



RE-IMAGINING
BROADCAST-QUALITY
VIDEO

Annual General Meeting

28 November 2022



BOARD OF DIRECTORS



A BOARD WITH SIGNIFICANT ASX EXPERIENCE & TRACK-RECORD IN GOVERNING, DEVELOPING & GROWING MULTINATIONAL BUSINESSES



John Dixon | Independent
Non-Executive Director and Chairman

John has more than 35 years' experience as a CEO or executive and non-executive director, predominantly within the logistics (road/rail/ports) and engineering services sectors. John's previous experience includes Executive Director/COO at Linfox, Executive Director/COO at Skilled Engineering, Managing Director at Westgate Logistics, Executive Director Patrick Corp and Managing Director at Silk Logistics Group.

John is a graduate of the AICD and an advanced graduate of AIST (Superannuation Trustees) and is currently a Non-executive Director of the Ai Group (Chair of Risk, Compliance & Audit Committee), Frontier Advisors and Australian Super (Chair of Risk & Compliance Committee).



Dan Miall | Co-Founder,
Executive Director & CEO

20+ years in broadcast television production and global vendor management roles.

Dan serves as Chief Engineer and lead of product strategy with a focus on complex solutions for Broadcast and AV markets.

Key focus areas

- BirdDog business leadership
- Hardware & software industrial design
- Engineering & technical team leadership
- Supply chain management



Joanne Moss |
Non-Executive Director

With 19+ years' professional experience, previously a global top tier M&A and Disputes Lawyer then Chief Legal Officer and Chief Corporate Affairs Officer within a Fortune 500 brand.

Australian and US trained board director for digitally disruptive companies with operations in multiple jurisdictions. Corporate spokesperson and keynote speaker on leadership, deal strategy, digital disruption and ESG.

Joanne is currently Independent Chair and Non-Executive Director of LBT Innovations (ASX:LBT).



Andrew Baxter |
Non-Executive Director

25+ years in the Marketing and Communications industry, previously serving as CEO of Ogilvy Australia, and Executive Chairman of Publicis Communications.

Andrew currently serves as Senior Advisor to BGH Capital and previously KPMG's Customer Brand and Marketing Advisory business.

Andrew also serves as Non-Executive Chair of Australian Pork and Non-Executive Director of Foresters Financial.





