

2024 AGM Chair's Address

BirdDog Technology Limited (ASX: BDT) ("**BirdDog**", "**BDT**" or the "**Company**") is pleased to present the address to be delivered by the Company's Chair, Mr John Dixon, at today's Annual General Meeting.

Good afternoon

Thank you for joining us at the 2024 Annual General Meeting of BirdDog Technology Limited.

This past year has been a transformative period for BirdDog, defined by significant progress despite challenging macroeconomic conditions. Today, I would like to reflect on these achievements, highlight recent milestones and share our positive vision for the year ahead.

FY24 Overview

The 2024 financial year was marked by strategic organisational changes, reinforcing our position for future growth. While external factors impacted our financial outcomes, with total revenue at \$18.3 million and a net loss of \$16.9 million, the steps we have taken have solidified our foundation to build success in the forthcoming year.

Key activities and achievements during FY24 include:

- **Supply Chain Revitalisation:** Resolved disputes with our former contract manufacturer and established partnerships with three geographically diverse manufacturers, enhancing our product portfolio and margins.
- **Cost Management:** Reduced annual overheads by over \$3 million while protecting core operations.
- **Shareholder Value Initiatives:** Completed a selective buyback of 31.6 million shares in July 2024, achieving a 19.5% immediate value uplift for shareholders.

With \$11.6 million in cash reserves as of 30 September 2024, BirdDog is well-positioned to drive growth and innovation.

Product Innovations

Our supply chain reset has facilitated the launch of next-generation products like the X1 (Standard and Ultra) and the Maki Ultra cameras, which began shipping in mid-2024. Initial demand has been strong, and with more products set for release in FY25, including converters, we are cautiously optimistic about continued growth.

Looking Forward: BirdDog 2.0

FY25 marks the beginning of BirdDog 2.0 - a renewed focus on product excellence, operational efficiency and recurring revenue streams. In addition to our camera success, our medical solution, **Remedi**, is gaining momentum, showcasing the broader potential of our connected workflow solutions.

Commitment to Shareholders

While FY24 presented challenges, our commitment to creating long-term value for shareholders remains unwavering. The strategic actions undertaken are already delivering year on year positive outcomes, and we are confident these will persist into FY25 and beyond.

I extend my grateful thanks to the BirdDog team for their dedication during this transformative year and to our shareholders for their continued support. Together, we are poised to make BirdDog a significant leader in video and broadcast technology.

I now invite our CEO, Dan Miall, to provide further insight into our progress and outlook.

Thank you.

- 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

BROADCAST YOUR WOW. NOW.

