



BirdDog



2024 AGM Presentation

BirdDog Technology Limited (ASX:BDT)

26 November 2024



FY 2024 Summary

Normalised financial performance, adjusting for one-off items

Financial Performance	FY24	Normalisation Adjustments ¹	Normalised FY24	FY23
Profit & Loss	AUD \$000's	%	AUD \$000's	AUD \$000's
Revenue	\$18,301		\$18,301	\$28,805
Cost of sales	(\$13,408)		(\$13,408)	(\$20,978)
Software licensing fees	(\$1,186)		(\$1,186)	(\$1,652)
Net Margin	\$3,707		\$3,707	\$6,175
	20.3%		20.3%	21.4%
Operating expenses	(\$12,707)		(\$12,707)	(\$12,285)
One-off legal & professional fees ¹	(\$2,648)	(\$2,648)	\$0	\$0
EBITDA	(\$11,648)	(\$2,648)	(\$9,000)	(\$6,110)
Interest Income	\$912		\$912	\$407
Foreign currency translation gains	\$142		\$142	\$1,409
Depreciation & Amortisation	(\$530)		(\$530)	(\$405)
Finance costs	(\$117)		(\$117)	(\$120)
Impairment losses ²	(\$5,093)	\$5,093	\$0	\$0
Net Loss, before Tax	(\$16,334)	\$7,741	(\$8,593)	(\$4,819)

One-off items exceed \$7.7m, comprising: (i) \$2.6m legal and professional fees; and (ii) \$5.1m non-cash impairments.

1. \$2.4m legal fees and \$0.2m professional fees.

2. \$4.7m impairment from settlement from legal proceedings and \$0.4m impairment to intangible assets.

Profit & Loss:

- After normalising for significant one-off/non-recurring items:
 - FY24 EBITDA Loss of \$9.0m (FY23: \$6.1m); and
 - FY24 Net Loss before Tax of \$8.6m (FY23: \$4.8m)
- FY24 % Net Margins were flat on prior year, noting next-gen camera margins are double Company's historical average
- \$3m+ of operational expenditure savings made to positively impact FY25
- \$5.5m continued investment in R&D (FY23: \$3.8m)

Balance Sheet & CashFlow

- Net cash outflows from Operating activities in FY24 of \$5.2m (FY23: \$0.6m outflow)
- Share buy back cash outflows - from Financing activities - in FY24 of \$0.7m (FY23: \$0.9m)
- Cash holdings @ 30 June 2024 \$16.5m (FY23: \$22.6m)

BirdDog 2.0 – Markets

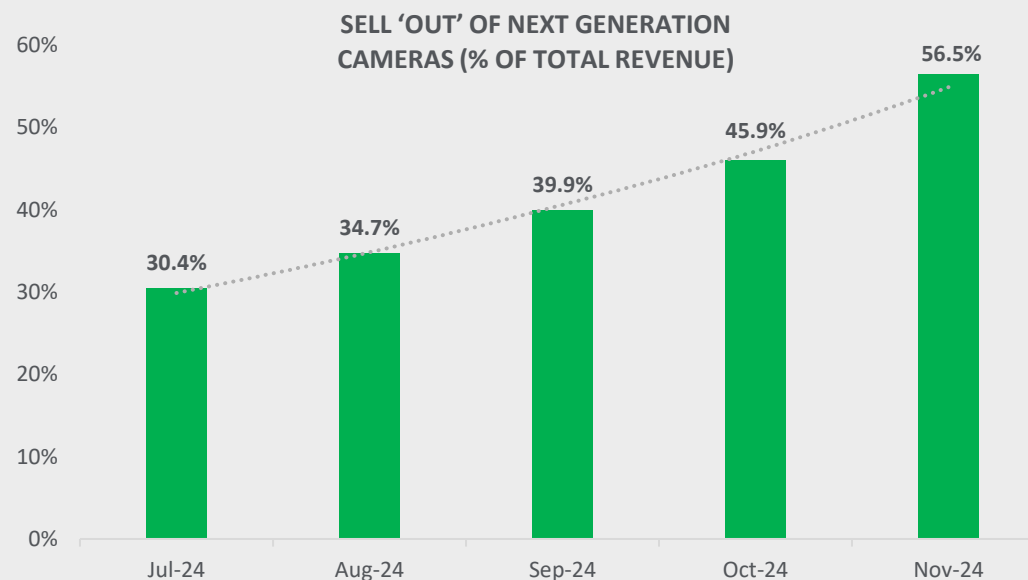


Markets by region:

- North America
 - Recovering, positively trending
 - Recent elections, prepared: USA warehouse & tariffs
- Europe/United Kingdom
 - Lumpy
- Asia Pacific
 - Steady

Management encouraged by positive sell 'out' trend:

Next generation cameras steadily building contribution to the business' revenue, coupled with doubling historical margins



BirdDog 2.0 – Products & Margins



Next generation product portfolio

- Since May '24, BirdDog has successfully launched the X1 (Standard & Ultra), X4 Ultra, X5 Ultra & Maki (12x & 20x) next generation cameras
- Launching more SKUs in December '24 & March '25 quarters



Net Margins

- 40%+ on the next generation portfolio



Product Reliability

- Next generation cameras are 20 times better than historical average on our '1st 90 days out-of-box' measure



Revenue

- Underlying positive trend
- Driven by Product Communications & Customer engagement through highly targeted campaigns



Supply chain

- Enhanced over the last 12 months with multiple & geographically diverse contract manufacturers

BirdDog 2.0 – Remedi

Research & Development complete

- Launching additional SKUs in December '24 & March '25 quarters

In Commercialisation phase

- BirdDog's Remedi team are selling and installing Remedi solutions, initially in the Asia Pacific
- Healthy pipeline, longer than anticipated sales cycle

3 Products in Market

- Peer to Peer (P2P)
- Remedi Cast
- Remedi Router



BirdDog 2.0 – Marketing Activities & Product Communications

Clear Communications



Demonstrations/Trials



Quick Wins



Customer Testimonials



Re-branding & Product Positioning



Education



Key Influencer Content



Events & Visibility



BirdDog 2.0 – Customer-centric Engagement & Communications

Building underlying demand for next generation products, by boosting BirdDog's brand as well as awareness of product portfolio breadth & solution-driven connected workflows

Upcoming communications and customer-centric initiatives include:



Global advance replacement program



Key account white glove service



Customer support overhaul



BirdDog 2.0 – FY2025 Key Priorities & Outlook

BirdDog's key priorities are consolidating product portfolio and business performance, before driving growth

BirdDog 2.0: consolidate business performance and launch the residual of the next generation products

Encouraging recent trading and trends:

- Product market fit of the next generation portfolio of cameras; and
- Improved Margins @ 40%
- Sales performance of the next generation cameras since launch.

Company remains well-funded with cash of \$11.6 million (as at 30 September 2024) and no debt:

- Cash backing of 7.2 cents per share (30 June 2024: 8.6 cps); and
- Net tangible assets (NTA) per share of 12.5 cents per share (30 June 2024: 11.5 cps).



Our primary market in the USA is recovering and trending positively



Europe including the United Kingdom is subdued, with some positive market signals



The Asia Pacific market is steady

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