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Investor presentation.

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Authorised for release by the Board of icetana Limited

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AI driven video analytics software that dramatically improves active monitoring of surveillance networks

Overview

Over **12,000 cameras** and **38 customer sites**

10+ years of AI/Machine Learning **development. A$10m+ invested** into the **underlying technology**

Patents in US, Japan, and **Australia**

Experienced leadership team in enterprise software, product management and B2B distribution

Listed on ASX in December 2019 Raising $5m

Global video surveillance analytics spending is forecasted to reach **US$8.6bn** (A$12bn+) **by 2023**

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The Solution

Our motion based video analytics solution is:

Self learning
Uses AI technology, studying billions of pixels to learn "normal behaviour" over a two week period
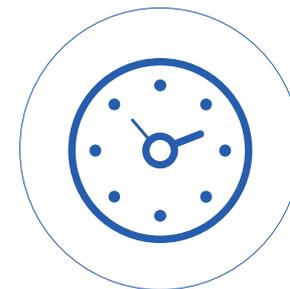
Identifies anomalies
When something anomalous is detected, the abnormal behaviour is highlighted to an operator

Efficient
Complements existing video management systems by providing an add in for existing camera systems or new installations
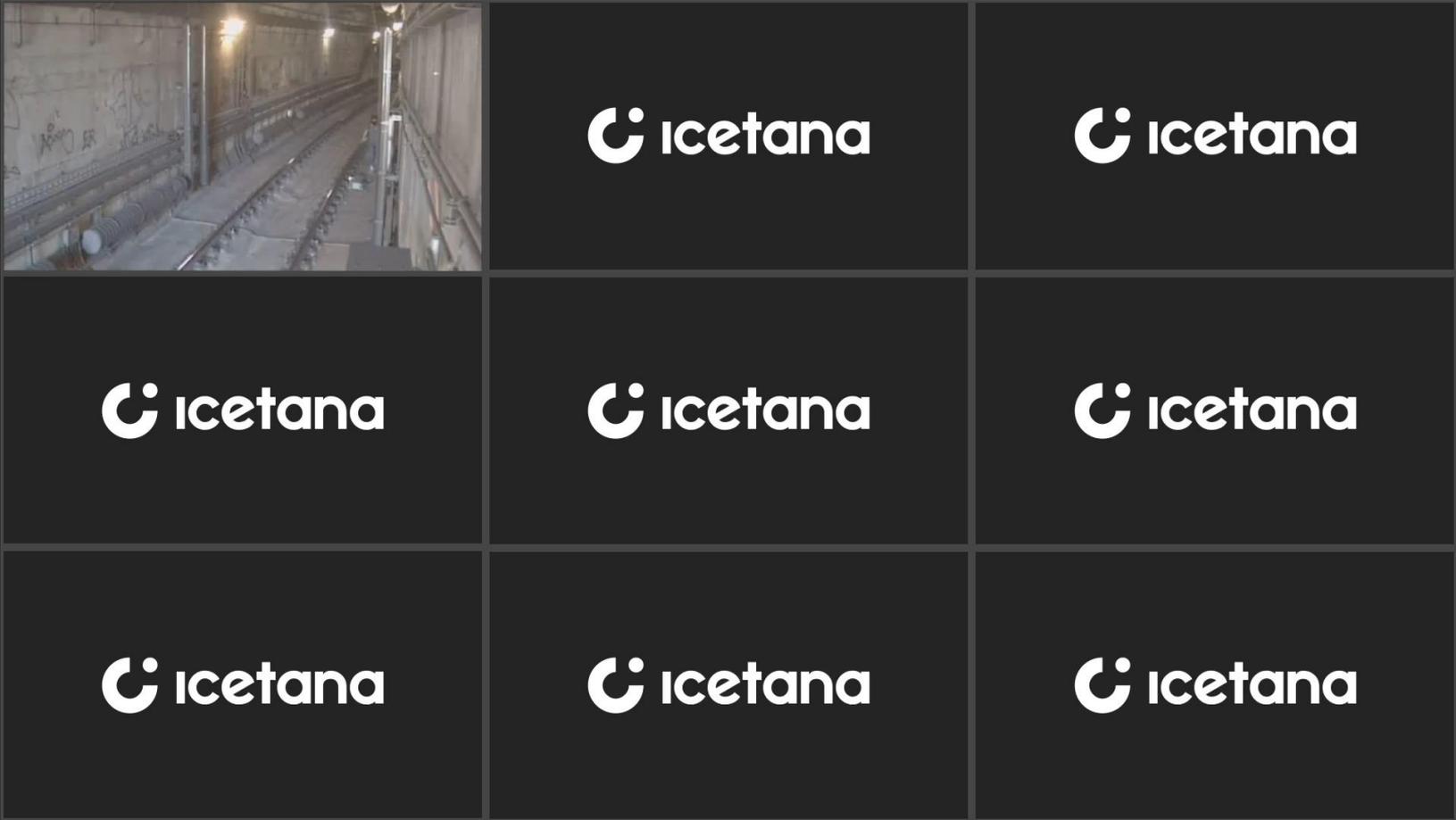
Real-time
With just 1 per cent of footage detected as abnormal motion operators are able to react in real-time to events

