



# Shareholder briefing

**20 November 2020**  
**Annual General Meeting - CEO Address**

See what  
matters

# Regulatory and legal

icetana Limited ACN 140 449 725 (the Company) is the issuer of this presentation.

## **Forward-looking statements**

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# Past 12 months

- IPO completed and listing on ASX in December 2019
- Cash preservation measures implemented to maintain strong cash position through COVID
- Successful Value Added Reseller (VAR) go-to-market strategy is driving sales growth
- Achieved 100% renewal rate for existing customers
- Focus on new industry verticals including guarding services and correctional facilities
- Strong motivated team to drive strategy and product development through 2021 and beyond

# Overview



Clear **unmet need** for **real-time surveillance**



Over **13,000 cameras** and **46 customer sites**.



**Global video surveillance analytics** spending to reach **\$12bn by 2023** with **20%+ growth rate**



**Experienced leadership team** in enterprise software, product management and scaling revenue



**AI advancing rapidly** and over **\$10m invested** into the **underlying technology**.



**Increasing SaaS revenues.**  
100% customer retention through COVID





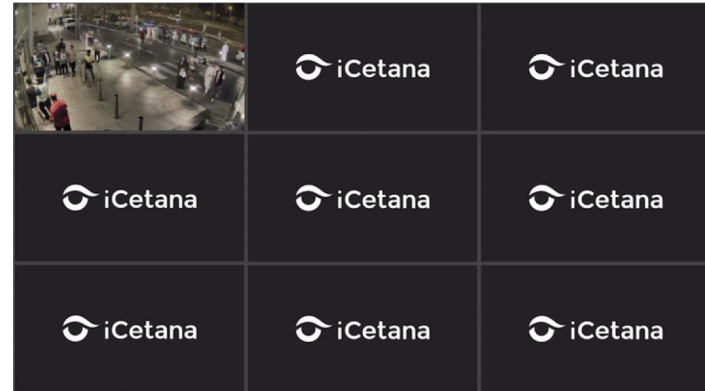
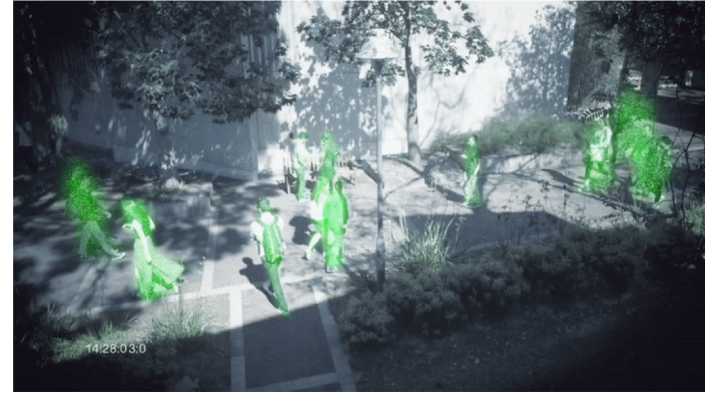
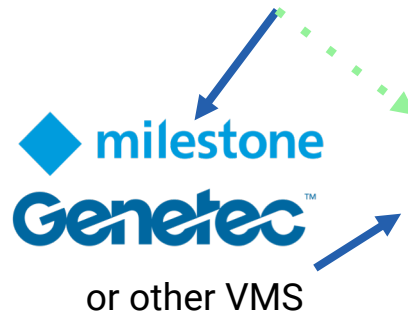
# What icetana does

AI driven video analytics software that dramatically improves active monitoring of surveillance networks.

Self learns "normal" movement patterns

Abnormal movement highlighted in real time

Complements existing video management systems to remove noise and increase efficiency for operators



