



H1 FY23 RESULTS PRESENTATION



27 February 2023

TABLE OF CONTENTS



RE-IMAGINING BROADCAST QUALITY VIDEO

Financial Snapshot	3
Industry/Market Commentary	4
Execution of Initiatives	5
BirdDog Universe	6
Horizon 1 & 2	7
Strategic Update	9



H1 FY23 FINANCIAL SNAPSHOT

H1 FY23 FINANCIAL PERFORMANCE

Revenue of **A\$15.3m**, -36.1% vs. H1 pcp
 Gross margins @ **27.6%**, vs. 28.2% H1 pcp
 NOM @ **23.2%**, vs. 22.9% H1 pcp
 NPAT **A\$0.86m** loss, vs. A\$0.76m loss pcp
 Revenue Jan '23 **+14%** v. Dec '22 and **+18%** v. Jan'22
 H1 FY23 Revenue vs. H2 FY22 Revenue **+7.5%**

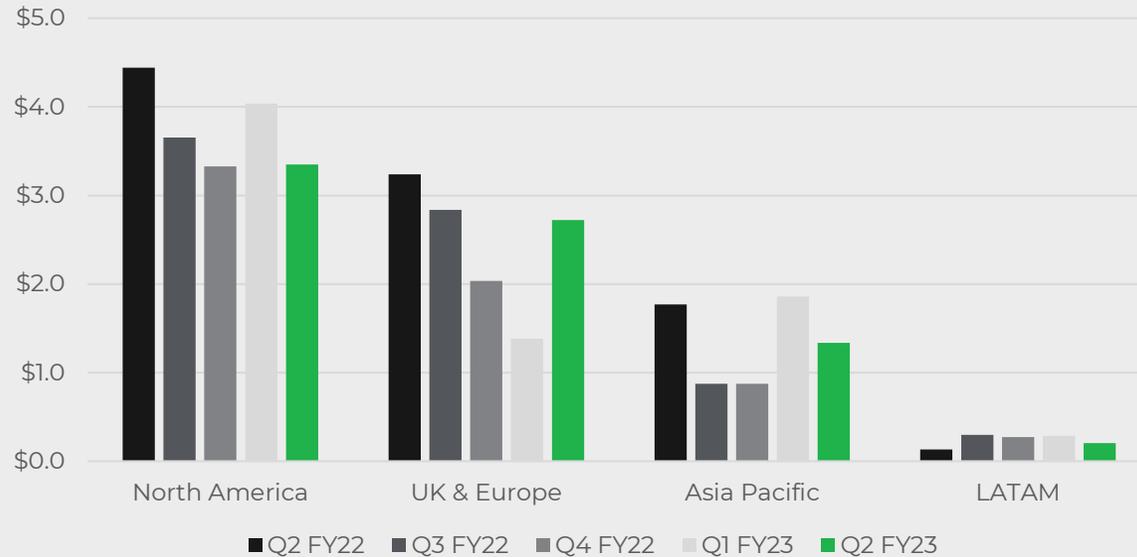
GEOGRAPHIC PERFORMANCE

North America:
 -17.0% vs. Q1 FY23, -24.5% vs. Q2 pcp
UK & Europe:
 +96.5% vs. Q1 FY23, -16.0% vs. Q2 pcp
Asia Pacific: -28.2% v Q1 FY23, -24.6% v Q2 pcp
LATAM: -28.2% vs. Q1 FY23, +53.3% vs. Q2 pcp
 Business: **Recent positive revenue trends**

FINANCIAL POSITION @ 31 DECEMBER 2022

Cash Position: **A\$19.75m**, vs. A\$23.17m @ 30 June 2022
 Trade Receivables: **A\$3.40m**, vs. A\$3.42m
 Inventories: **A\$20.13m**, vs. A\$19.02m
 Less: Trade & Other Payables: **A\$1.55m**, vs. A\$1.79m
Net Working Capital Position: **A\$41.73m**, vs. A\$43.8m
Net Assets: A\$45.14m, vs. \$45.83m @ 30 June 2022

Quarterly Revenues (A\$ m)



PAN-TILT-ZOOM (PTZ) CAMERAS

CONVERTERS



AV PRODUCTS

SOFTWARE

CY 2022 marked a challenging year across BirdDog's core product verticals, expected to improve in CY 2023