Normal behaviour from pixels

Displayed to a LiveWall like this...

Surveillance challenges

- 98% of cameras are **only used for recording**, the opportunity to act in response is lost when viewing historical footage

- There are **too many cameras and not enough operators** or resources to continuously monitor and respond in real-time

- Existing video management systems which utilise object detection cannot process more than 15-20 objects and **cannot scale for busy scenes** / large networks

- Rules based systems are trained to **solve specific use cases** and are prone to errors

- **Huge surveillance infrastructure investments** are focused on security and safety, missed opportunity to utilise investment to also identify:

  - Health and safety issues

  - Manufacturing/production challenges

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Our competitive advantage

LEGACY COMPETITION

Non-motion security analytics solutions

BriefCam →

vintra →

Clearview.ai →

- Use case based
- Relies on historical footage
- High infrastructure / hardware costs
- Security and safety focus

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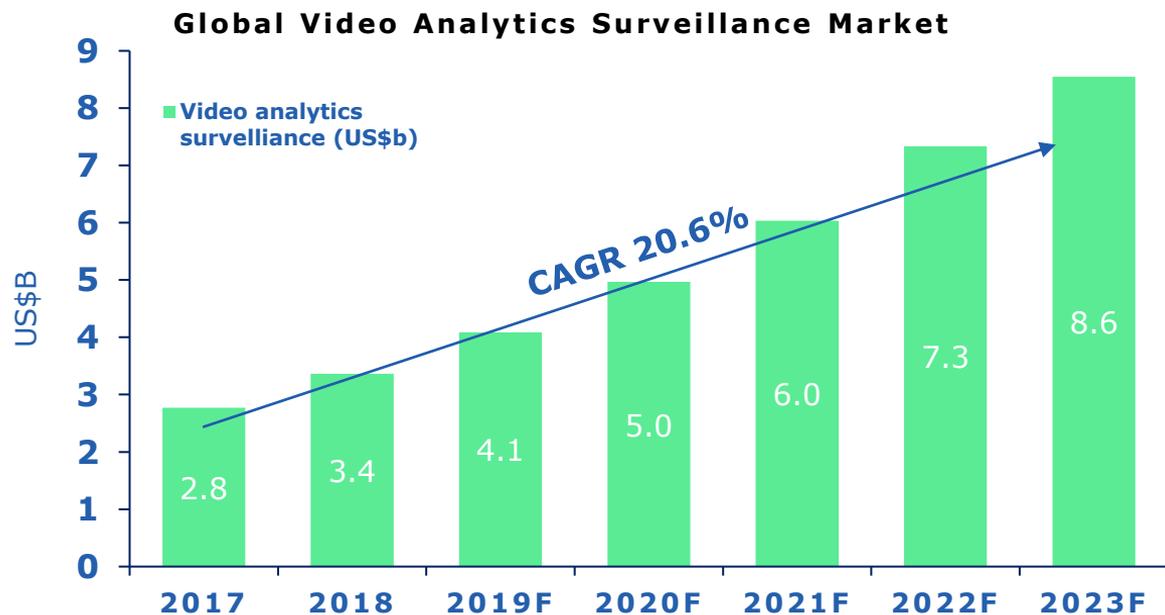### Motion based security analytics solution

