



Investor Presentation

AI and machine learning video analytics company with a scalable SaaS focused revenue model

February 2020

ASX: ICE

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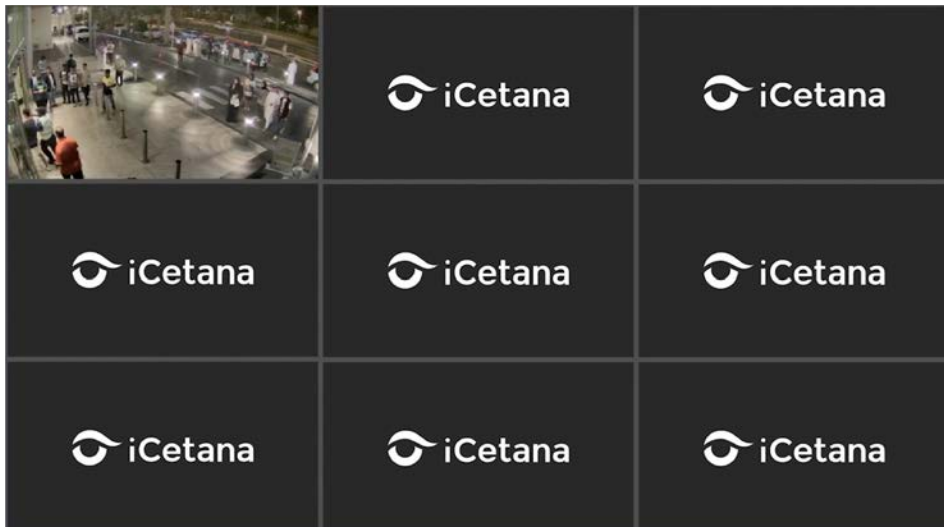
An AI video analytics software company iCetana

- **AI driven video analytics software** that dramatically improves active monitoring of surveillance networks
 - **Self learns “normal”** movement patterns
 - Abnormal movement highlighted in **real time**
 - **Complements existing video management systems** to remove noise and increase efficiency for operators
- Revenue generated from software-as-a-service **SaaS (per camera)** and enterprise contracts
- **The world leader in motion video analytics**