John Dixon |
Independent Non-Executive
Director and Chairman





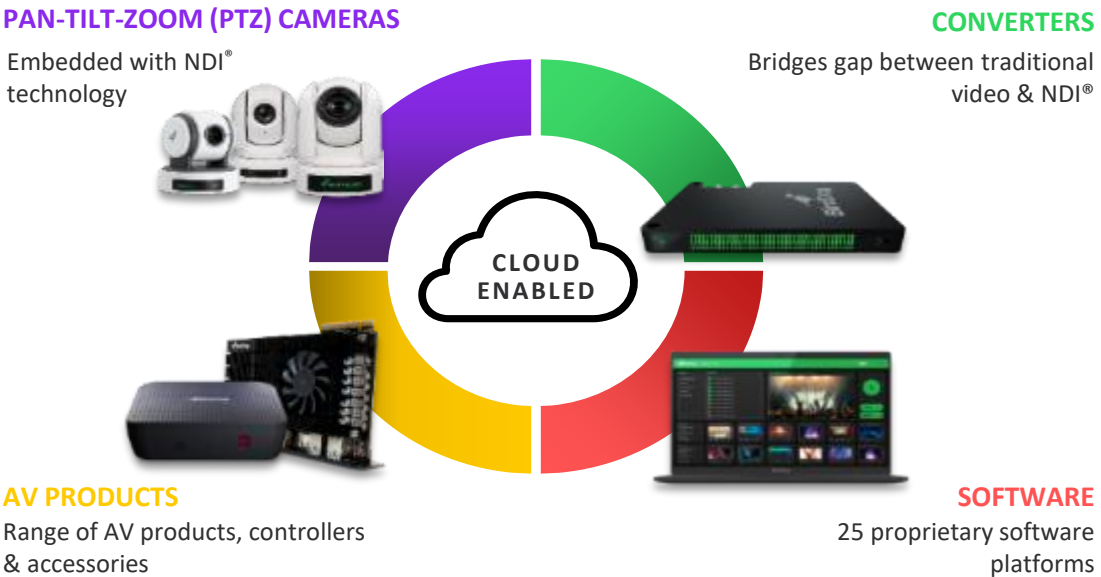
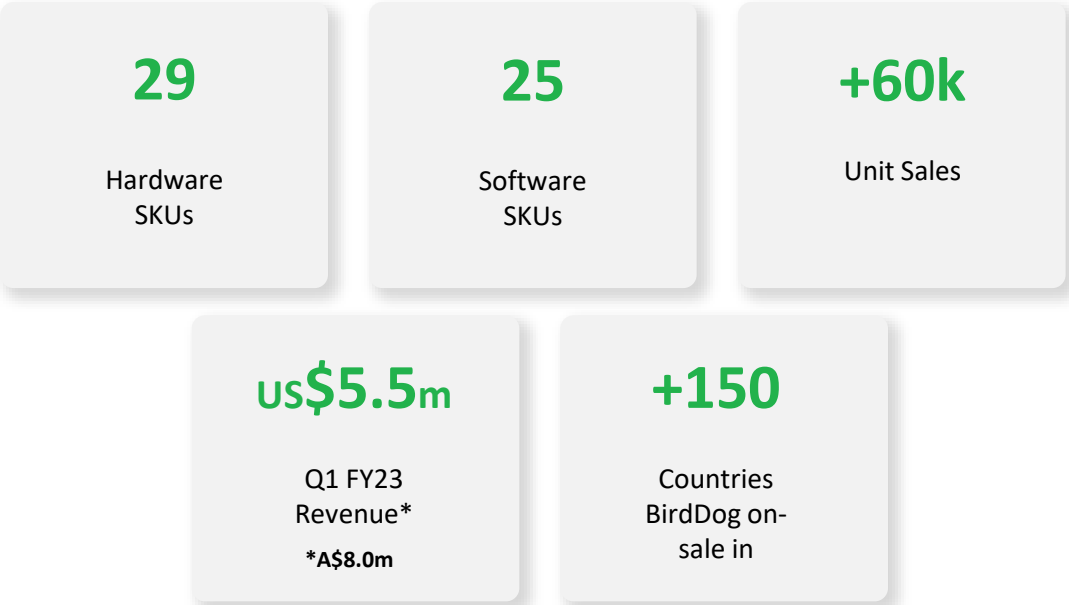
Dan Miall |
Co-Founder, Executive
Director & CEO



BUSINESS UPDATE Who we are, what we make and who we sell to



5



Select Global Customers



Strong customer growth in core education market



PTZ CAMERAS



PAN/TILT/ZOOM CAMERAS

- Native BirdDog NDI®
- Highest quality
- Extensive range
- Globally recognised
- Cloud scalable
- Controllers & camera accessories

CONVERTERS



FORMAT CONVERTERS

- Category defining
- Native BirdDog NDI®
- Class leading flexibility
- Extensive range
- Cloud Scalable

AV PRODUCTS



AV ECOSYSTEM

- AV Extenders
- Unmatched Automation
- Embedded designs
- Format flexibility and compatibility

SOFTWARE



SOFTWARE

- Defining workflows
- Enabling remote
- Evolving Cloud
- Embedding software into hardware ecosystems



INVENTORY BUILD & SUPPLY CHAIN

Well-positioned with combined Inventory (including Inventory Deposits and Finished Goods) and Cash position of ~A\$41+ million (as at 30 June)

De-risked supply chain by 'pull-forward' of next 9-12 months purchase orders

PRODUCTS

Introduced 14 new products to market, composing 6 hardware and 8 software products

Two of the launched products received 'Best of Show' awards, reinforcing the company's innovative skill sets across multi disciplines connectivity mantra

