

# Self-learning surveillance AI for real-time event detection

Investor Briefing

August 2023

Matthew Macfarlane, Chair 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.

# ICETANA IS AN AI FIRST VIDEO ANALYTICS COMPANY

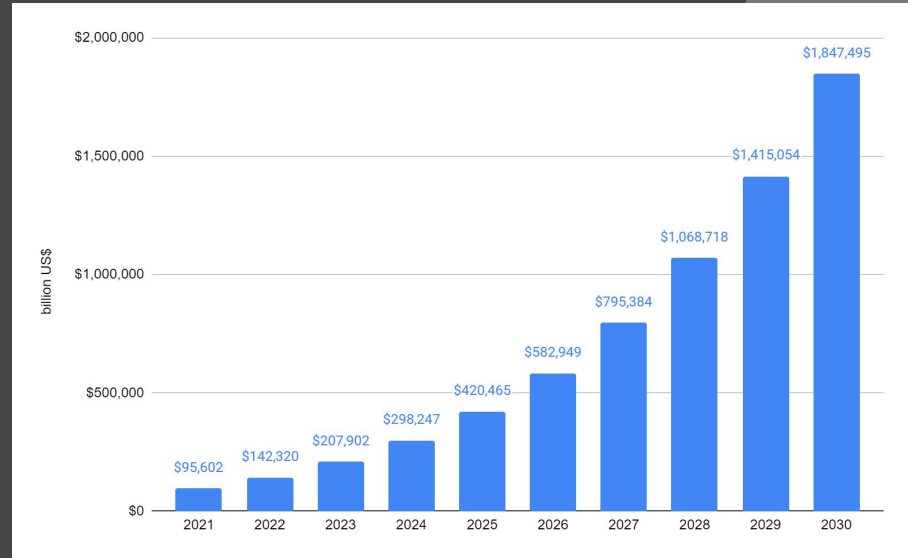
With over a decade of machine learning and AI development





**INVESTMENT IN  
ARTIFICIAL  
INTELLIGENCE**  
is exploding  
US\$1.8T by 2030

## Global artificial intelligence market size 2021-2030



Source: [statista.com](https://www.statista.com) - Global artificial intelligence market size 2021-2030  
Published by Bergur Thormundsson, May 3, 2023

# VIDEO SURVEILLANCE IS CHANGING...



There are over 1 billion surveillance cameras. Most only record footage.

A tiny proportion are monitored in real-time, and this does not work well.

---



Our self-learning surveillance AI provides real-time event detection across all cameras.

Allowing surveillance teams to keep more people safe.

---



Our mission is to use AI to keep people safe on over 1 million cameras.

---

# A LARGE AND RAPIDLY GROWING MARKET



**US\$7.1b**

**market size, growing at 23% pa**

**\*Source:**

[Video Analytics Market Size, Global Industry Share Forecast, Trends, Growth Drivers & Opportunities \(marketsandmarkets.com\)](https://marketsandmarkets.com)





Surveillance operators are expensive, and overwhelmed by footage



# Real-time Video Analytics



## Our competitors use rules

Long configuration times. Not scalable

Let me know when this virtual tripwire is crossed, match this face to my database

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



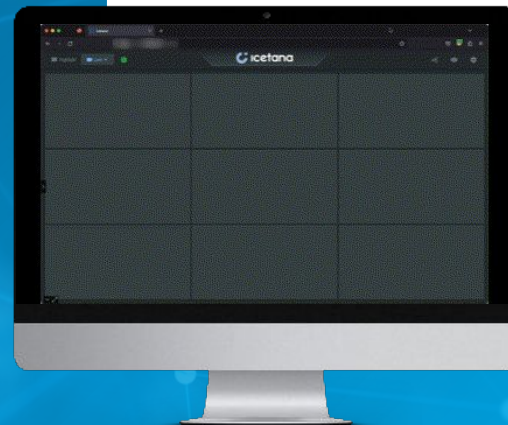
## We use self-learning AI



**self-configures**, up and running in 24 hours

trains for 'normal' behaviour **by camera**

reports **abnormal activity in real-time** with a **unique** black screen interface





# ICETANA AT A GLANCE

**69**

Customer sites  
(many US\$ contracts  
~75% of income)



**25+**

Active distributors and  
resellers globally



**2.6 million**

Hours of footage  
reviewed every week



**15,000**

Active cameras  
under license



**14**

FTE Staff 8 in software  
development roles



**38%pa**

Annual Recurring Revenue Growth\* (CAGR)  
**Mar'21 – Mar'23**

*\*Unaudited revenue based on management estimate*



Clients on

**5**

Continents



# FOUR PRIMARY MARKETS

## GUARDING SERVICES



100k+ providers serving 1m+ sites

- Partnering with guarding providers to improve real-time response

## RETAIL & HOSPITALITY



Malls, hotels, restaurants

- Slips & falls, people counting, consumer behaviours, real-time responses

## LARGE ENTERPRISE



Factories, office buildings, campuses

- Extensive camera networks protecting people and property

## PUBLIC SAFETY & TRANSPORTATION



Airports, stations, public venues

- Safety and crowd management are critical

# BUSINESS MODEL: PRE-PAID RECURRING REVENUE

**3 Month  
Trial**



**1 Year  
Subscription**



**Expansion**



*Our customers have told us they can reduce their guard count by one for every 50-100 cameras added*

