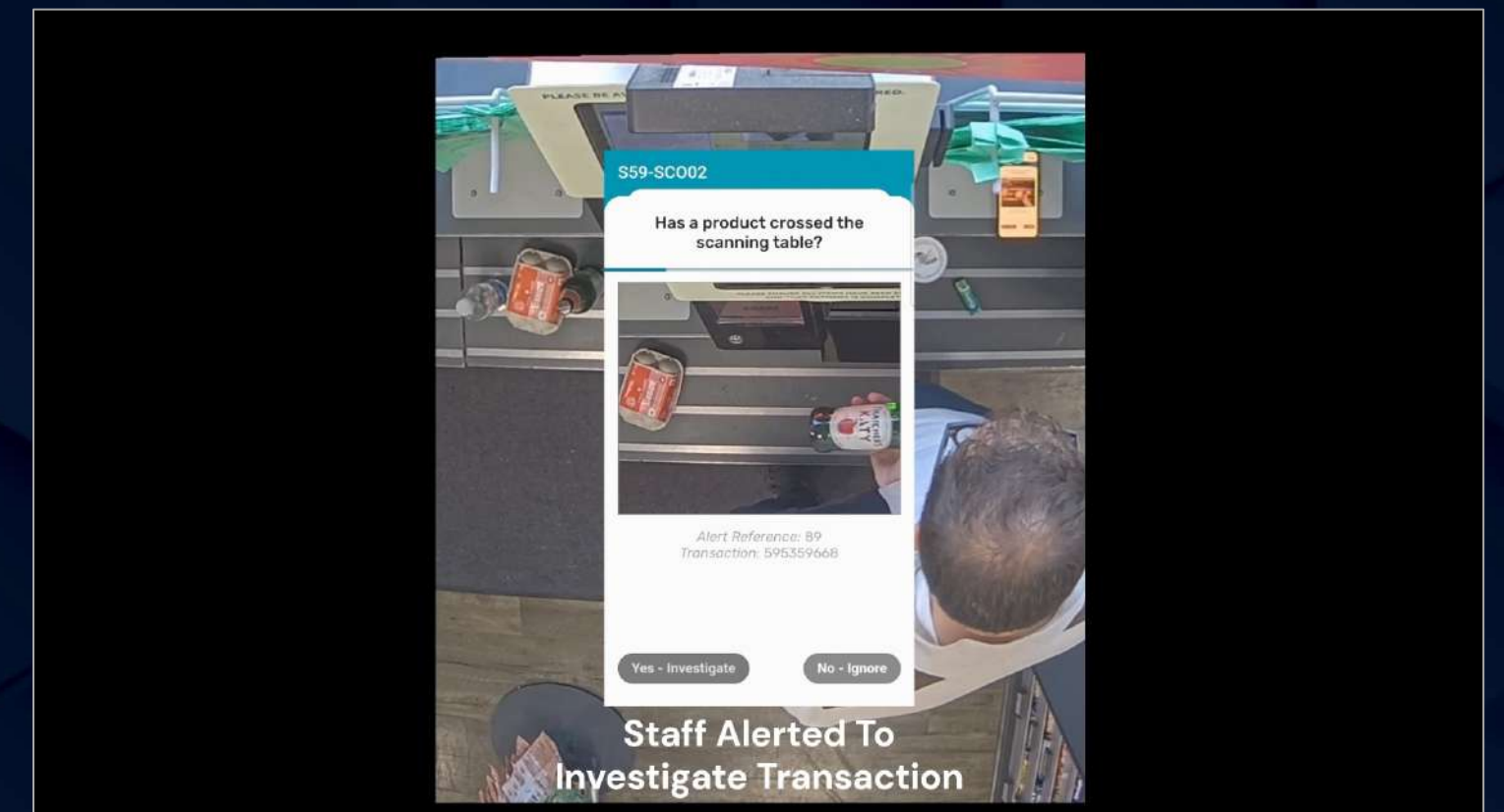
