



AI surveillance analytics

Investor briefing

July 2022
CEO – Matt Macfarlane
ASX:ICE

Regulatory and legal

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

Forward-looking statements

This presentation contains forward-looking statements. Those forward-looking statements reflect views held only as at the date of this presentation. Any such statement is subject to inherent risks and uncertainties. Actual events or results may differ materially from the events or results expressed or implied in any forward-looking statement, and such deviations are both normal and to be expected. Recipients must make their own assessment about the likelihood of a matter, about which a forward looking statement is made, occurring. The Company makes no representation about the likelihood of a matter, about which a forward-looking statement is made, occurring. The Company and its directors, employees, agents, advisers and consultants: give no representation or warranty to a recipient of this presentation as to the accuracy or completeness of the statements contained in this presentation or in relation to any other matter; and to the fullest extent permitted by law, disclaim responsibility for and have no liability to a recipient of this presentation for any error or omission in or for any statement in this presentation.

Reliance on presentation

A recipient of this presentation must make their own assessment of the matters contained herein and rely on their own investigations and judgment in making an investment in the Company. This presentation does not purport to contain all of the information required to make an informed decision whether to invest in the Company. Specifically, this presentation does not purport to contain all the information that investors and their professional advisers would reasonably require to make an informed assessment of the Company's assets and liabilities, financial position and performance, profits, losses and prospects.

Not a recommendation or financial advice

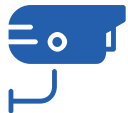
The information in this presentation is not a recommendation to subscribe for securities in the Company and does not constitute financial advice. Any person who intends to subscribe for securities must conduct their own investigations, assessment and analysis of the Company and its operations and prospects and must base their investment decision solely on those investigations and that assessment and analysis. Prospective investors should consult their own legal, accounting and financial advisers about an investment in the Company.



Over 1 billion surveillance cameras operate globally

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

*Source: Data compiled by IHS Markit. .
<https://www.theverge.com/2019/12/9/21002515/surveillance-cameras-globally-us-china-amount-citizens>



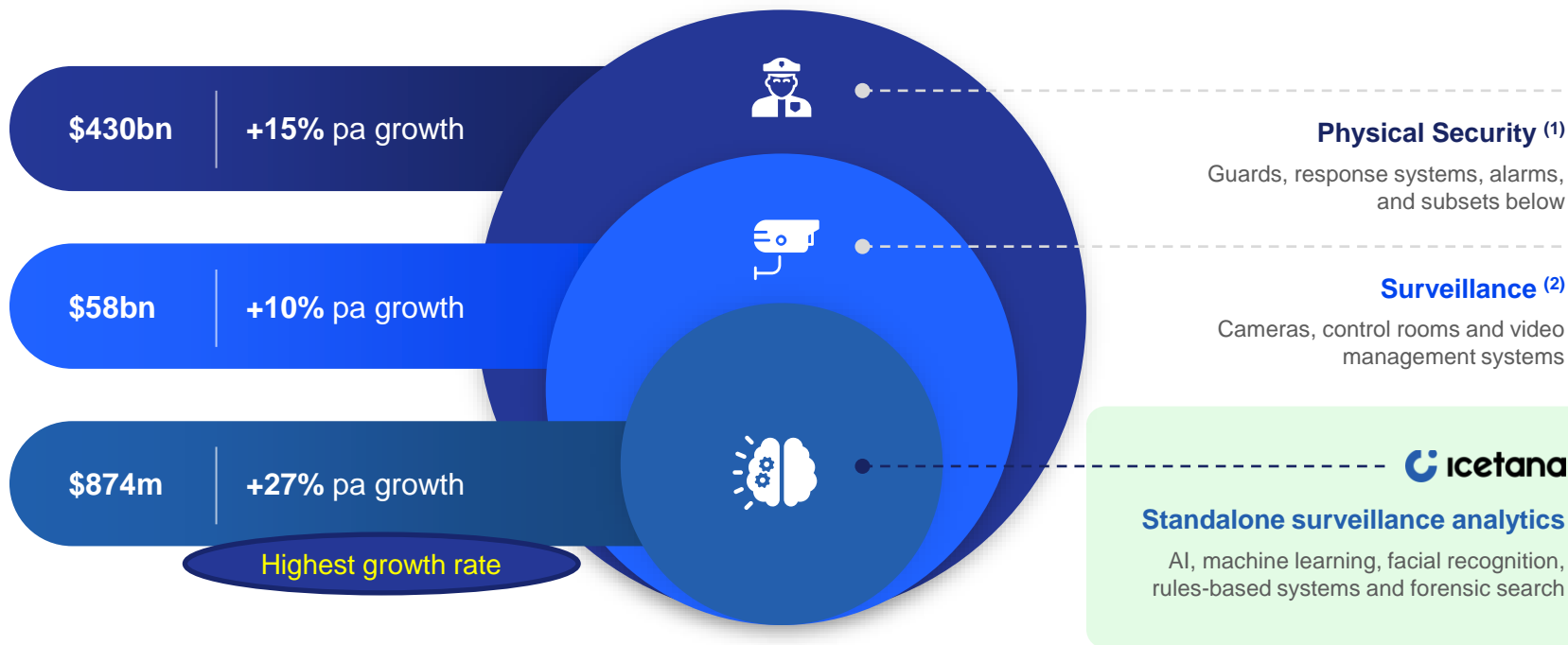
**The vast majority of these cameras
are just recording...**



