



Investor update

July 2021
CEO – Matt Macfarlane
ASX:ICE

See what
matters

Regulatory and legal

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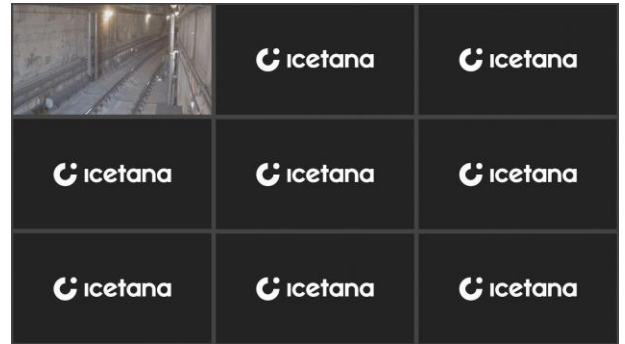
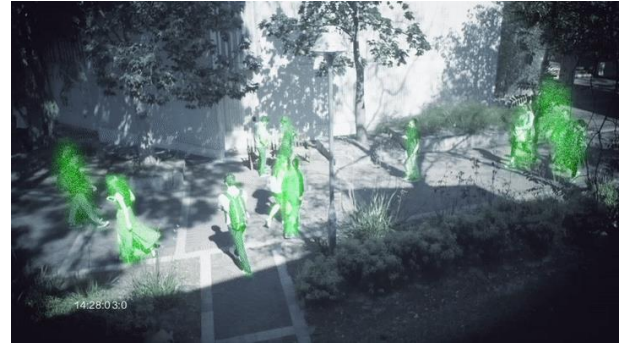
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What icetana does

- **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



Overview



Customer Sites and Trial Locations



Over **14,000 cameras** and **50+ customer sites**



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

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



Global video surveillance analytics spending to reach **\$12bn by 2025 with 19% growth rate***



AI advancing rapidly and over **\$12m invested** by icetana in the **underlying technology**



Increasing SaaS revenues.
Strong customer retention and referrals

Value from events and efficiency



Customer value

A single risk event detected in real-time can support an entire year of icetana licensing

A single operator can transition from 30-40 cameras to over 250 cameras effectively and actively monitored

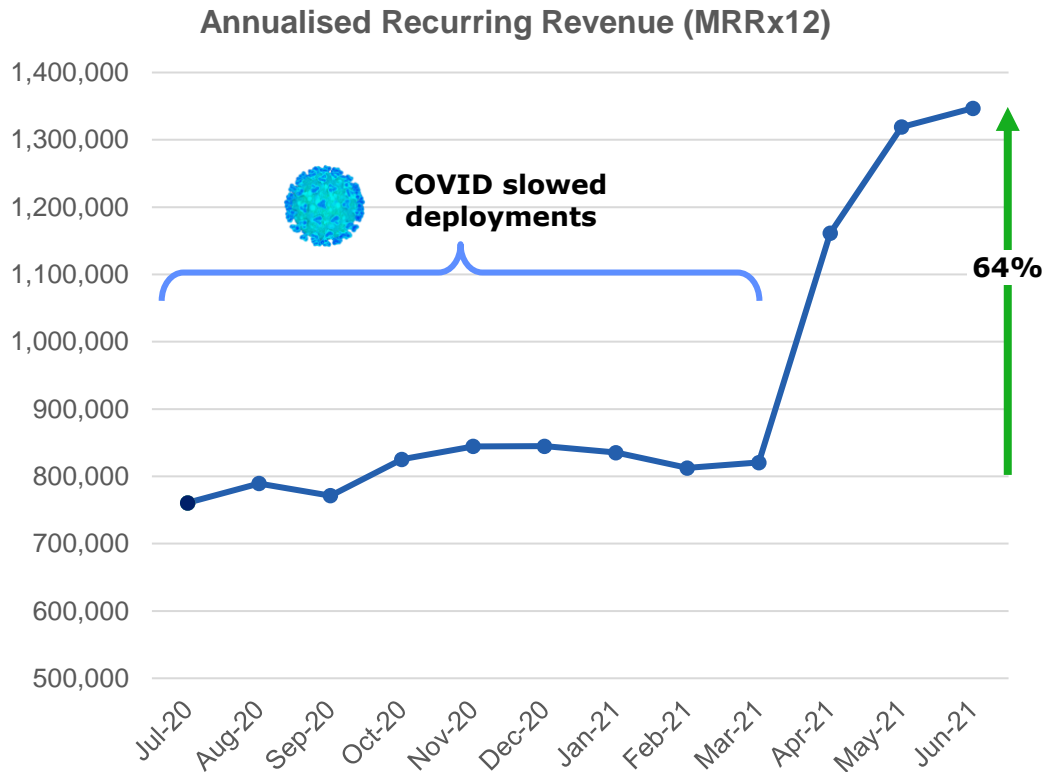
Guarding services companies are a natural fit.



