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AI surveillance analytics

Investor briefing

October 2022
CEO – Matt Macfarlane
ASX:ICE

Regulatory and legal

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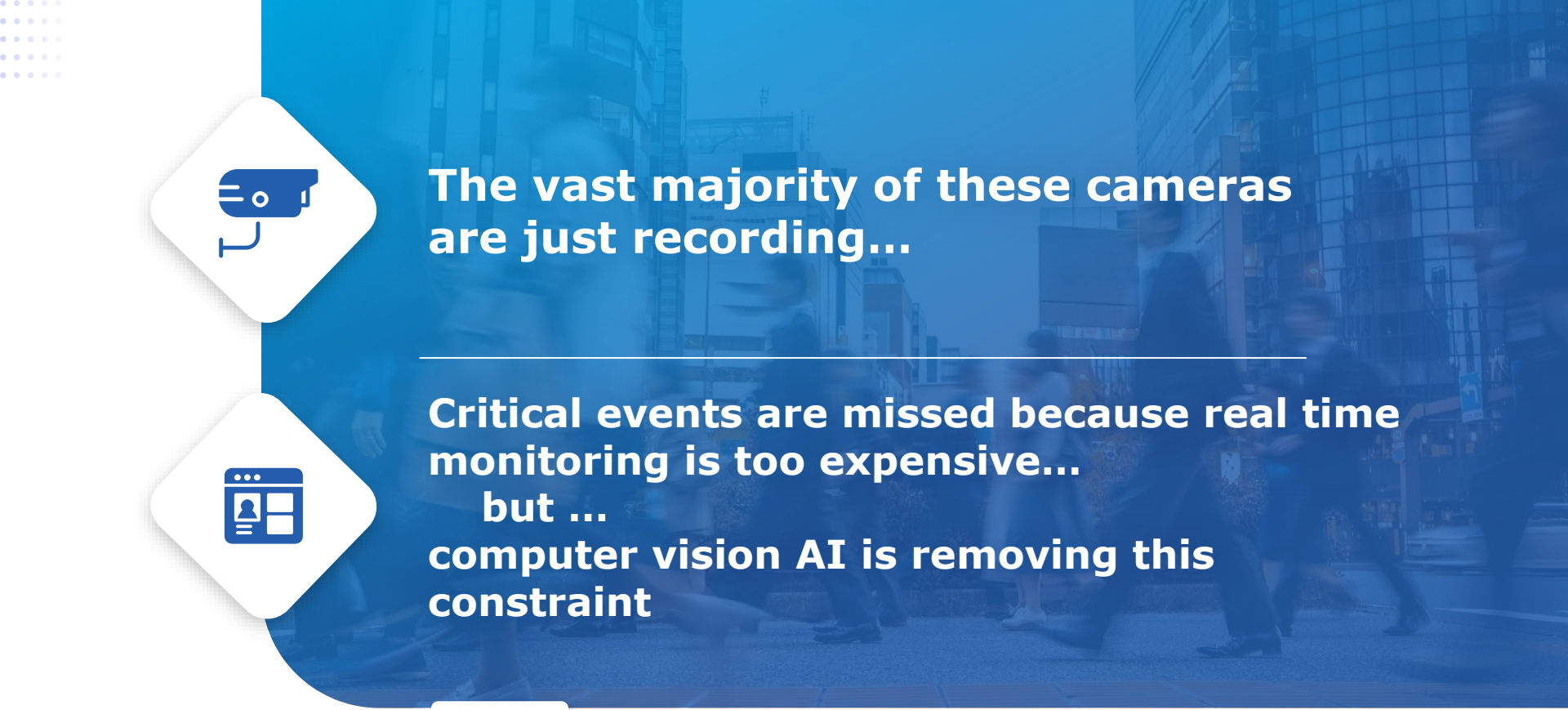
Over 1 billion surveillance cameras operate globally