CY 2022 : MARKET CHALLENGES

~35-50% decline in PTZ camera market in broadcast H1 CY22

Closest camera competitor revenues declined ~35% during CY22

Very challenging year for Japanese camera manufacturers

Corporate AV space less impacted - return to office trend globally prompted low-end tech (sounds bars, low-end PTZs) for office meeting rooms

BirdDog not alone in experiencing a disappointing CY22



CY 2023 : OUTLOOK

Uptake through CY23 (+ beyond) for broader solutions across corporate AV & broadcast anticipated to deliver via upgrade cycles, increased productions & content

Significant activity from corporates seeking better / unified communications (UC)

Market vibrancy returning in the June 2023 quarter

Core broadcast & corporate AV markets trending in right direction

Channel endorsement - Distributors and Resellers - for BirdDog products and product roadmap

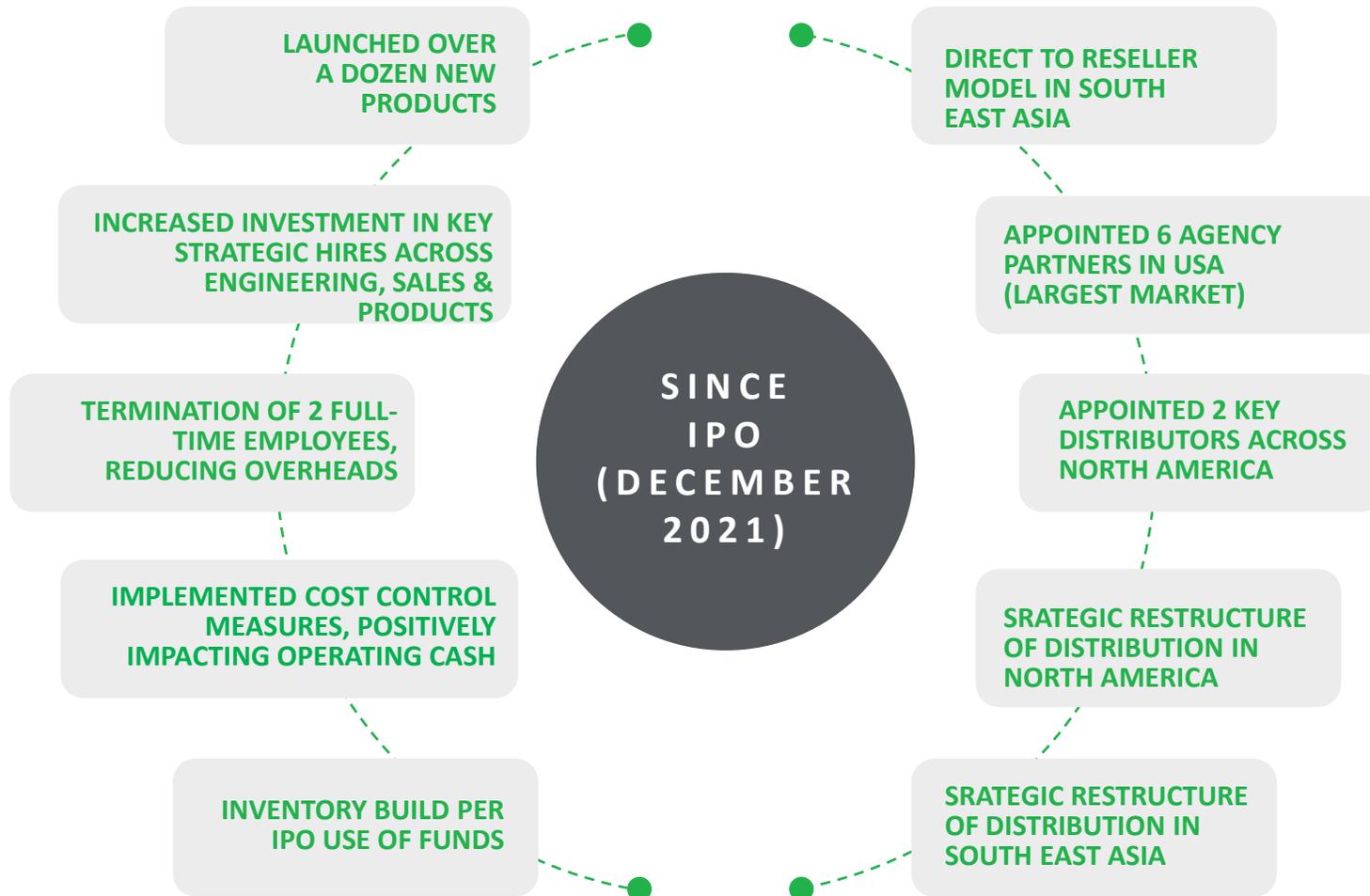
Strong CY 2023 product release schedule

Indications of BirdDog markets trending positively:

- * **Strong January 2023 revenues**
- * **#1 download plugin on Q-SYS corporate spaces system, specifically for our Cameras. Q-SYS provide cloud-managed audio, video & control to primarily the corporate market globally, competing with Crestron**

INITIATIVES EXECUTION SINCE LISTING

BirdDog has been focused on execution across a disciplined strategy to enable future growth



SIGNIFICANT PROJECTS EXECUTED

- Remedi - Medical Innovation Manager appointed
- Near-term product roadmap across existing verticals
- Full implementation of CRM - Zoho
- Office/HQ relocation to Sackville Street, Collingwood
- Reworked all SKU manual
- Implementation of global payroll system (ADP)
- Pursued three acquisitions during calendar 2022, concluded focus is on returning our core business to growth and accelerating our Horizon 2 strategy

SIGNIFICANT PROJECTS IN EXECUTION

- MedTech – creation & commercialisation of Remedi
- “Project Moose” - Canada manufacturing and 3PL
- On-market share buy-back
- Medium-term product roadmap across new verticals
- Ongoing engagement of key partnerships
- External training & certification program
- Long-term product roadmap across both existing and new markets

THE BIRDDOG UNIVERSE

Successful development and launch of BirdDog Cloud enabling future growth potential

LIVE PRODUCTION

POST PRODUCTION

NDI[®]

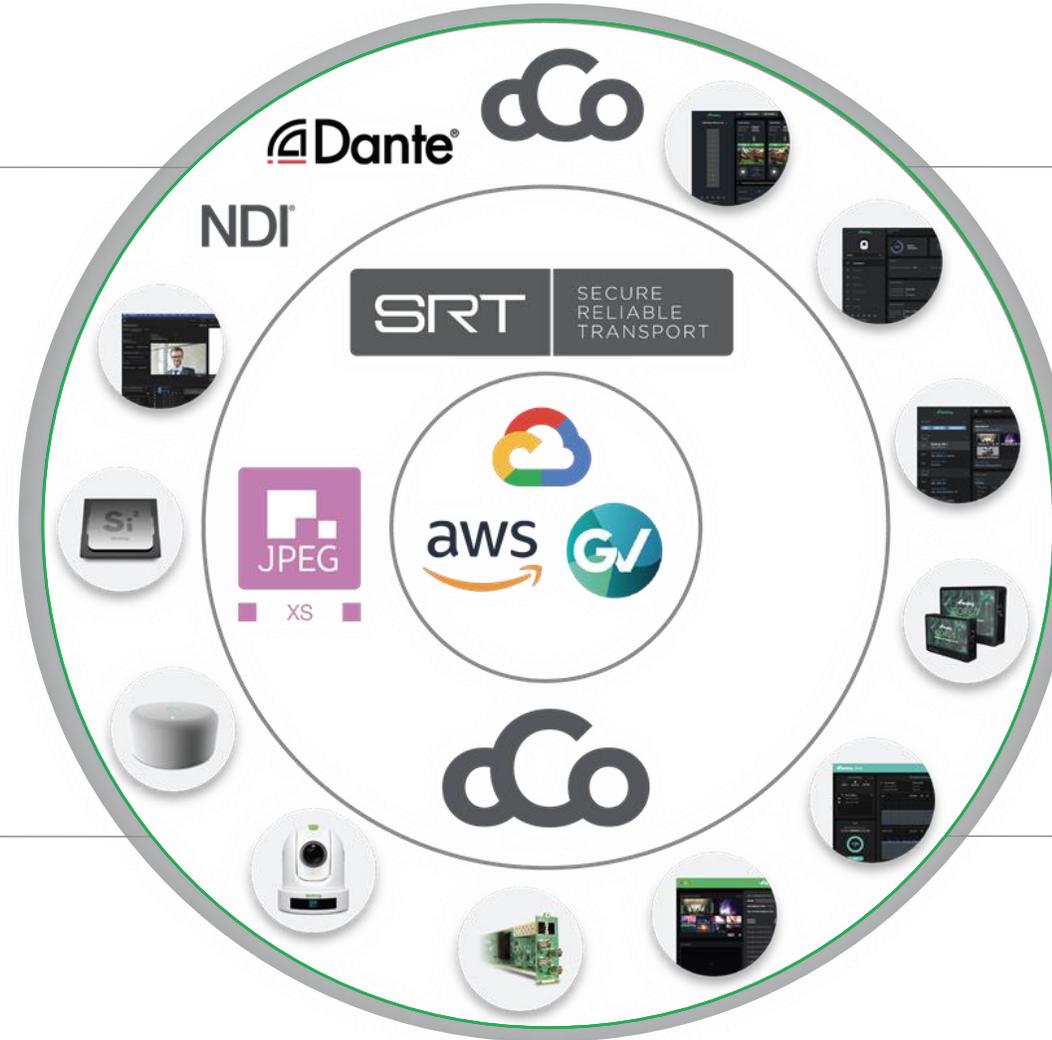
intel[®]