Video Management System



 **iCetana**



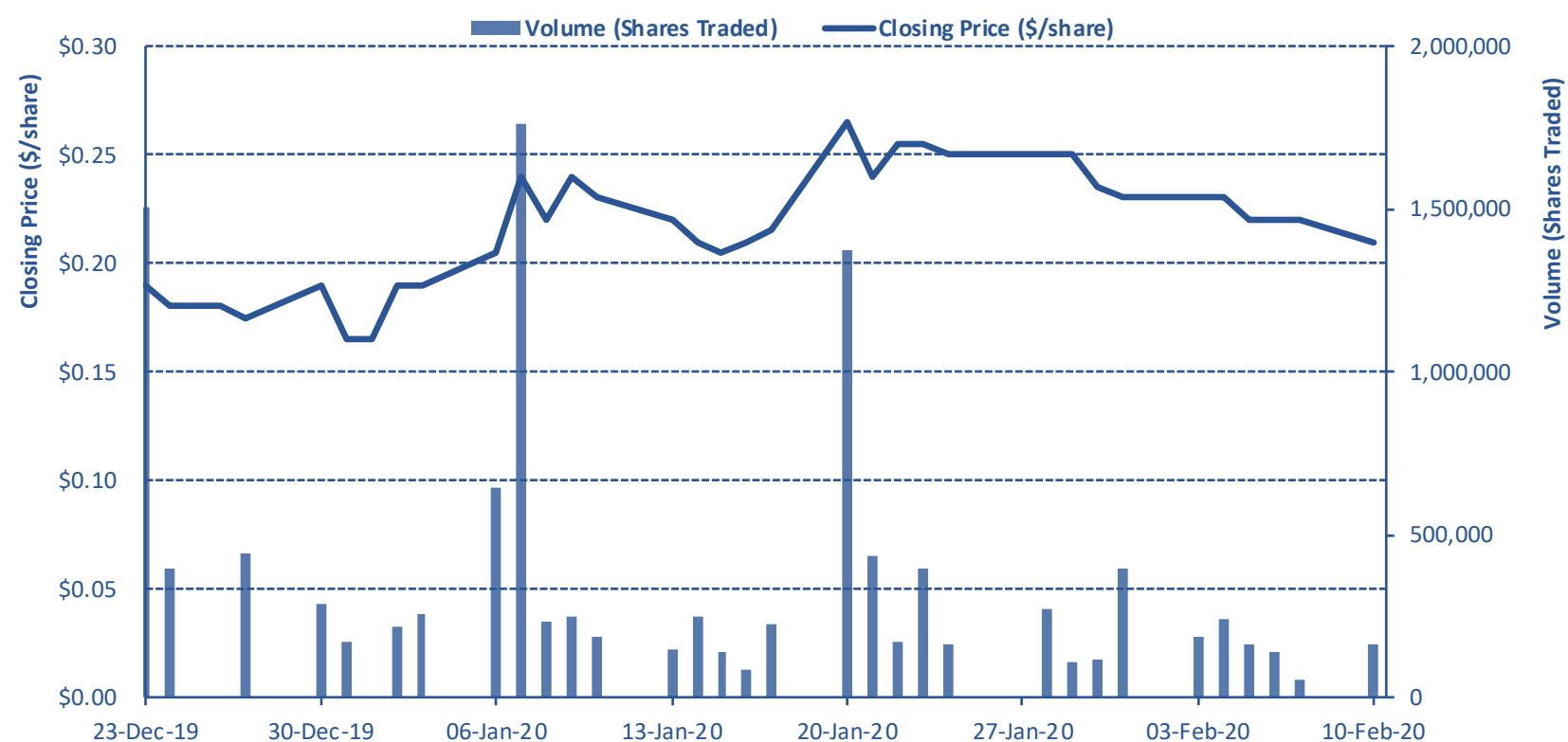
Corporate Overview

Capital Structure at IPO

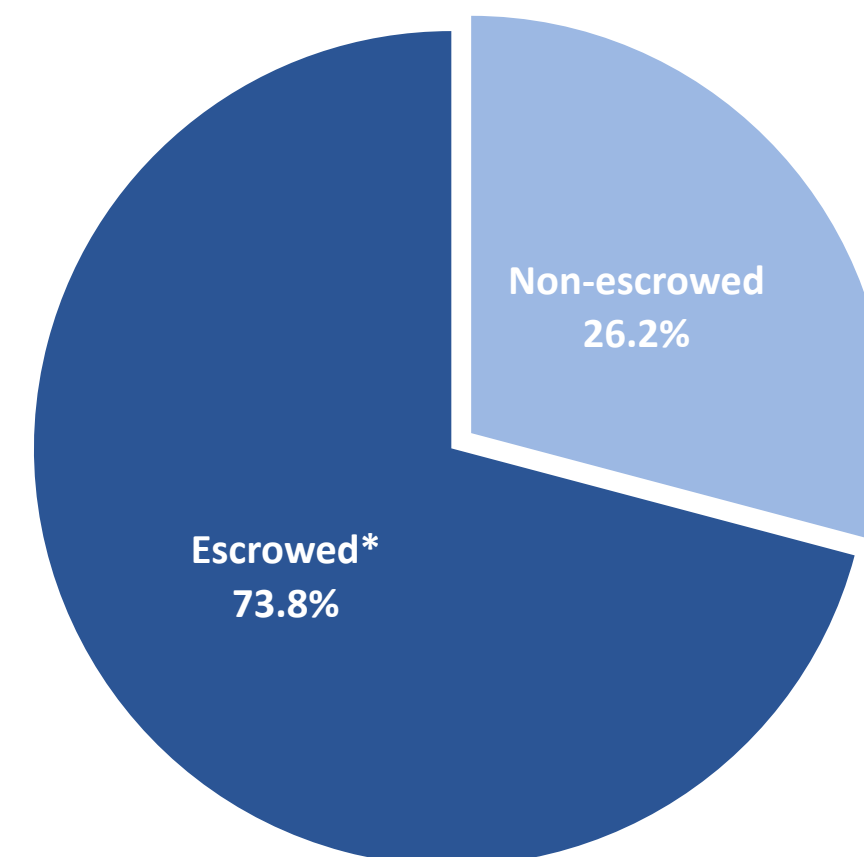
Share Price	A\$/share	\$0.210
Shares on Issue	m	137.0 m
Performance Shares ¹	m	3.0 m
Options	m	47.0 m
Market Capitalisation	A\$m	\$28.8 m
Cash ²	A\$m	\$5.2 m
Debt	A\$m	Nil
Enterprise Value	A\$m	\$23.6 m