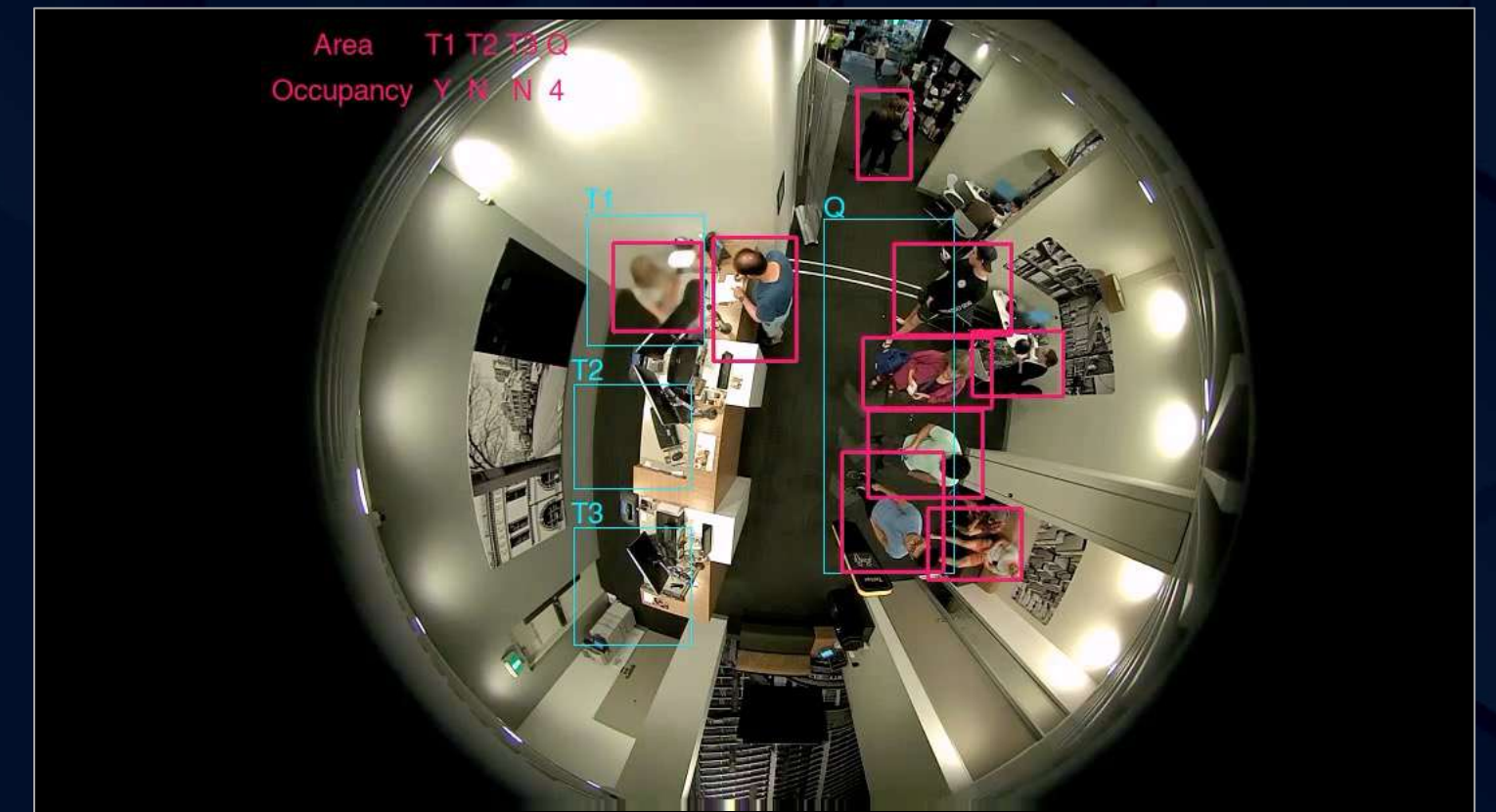