REVENUE AND CASHFLOW

Generated revenue of A\$38.2 million, equivalent to FY21

Combined FY21 & FY22 Revenues of USD \$55m+

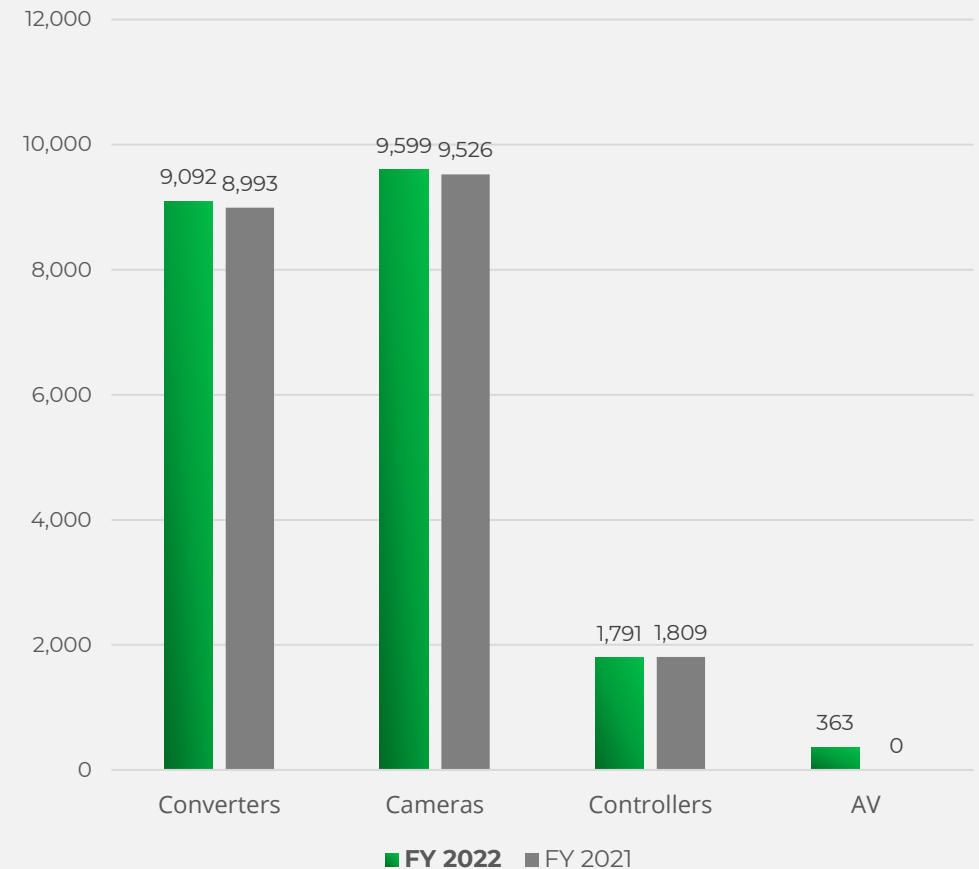
H2 FY22 generated positive cash flows from operating activities of \$0.9 million, after excluding Inventory Deposits

KEY HIRES

Multiple hires made across Sales, Engineering and Product Development, globally

Investment focused on driving revenue growth, via increased lead development, new & existing product development and cross-sell

HARDWARE SKUs SHIPPED



CHANNEL ENGAGEMENT Regionally Focused Sales & Marketing



Challenging markets across the globe with revenue decline centred in the UK and Europe

Leveraging our global team and channel - Distributors, Resellers & Corporate Customers - address business' revenue head-on



NORTH AMERICA

- Targeting market share gains and increased market penetration by value-add distributors
- Added two new distributors in H1 FY23: West Coast, USA & Canada
- Commercial resources in place & Canada incorporated (refer slide 9)
- Incentivised, BirdDog portfolio & NDI®- educated agency structure in key, focussed territories
- Control the NDI® narrative - educate & demonstrate limitless benefits of NDI® compared to NDI®HX versions