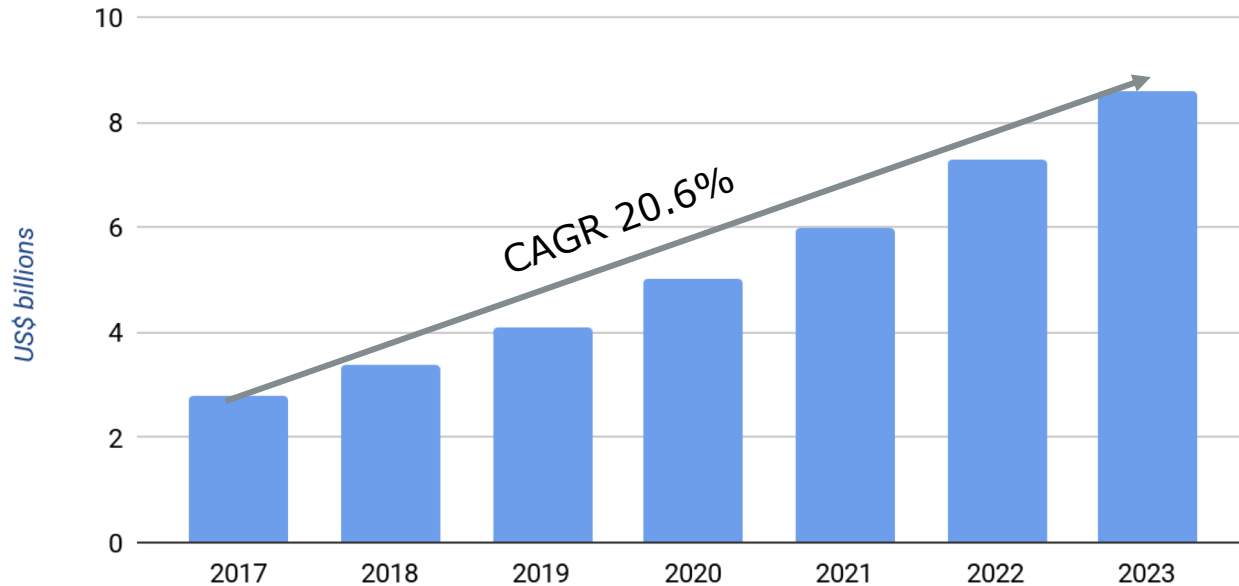
# Existing surveillance

- 98% of cameras are only used for recording
- Cameras produce huge amounts of data.
  - 1MB/s per camera = 86GB each day. (26TB/day for a 300 camera system)
- Far too many cameras for human monitoring
- Many companies seeking to fix this challenge, most use rules based systems trained to solve only specific use cases
- icetana
  - does not require rules
  - finds a broad range of events
  - takes little time to set up and
  - requires substantially less hardware