1. Performance shares include revenue milestones over the next 5 years
2. As at 31 December 2019 (un-audited)

Share Price Performance



Corporate Snapshot



*Includes both voluntary agreements entered into and ASX imposed restrictions

Shareholders

Go Capital Tech Fund 2 Pty Ltd	28.9% ⁺
Yuuwa Capital LP	24.1% ⁺
Curtin University	7.1% ⁺
Skiptan Pty Ltd	10.5% ⁺
Board and Management (excl Go Capital holding)	3.3%

⁺escrowed shareholders

Compelling Investment Proposition

iCetana has initial sales globally including North America, Australia, Middle East, London and Japan.
iCetana is now poised to make a 'step change' in penetrating the rapidly growing global market for video analytics solutions focussed around **artificial intelligence** and machine learning
The product is real and generating growing sales.



Rapid growth in significant global market

- ✓ Market growing to over **A\$12b by 2023**



Genuine IP with solution in production

- ✓ **9+ Years** of development
- ✓ **A\$10m invested in product** to date
- ✓ Operating in **38** global sites



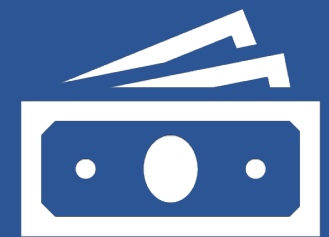
Enterprise grade and externally validated

- ✓ Partner channel strategies
- ✓ 'multiplier effects' **driving strong pipeline growth**



Experienced leadership team

- ✓ Experience in enterprise software, product management and B2B distribution



Recurring Revenue

- ✓ **SaaS** based revenue
- ✓ Strong revenue growth

A Booming Market in need of an AI Solution

Surveillance Challenges

- **Cameras** are 98% used for **recording only**
- A great many **cameras**, but not enough **operators**
 - real time monitoring is not in place
- **Existing** video analytics **fail customers**
 - **Cannot scale** for busy scenes/large networks
 - **Rules based** systems prone to errors
- Huge **surveillance infrastructure investments fail** to identify
 - **Health and safety** issues or
 - **Manufacturing/production** challenges