EUROPE AND UNITED KINGDOM

- Targeting market share gains and increased market penetration via highly focussed distributors & resellers
- Distributors leveraging their coverage of the EU/EMEAR with BirdDog as their only Tier 1 PTZ manufacturer
- BirdDog's fifth sales resource commences in EU/UK on 1st December 2022 in key German market
- Demonstration of use case & commercial outcomes in working environments to assist the channel's understanding of BirdDog's product capabilities



ASIA PACIFIC

- High-level, monthly engagement of our channel at reseller level
- Ongoing demonstration and education of reseller network, controlling the NDI® narrative
- Continue to highlight diverse use case and commercial outcomes of BirdDog products in line with global strategy

Global market 'soundings' throughout November 2022 have given the quality & depth of our product portfolio a resounding thumbs up

PHASE ONE: *pre-December 2022*



During November 2022, BirdDog incorporated a wholly-owned Canadian subsidiary:
BirdDog Australia (Canada) INC.

- Canadian Federal registration, domicile Toronto, ON
- Business activities & operations permitted in Calgary, ALB



Currently reviewing 3PLs, before commissioning early in H2 FY23, to warehouse and ship inventory



PHASE TWO: *pre-June 2023*



Lease commercial premises to operate in Calgary, ALB



Employ to manufacture, calibrate, assembly and warehousing of BirdDog inventory



Direct, speedy & immediate access to our largest core market: **USA**



Opens-up direct & unfettered access to new markets:

- GSA approval - pre-qualify to sell products direct to Federal buyers, access State & Local government departments: *education, military*
- GSA Schedule contracts - USD \$36Bn + annually
- Trade Agreements Act (TAA) - compliance. Australia & Canada TAA designated countries, enabling BirdDog Products via Canada to be GSA approved
- GSA: General Services Administration



Redefining remote medical communication
through a completely integrated, ultra-high
quality and connected workflow solution



We are unique, as an OEM, to create synergistic, NDI®-enabled, hardware & software connected workflow solutions that will



REDEFINE customer expectations

REDEFINE flexibility of hardware in the clinical environment

- NDI® PTZ cameras installed with one cable
- New to market opportunities of wireless 4K cameras

REDEFINE ease of use

- Simplified software that encourages clinicians to connect
- Range of cloud connect applications across devices
- True 'plug and play' operation

REDEFINE medical OEM partnerships

- Smart Display Module (SDM) installed in every screen
- New market opportunities for NDI® encoders within medical devices

REDEFINE expectations for streamed AV quality



STRATEGICALLY WELL-POSITIONED

STRONG BALANCE SHEET

Debt-free, well-capitalised, moderate buy-back 10%/12-month rule
Actively searching for complementary technology acquisitions

STRONG & GROWING PORTFOLIO OF PRODUCTS

PTZ CAMERAS
(Pan/Tilt/Zoom)

SOFTWARE

CONVERTERS

AV PRODUCTS

GROWTH IN PARTNERSHIPS

Two largest Cloud infrastructure providers +++

GROWTH IN PEOPLE & PRESENCE

Double digit headcount in North America - Commercial [Sales & Support]
Made in Canada established - operationally executing throughout balance of FY23