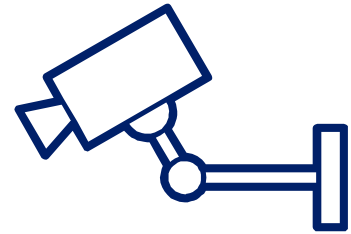


# A fast growing market

## Global video analytics market



2019-2023 are forecast

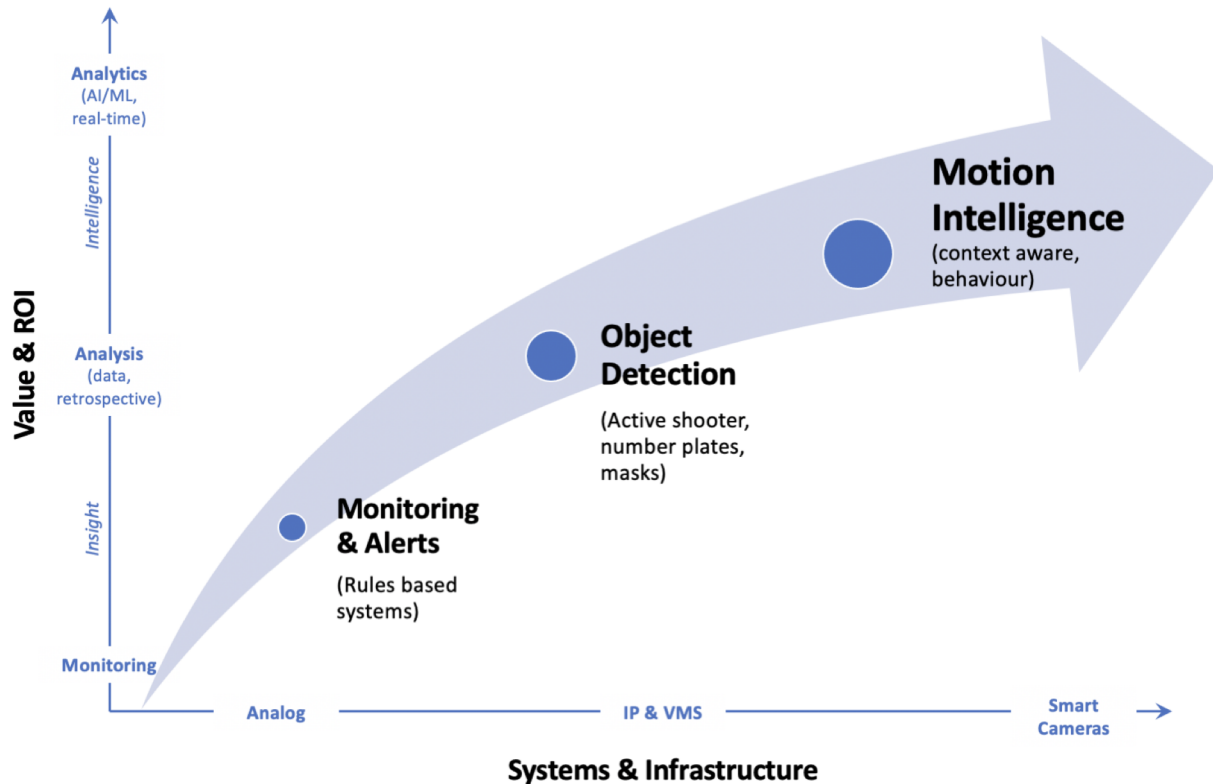


**Video analytics surveillance** spending is forecasted to reach **US\$8.6bn (A\$12bn+)** by **2023** growing at compound annual growth rate (CAGR) of **20.6%**

**Source:**

- Research and Markets - [researchandmarkets.com/research/r3r3rg/global\\_video?w=4](https://www.researchandmarkets.com/research/r3r3rg/global_video?w=4).
- Markets and Markets - [marketsandmarkets.com/Market-Reports/intelligent-video-analytics-market-778.html](https://www.marketsandmarkets.com/Market-Reports/intelligent-video-analytics-market-778.html)

# Technology advancements



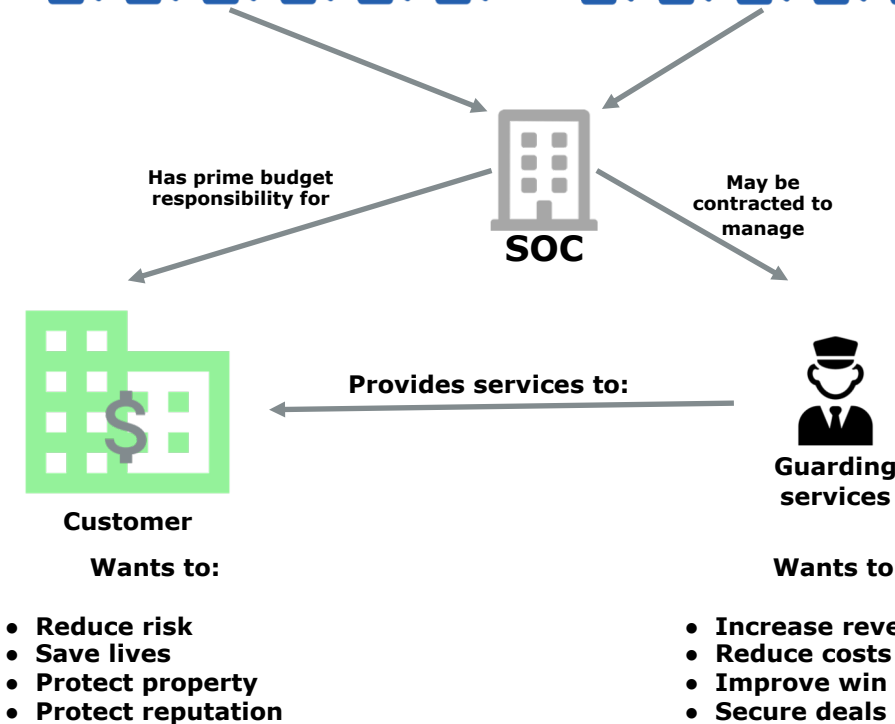
We **leverage new platforms** and global developments, merge this **with 10 years of real-world experience** then test with a **global client base** in multiple verticals

