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AI surveillance analytics

Investor briefing

April 2022
CEO – Matt Macfarlane
ASX:ICE

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Over 1 billion surveillance cameras operate globally

growing at **160,000,000** per annum …
we are addressing a very large market

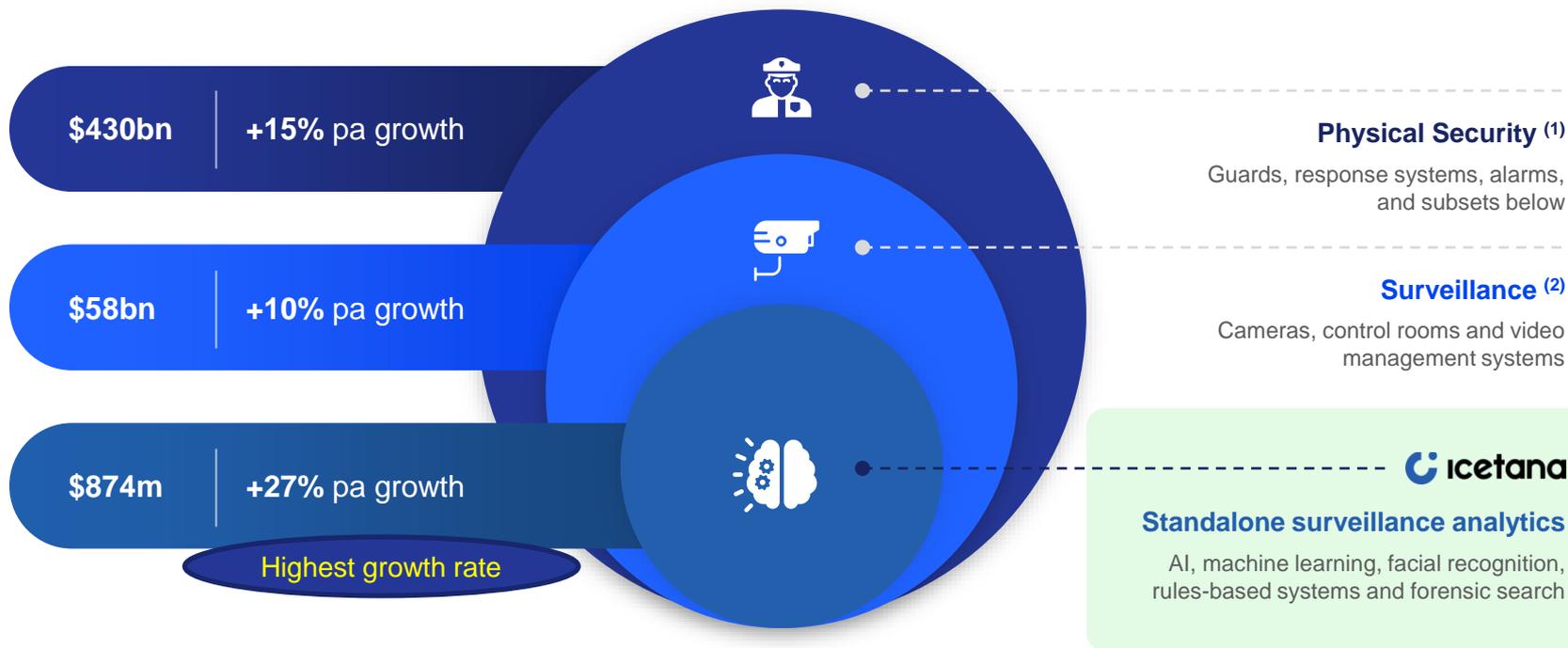icetana

The vast majority of these cameras are just recording...

Critical events are missed because real time monitoring is too expensive...
but ... computer vision AI is removing this constraint

Security is a high value and fast growing industry...

$430bn | **+15%** pa growth

$58bn | **+10%** pa growth

$874m | **+27%** pa growth

Highest growth rate

Physical Security [1]
Guards, response systems, alarms, and subsets below

Surveillance [2]
Cameras, control rooms and video management systems

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Standalone surveillance analytics
AI, machine learning, facial recognition, rules-based systems and forensic search

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icetana at a glance

48
Customer sites

2.5 million
Hours of footage reviewed every week

2m in June 2020

25+
Active distributors and resellers globally

14,780
Active cameras under license

Another 565 awaiting installation

18
Staff

72%
ARR growth
Mar 21-Mar 22

5
continents

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Our competitors use rules

Match this face to my database

Let me know when this virtual tripwire is crossed

Tell me if someone walks "in" through the out-door

We use motion intelligence

icetana uses AI to dramatically improve active surveillance operations

Software self trains for 'normal' movement

Then reports **abnormal movement** in real-time – we call this **"motion intelligence"**

Customer payback moving to ROI terms

Trespass, Crowds, Loitering

Violence, Emergency response, Vandalism

OH&S, Fire/smoke

Camera tampering, Unauthorized access

For Guarding Services customers

Security operators move from 30 cameras to 250 cameras with icetana

icetana finds unpredictable events – competitors look for specific events.