GROWTH IN NEW MARKETS - NEW VERTICALS & CLOUD

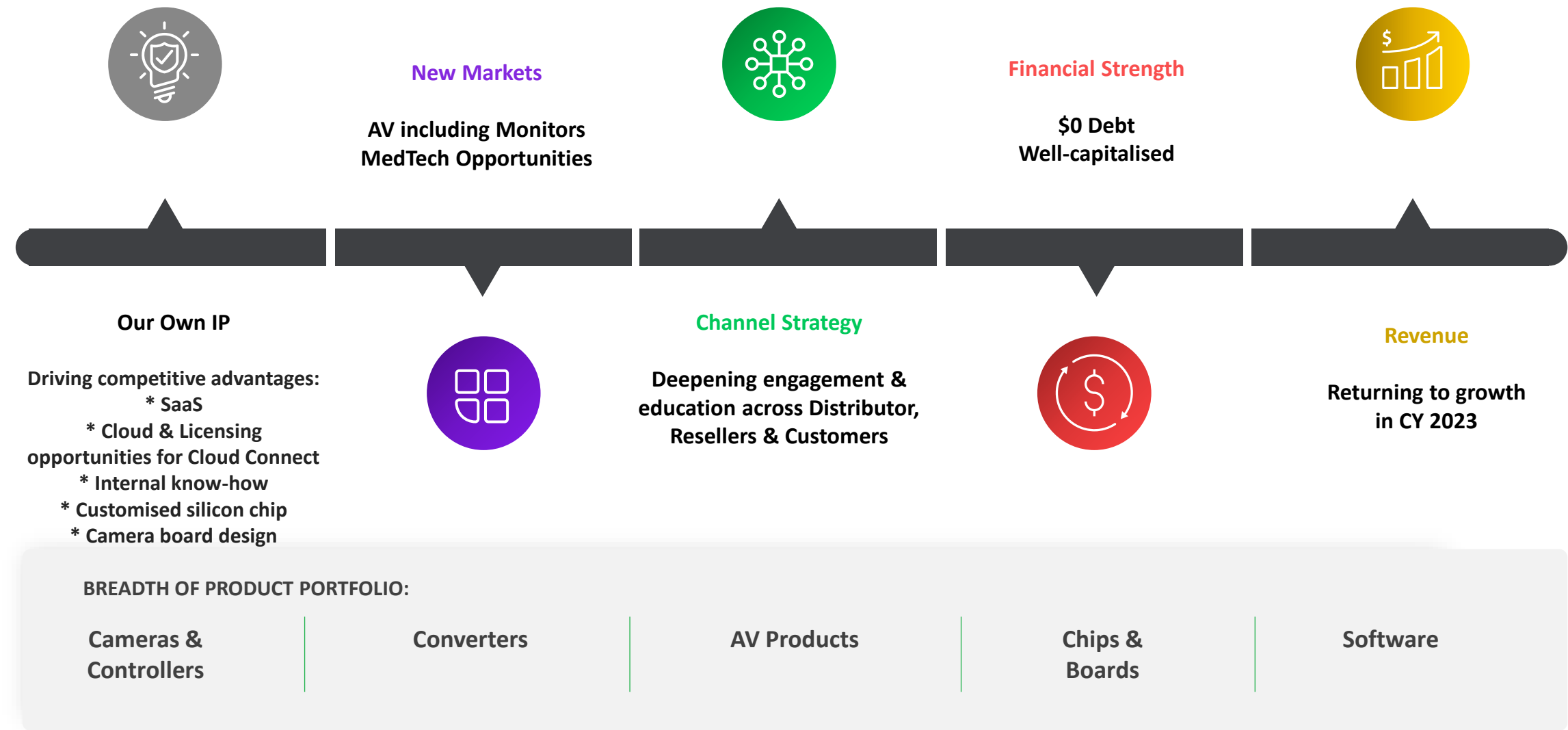
MedTech opportunity - real, global and present
New Verticals with suite of AV & monitor products
Cloud Connect: a recurring revenue model with universal device support



BIRDDOG - OUR UNIQUE DIFFERENTIATORS:

- ✓ End-to-end 'connected' workflow solutions
- ✓ Delivered on the highest quality, lowest latency NDI® platform
- ✓ Licensing opportunities for Cloud Connect
- ✓ Licensable & scalable company owned IP
- ✓ Leveraging our unique, 1st-to-market competitive advantage
- ✓ Deep, broad & high calibre product range
- ✓ Commercial resources deployed and in play throughout key commercial markets
- ✓ Debt-free, well-capitalised
- ✓ Adding Engineers = accelerate revenue growth
- ✓ Canada: Presence, Logistics & Manufacturing

BIRDDOG POSITIONED FOR GROWTH



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