We **differentiate** with an offering specific to **anomaly detection** which we call:

**icetana motion intelligence**

where motion detection meets artificial intelligence

# Typical customer



Pivot of sales efforts towards:

**guarding services (ROI) and prisons (high risk and Government funded)**

Early signs of progress:

**Ten new prison orders** in the past 6 months

**Two strategic guarding services clients** in past 3 months

Several more similar opportunities in the sales pipeline

# ROI from events

- Real-time operations become a reality
- Increased speed of response and reduced impact of threats
- Real-time insights from huge video data streams
- Improved ROI from existing surveillance infrastructure

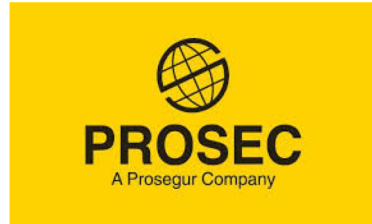


# Distribution success (this year)

## Reseller led sales



**Hewlett Packard  
Enterprise**



**Chubb**



SolutionsPlatform



## Direct sales



**IVANHOE  
GRAMMAR SCHOOL**  
*courageous and kind*



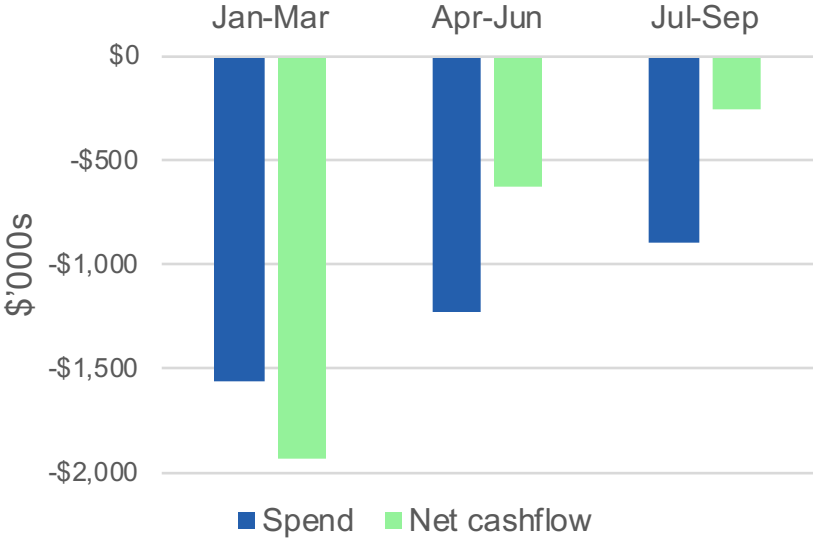
south bank  
corporation

**serco**

# Cash management with sales

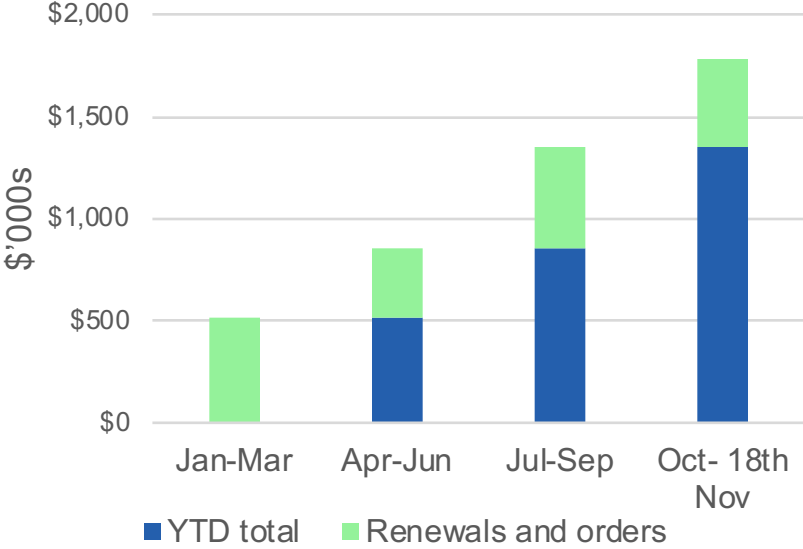
Strong cost control

Cash spend and net cashflow outflow



..and a growing order book

Renewals and order growth





# The year ahead



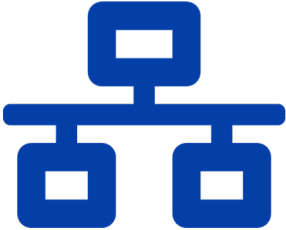
Secure rebound from COVID



New vertical sectors



SaaS recurring revenue



Deep VMS integration



Quick installation



Get to WOW faster

# Qualified Pipeline

Sector	Proposal/ negotiation	In deployment
Retail	7	3
Prison	1	8
Guarding Services	3	2
Commercial	2	3
Logistics	4	0
Public safety	2	1
Utility	1	1
Casino	1	0
<b>Total</b>	<b>21</b>	<b>18</b>

