icetana

Investor Presentation
April 2024

REGULATORY AND LEGAL

icetana

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.

About icetana AI

Next-gen AI for enhanced surveillance

- A global leader in AI surveillance, headquartered in Australia
- ASX listed
- Trusted by leading organisations worldwide to secure their critical infrastructure
- Regional sales and implementation teams based in MENA and APAC

Our board of directors and executive team

Matthew Macfarlane
Non-Executive Chair

Colm O'Brien
Non-Executive Director

Clinton Snow
Non-Executive Director

Kevin Brown
CEO

Rafael Kimberley-Bowen
CFO

Sean Clarke
CRO

Matt James
CTO

Corporate overview

icetana

Key statistics

ASX code	**ICE**
H1 FY24 revenue	$2.5m (▲ 183% YoY)
Mar 24 ARR*	$1.8m
Cash balance 31 Mar 24*	$1.9m
Debt	Nil
Share price (19 April)	2.8c
Market cap	**A$6.9m**

Key metric	Mar'23 quarter	Variance from same quarter last year
ARR	$1.8m	▲ 12%
Quarterly revenue	$0.5m	▲ 18%

Annualised Recurring Revenue ARR (AUD$)

icetana at a glance

icetana

74
Customer sites

25+
Active distributors and resellers globally

2.6 million
Hours of footage reviewed every week

15,000
Active cameras under licence

17 staff
4 based in Middle East

29%pa
ARR CAGR*

over 3 years to 31/3/24, unaudited revenue based on management estimate

5
Continents

The challenge

Overwhelming volume of data: 24 billion hours of CCTV video footage are generated every day, creating an enormous data challenge.

Increased demand for real-time monitoring: There is a growing need for cameras to be monitored in real time to ensure timely responses to incidents.

Missed events: The vast amount of footage and distractions can lead to important events being missed.

Limited visibility after hours: Site visibility is significantly reduced after operational hours, increasing the risk of undetected incidents.

Absence of continuous monitoring: Sites may not have dedicated surveillance teams available to monitor feeds 24/7, leading to gaps in surveillance.

Restricted number of security personnel: Limited number of security guards available, which can constrain the ability to respond to incidents quickly.

The solution

We are experts in AI

We deliver advanced event detection, reducing false alarms and enhancing security efficiency.

- **Self-learning AI:** Unlike static systems, our AI continuously evolves, offering unmatched adaptability.
- **Real-time event detection:** Stay ahead of security incidents with immediate alerts.
- **Advanced analytics:** Gain deeper insights in your industry with heatmaps, vehicle and people count.
- **Reduced false alarms:** Our real-time event detection reduces false alarms, a common challenge for security guards.
- **Easy configuration:** User-friendly setup, no manual process and ready to use within 24 hours.
- **Scalability:** Ideal for large networks, surpassing competitors in large-scale deployment efficiency.

icetana

Why icetana?

6 levels of autonomous security

icetana

LEVEL 0	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
No automation	Security assistance	Partial automation	Contextual automation	High automation	Full automation
Motion detection	Manually drawing perimeters, lines, masking or setting rules	Automatically learns context for each camera scene	Context Training teaches AI what is important in your installation	Performs all security tasks with human override optional	Zero human interactions or attention
	2x	10x	20x	1,000x	Infinite

icetana ecosystem

icetana

Security

24/7 real time surveillance

Analytics

Heat maps, people count, behavioural analysis and report generation

Forensics

Searchable insights from live or recorded video footage

Licence plate recognition

Alert when banned or VIP vehicles are detected

Facial recognition

Alert when banned or VIP individuals are detected

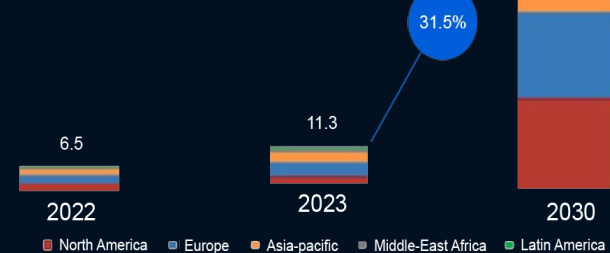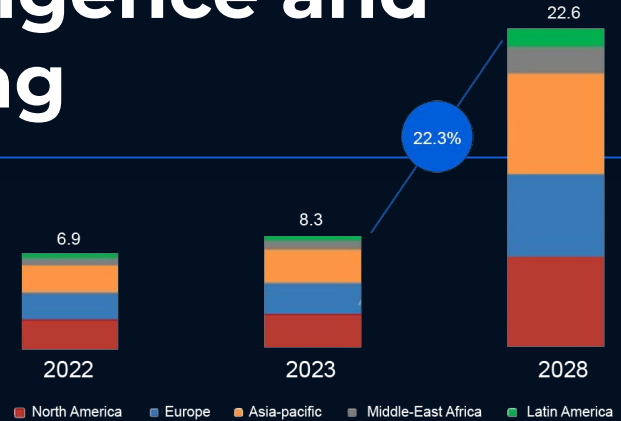## Event prompt