Direct savings from better live monitoring



Excellent ROI

Once customers have trialled 50 cameras for 3 months and experienced the efficiencies / savings, we sell them a one year licence subscription, typically paid in advance

The following year we seek for them to renew and expand (net positive retention), and serve as reference sites for our partners and VARs to leverage in the region/industry

# Client Case study - Shopping Mall



## 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



**5** duty guards



**1** control room  
operator



Security salaries:  
**\$270,000**

# Mall savings

Operating cost reduction of >14% on a 200 camera shopping mall security 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**



# BLUE CHIP CUSTOMERS



Recent v2 sales\*



\* Not announced separately due to materiality of contract terms



# MOTIVATED EXECUTIVE TEAM



## Kevin Brown

*Chief Executive 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.



## Matt James

*Chief Technology Officer*

- › Led and built VGW's main product from 0 to \$300m in annual profit
- › Active in the software development community: participant in ICFP and GCJ code competitions, presenting this year at WA's developer conference, open source contributor
- › Passion for high performance computing, completed a thesis on GPU Acceleration of Seismic Imaging algorithms at UWA



## Rafael Kimberley-Bowen

*Chief Financial Officer*

- › Experienced tech CFO with 20+ years leading finance functions
- › Previously CFO at APE Mobile (acquired by Damstra) and M&A at Elmo Software (acquired by K1)
- › Qualified accountant with MBA and fellow of CIMA, 40under40.

# CORPORATE SNAPSHOT



## Key statistics

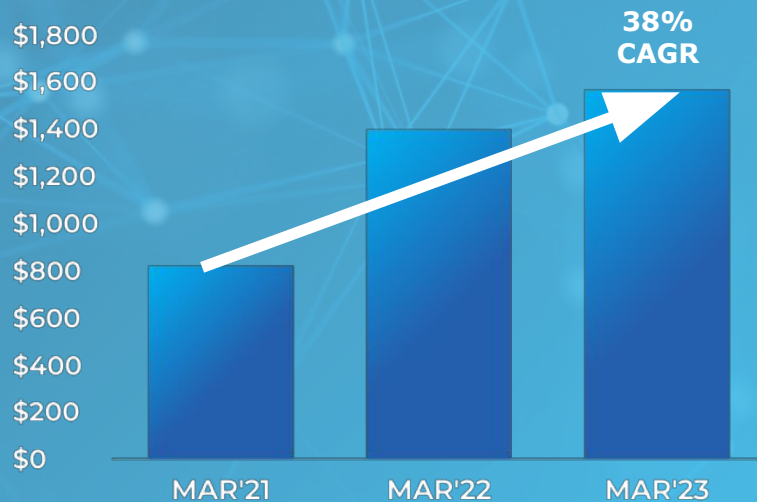


ASX Code	<b>ICE</b>
FY23 Operating Revenue* (estimate)	\$1.7m (+2%)
June 23 ARR*	\$1.7m (+11%)
Cash balance 30 June 23*	\$1.0m
Debt	Nil
Share price (9 Aug)	4.0c
Shares on issue (15 June)	199,328,417
Market Cap	<b>A\$8.0m</b>

\*unaudited management accounts



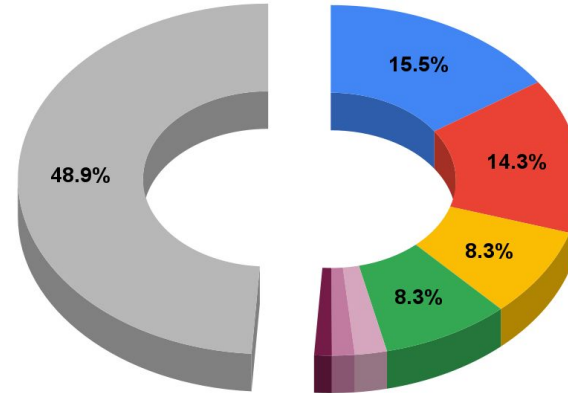
## Annualised recurring revenue (AUD\$000s)





## Shareholder mix

ICE Shareholders



● Skiptan ● Macnica ● Lance East ● Curtin Uni ● Staff ● Kevin Brown  
● Matthew Macfarlane ● Others

Staff, family offices and our strategic investor represent over half of equity

**Supportive Long  
Term Shareholders  
>50% Equity**

# STRATEGIC PARTNER/INVESTOR: **MACNICA**

## Macnica At a Glance

Semiconductor



Network /  
Cyber Security



Core  
Businesses

Smart Factory



Autonomous  
Mobility  
Solutions



New  
Businesses

macnica.ai



Service Robot



**2022 Sales**

A\$10.2B



**Of All Employees**

1 in 3 are Engineers



**Locations**

24 countries | 80 locations

**MACNICA**

**icetana**

# WHY INVEST NOW?

Increasing cost of security professionals



Increasing safety and security concerns

Perfect alignment for

 **icetana**



Increased adoption of AI and new product launched



**icetana.com**  
**ASX:ICE**



---

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