**Proposal/negotiation:** indicates a written proposal has been requested by and provided to a prospective client or active negotiation on a written proposal is taking place

**In deployment:** indicates an order has been received and deployment is underway with revenue recognition to commence after the installation is active.

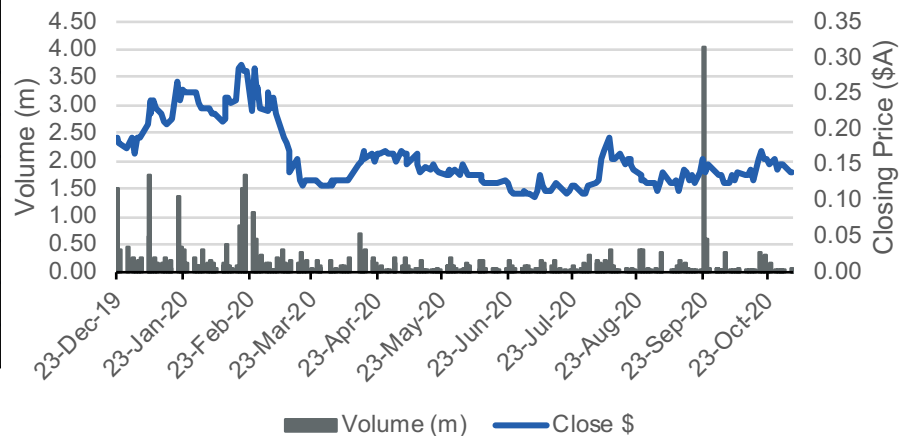
Existing sites have been excluded (currently active on 36 live sites)

The Company cautions investors that it is not party to any binding agreements with respect to the proposals in the pipeline described above. An investment decision should not be made on the basis of these potential deals. There can be no certainty that any binding agreement or agreements will be reached, or that any concluded deals will eventuate. The Company will make further announcements in the event that the negotiations complete and binding agreements are executed in accordance with its continuous disclosure obligations.

# Capital structure

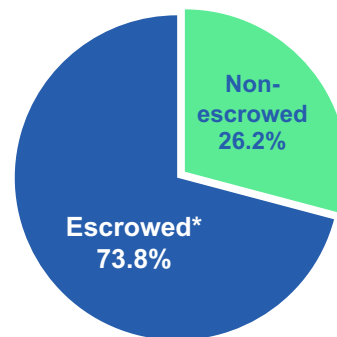
CAPITAL STRUCTURE		
Share Price	A\$/share	\$0.155
Shares on Issue		137.0 m
Performance Rights		3.0 m
Options		37.7 m
ESIP		17.7 m
<b>Market Capitalisation</b>	<b>A\$</b>	<b>\$21.2 m</b>
Cash	A\$	\$2.84 m
Debt	A\$	Nil

## SHARE PRICE PERFORMANCE



SHAREHOLDERS	
Go Capital Tech Fund 2 Pty Ltd	28.9% <sup>+</sup>
Yuuwa Capital LP	24.1% <sup>+</sup>
Curtin University	7.1% <sup>+</sup>
Skiptan Pty Ltd	10.5% <sup>+</sup>
Board and Management (excl Go Capital holding)	3.4%

<sup>+</sup>escrowed shareholders. See 2020 Annual Report for details



## REGISTER SNAPSHOT

\*Includes both voluntary agreements entered into and ASX imposed restrictions



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