EDUCATION

Adobe

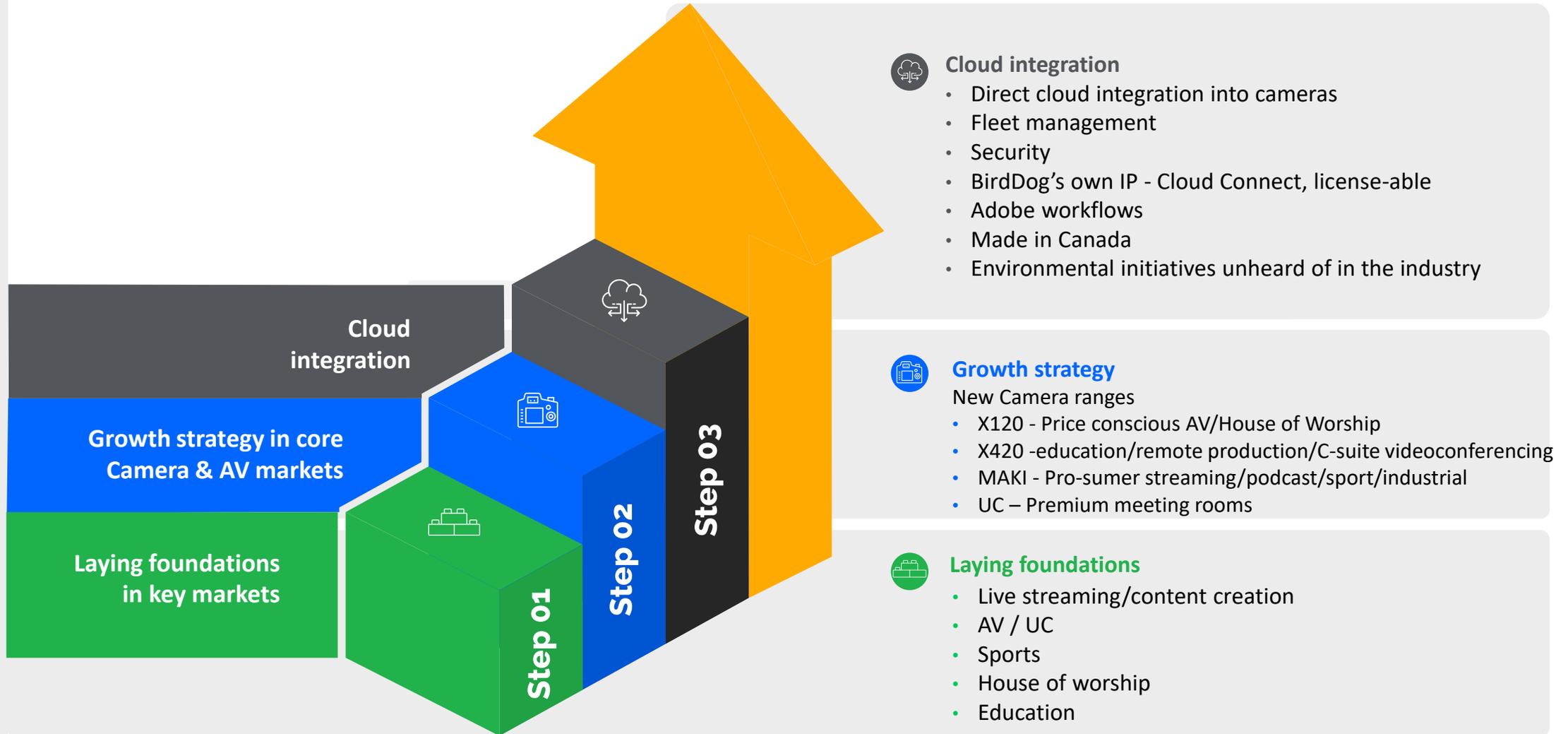
zoom

CORPORATE AV



HORIZON 1 – THE FOUNDATION

BirdDog's execution against Horizon 1 has laid the foundation for continued expansion



HORIZON 2 - DEEPER AND BROADER ACCESS TO MARKETS

BirdDog's next leg of strategic focus will see increased penetration within a broader set of end-markets



Medical

- Already underway with neurovascular
- Move to other areas of expertise
- Education and skill sharing
- Remote surgery
- Pre-admission / Pre Hospital



Security

- BirdDog's IP is transferable (Cloud Connect)
- Australian IP / Made in Canada
- Next generation workflows
- Artificial intelligence (AI) / Machine learning (ML)



Government

- Infrastructure - next generation of CCTV
- Command and control centres
- GSA Schedule in USA
- Content protection



Consumer

- Enter consumer and prosumer 'podcasting' market with next generation of products
- Software pillars in place
- Significant opportunity for elevating quality of live for influencers/ cost-sensitive productions



Education

- Unified lecture capture and streaming
- Advanced AI tracking
- Automated clipping and publication of lecture series
- Embracing ML



Military

- Private Cloud
- Hardened product
- Australian IP
- End-to-end encryption



Industrial

- AI / ML focus across:
 - Human movement
 - Inventory changes
 - Leak detection
 - Item counting

BirdDog's disciplined strategic focus and well-funded balance sheet will support future execution



PEOPLE

Rightsized across all functional groups including revenue generating global sales team

Engineering expertise and marketing team embedded



PRODUCTS

Award-winning product releases at industry trade shows

Engineering team driving product roadmap acceleration



PARTNERSHIPS

Creating New Partnerships with leading, global players

Cloud, SaaS and OEM



MARKETS

Solidifying AV product portfolio for end-to-end solutions

Extending unique capabilities in Live TV/Broadcast markets

BirdDog is well-capitalised, poised for next growth phase in leveraging demand for broadcast-quality video technology on a global scale

