



BirdDog



2024 AGM Presentation

BirdDog Technology Limited (ASX:BDT)

26 November 2024



FY 2024 Summary

Normalised financial performance, adjusting for one-off items

Financial Performance	FY24	Normalisation Adjustments ¹	Normalised FY24	FY23
Profit & Loss	AUD \$000's	%	AUD \$000's	AUD \$000's
Revenue	\$18,301		\$18,301	\$28,805
Cost of sales	(\$13,408)		(\$13,408)	(\$20,978)
Software licensing fees	(\$1,186)		(\$1,186)	(\$1,652)
Net Margin	\$3,707		\$3,707	\$6,175
	20.3%		20.3%	21.4%
Operating expenses	(\$12,707)		(\$12,707)	(\$12,285)
One-off legal & professional fees ¹	(\$2,648)	(\$2,648)	\$0	\$0
EBITDA	(\$11,648)	(\$2,648)	(\$9,000)	(\$6,110)
Interest Income	\$912		\$912	\$407
Foreign currency translation gains	\$142		\$142	\$1,409
Depreciation & Amortisation	(\$530)		(\$530)	(\$405)
Finance costs	(\$117)		(\$117)	(\$120)
Impairment losses ²	(\$5,093)	\$5,093	\$0	\$0
Net Loss, before Tax	(\$16,334)	\$7,741	(\$8,593)	(\$4,819)

One-off items exceed \$7.7m, comprising: (i) \$2.6m legal and professional fees; and (ii) \$5.1m non-cash impairments.

1. \$2.4m legal fees and \$0.2m professional fees.
2. \$4.7m impairment from settlement from legal proceedings and \$0.4m impairment to intangible assets.

Profit & Loss:

- After normalising for significant one-off/non-recurring items:
 - FY24 EBITDA Loss of \$9.0m (FY23: \$6.1m); and
 - FY24 Net Loss before Tax of \$8.6m (FY23: \$4.8m)
- FY24 % Net Margins were flat on prior year, noting next-gen camera margins are double Company's historical average
- \$3m+ of operational expenditure savings made to positively impact FY25
- \$5.5m continued investment in R&D (FY23: \$3.8m)

Balance Sheet & CashFlow

- Net cash outflows from Operating activities in FY24 of \$5.2m (FY23: \$0.6m outflow)
- Share buy back cash outflows - from Financing activities - in FY24 of \$0.7m (FY23: \$0.9m)
- Cash holdings @ 30 June 2024 \$16.5m (FY23: \$22.6m)

BirdDog 2.0 – Markets

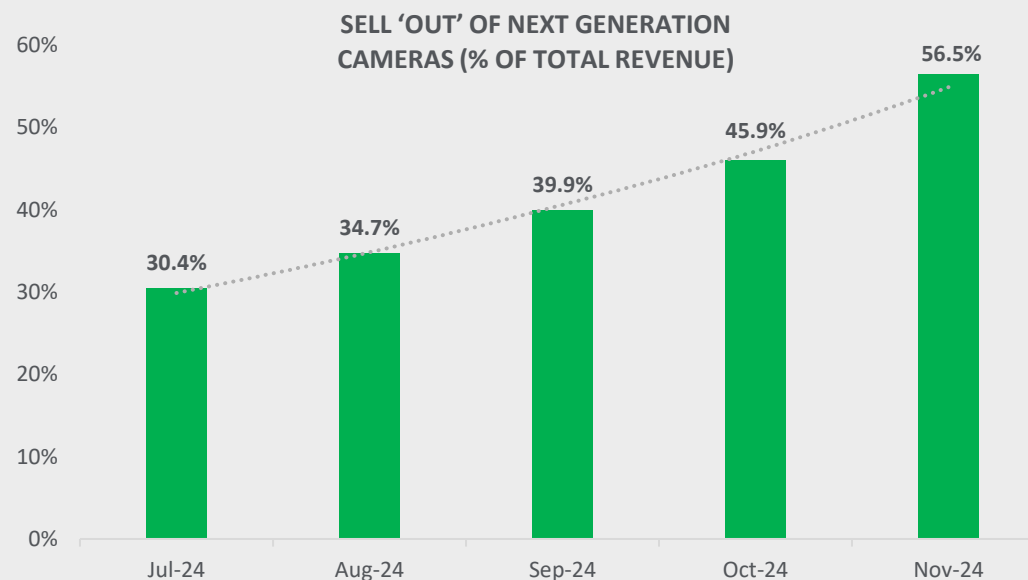


Markets by region:

- North America
 - Recovering, positively trending
 - Recent elections, prepared: USA warehouse & tariffs
- Europe/United Kingdom
 - Lumpy
- Asia Pacific
 - Steady

Management encouraged by positive sell 'out' trend:

Next generation cameras steadily building contribution to the business' revenue, coupled with doubling historical margins



BirdDog 2.0 – Products & Margins



Next generation product portfolio

- Since May '24, BirdDog has successfully launched the X1 (Standard & Ultra), X4 Ultra, X5 Ultra & Maki (12x & 20x) next generation cameras
- Launching more SKUs in December '24 & March '25 quarters



Net Margins

- 40%+ on the next generation portfolio



Product Reliability

- Next generation cameras are 20 times better than historical average on our '1st 90 days out-of-box' measure



Revenue

- Underlying positive trend
- Driven by Product Communications & Customer engagement through highly targeted campaigns



Supply chain

- Enhanced over the last 12 months with multiple & geographically diverse contract manufacturers

BirdDog 2.0 – Remedi

Research & Development complete

- Launching additional SKUs in December '24 & March '25 quarters

In Commercialisation phase

- BirdDog's Remedi team are selling and installing Remedi solutions, initially in the Asia Pacific
- Healthy pipeline, longer than anticipated sales cycle

3 Products in Market

- Peer to Peer (P2P)
- Remedi Cast
- Remedi Router



BirdDog 2.0 – Marketing Activities & Product Communications

Clear Communications



Demonstrations/Trials



Quick Wins



Customer Testimonials



Re-branding & Product Positioning



Education



Key Influencer Content



Events & Visibility



BirdDog 2.0 – Customer-centric Engagement & Communications

Building underlying demand for next generation products, by boosting BirdDog's brand as well as awareness of product portfolio breadth & solution-driven connected workflows

Upcoming communications and customer-centric initiatives include:



Global advance replacement program



Key account white glove service



Customer support overhaul



BirdDog 2.0 – FY2025 Key Priorities & Outlook

BirdDog's key priorities are consolidating product portfolio and business performance, before driving growth

BirdDog 2.0: consolidate business performance and launch the residual of the next generation products

Encouraging recent trading and trends:

- Product market fit of the next generation portfolio of cameras; and
- Improved Margins @ 40%
- Sales performance of the next generation cameras since launch.

Company remains well-funded with cash of \$11.6 million (as at 30 September 2024) and no debt:

- Cash backing of 7.2 cents per share (30 June 2024: 8.6 cps); and
- Net tangible assets (NTA) per share of 12.5 cents per share (30 June 2024: 11.5 cps).



Our primary market in the USA is recovering and trending positively



Europe including the United Kingdom is subdued, with some positive market signals



The Asia Pacific market is steady

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.