**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...



*Source:

(1) Data compiled by Grand View Research. <https://www.grandviewresearch.com/industry-analysis/public-safety-security-market>

(2) Data compiled by Markets and Markets <https://www.marketsandmarkets.com/Market-Reports/video-surveillance-market-645.html>

(3) Data compiled by OMDIA: <https://omdia.tech.informa.com/OM019230/Video-Surveillance--Analytics-Database-Report--2021-Data>

icetana at a glance

55

Customer sites

2.5 million

Hours of footage reviewed every week

2m in June 2020

16

Staff

40%pa

Annual Recurring Revenue Growth*
(CAGR)

June 20 - June 22

25+

Active distributors and resellers globally

15,145

Active cameras under license

Another 340 awaiting installation

5

continents

*Unaudited June 2022 revenue based on management estimate



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



icetana uses AI to dramatically improve active surveillance operations

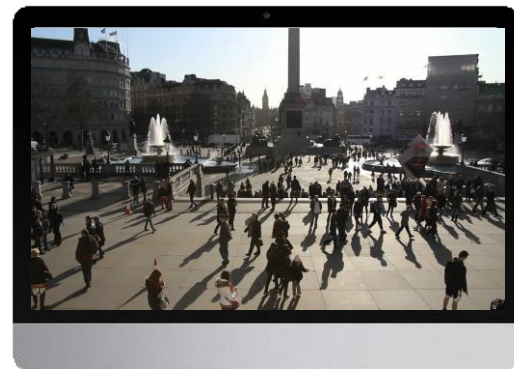


Software self trains for 'normal' movement



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

We use motion intelligence



Shopping mall site – a target sector



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



200
cameras



1 control
room
operator



5 duty
guards



Security
salaries:
\$270,000

Client savings...