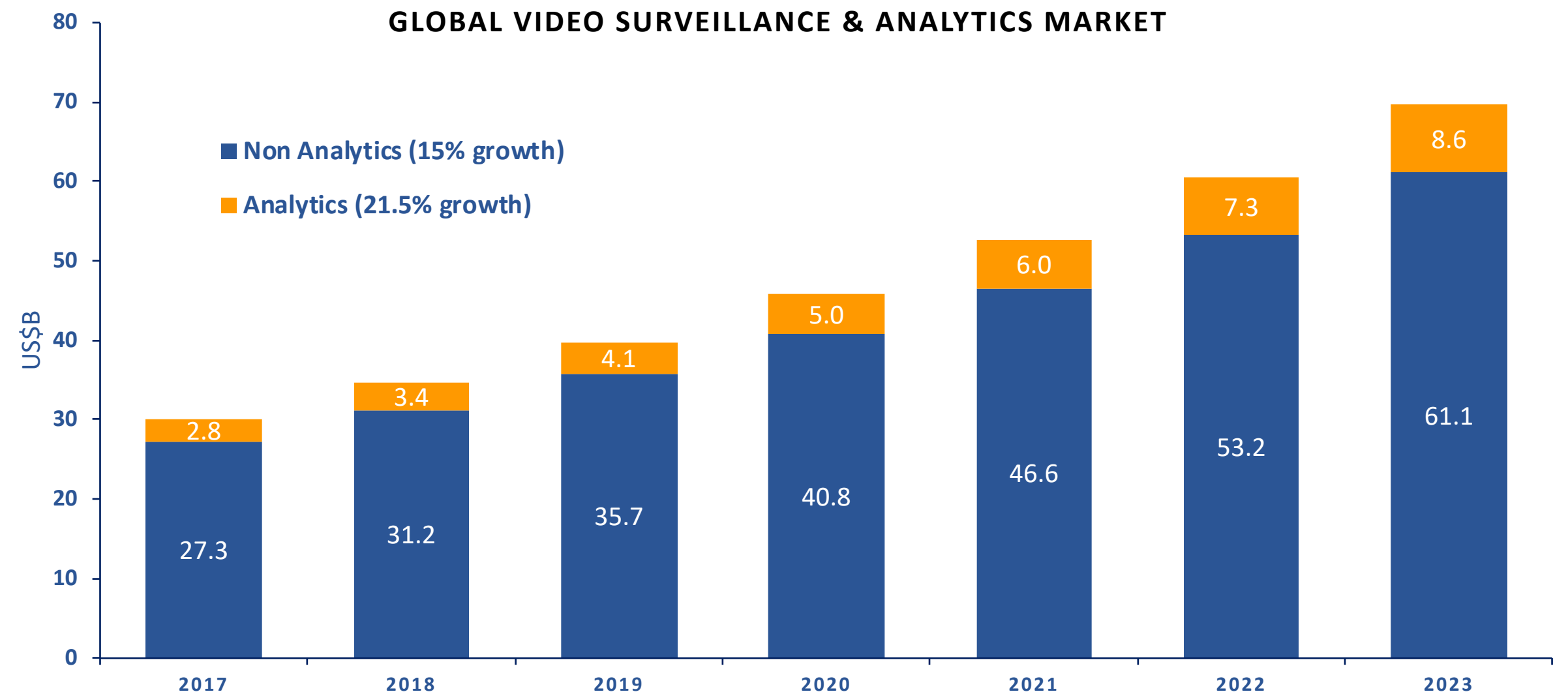




A Booming Market

Video analytics spending will reach **US\$8.6bn (A\$12bn+)** by 2023 growing at **~22% per annum**