# Why ROCKETBOOTS?

- **Customer validated** AI Computer Vision technology
- **Unique** established business with high barriers to entry
- **International momentum** with 2 new contracts won recently, doubling ARR.
- **Large addressable market** of \$2.4 billion across AU, NZ, UK, EU, and U.S.
- **Scalable growth opportunity** underpinned by SaaS recurring revenue (site/p/yr)
- **Strong pipeline** at inflection point:
  - Advanced pipe: Short-term expansion potential with over **10k sites operated by trialling customers, with 8** approaching contract negotiation this year; and
  - Early Pipe: >20 qualified leads that operate 23K sites.



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# Customer Markets

RocketBoots is focused on two key markets



## Retail Grocery: Problems we address

- Rising theft at self-checkout & registers impacts profits
- Repeat offender theft impacts profits
- High costs of staffing checkout areas
- Customer service volatility impacting loyalty & repeat sales



## Branch Banking: Problems we address

- Minimise the impact of branch closures on customer experience
- Optimising workforce management in a digital-First world
- Enable hybrid working to improve omni channel service to tackle Neo Bank competition
- Reduce mortgage margin squeeze from brokers
- Driving branch efficiencies & productivity



# Customer Markets

RocketBoots is focused on two key markets



## Retail Grocery Outcomes

### Loss Prevention

- Reduce self-checkout theft, errors & staff fraud
- Reduce repeat offender & ORC theft

### Workforce Optimisation

- Optimise staffing at self-checkout & registers
- Enhance customer service
- Reduce abandonment

**Addressable Market\***  
**\$1.6 billion**  
**(242,000 sites)**  
Trialling customers  
= 4% MS



## Branch Banking Outcomes

### Workforce Optimisation

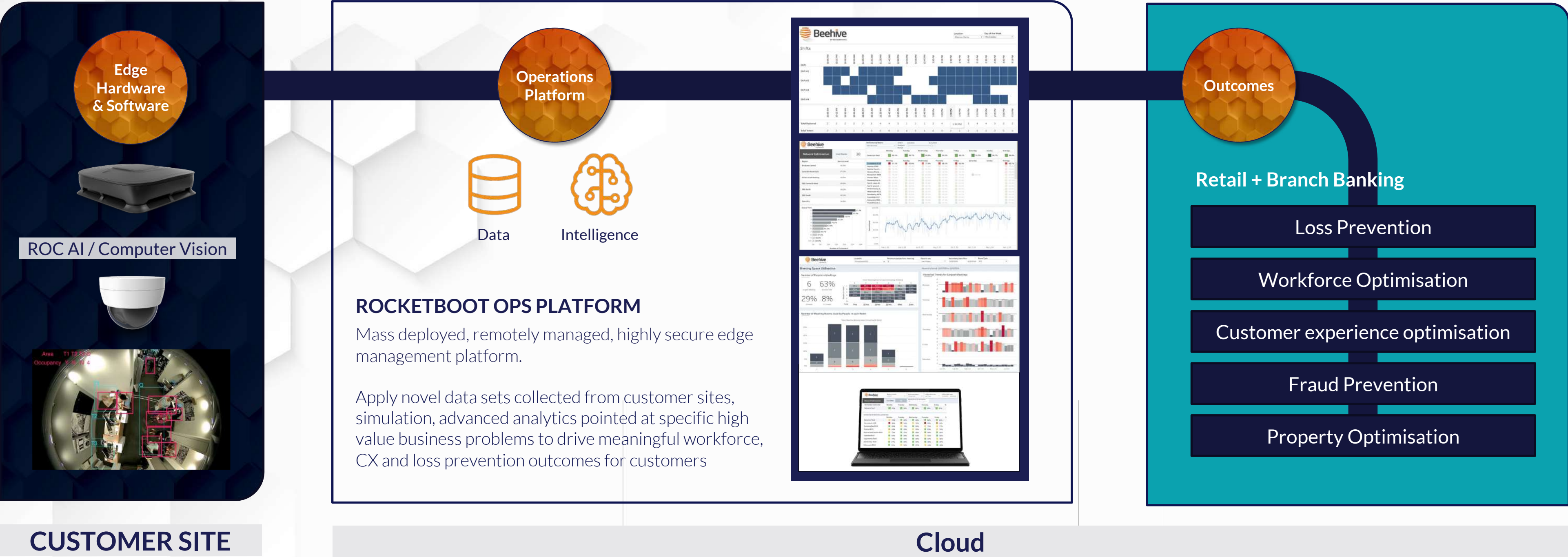
- Optimise staffing, enable hybrid working & enhance customer experience
- Cost reductions
- Increase speed of response to drive customer loyalty, better conversion rates & Net Promoter Score (NPS) results

**Addressable Market\***  
**\$750 million**  
**(209,000 sites)**

\*\*UK, EU, US, AUS Markets (excludes other regions), please see Appendix 1 for sources