Improved reliability: identifies anomalous movement and captures ~80% of events that should trigger a response

Lower price: single server can be shared amongst hundreds of cameras – lower cost allows customers to enable features such as facial recognition on a greater percentage of cameras

Higher scalability: able to scale for busy scenes and large networks due to use of motion analytics (rather than object detection)
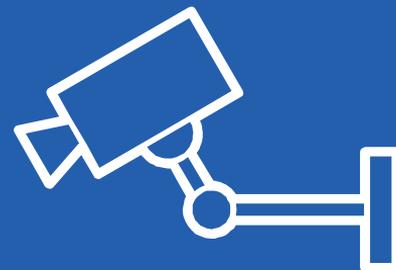
Unique insight: ability to extend investment through application in health and safety and manufacturing optimisation

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A fast growing market

Global Video Analytics Surveillance Market

Bar chart titled "Global Video Analytics Surveillance Market" with y-axis labeled "US$B" from 0 to 9. Legend: "Video analytics survelliance (US$b)". An arrow across the bars labeled "CAGR 20.6%".

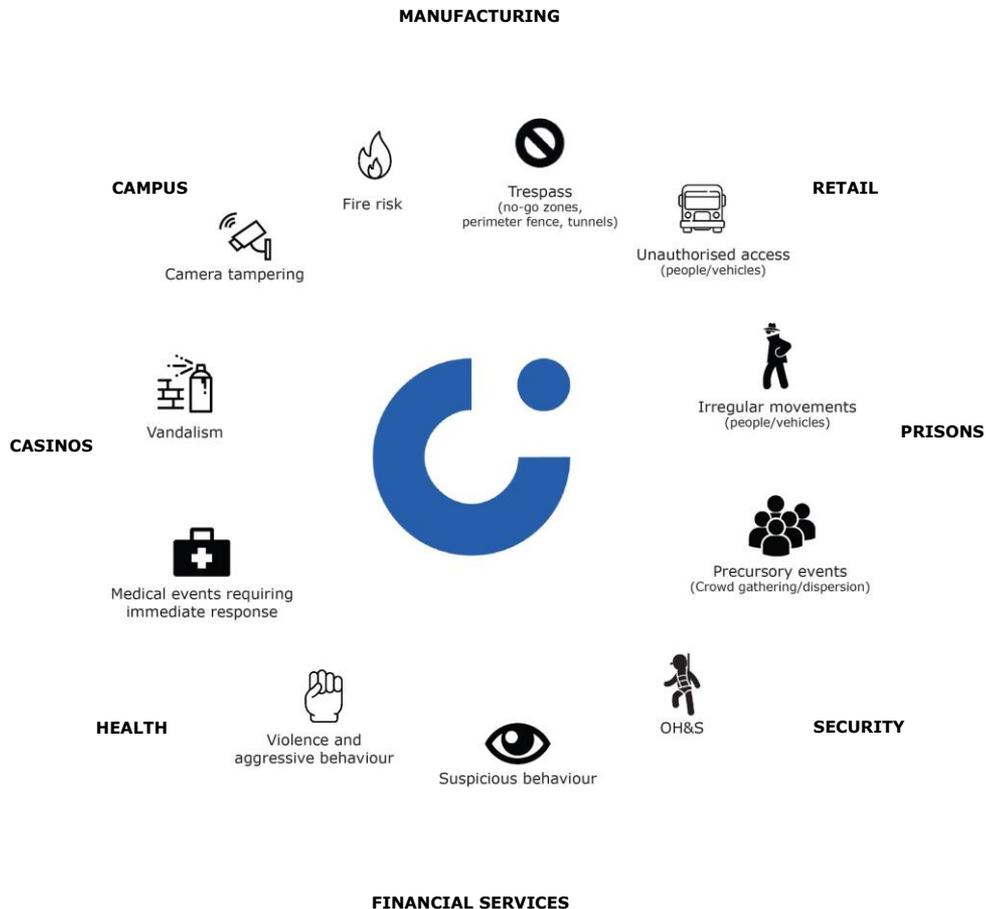| Year	Value
2017	2.8
2018	3.4
2019F	4.1
2020F	5.0
2021F	6.0
2022F	7.3
2023F	8.6