7x guard productivity uplift

Results since listing

Financial year – ARR growth



Revenue growth is our post-COVID focus

Order book growth stalled with negative spending sentiment and deployment delays

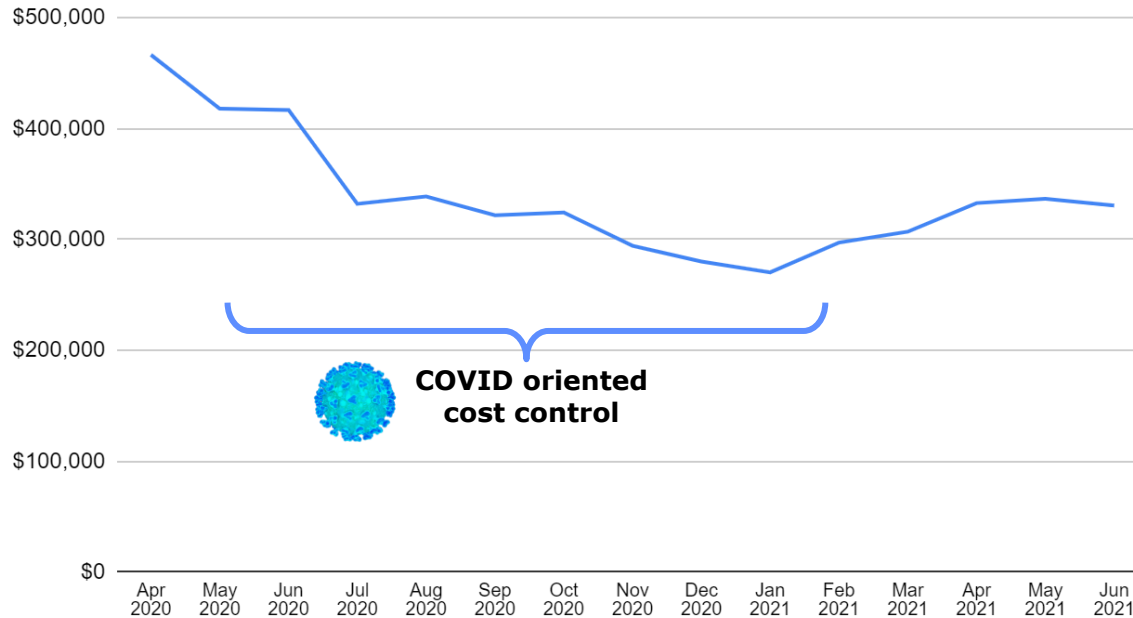
Leads now re-engaging

Installation pace has picked up

Recurring revenue is our core focus going forwards

Since listing – cost control

Monthly rolling expenses (3 months)



Cost control measures were swiftly enacted during COVID

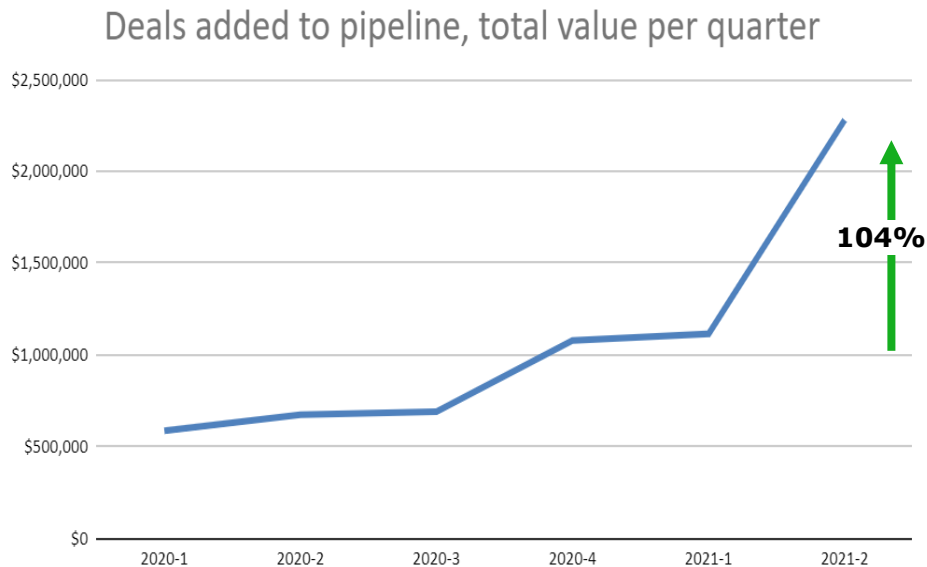
Net cash outflow averaged \$75,000 per month over 12 months to 30 June 2021