# Technology Drives What We Do



# Proven Ability

Sustainable business model and capabilities aligned to customer needs



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Does the tech work?	Is it secure	Can an international pipeline be built	Is it valuable to clients	Can we convert global trials to major contracts	Can we retain customers long term
Customer validated technology delivering ROI over many years across retail & banking.	Cleared rigorous DD by Banks and Multinational companies, with no breaches or customers lost due to security concerns.	Pipeline of over 30 customers representing 33k retail sites	Demonstrated through, positive ROI delivered to win contracts and long term customer retention	<ul style="list-style-type: none"><li>2 long term foundation customers</li><li>Q1 25FY 2 new contracts signed</li></ul>	Foundation customers retained now > 5 years



# Global Opportunity



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Customer validated technology across target verticals & geographies

## RocketBoots Products / Licences:



Workforce (WFM)  
& CX Optimisation



Self-Checkout (SCO) Loss  
Prevention (LP)



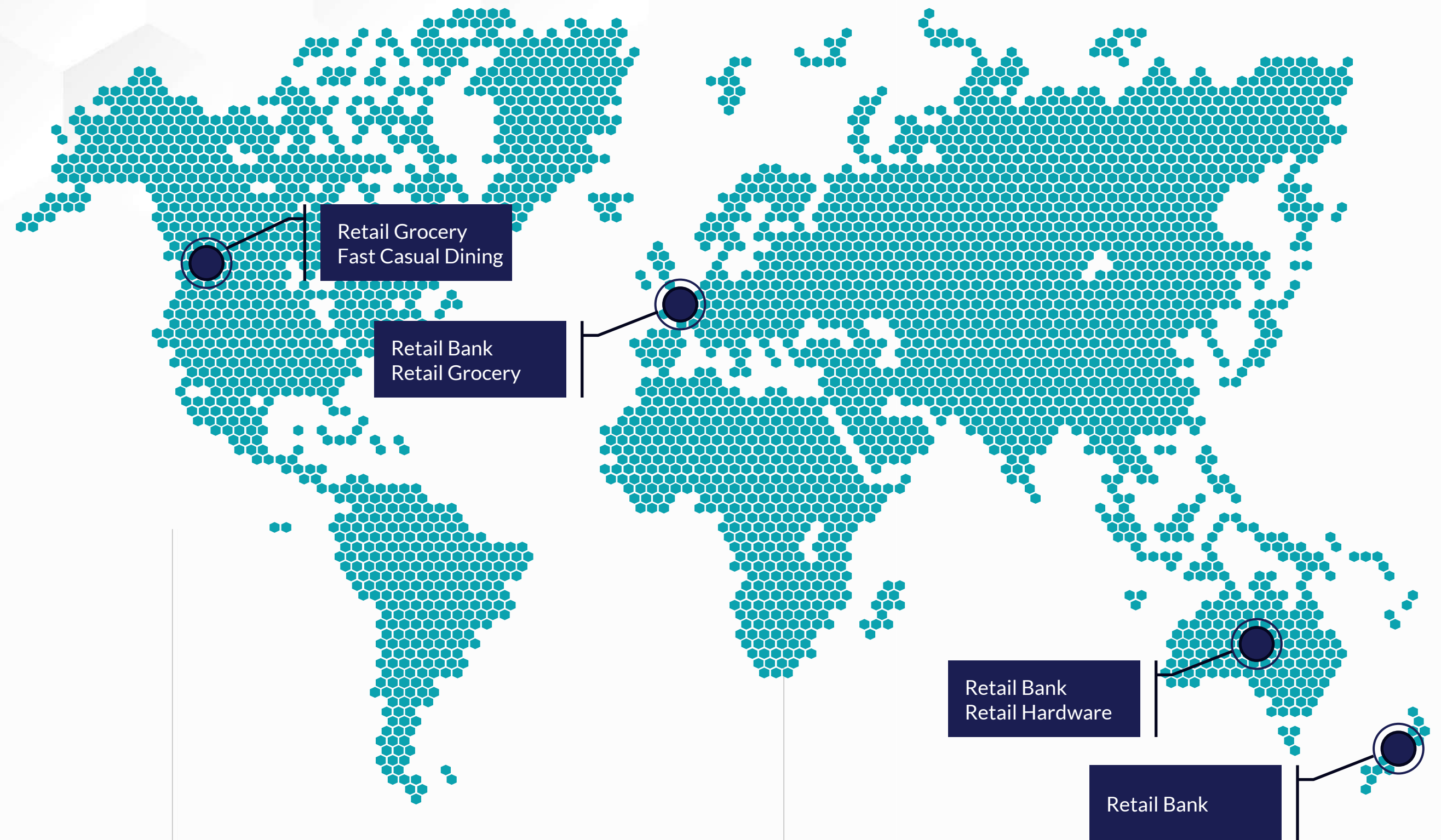
Fraud Prevention:  
Cashier/Teller



License-plate Recognition:  
Repeat offender/ organised  
retail crime prevention