Software is the fastest growing segment with SaaS as a big part of this growth



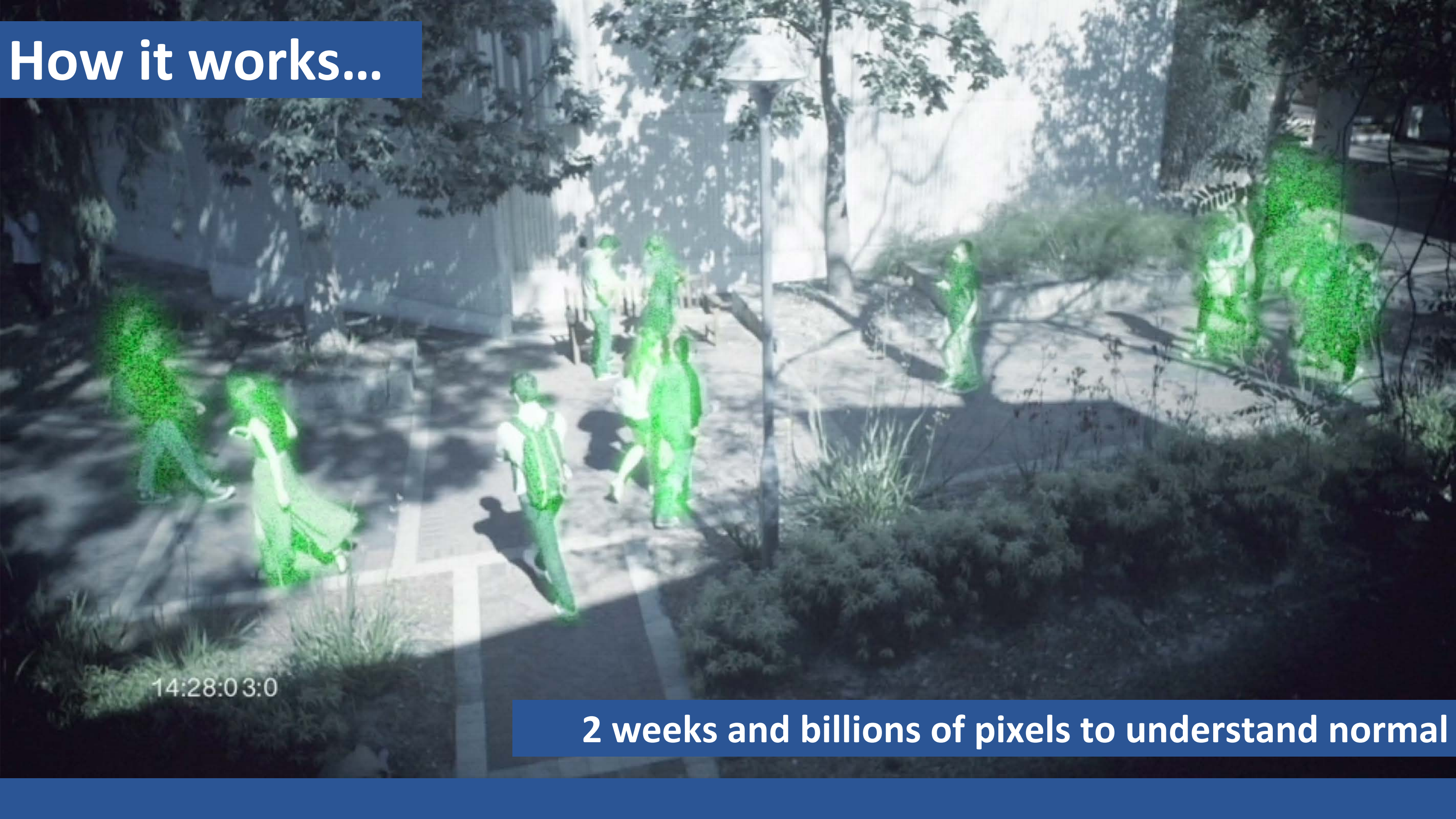
Source:

- Research and Markets - [Video Surveillance](#) - Global Market Outlook (2017-2026) published 2018.
- Markets and Markets - [Intelligent Video Analytics Market](#), published 2018.



The iCetana Solution

How it works...



14:28:03:0

2 weeks and billions of pixels to understand normal



 iCetana

 iCetana

 iCetana

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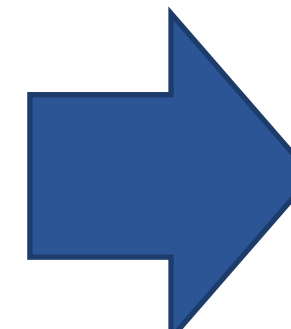
 iCetana

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The LiveWall™ only displays anomalous events

Delivering great outcomes for clients



Strong Business Case

- Increase speed of response and reduce impact of threats
- Generate real-time insights from huge video data streams
- Improve ROI of security infrastructure
- Mitigate impact of events (physical and reputational)



iCetana



iCetana today

- 9+ years of AI/Machine Learning development
- A\$10m+ invested into the underlying technology
- Patents in US, Japan, and Australia +
- Over 12,000 cameras and 38 customer sites
- Largest site 2,400 cameras
- Customers in campus', casinos, retail, office building, manufacturing, and military security

Customer Sites and Trial Locations



Offices in Perth, Dubai, London and representative staff in the US

Scaling our B2B distribution model

ENTERPRISE SALES Value Added Resellers



- Chubb
- Prosegur
- Convergent
- Stanley
- Delco

REMOTE MONITORING Direct engagement



- Chubb
- Securitas
- G4S
- Downer
- ADT

TECHNOLOGY VENDORS Server and VMS



- HPE
- Dell
- Rasilient
- Milestone
- Genetec
- Cisco

NEW R&D GPU and Camera systems



- nVidia
- Axis/Canon
- Bosch
- Panasonic
- Ricoh

A selection of customers and partners

Operating across a number of verticals and focused on securing additional industry verticals in the coming years including prisons, healthcare and financial services