Since listing – order growth

Timing	Sample Key Clients	Contract value (term)
Jan 2020	US Hospital, Middle East Port, Japanese retailers	\$133,000 (1 year)
March 2020	European Bank, NT Council and several Australian shopping malls	\$256,000 (1 year)
June 2020	Queensland entertainment precinct	\$55,000 (1 year)
August 2020	Singapore shopping centre group	\$100,000 (3 year)
Sept-Oct 2020	US State Prisons	\$400,000 (5 year)
Nov 2020	Canadian Power Company	\$90,000 (5 year)
Feb 2021	Integrated Resort (Singapore)	\$550,000 (3 years)
Feb 2021	Shopping Mall Group	\$180,000 (1 year)
May 2021	Shopping Mall upsell	+\$284,000 (annual) (\$484,000 recurring)

Over \$2m in new revenue orders despite COVID sentiment impact

Since listing – Pipeline growth



Pipeline growth since IPO

A\$2.3m of new deals added to the pipeline in June quarter, with only limited investment in marketing

Team and strategy

Core executive team



Matt Macfarlane
Chief Executive Officer

Founding icetana CEO.
Entrepreneur and investor.

9 years venture capital
management experience.

Successful technology and
software development
commercialisation leader.



Kevin Brown
Chief Operating Officer

Led the tech team that drove VGW
(gaming) from \$300/day to \$1.4m/day.

Leading role in creating two of WA's
three software unicorns (Nearmaps and
VGW)

Proven track record in software
delivery, driving companies to scale and
achieving dramatic revenue growth.



**Rafael Kimberley-
Bowen**
Chief Financial Officer

Experienced tech CFO with 15+
years leading finance functions

Previously CFO at APE Mobile
(acquired by Damstra) and M&A at
Elmo Software (ASX: ELO)

Qualified accountant with MBA and
fellow of CIMA, 40under40.

All have invested cash to buy shares and all are motivated by 25c+ strike priced options

Growth strategy

Go to market opportunities



Guarding services
in South America



Remote monitoring
in Japan



Managed
surveillance as a
service in the
Middle East

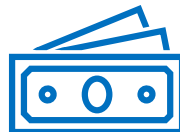
..and product roadmap progress



Match features the
customer needs (v2 on
following slides)



Reduce time to close
and time to deploy



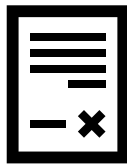
Dramatic savings on
active monitoring
services

New product (v2)

Built from the ground up



Complete product rebuild based on NVIDIA deep stream platform



Patent filed for improved playback highlights



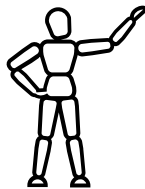
New version is fully portable (Cloud ready or on premise deployment)



Simple browser based configuration and camera deployment



Core algorithm leveraging Neural Networks (Convolutional and Recurring)



Object detection and action recognition (pose detection) ready



Client trial period dramatically shortened (reduced lead time to sale)

Launching during 2021

v2 User Interface design (sample)

The interface features a central grid of camera feeds. The top-left feed shows a dark car with its trunk open and a person nearby. The top-right feed shows a parking lot with several cars. The middle-left feed is a dark area with the Icetana logo. The middle-right feed shows a red truck and a white van. The bottom-left feed shows a row of parked cars. The bottom-right feed shows a white car parked in a lot.

Left Sidebar:

- Play cameras
- Filter cameras...
- Backyard
- Dispatch
- Front door
- Lawn
- Driveway
- Parking lot
- Roof
- Hall
- Office
- Conference room

Right Sidebar:

- Highlights
- Backyard
- Backyard
- Dispatch
- Dispatch
- Dispatch
- Dispatch
- Dispatch
- Driveway
- Driveway
- Roof
- Roof
- Roof
- Play all highlights
- Download highlights

Bottom Playback Controls:

- Speed: -6x, -2x, -1x, 1x, 2x, 6x
- Date range: 2021-06-10 12:00:00 to 2021-06-17 16:22:54
- Timeline: 2021-06-17 14:33:12

Competitors

- Almost all competitors use “rules based” systems trained to solve specific use cases:
 - “Match this face”
 - “Find this car license”
 - “Tell me if PPE is absent”
- icetana
 - does not require rules
 - finds a broad range of events
 - takes little time to set up and
 - requires substantially less hardware



2018 Purchased
by Canon



July 2021
Softbank
investment



IRISITY

NASDAQ First
North listed



Intelligence by vision



icetana.com
ASX:ICE

Matt Macfarlane
matt@icetana.com.au
+61 400 60 59 60