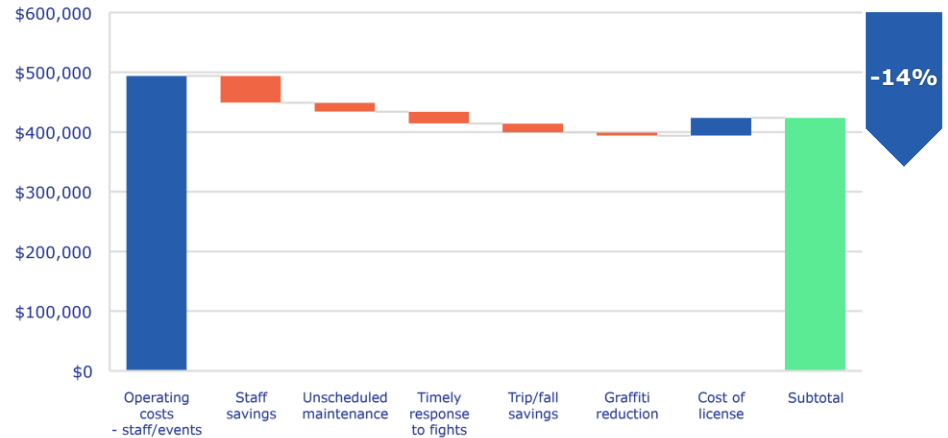
Operating cost reduction of 14% on a 200 camera shopping mall's security and critical event costs. icetana license provides 300%+ return on investment



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: $200 \times \sim \$150\text{pa} = \$30,000\text{pa}$

Product and commercial roadmap



Commercial activities

- › Sign large guarding services deals
- › Increase camera count on new product
- › Enhance case-study content
- › Return to the conference circuit
- › Expand reseller sales capabilities
- › Launch VMS integrated offering
- › Revised pricing for specific events
- › Launch referral program
- › Scale solution to large sites
- › Actively track conversion rates monthly
- › Automate upsell offerings



During the Sept 22
quarter



During the June 23
financial year



After that...



Product activities

- › Scale to 250+ cameras
- › Launch trip/fall detection
- › Provide rule-oriented object detection capabilities
- › Grow monthly SaaS offering
- › Public API and VMS integrations
- › Reporting enhancements
- › Fight detection
- › Fire, smoke and spill detection
- › Support sites of 1,000+ cameras
- › Actively display customer value
- › Launch camera integration
- › Driven by customer needs provide scalable feature solutions



Current focus

Expand features and integrations

Unlock new ways to the market

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.

Corporate snapshot

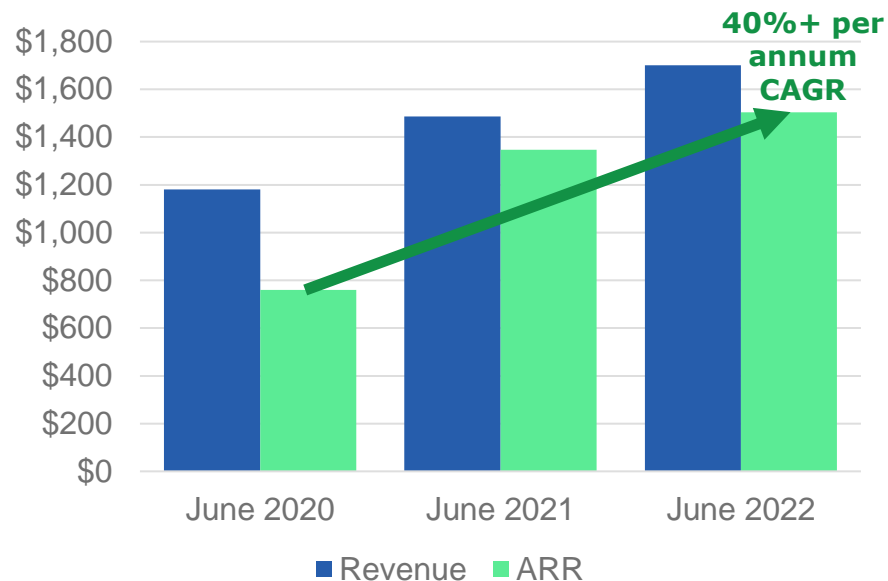
Key statistics

ASX Code	ICE
FY22 Est. Operating Revenue*	\$1.7m
June 22 ARR*	\$1.5m
Cash balance 30 June 22*	\$2.0m
Debt	Nil
Share price	1.8c
Shares on issue	170,790,093
Market Cap	A\$3.07m

*Unaudited June 2022 revenue and cash based on management estimates



Customer Revenue and ARR* (AUD\$ '000s)





icetana.com
ASX:ICE

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