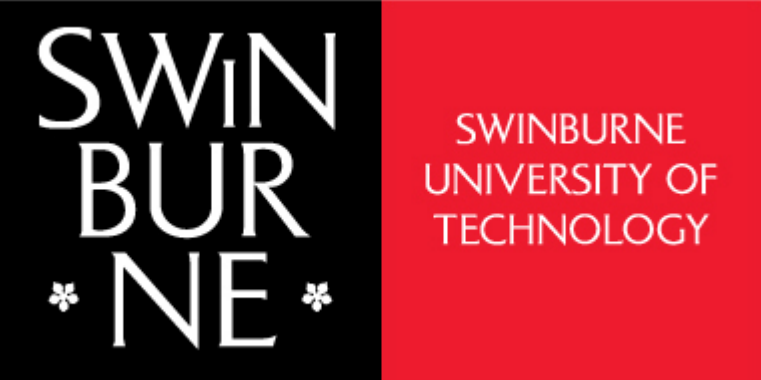
Majid al Futtaim shopping center



University of California San Diego



Perth based Universities (x2)



US Health Care reference hospital

US Diversified Multinational

ELEPHANT PARK



Global manufacturer of banknotes

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IPO Use of Funds & Growth Plan



Market activity is accelerating as customers refine their strategy and technology solutions with regards analytics.

Following the completion of the \$5m IPO, the company intends to rapidly grow the business and capitalise on market growth and deal pipeline. The funds will be used o the following key areas:

Go-to-market and People

- ✓ Refine segment based GTM and improved sales capability
- ✓ Further develop indirect sales model with channel partners
- ✓ Refine skills mix in sales, technical delivery and AI/machine learning

Working Capital

- ✓ Improved financial strength to pursue Tier 1 opportunities
- ✓ Assist move from “enterprise” to more “SaaS” style contract pricing with clients
- ✓ Targeting financial self sufficiency

Accelerate Product Roadmap

- ✓ Implement and develop updated product functions to improve customer experience
- ✓ Accelerate aspects of the product roadmap (VMS and technical standards)
- ✓ Further increase levels of sophistication in AI driven video analytics and machine learning

