RocketBoots Renews Contract with Major Australian Retailer

Highlights

- **RocketBoots extends its SaaS contract with a major Australian retailer**

- **The deal continues a 7-year foundation partnership across > 250 locations**

- **Contract term is 1 year with a prepaid annual contract value of $339K**

- **Advanced discussions continue across a number of international enterprise customers, with the Company focused on closing several near-term opportunities.**

Artificial Intelligence software company **RocketBoots Limited** (ASX:**ROC**) (**RocketBoots** or the **Company**), is pleased to announce that it has extended a foundation partnership with a major Australian retailer (the **Customer**)[1] for the provision of ROC software across its retail locations.

Australian Retail Agreement

RocketBoots confirms a contract extension with the Customer, which continues a 7-year partnership providing critical software across its Australian locations. Over this time, the Company has established opportunities to optimise operations, as well as integrate RocketBoots technology with other retailer systems further enhancing the Customers ability to leverage value across its operations.

Importantly, RocketBoots has continued to demonstrate a sustainable return on investment that underpins its commercial model where the Company is now building momentum and scaling the business to secure a share in the billion-dollar global retail, grocery and banking markets.

Key contract terms include:

-   The continued provision of RocketBoots' software across its store network;
-   Prepayment of contract value of $339K, up 5% from previous;
-   Contract term of 1 year, with the option to extend in 1-year increments; and
-   Either party may terminate the agreement at any time, however contract prepayment is non-refundable.

Commenting on the Customer contract extension, RocketBoots Chief Executive, Joel Rappolt, said:

"We continue to show our ability to retain and scale our software in key customer markets. RocketBoots has market validated and leading loss prevention software that allows our customers to realise significant value, which is critical considering the rise in retail theft having greater impact on profitability.

The Company continues to focus on scaling the business internationally across a robust pipeline with near-term opportunities."

This announcement has been authorised for release by the Board of RocketBoots Board.

- Ends -

For more information:

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[1] Previous disclosures on the Customer can be found at ASX Announcements - 3 December 2021 (Replacement Prospectus section 9.9), 21 December 2021, and 30 September 2022.

About RocketBoots

RocketBoots superpowers in-person service by transforming video into performance improvement using a unique blend of AI and cloud computing.

We enable some of the world's largest retailers & banks to run their stores & branches with less OpEx & loss while improving service, sales & loyalty.

RB in store AI software is used to measure how store/branch visitors & staff spend time & detect theft as it happens at checkout. These digital-caliber KPIs then power improved schedules that improve customer service, staff productivity & improve sales.

RocketBoots core software product offerings are:

Adaptive Loss Prevention
Prevent loss at self-checkout & Registers without adding needless friction.

Time-use Checkout Management
In-person checkout optimisation for loyalty-focused retailer

Branch Value Optimisation
Face-to-face branch management for a digital-first world