Video analytics surveillance spending is forecasted to reach **US$8.6bn** (A$12bn+) **by 2023** growing at compound annual growth rate (CAGR) of **20.6%**

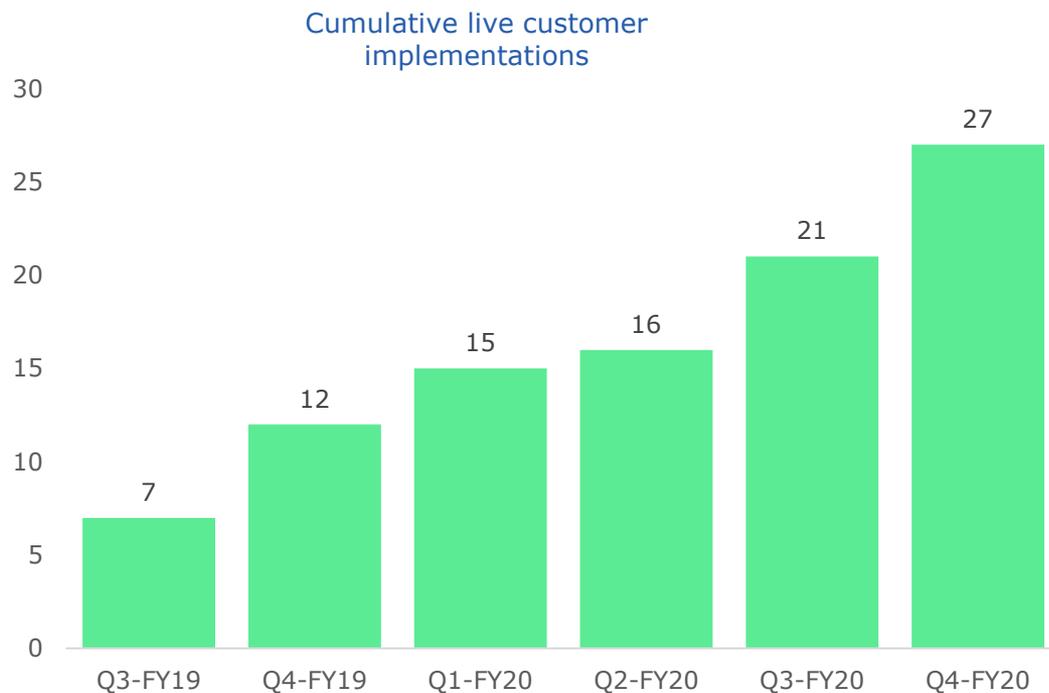icetana 10

Strong customer base

- **12,000+ cameras across 38 customer sites**

- **Strong existing presence** across **retail, education** (university campus) **and security verticals,** with focus on growing **additional verticals** including prisons, healthcare and financial services

Delivering **great outcomes** for clients including:

- Increased **speed of response** and reduced impact of threats

- **Real-time insights** from huge video data streams

- Improved **ROI** of security infrastructure

- **Mitigating the impact** of events (physical and reputational)

MANUFACTURING

CAMPUS

Fire risk

Trespass
(no-go zones,
perimeter fence, tunnels)

RETAIL

Camera tampering

Unauthorised access
(people/vehicles)

Vandalism

Irregular movements
(people/vehicles)

CASINOS

PRISONS

Medical events requiring
immediate response

Precursory events
(Crowd gathering/dispersion)

HEALTH

Violence and
aggressive behaviour

OH&S

SECURITY

Suspicious behaviour

FINANCIAL SERVICES

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Customer retention and growth

Cumulative live customer implementations

Retention rates are extremely high:

- icetana changes the way customers run their security operations making our offering very sticky

- Haven't lost a customer in two years

- **User base is very engaged**

- icetana is used in daily activities with regular events being noticed only because of the icetana platform

Note:
- Several customers have multiple sites as described in the previous slide.
- Live Customer implementations from the graph above are generally lower than "Active Customers" defined in the Prospectus dated 15 November to include "customers that have placed orders with, or paid for the Company's product either: (a) on a recurring basis; or (b) through a non-SaaS direct licensing model including a recurring software maintenance agreement; or (c) paid for or ordered a paid trial within the past six months in anticipation of a larger rollout beyond the trial cameras under contract."