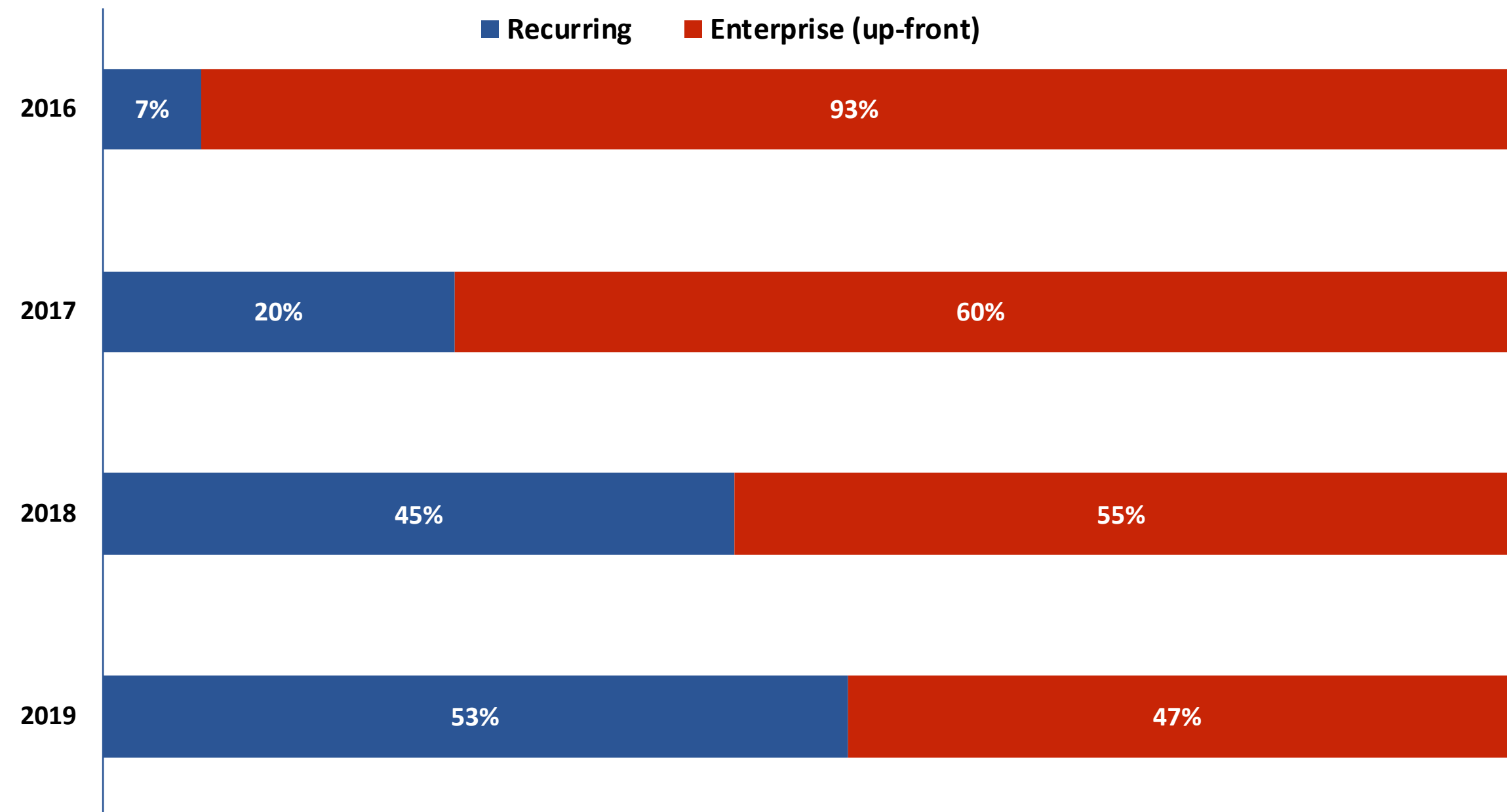


Growing Revenue with an Exceptional Pipeline



Sales structure transformation

The sales structure has rapidly moved to a recurring-revenue model over the past 4 years



The Team



Experienced and Proven Board of Directors



Mark Potts
Chairman

- Highly respected enterprise software executive, with extensive experience with new technology platforms in Australia and the US
- Previous CTO and VP Corporate Strategy with HP Enterprise
- Director of Resolute Mining (ASX/LSE: RSG)



Matt Macfarlane
Managing Director
& Chief Executive
Officer

- Founding CEO of iCetana, 9 years Venture Capital management, successful angel investor and entrepreneur
- Experienced technology and software development commercialisation leader.



Geoff Pritchard
Executive Director

- Geoff is an experienced Chairman, Executive Director and Chief Executive
- Actively engaged in Governance, Strategy Consulting, Corporate Advisory, Venture Capital and Private Equity to the Superannuation, Family Office, Financial Services and Technology Sectors



Justin Mannolini
Non-Executive
Director

- Lawyer, director and former investment banker, focusing on mergers & acquisitions, equity capital markets transactions, and corporate governance advice to public, private and government entities

Experienced and Proven Company Leadership



Kevin Brown
Chief Operations
Officer

Damon Watkins
Chief Revenue
Officer

Matt Macfarlane
Chief Executive
Officer

Shane Cranswick
Chief Financial
Officer

- Led the tech team that drove VGW from \$300/day to \$1.4m/day
- Proven track record in software delivery that delights customers and empowers dramatic growth in revenues
- Ex Nearmaps and WABN

- Experienced enterprise software sales executive and recent CEO of a listed ASX fintech
- Track record in enterprise sales growth through direct and channel strategies

- Founding CEO of iCetana 9 years Venture Capital management, successful angel investor and entrepreneur
- Experienced technology and software development commercialisation leader

- Chartered Accountant and Company Secretary
- Over 20 years of experience including with listed ASX companies
- Ex Anderson and Apollo Group

Sample customer: Calgary based university



“Over the course of my career I have been involved in the installation of hundreds of thousands of cameras and until iCetana none of them had captured an event in real time.”