DISCLAIMER



The information in this presentation does not constitute personal investment advice. The presentation is not intended to be comprehensive or provide all information required by investors to make an informed decision on any investment in BirdDog Technology Limited ACN 653 360 448 (Company). In preparing this presentation, the Company did not take into account the investment objectives, financial situation and particular needs of any particular investor.

Further advice should be obtained from a professional investment adviser before taking any action on any information dealt with in this presentation. Those acting upon any information without advice do so entirely at their own risk.

Whilst this presentation is based on information from sources which are considered reliable, no representation or warranty, express or implied, is made or given by or on behalf of the Company, any of its directors, or any other person about the accuracy, completeness or fairness of the information or opinions contained in this presentation. No responsibility or liability is accepted by any of them for that information or those opinions or for any errors, omissions, misstatements (negligent or otherwise) or for any communication written or otherwise, contained or referred to in this presentation.

Neither the Company nor any of its directors, officers, advisers, associated persons or subsidiaries are liable for any direct, indirect or consequential loss or damage suffered by any person as a result of relying upon any statement in this presentation or any document supplied within this presentation, or by any future communications in connection with those documents and all of those losses and damages are expressly disclaimed.

Any opinions expressed reflect the Company's position at the date of this presentation and are subject to change.

Past performance is not indicative of future performance and no guarantee of future returns is implied or given.



CONTACT

Barry Calnon
CFO | BirdDog
E: barry@birddog.tv

Sam Wells
Director | NWR Communications
E: sam@nwrcommunications.com.au