Add specific use cases through simple prompts

Investment in artificial intelligence and video analytics is accelerating

icetana

The global video analytics market is expected to be worth

US$22.6b

by 2028, growing at a CAGR of

22%

22.6

22.3%

8.3

6.9

2022   2023   2028

■ North America ■ Europe ■ Asia-pacific ■ Middle-East Africa ■ Latin America

76.8

31.5%

11.3

6.5

2022   2023   2030

■ North America ■ Europe ■ Asia-pacific ■ Middle-East Africa ■ Latin America

The global AI market is expected to be worth

US$76.8b

by 2030, growing at a CAGR of

32%

In 2022, corporate investment in AI reached

US$92b

Source & Graphs:
Video Analytics Market (marketsandmarkets.com) | Generative AI Market (marketsandmarkets.com)
Global total corporate artificial intelligence (statista.com)

We're investing in growth

icetana

Raised
AUD$2.2M
in 2023 at a premium to share price
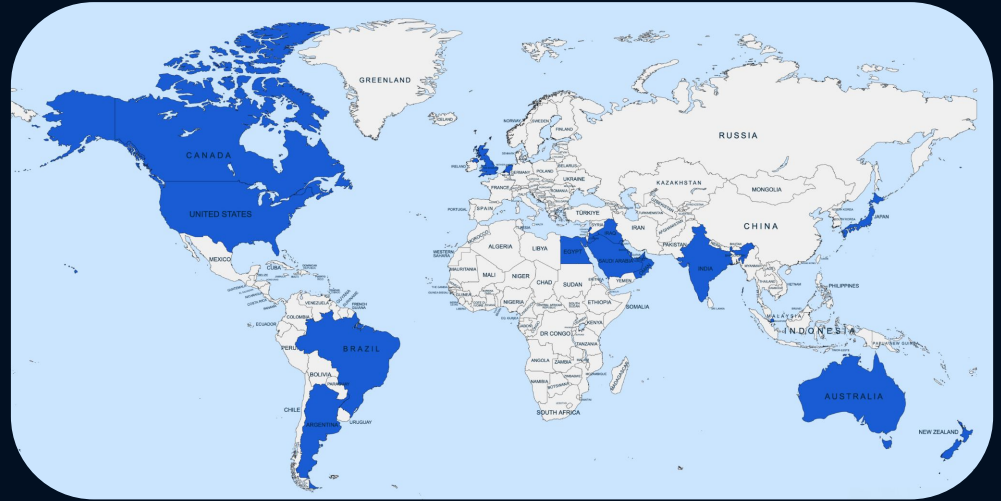
Hired
4 sales staff
CRO, CXM and 2 new sales members in MENA

Launched
GTM
with focus in new region

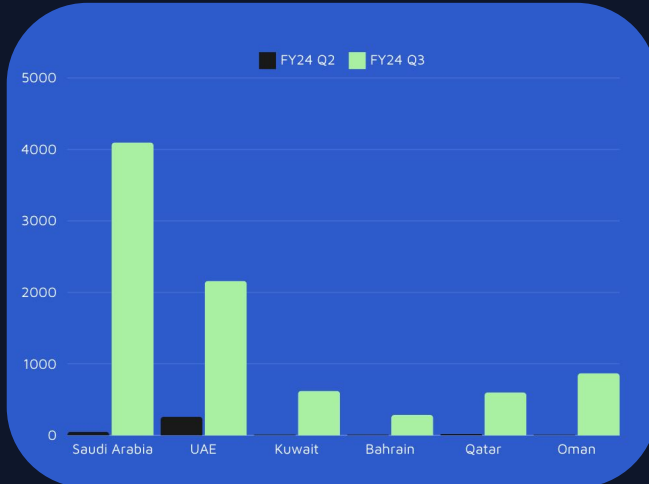**Middle East video analytics**
US$813M
by 2028

India video analytics
US$13B
by 2029

Growth lead indicators (Mar'24 quarter)

icetana

Website traffic

- Website unique users **up 405%**
- Gulf region views **up 2,400%.**

Sales*

Sold 1,500+ new licences to add $150k of ARR once deployed in April/May.

Converted $350k of ARR from old product to new.

Renewed $500k of ARR.

Sales qualified leads

Created 20,000+ camera licence SQLs.

Why invest now?

icetana

	icetana	Industry average	
		SaaS	AI (Security Tech niche)
ARR	**$1.8m**		
Market cap	**$6.9m**		
Multiple	**3.8**	5.5	40

icetana is underrated at

3.8x ARR

Proven market demand

Rapidly growing demand for AI security solutions

Scalable business model

High potential for exponential growth in coming years

Innovative technology

Leading-edge AI capabilities in a critical sector

Contact

icetana Perth office
L36, 152 St Georges Terrace, Perth WA 6000, Australia.

icetana Dubai office
Unit 1005, L10, IBN Battuta Gate Office, Jebel Ali First,
Dubai, 334035, UAE.

✉ kevin.brown@icetana.ai
🌐 icetana.ai