- Dan Bilodeau, National Sales Manager, Delco Security



Customer found multiple events in the first few weeks of deployment (burn-outs/doughnuts, student fights, loitering along secure fence line)

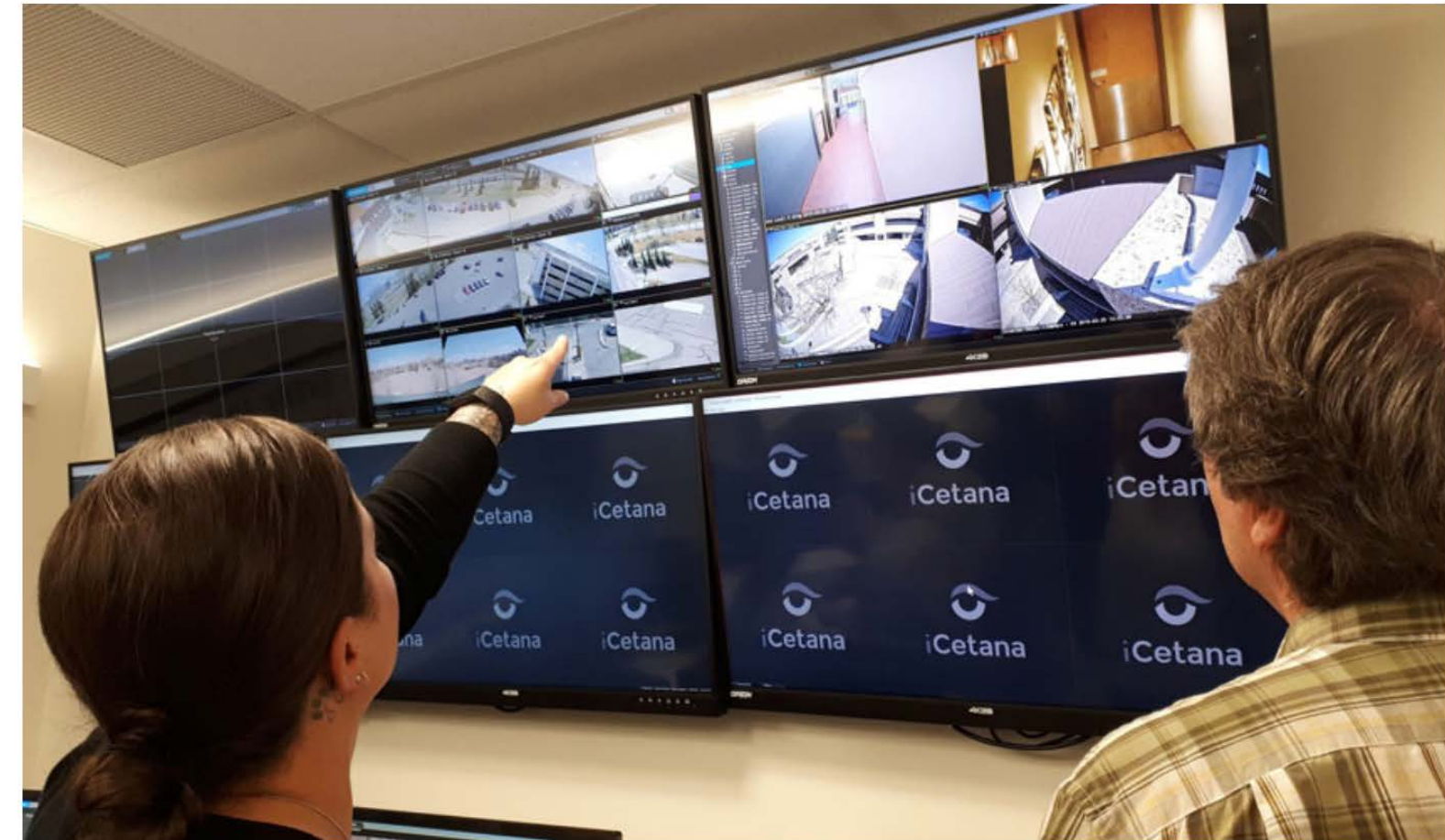


Photo Credit: MRU
Candice Merrill and Peter Davidson

MRU YouTube coverage video: <https://youtu.be/zKcgXbK4E8c>

PR coverage has lead to 25 new leads registered in Canada



Contact

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