

Democratising broadcast quality video





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BIRDDOG SNAPSHOT

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22 + 6
Hardware
SKUs

12 + 8
Software
SKUs

+100
Countries

+50k
Unit Sales

14.3%
FYTD Unit
Sales Growth
v PCP

A\$24.0m
H1'22
Revenue

\$1.3m
H1'22
EBITDA

\$1.5m
H1 '22
Underlying
EBITDA

PAN-TILT-ZOOM (PTZ) CAMERAS



Robotic Pan-Tilt-Zoom cameras, all embedded with NDI® technology

CONVERTERS



Converters bridge the gap between old traditional baseband video to NDI®

AV PRODUCTS



A range of AV products, controllers & accessories including NDI® SDM Modules embedded in Sharp/NEC display solutions

SOFTWARE



20 x proprietary software platforms for managing and controlling NDI® workflows

← CLOUD ENABLED →

Select Global Customers



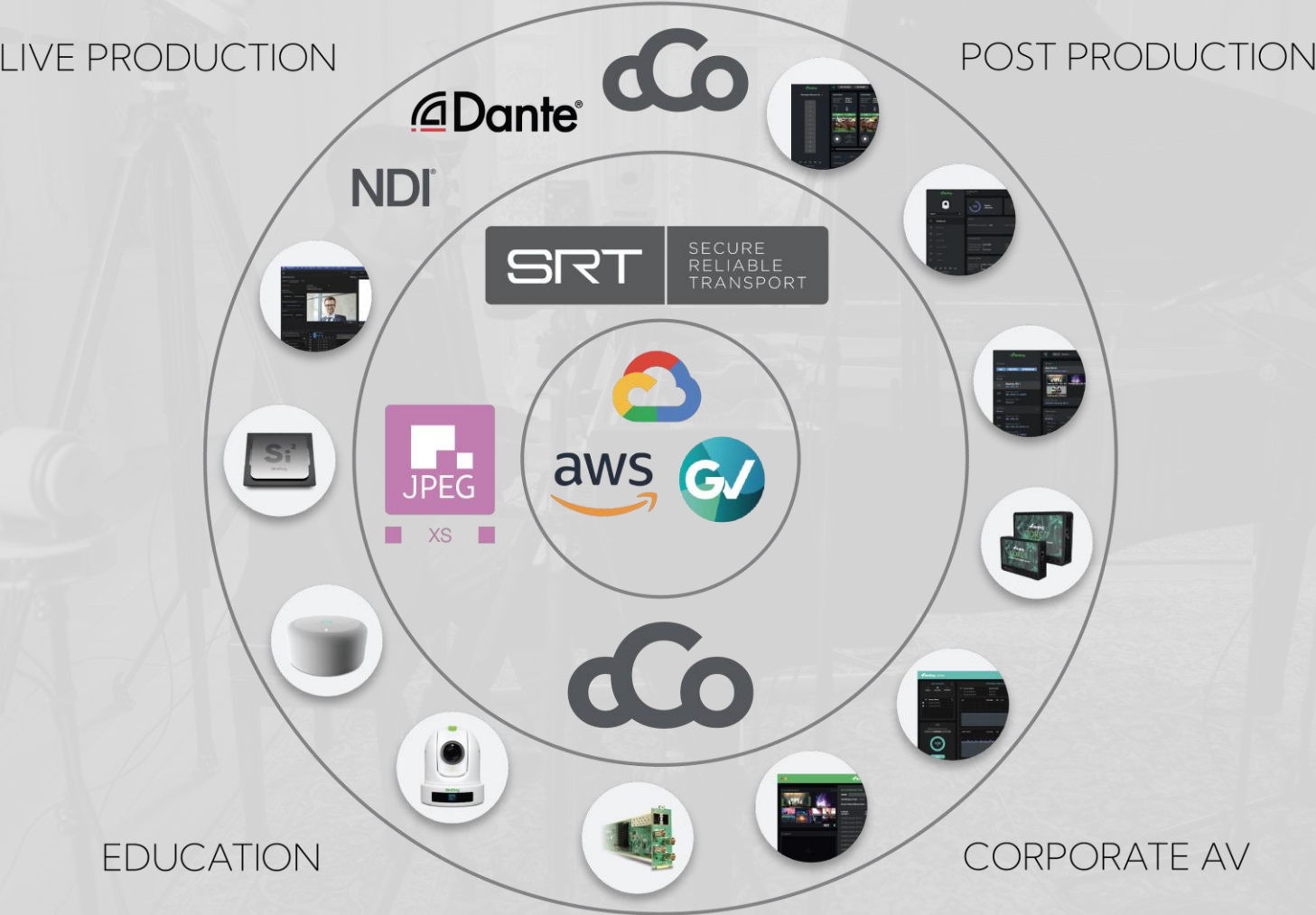
Strong customer growth in core education market





