BirdDog

September '24 Quarterly
Appendix 4C

BirdDog Technology Limited (ASX:BDT)

29 October 2024

BirdDog

THE PAST ...
IS THE PAST.

Litigation
- **Concluded & settled 29 July 2024**

Selective Share Buy Back
- **Actioned & settled 19 July 2024**

Low Margins
- 20.3% in FY24 - **consigned to history with the next generation product portfolio**

Supply chain
- **Enhanced with multiple & geographically diverse contract manufacturers**

Operational expenditure
- **A$3m of annual overhead cost-outs**

![BirdDog logo]

BIRDDOG 2.0

Next generation product portfolio
- Launched 4x next gen cameras May-August 2024
- Launching 1 SKU each month through to December 2024

Net Margins
- 40%+ on next generation portfolio
  (after COGS, freight, duties, license fees)
- Double historical gross and net margins

Revenue
- Returning to the business

EBITDA
- 3 consecutive months of EBITDA positive June-August 2024
- Approaching EBITDA positive for September Quarter
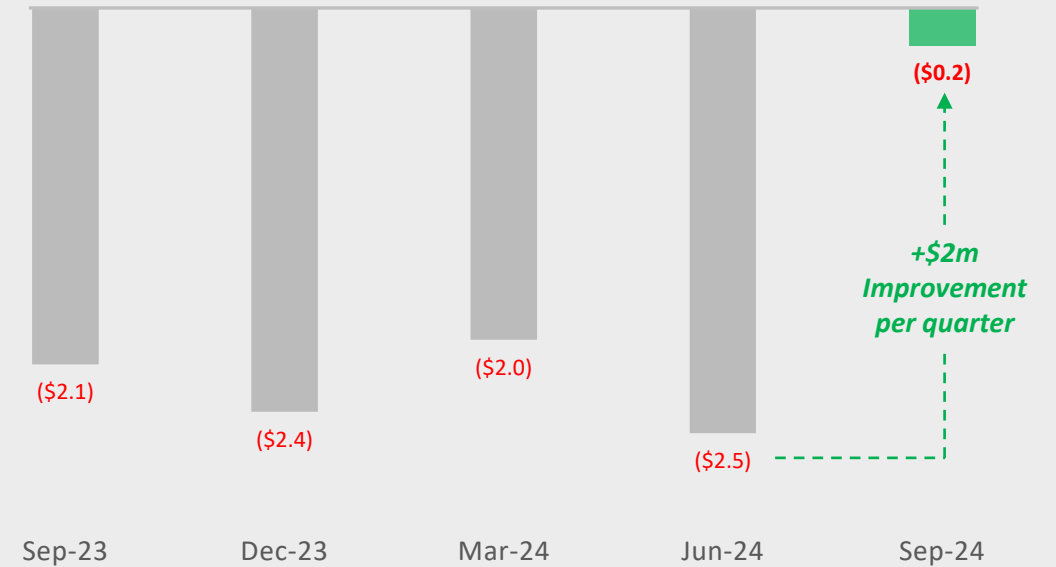 @ ($0.2m), incl. $0.2m investment in IBC Trade Show

![BirdDog]

BIRDDOG 2.0
INFLEXION POINT.

Average quarterly EBITDA loss of $2.3m during FY24 (~$9m annual EBITDA loss, excl. litigation & ancillary fees of $2.6m).

Delivered a $2m+ improvement in quarterly profitability for the September '24 quarter.

September quarter EBITDA loss of $0.2m included a $0.2m investment at the IBC Trade Show in mid-September, launching new products and heralding BirdDog 2.0 with a full suite of next generation products.

Quarterly EBITDA, $m, excl. litigation fees

($0.2)

+$2m Improvement per quarter

($2.1)

($2.4)

($2.0)

($2.5)

Sep-23   Dec-23   Mar-24   Jun-24   Sep-24

![BirdDog]

BIRDDOG 2.0 MARKETING ACTIVITIES.

Purpose: Build the underlying demand on next generation products through boosting BirdDog Brand and BirdDog product awareness through the following market pillars

✓	**Demonstrations/Trials**	*Aug '24*
✓	**Clear Communications**	*Sep '24*
✓	**Education**	*Sep '24*
✓	**Re-branding & Product Positioning**	*Sep '24*
✓	**Customer Testimonials**	*Oct '24*
✓	**Quick Wins**	*Oct '24*
✓	**Key Influencer Content**	*Oct '24*
✓	**Events & Visibility**	*Oct '24*

BIRDDOG 2.0 MARKETING ACTIVITIES.

Clear Communications

Demonstrations/Trials

Quick Wins

Customer Testimonials

Re-branding & Product Positioning

Education

Key Influencer Content

Events & Visibility

Q & A.

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