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Customers and partners

27 **Total customers**

Selected industry vertical sectors

7	**10**	**4**	**2**
Universities, colleges and schools	**Retail customers**	**Commercial Buildings**	**Law Enforcement customers**

B2B distribution model

ENTERPRISE SALES	REMOTE MONITORING	TECHNOLOGY VENDORS	NEW R&D GPU
Value Added Resellers	Direct engagement	Server and VMS	and Camera systems

Value added reseller agreements with security solution integrators who are trusted security experts

Direct engagement with remote monitoring services which centrally manage surveillance on behalf on their customers

Referrals from leading video analytics and Video Management System companies. As well as integration with VMS technology vendors, creating increased customer stickiness
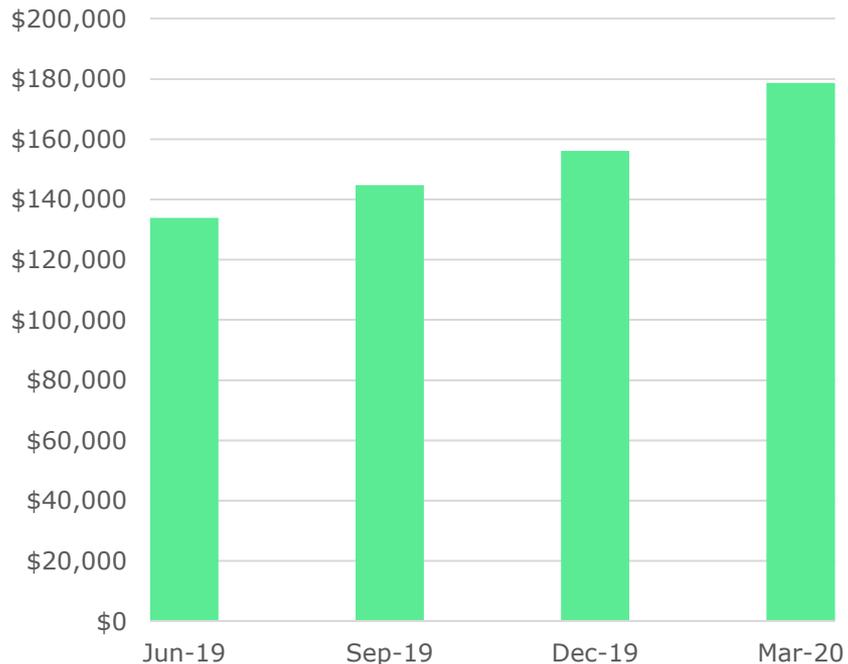
icetana works closely with GPU and camera system manufacturers, with the view of providing out of the box motion video analytics capability in the future
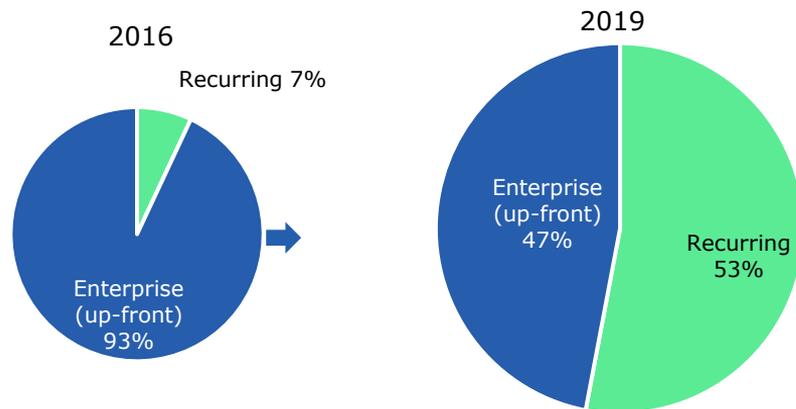
Partners: Chubb, Prosegur, Convergint, Stanley, Delco