THE BIRDDOG UNIVERSE

BIRDDOG UNIVERSE





NAB TRADE SHOW APRIL 2022

14 NEW SKUs, 2 AWARDS + ZOOM

NAB TRADE SHOW APRIL 2022



NABSHOW
Where Content Comes to Life

**Best in
Market**
2022

**Best of
Show**
2022



FYTD 31 MARCH 2022

The last 10 months has been transformational for the Company, ASX listed 20 December 2021, well-capitalised to leverage the continued demand for broadcast-quality technology

INVENTORY BUILD – SUPPLY CHAIN

Significant investment – USD undertaken to build-up inventory throughout H1'22, with inventory increased 200%+ pcp

De-risking supply chain by placing POs through to Dec-2023 Qtr & beyond, paying 30% Deposits through to Dec-2022+

KEY PARTNERSHIPS

Sep-21 renewed NDI® Licence with NewTek on commercial terms for a minimum of 5 years

Collaborating with multiple global technology companies for products to integrate into their respective platforms

Partnership Announcement/s May-22

KEY HIRES

Multiple key hires made across Sales, Engineering and Product Development

Investment made with a focus on driving revenue growth, via increased lead development and New + Existing product development

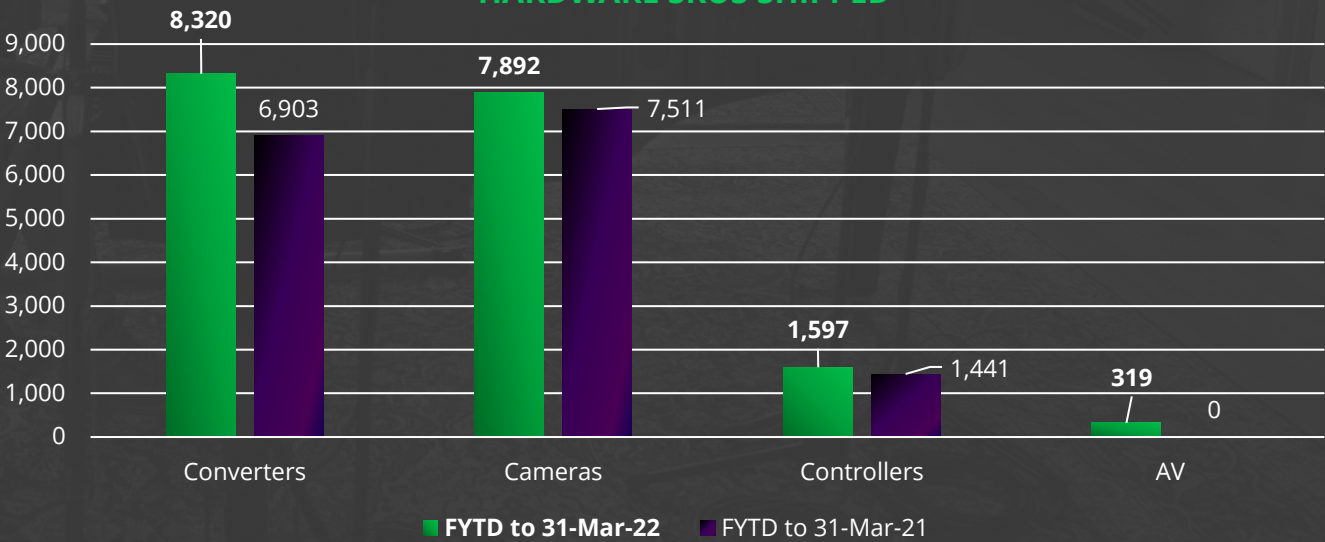
14.3% UNIT SALES GROWTH (PCP)

Converter category growth of 20% pcp, Cameras 5% and Controllers 11%, with AV (Wall Plates only) shipping Dec-2021

FY 2019 through FY 2021 – averaged 300%+ growth each year

Global business poised for next growth phase

HARDWARE SKUS SHIPPED



GROWTH STRATEGY

BirdDog - executing on growth strategy, continuing to build market-leading solutions, driving innovation and connecting eco-systems with unique BirdDog IP software

STRATEGY

- Propelling revenues through new & existing verticals
- Globally, the market-leading manufacturer of NDI® protocol SKUs
- BirdDog Software is creative tool agnostic
- Cloud Infrastructure is the future – we have built the on-ramp & off-ramp tools to allow broadcasters & corporates to 'right-size' their production requirements

PARTNERSHIPS

- Strategic partnerships with A-grade global companies, including cloud-native architecture
- BirdDog Cloud: BirdDog Silicon 2 enables direct integration with BirdDog Cloud for BirdDog's hardware pieces – with 50,000+ units already in the wild – to expand the Company's software revenues
- Cloud Connect: a recurring revenue model with universal device support

PEOPLE

- Sales team bolstered in core North American market with three (3) key appointments made & on-the-ground in April 2022, bringing USA head-count to 9 x customer-facing team in USA
- Additional Sales hires now being targeted in the EU/UK
- Delivering on the strategic product roadmap