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

*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

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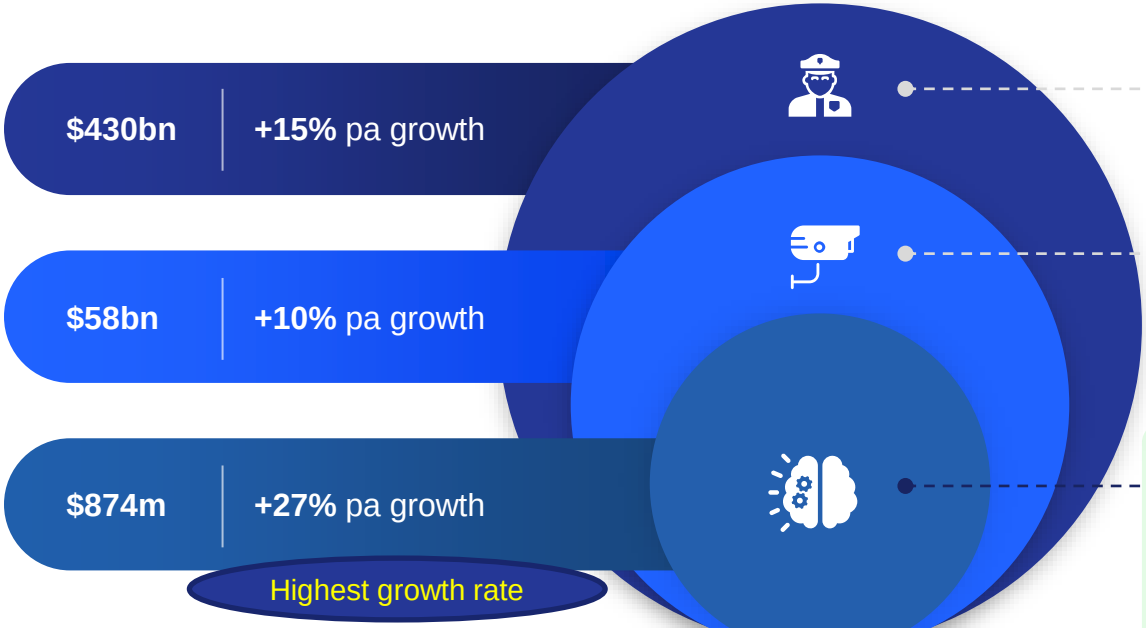
Security is a high value and fast-growing industry...



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

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*

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Our competitors use rules

Match this face to my database

Let me know when this virtual tripwire is crossed

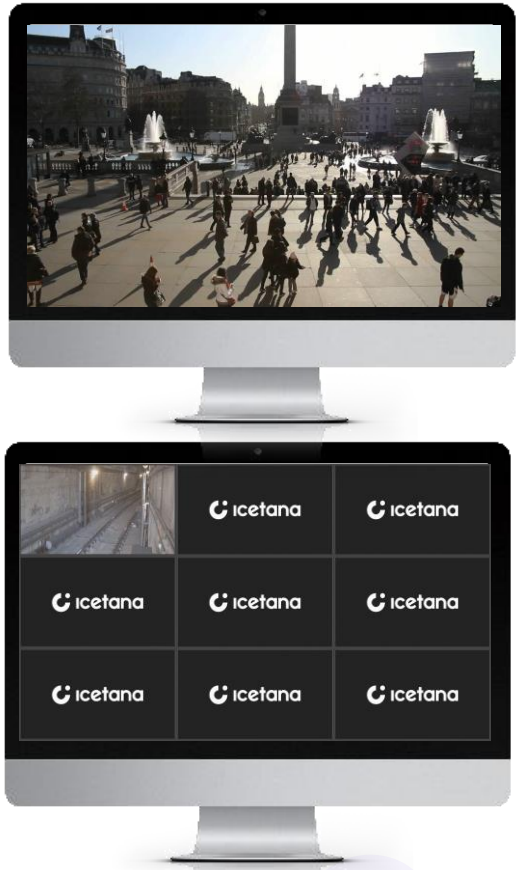
Tell me if someone walks “in” through the out-door

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”**



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icetana has reviewed 346 hours of footage.

Summary

Health
Live

Number of connected cameras	6
Number of connected sites	1
Number of cameras currently offline	0

Cameras with highest number of events
Last 7 days

Click & Collect	719
Escalator	674
Post Office	632
Chicken Treat	434
Hallway	174

Events
Last 7 days

Average number of events found per day	376.14
Average event rate per day	3.84%
Number of events found	2633
Average length of events	60.55s
Average number of events per camera	526.6

Incident Reporting
Last 7 days

Number of incidents saved	3
Number of categories used	1
Most used category	Other
Camera with the most saved incidents	Click & Collect