Property Optimisation



# Ready To Scale



RocketBoots has established a strong foundation, now positioned for growth

- Foundation built - \$1M ARR contracted or rolling out with 33k new sites in pipeline
- 8 trial customers that operate >10K sites approaching large scale contract decisions
- Outreach campaign to commence targeting ALL North American Banks and Retail grocery
- ROC supported by strategic partners - NVIDIA Metropolis Partner, multiple management consulting partners, collaboration with Dell and system integrators.



\* FY25 Site licences secured projection based on actual customer contracts announced plus potential pipeline conversion



# Robust Pipeline

Qualified and engaged pipeline of Enterprise customers



Pipeline Sites

**Early Stage**  
23k Customer sites

**Advanced Stage**  
10k sites operated by  
trialing Customers

Pipeline Customers

10

6

2

3

1

4

5

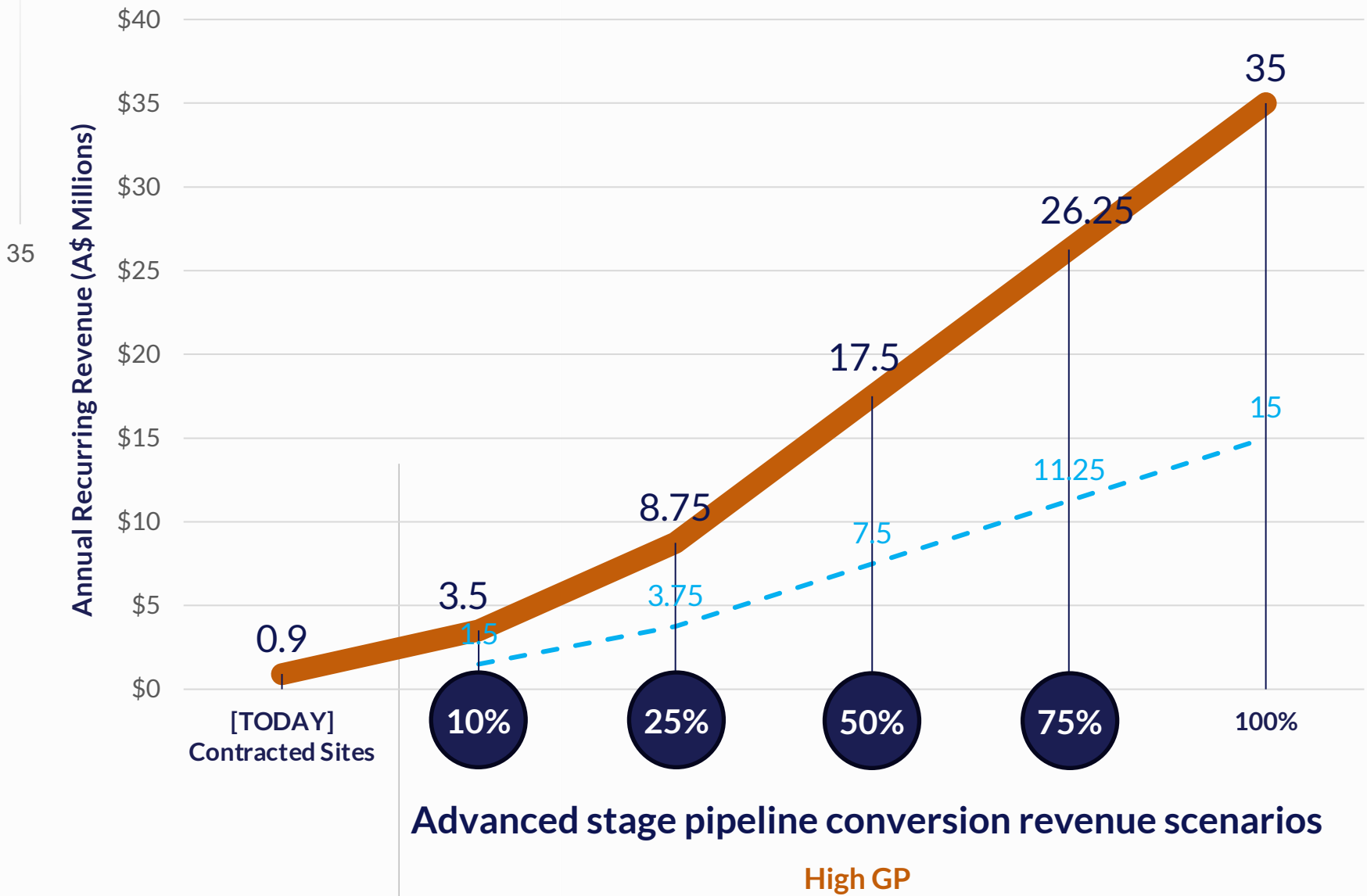
Pipeline Stages

- Pursuit > Customer interested
- Trial Proposals
- Onboarding / Integrating
- Trialing
- Acceptance testing /ROI
- Scaled Site Contract Negotiation
- Contracts



Converting a small percentage of customers in Advanced Stage can have a meaningful impact to RocketBoots ARR

Once-off, SaaS activation revenue is also a significant opportunity - - - - -



\* Indicative revenue growth potential – 25% conversion of pipeline customers that are currently in late-stage negotiations could multiply ROC’s Annual Recurring Revenue multiple times.

# Team To Deliver

## Management



**Joel Rappolt**  
**Chief Executive Officer**

Experienced technology entrepreneur skilled in applying emerging and complex technologies to today's toughest business challenges



