icetana AI
Investor Presentation
August 2024

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About icetana AI

Self-learning AI for real time event detection

- A global leader in AI surveillance
- Headquartered in Australia
- ASX listed
- Regional sales and implementation teams based in MENA, APAC and now USA

Matthew Macfarlane
Non-Executive Chair

Colm O'Brien
Non-Executive Director

Clinton Snow
Non-Executive Director

Board of directors

Kevin Brown
CEO

Rafael Kimberley-Bowen
CFO, Co Sec

Sean Clarke
CRO

Matt James
CTO

Executive team

Sarah Payne
Head of Product

Anna Saligari
Head of People & Culture

Rachel Martin
Head of Marketing

Leadership team

At a glance

Mission

Use AI to keep people safe

Vision

Building AI to make our world better

75

Customer sites

25+

Active distributors and resellers globally

2.8 million

Hours of footage reviewed every week

16,700+

Active cameras under licence

18 staff

4 based in Middle East and 1 based in the USA

26%pa

ARR CAGR*

**over 4 years to 30/6/24, unaudited revenue based on management estimate*

6

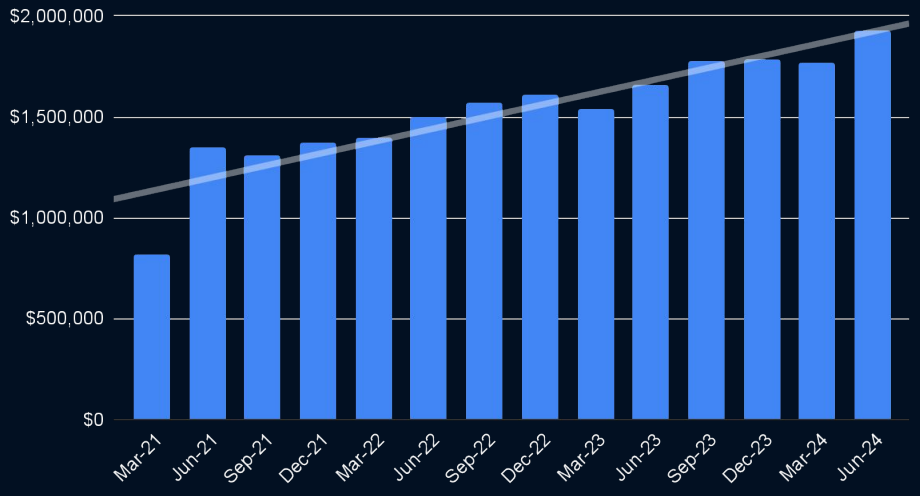
Continents

Corporate overview

Key statistics	
ASX code	**ICE**
H1 FY24 revenue	$2.5m (▲ 183% YoY)
Jun 24 ARR	$1.9m (▲ 9% QoQ)
Net ARR retention Q4FY24	102%
Cash balance 30 Jun 24	$1.5m
Debt	Nil
Share price (31 July)	2.7c
Market cap (31 July)	**A$7.1m**

Key metric	Jun'24 quarter	Variance from same quarter last year
ARR	$1.9m	▲ 16%
Quarterly revenue	$0.5m	▲ 12%

Doubling ARR over 3 years



What is the big problem?

The challenge

- **Overwhelming volume of data:** over 24 billion hours of CCTV video footage are generated every day, creating an enormous data challenge
- **Missed events:** The vast amount of footage and limited human focus and availability can lead to important events being missed
- **Restricted number of security personnel:** Limited number of security guards available, which can constrain the ability to respond to incidents quickly

icetana AI

How does our AI fix the big problem?

The solution

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

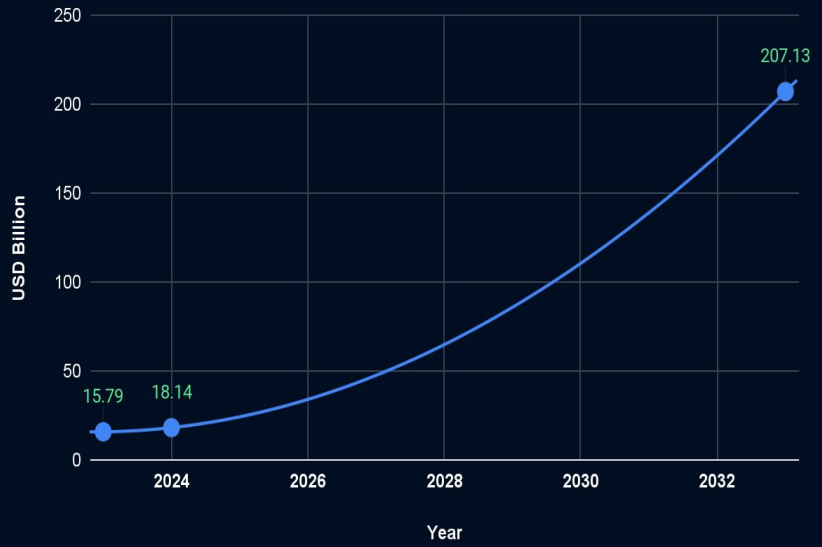
- **Self-learning AI:** Switch icetana on, 24 hours later the AI is working and continuously improving. No configuration needed
- **Real-time event detection:** Stay ahead of security incidents with immediate alerts
- **Scalability:** Ideal for large networks and multiple sites, surpassing competitors in large-scale deployment efficiency

Global opportunity

Video surveillance

Market size and growth*:

CAGR: 13.7% (2024-2028)
1 billion+ CCTV cameras 2024, over 6 billion in 2030



*(Custom Market Insights) (The Business Research Company) (Precedence Research)

Key drivers:

- Rising security concerns
- The need to monitor in real time and at scale
- Technological advancements in AI
- Increasing adoption of AI in commercial sectors
- Government investments in smart/safe city initiatives

Enhancing autonomy increases customer value, enabling higher SaaS revenue per camera

Autonomous security

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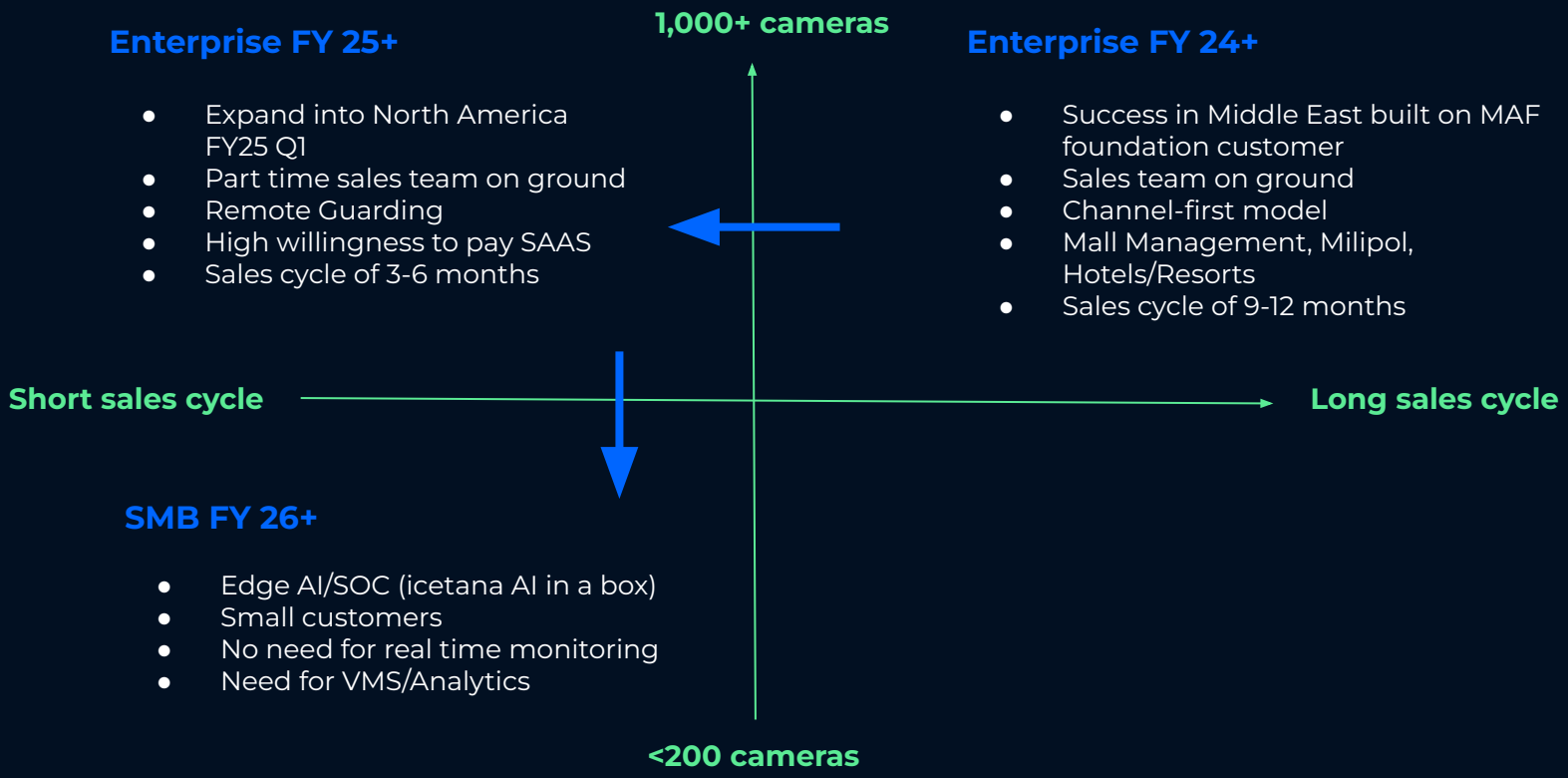
LEVEL 0	**LEVEL 1**	**LEVEL 2**	**LEVEL 3**	**LEVEL 4**	**LEVEL 5**
No automation	Security assistance	Partial automation	Contextual automation	High automation	Full automation
Motion detection	Manual rules, no AI	Self learning AI finds unusual and specific events	Context training teaches AI what is important	AI Agents perform most of the security tasks	Zero human interactions or attention
Cameras per Operator	30	250	500	2,500	Infinite
Timeline		FY23 - FY24	FY25 - FY26	to be determined...	

Speed vs size

Market landscape



FY 2025 and beyond

Growth and investment phases

FY 23

- Built new product
- Rolled out to largest 8k camera customer
- Explore product market fit and go to market options

FY 24

- Raised $2.2m
- Strengthened Sales team in the Middle East
- Continue to sell new products, using reference Mall Management customer in MAF

FY 25

- Focus on servicing US Remote Guarding
- Leverage shorter sales cycles and existing channel partners in North America
- Invest in North American Sales and Marketing

FY 26+

- Expand into North America SMB using experience from Remote Guarding Services
- Grow Middle Eastern presence and expand across APAC and ROW with SMB, Middle Tier and Enterprise offering

Why invest now?

icetana AI

icetana is underrated at

3.7x ARR

	icetana	Industry average	
		SaaS	AI (Security Tech niche)
ARR	**$1.9m**		
Market cap	**$7.1m**		
Multiple	**3.7**	5.5	40

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

Source AI Startups: Valuations and Multiples 2024 | Finro Financial Consulting (finrofca.com)

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