Daily Event Metrics Last 7 days

Hourly Event Metrics Last 7 days

DATE RANGE

- Last hour
- Today
- Last 24 hours
- Last 7 days
- Custom range

2022-10-22, 08:20:53

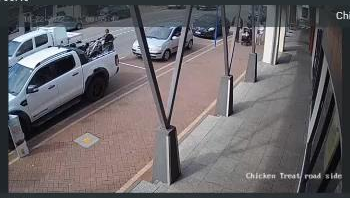
2022-10-23, 08:20:53

CAMERA

Select All

- pinjarra
  - pinjarra-sc
    - [x] Chicken Treat
    - [ ] Click & Collect
    - [x] Coles
    - [x] Escalator
    - [ ] Hallway
    - [ ] Post Office

2022-10-22 08:45



Chicken Treat

Escalator

Chicken Treat

2022-10-22 09:00

Chicken Treat

Escalator

Chicken Treat

Escalator

Escalator

Chicken Treat

2022-10-22 09:15

Escalator

Escalator

Chicken Treat

Escalator

Chicken Treat

Escalator

icetana at a glance

64
Customer sites

2.6 million
Hours of footage reviewed every week

2m in June 2020

25+
Active distributors and resellers globally

15,660
Active cameras under license

14
FTE Staff
8 in software development roles

40%pa
Annual Recurring Revenue Growth* (CAGR)
June 20 - June 22

5
continents

*Unaudited June 2022 revenue based on management estimate

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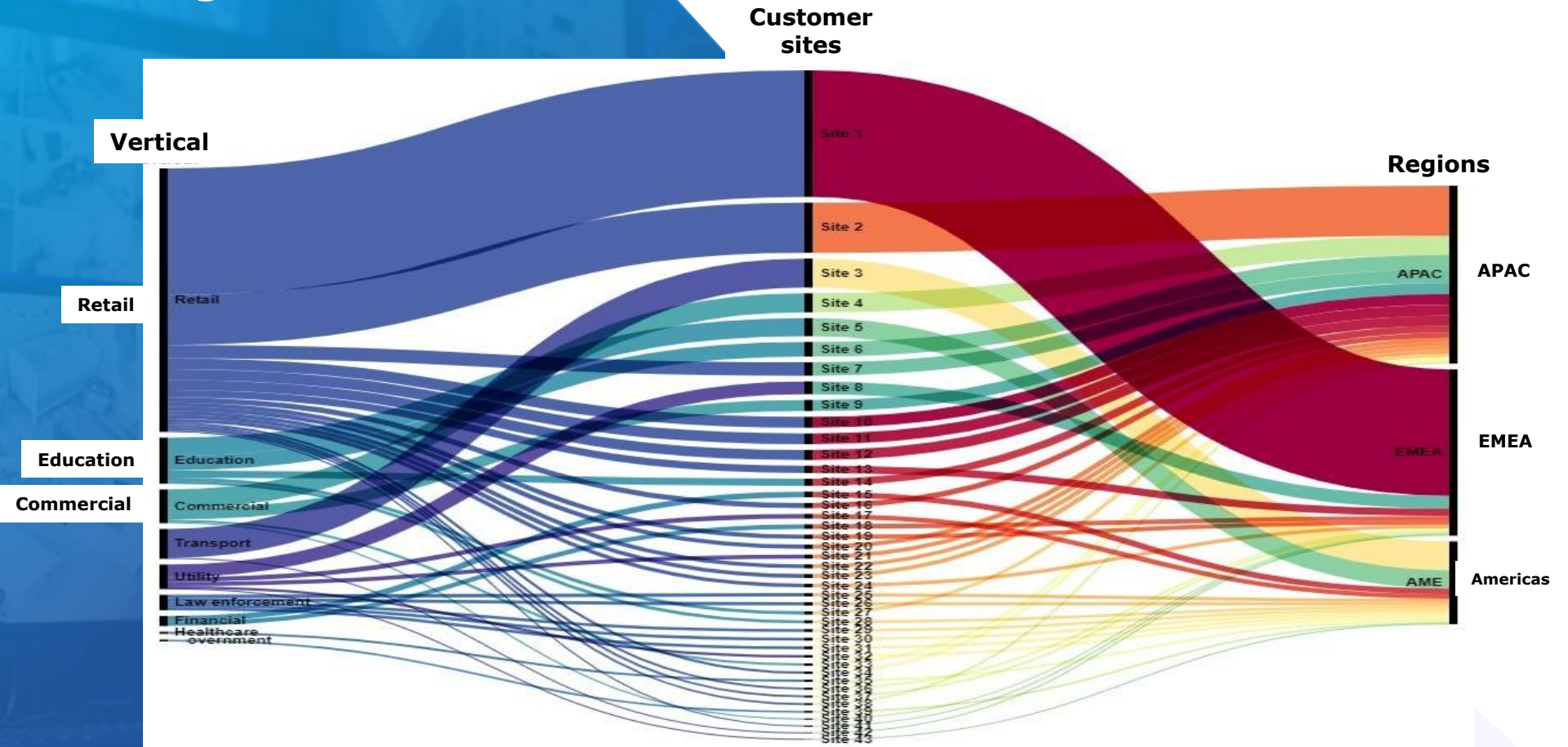
icetana sectors, sites and regions