Chubb, Securitas, G4S,

HPE, Dell, Milestone, Genetec

nVidia, Axis (Canon), Bosch

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Revenue profile

Recurring revenue per quarter (excludes enterprise revenue)

	Jun-19	Sep-19	Dec-19	Mar-20

SHIFT TO ARR (annual recurring revenue) MODEL

2016

Recurring 7%

Enterprise (up-front) 93%

2019

Enterprise (up-front) 47%

Recurring 53%

SHIFT TO ARR

	2016	2017	2018	2019
Recurring	7%	20%	45%	53%
Enterprise (up-front)	93%	80%	55%	47%

■ Recurring ■ Enterprise (up-front)

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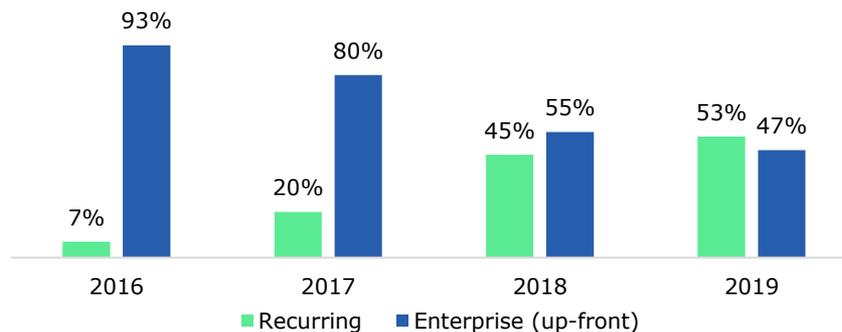
Experienced board of directors

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
Non-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

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Driven leadership

Kevin Brown
Chief Operations 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

Damon Watkins
Chief Revenue Officer

- Experienced enterprise software sales executive
- Track record in enterprise sales growth through direct and channel strategies

Matt Macfarlane
Chief Executive Officer

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

Shane Cranswick
Chief Financial Officer

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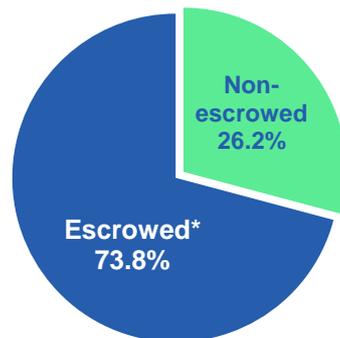
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Corporate overview

CAPITAL STRUCTURE		
Share Price	A$/share	$0.145
Shares on Issue		137.0 m
Performance Rights		3.0 m
Options		37.7 m
ESIP		28.9 m
Market Capitalisation	**A$**	**$19.9 m**
Cash	A$	$2.83 m
Debt	A$	Nil
Receivables	A$	$0.62 m

SHARE PRICE PERFORMANCE

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

Non-escrowed 26.2%

Escrowed* 73.8%
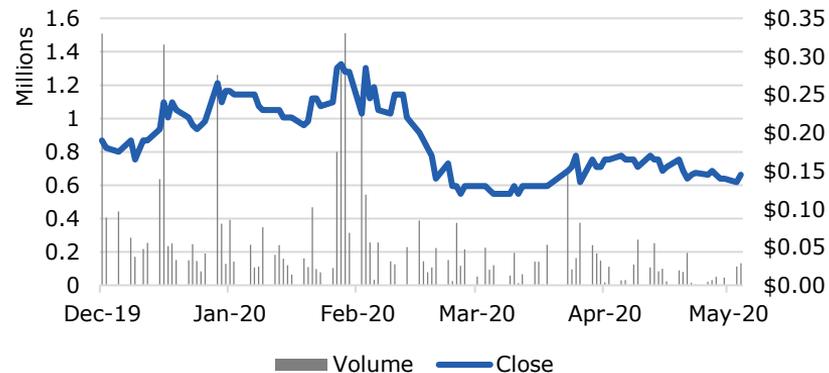
CORPORATE SNAPSHOT

*Includes both voluntary agreements entered into and ASX imposed restrictions

The information on this page is stated as at 26 May 2020

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See what matters in real time.

Contact:

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