**Robin Hilliard**  
**Chief Technology Officer**

Founded RocketBoots in 2004, supporting all technology to grow it from an Internet application consultancy to product business

## Operations



**Engineering**  
**8+ team AU based**

Established team with many holding PhD's in computer vision & machine learning



**Go-To-Market**  
**Global team UK/US**

15+ years in experience working with new and established businesses across AI, data, and technology sectors



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## Board



**Hugh Bradlow**  
**Independent Chair & Non-Executive Director**

22+ years at Telstra, Australia's leading telecom provider, including 3 yrs as Chief Scientist & 8 as CTO.



**Karl Medak**  
**Non-Executive Director**

40 years in ICT, including at Telstra, Ericsson Australia & Lend Lease Communications



**Cameron Petricevic**  
**Non-Executive Director & CoSEC**

20 years in finance & capital markets, including at Acorn Capital & Lucrum Ventures



# Summary

## **CUSTOMER VALIDATED**

Artificial Intelligence  
Computer Vision technology

## **\$2.4 Billion ADDRESSABLE MARKET**

Across AU, NZ, UK, EU,  
and U.S.

## **SCALABLE BUSINESS MODEL**

Underpinned by per site SaaS  
recurring revenue

## **UNIQUE ESTABLISHED BUSINESS**

With high barriers to entry,  
first mover advantage

## **INTERNATIONAL MOMENTUM**

2 new contracts won recently,  
doubling ARR

## **CUSTOMER PIPELINE AT INFLECTION POINT**

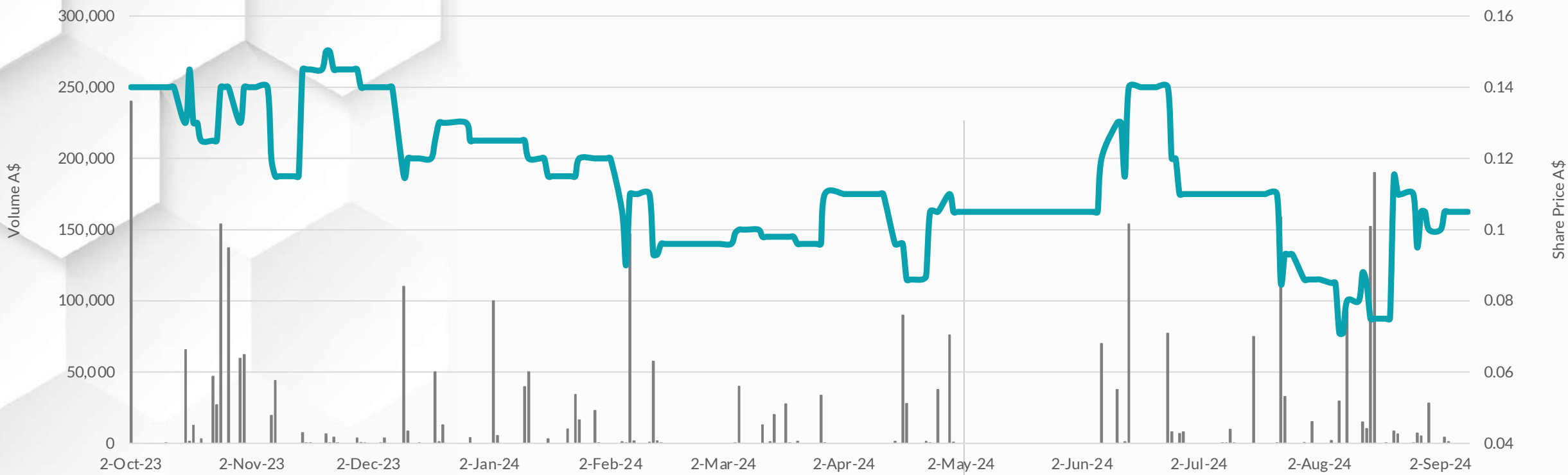
Near-term potential with 8  
customers at  
advanced stage 10K sites