Shopping mall site – a target sector

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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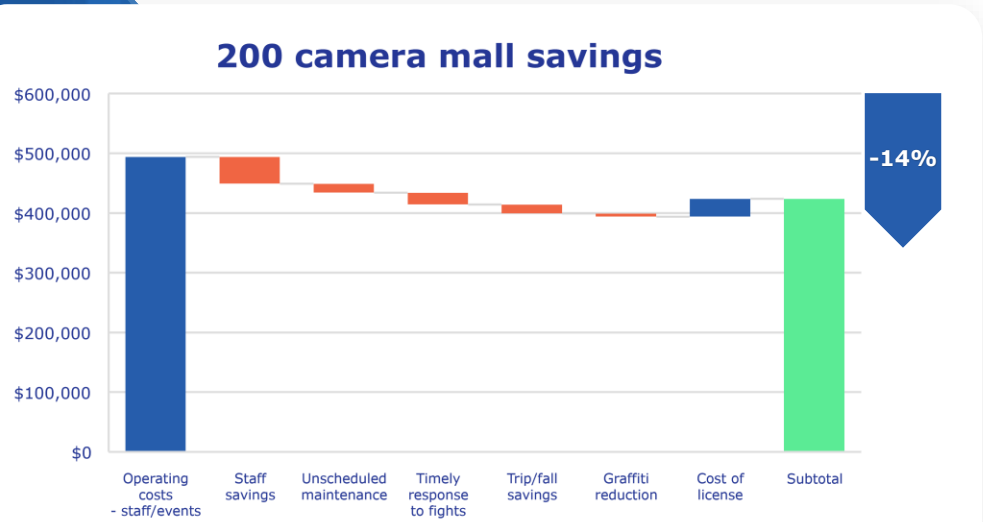
Client savings...

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**



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

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Product and commercial roadmap

Commercial activities

During the Dec 22 quarter

- Sign multiple next gen product deals
- Increase licensed revenue/camera
- Enhance case-study content
- Grow direct sales activity

During the June 23 financial 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 Dec 22 quarter

- Scale to 250+ cameras
- Add trip/fall detection
- Provide rule-oriented object detection capabilities
- Grow monthly SaaS cloud offering

During the June 23 financial year

- Public API and VMS integrations
- Reporting enhancements
- Fight detection
- Fire, smoke and spill detection
- Support sites of 1,000+ cameras

After that…

- Actively display customer value
- Launch on camera integration
- Driven by customer needs provide scalable feature solutions

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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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New share placement $772k