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

Our clients have told us they are saving money on guards and on events when they install icetana into their monitoring operations

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icetana is moving to a larger addressable market...

Few large sites

Many medium sites

Millions of small sites

- › **100-20,000 cameras**
- › Central monitoring control rooms. Large guarding companies
- › Smart city surveillance, public transport, campuses, shopping malls, prisons, large corporates, casinos

- › **10-100 cameras**
- › Recorded footage, alarm monitoring. local guarding businesses
- › Industrial sites, distributed retail sites, office buildings, schools

- › **1-10 cameras**
- › Residential users, cloud storage, mobile alerts. Police response only
- › On-camera analytics

**icetana** Current focus | Next stage of growth via guarding aggregation | Future licensing opportunity
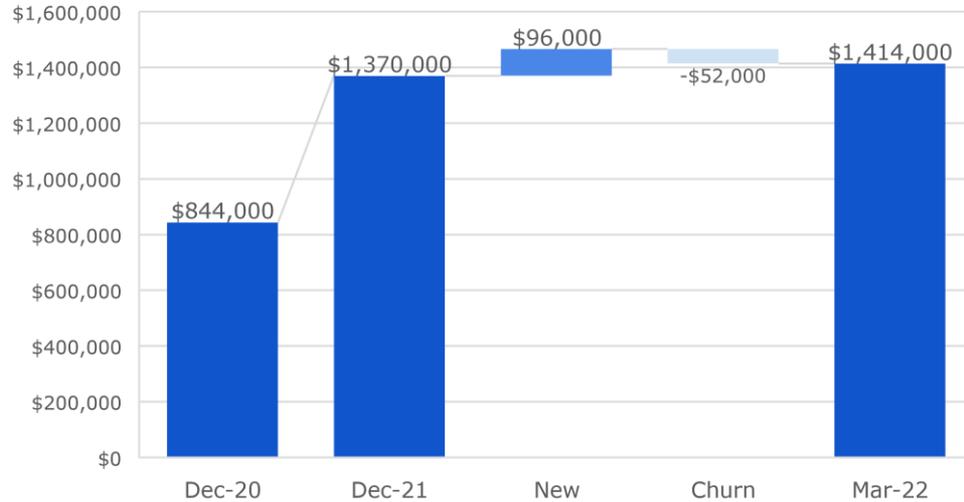
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icetana is supporting hub-and-spoke monitoring...

Buildings, warehouses, small retail facilities and others who could not justify live monitoring can take advantage of AI driven remote monitoring

20

40

32

50

18

Remote monitoring that scales for medium sites.

One operator can review 250+ cameras
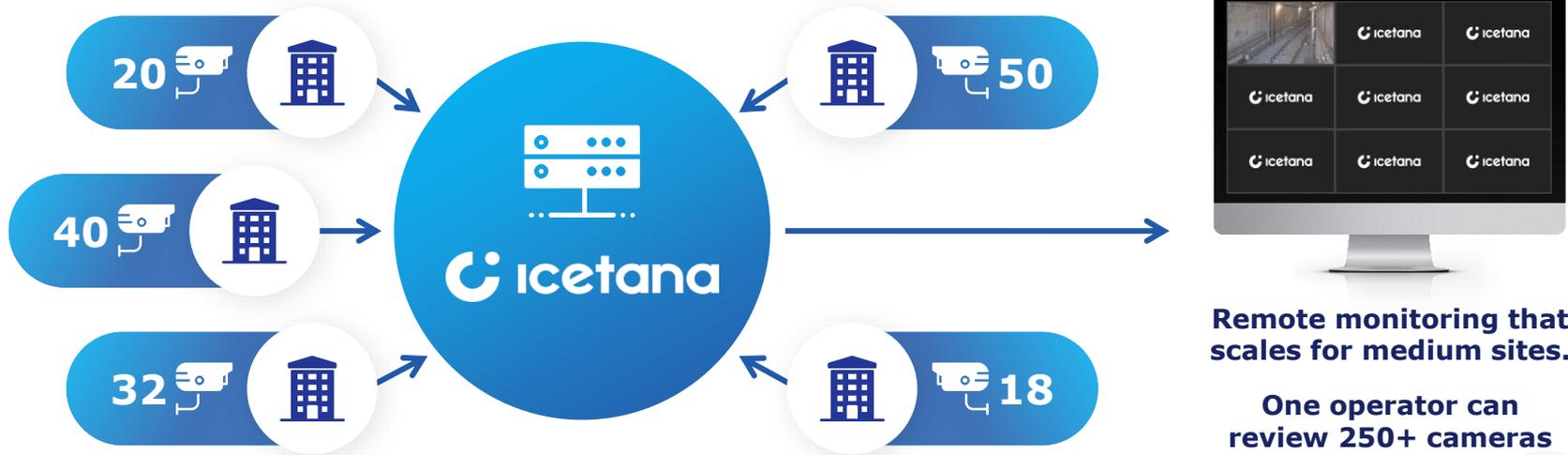
Financials… our key measure is annual recurring revenue