# Corporate Overview

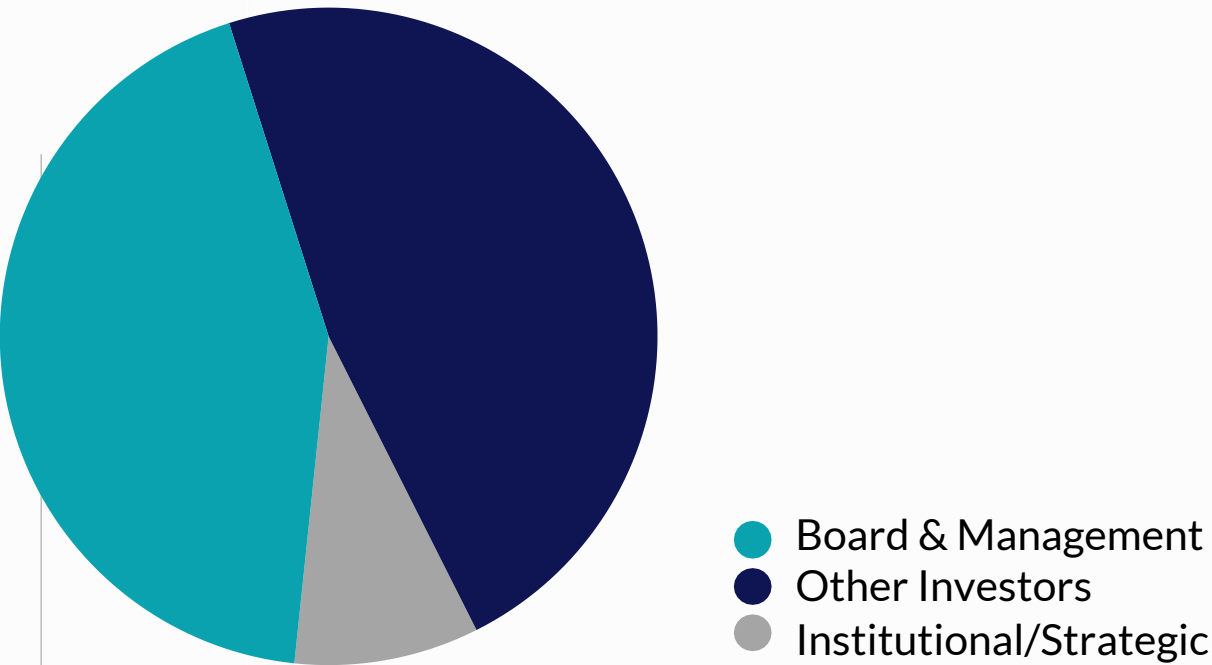


ASX:ROC	\$0.12 Share Price at 3 October 2024	100.2M Shares on Issue
\$12M Market Capitalisation	\$555k* Cash at Bank at 30 June 2024	3.1M Options

Share Price



Shareholder Distribution



\* Excludes customer contract wins announced between Jun-Sept 2024.



**Joel Rappolt**

Chief Executive Officer

[Investors@rocketboots.com](mailto:Investors@rocketboots.com)



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# Appendix 1

## Addressable Market references

- <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>
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- <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.>