Macnica At a Glance

FY21 Sales **US$7.6B**

Of All Employees **1 in 3 are Engineers**

Locations **24 countries** **80 locations**

MACNICA 50

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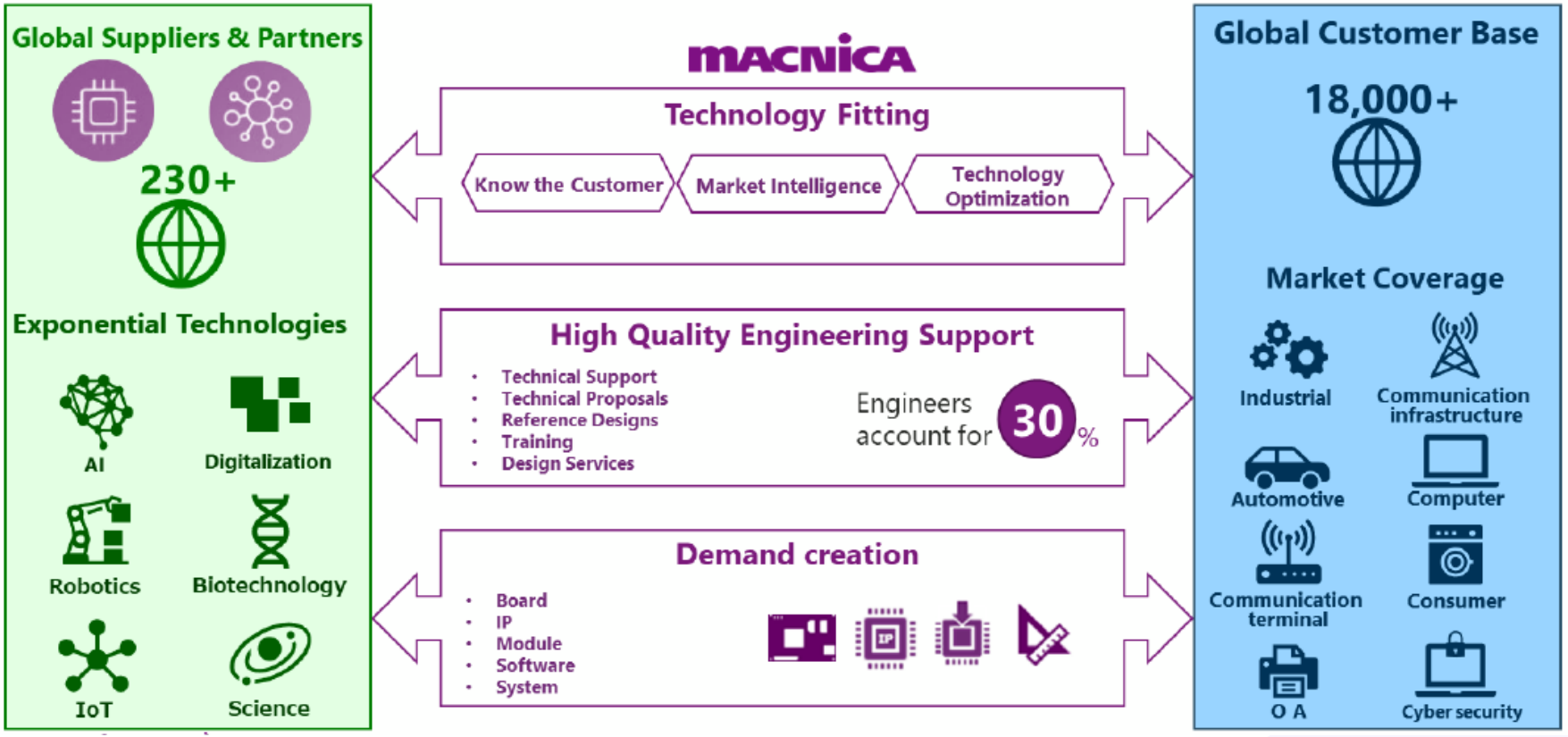
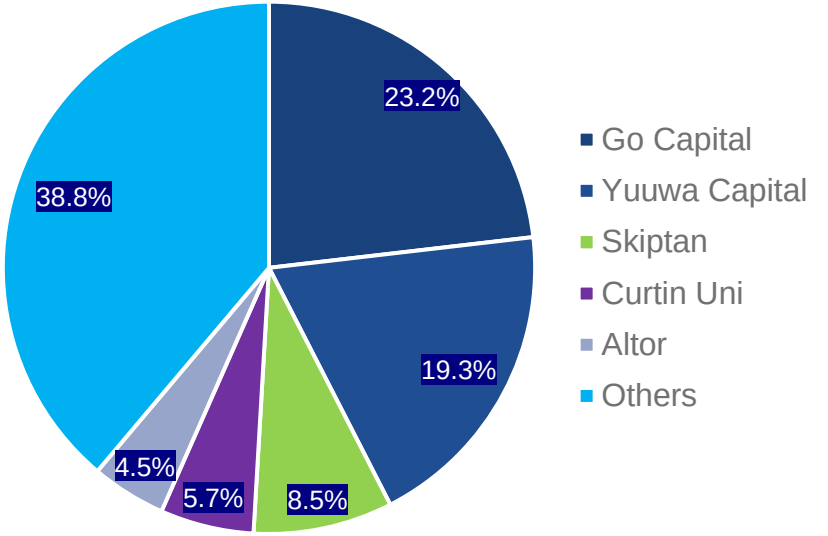
Macnica's global reach – 23 countries