ARR (AUD$)

Dec-20	Dec-21	New	Churn	Mar-22
$844,000	$1,370,000	$96,000	-$52,000	$1,414,000

Churn was higher than usual with the loss of a customer due to a change in their guarding services contract.

Growth in ARR is expected to improve through the calendar year as icetana's enhanced product offering is released to the market

Our product vision

icetana is:

Empowering the team behind the camera

To protect the people in front of the camera

Our new product release currently supports:

→ Easy set-up

→ Cloud deployment

→ Object based filtering (people, cars)

→ Variable motion intelligence settings

→ Browser based interface

→ Hub-and-spoke site aggregation

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Product and commercial roadmap

Commercial activities

During the June 22 quarter
- › First credit card subscriptions accepted
- › Increase camera count on new product
- › Provide low-touch support features
- › Create case-study content

During the Dec 22 half year
- › Expand reseller sales capabilities
- › Launch VMS integrated offering
- › Revised pricing for specific events
- › Launch referral program

After that...
- › Scale solution to large sites
- › Actively track conversion rates monthly
- › Automate upsell offerings

Product activities

During the June 22 quarter
- › AWS Cloud deployable
- › Integrated reporting in the product
- › Support sites with 20-250 cameras
- › Aggregate LiveWalls for distant sites
- › Add object detection capabilities
- › Monthly SaaS offering

During the Dec 22 half year
- › Public API and VMS integrations
- › Reporting enhancements
- › Fight detection
- › Trip and fall detection
- › Fire, smoke and spill detection
- › Support sites of 1,000+ cameras

After that...
- › Actively display customer value
- › Launch camera integration
- › Driven by customer needs provide scalable feature solutions

icetana | Current focus | Expand features and integrations | Unlock new ways to the market

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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.

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Client case study– shopping mall site

200 cameras

1 control room operator

5 duty guards

Security salaries: $270,000

Events cost money

Unscheduled maintenance (two/month)

$1,000-$8,000 damage

Aggressive behaviour (four/year)

$5,000-$15,000 damage and claims

Escalator trip/fall (once/fortnight)

$0 - $50,000 injury claim

Graffiti (once/month)

$500-$2,000 maintenance
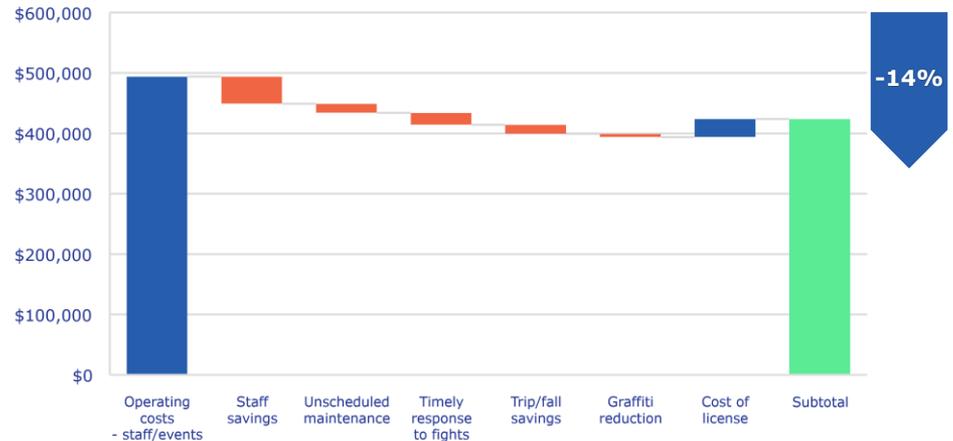
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Client case study

Operating cost reduction of 14% on a 200 camera shopping mall's security and critical event costs. icetana license provides 300%+ return on investment

Savings (per annum) from real-time and proactive response:

1	Reduce headcount by minimum one	$45,000pa
2	Stop out of schedule maintenance	$15,000pa
3	Faster response to aggressive behaviour	$20,000pa
4	Record trip/fall on escalator for insurance claims (lower premium and excess)	$15,000pa
5	Reduced graffiti on site: (lower maintenance/cleaning)	$5,000pa
	TOTAL SAVINGS:	**$100,000pa**

200 camera mall savings

icetana contract value: 200 x $150pa = $30,000

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