PRODUCTS

- New Market Verticals with award-winning - Hardware & Software – solutions
- Multiple additional NEW SKUs to be released throughout the balance of calendar year 2022
- Software-enabled hardware, throughout BirdDog's entire product portfolio/suite
- Enhancing gross margin contribution from new products



FULLY FUNDED FOR GROWTH

BirdDog is executing on its growth strategy and continues to build its positioning & competitive advantage



INVENTORY BUILD

Continuing to de-risk global supply chain uncertainty by placing Purchase Orders 12+ months in advance



TECHNOLOGY ALLIANCES & PARTNERSHIPS

Strengthening existing relationships with Sharp/NEC, Zoom and massive global players in the Cloud Infrastructure space to access broader markets at scale



INFRASTRUCTURE PRODUCTS

Transitioning BirdDog solutions to the core of a media facilities equipment stack, allowing transformation between internet, traditional video and NDI® in a scalable and highly efficient manner



SOFTWARE

BirdDog Cloud and BirdDog Cloud Connect driving BirdDog's innovative philosophy of software-enabled hardware, accelerating software revenue contributions



CASHFLOW POSITIVE IN QTR 3 FY '22 & \$NIL DEBT

Generated positive cash flows in the March 2022 Quarter - absent significant Inventory Deposits - Debt fully repaid with access to a USD \$4.5m Trade Facility



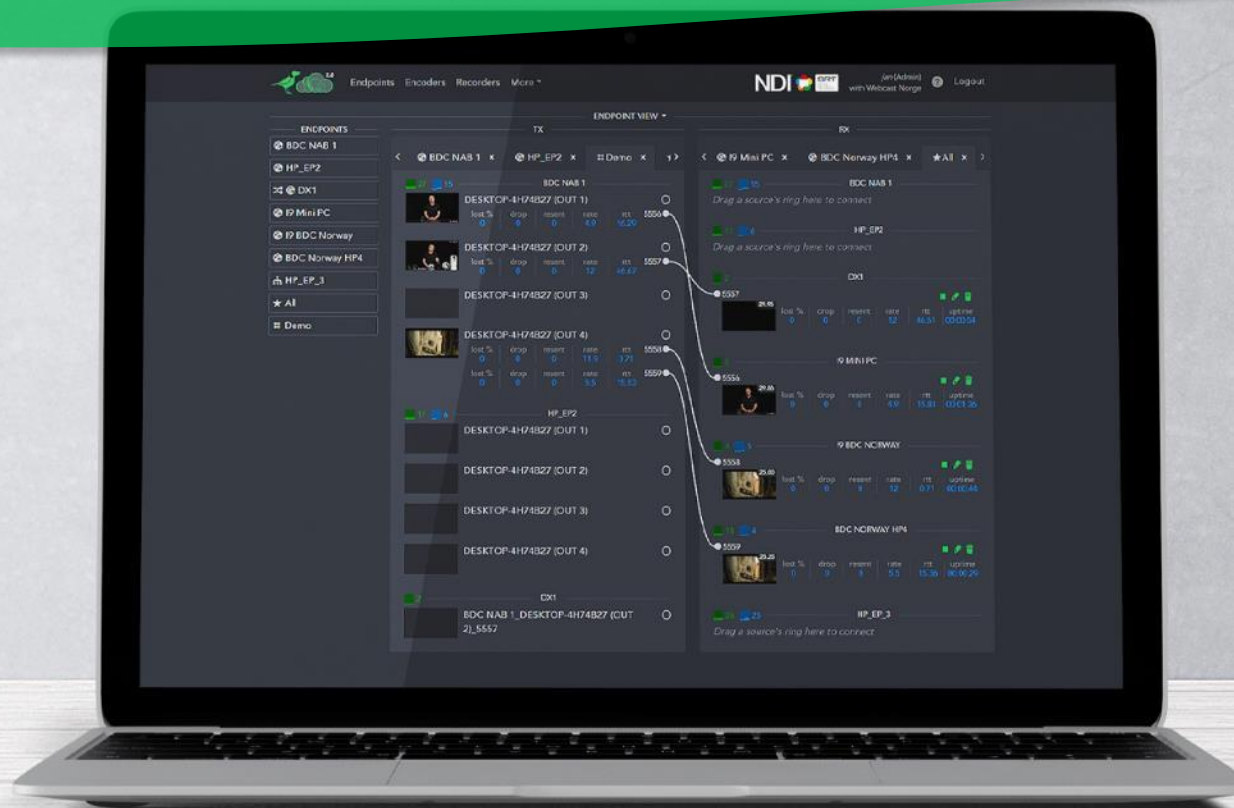
INNOVATIVE TECHNOLOGY & IP DEVELOPMENT

BirdDog has continued to drive innovation globally with its next generation products, maintaining its competitive advantage and global leadership in delivering connected, workflow solutions



Q & A

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