Values & Strengths



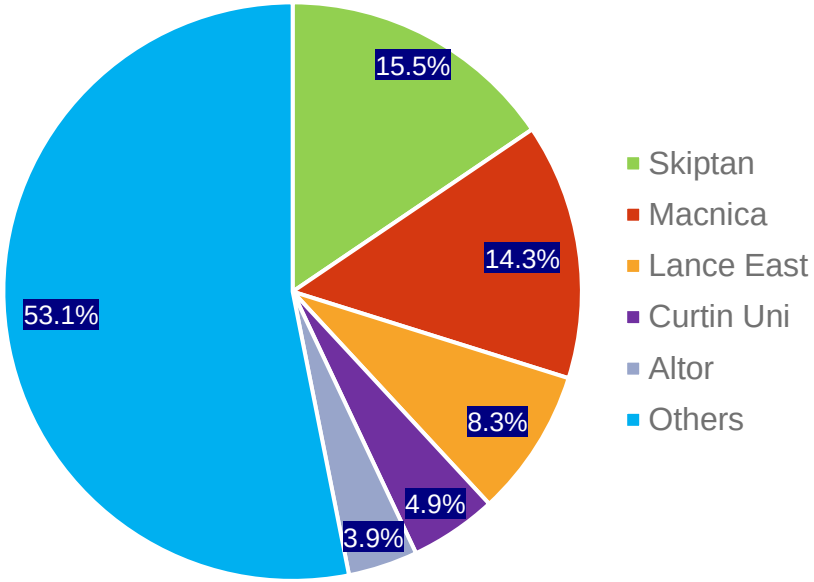
Shareholder changes last 12 months (for the better)

Oct 2021 Shareholder mix



"End-of-life" venture funds represented over 42% of listed equity

Oct 2022 Shareholder mix



Family offices and our corporate investor now represent over 38% of listed equity

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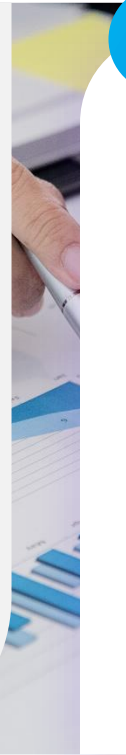
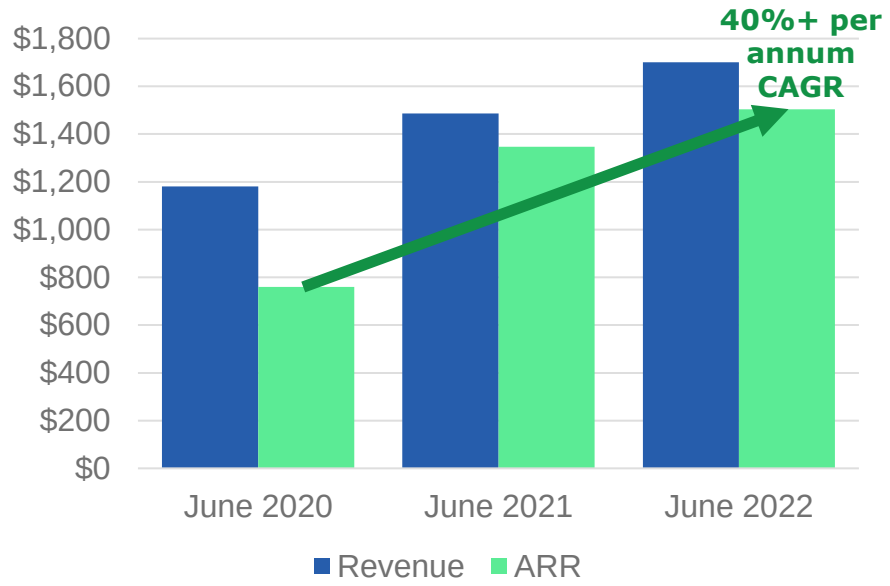
Corporate snapshot

Key statistics	
ASX Code	**ICE**
FY22 Operating Revenue*	$1.7m
Sept 22 ARR*	$1.6m
Cash balance 17 Oct 22*	$2.49m
Debt	Nil
Share price (21 Oct)	5.0c
Shares on issue (14 Oct)	199,328,417
Market Cap	**A$10m**

*Unaudited Management Accounts including Macnica capital raise



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



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Share price performance and volumes

6 month performance against the ASX All Technologies Index (XTX)

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