

# Q3 FY24 Performance and Strategy update



**Billy Tucker**  
Chief Executive Officer



Global Leader in IoT solutions for Airports and Retail

### Our Platform

AODB	SOCIAL	WI-FI	LIDAR
COMMON USE EQUIPMENT	MOBILE/APP	POS	THERMAL
WEATHER	CAMERAS	SMS	CARPARK DATA
CRM	FIDS	SURVEY	WEB
PEOPLE COUNTERS	BLE	BEACONS	EMAIL

11 Billion

data points processed everyday

100,000+

connected IoT devices

11,000+

venues served

200+

data integrations

### Client Outcomes

#### Enabling

Operational Efficiencies reduces cost to serve

#### Driving

Revenue Growth via increased visitor yield

#### Transforming

Visitor Experiences

### Our Footprint

Beonic is a publicly traded company on the ASX, with clients spanning 35 countries in 11,000+ venues subscribing to the Beonic platform

Core Verticals:

- Transport (Airports, Transport hubs)
- Retail
- Stadiums & Entertainment
- Quick service restaurants

Core Regions:

- APAC
- EMEA
- Americas

# 150 Days, key findings



Billy Tucker, CEO



**Beonic has an excellent product-market fit, with strong global awareness**

However, we need to address a high cost base and shift of our attention to growing ARR.



**Incredible install base**

Provides significant opportunity for upsell, this is our revenue flywheel



**Market potential is significant**

Beonic's proven retail capabilities pave the way for a defensible position in the highly lucrative airport vertical



**Our current full service model across 35 markets is not practical**

Beonic will scale through channel partners and self-service to dramatically improve profitability



**Reducing and reallocating headcount**

Reducing leadership roles in high-cost markets is key to redeploying labour spend to software and sales roles to capture growth



**Beonic's key point of difference is in its blue chip clients**

Yet we have been unable to fully exploit our leadership position due to high operating costs and a lack of focus on key markets



## Strategic refresh to drive concentrated growth in key markets

- Capitalise on macro tailwinds that exist in core verticals with the right approach to growth.
- Refined product strategy to embrace hardware flexibility, prioritising client satisfaction, scale and standardise products for specific verticals
- Increase utilisation of partner-led distribution model.
- Grow existing customer revenues through cross-sell and upsell
- Continue to drive cost out initiatives and redeployment of resources to ensure a pathway to cash-flow breakeven.



## Momentum in contract wins to drive ARR growth

- Beonic have secured several recent blue chip contract wins including:
  - Abu Dhabi International Airport
  - Orlando International Airport
  - Ford Field, home of the Detroit Lions
- Beonic is working to rapidly deploy technology solutions to fast track the commencement of the SaaS recurring revenue.



## Q3 FY24 Financial and Operational Highlights

- Despite Q3 being seasonally slower quarter, positive momentum in new contract volume secured in the period
- Recurring Revenue of \$4.2m, up 5% on PCP and 1% on Q2 FY24
- YTD operating revenue of \$18.2m, up 5% on PCP
- ARR of \$16.7m
- \$29m in qualified deal pipeline
- Secured covenant light debt facility from Blue Venshures to replace previous facility from Export Finance Australia

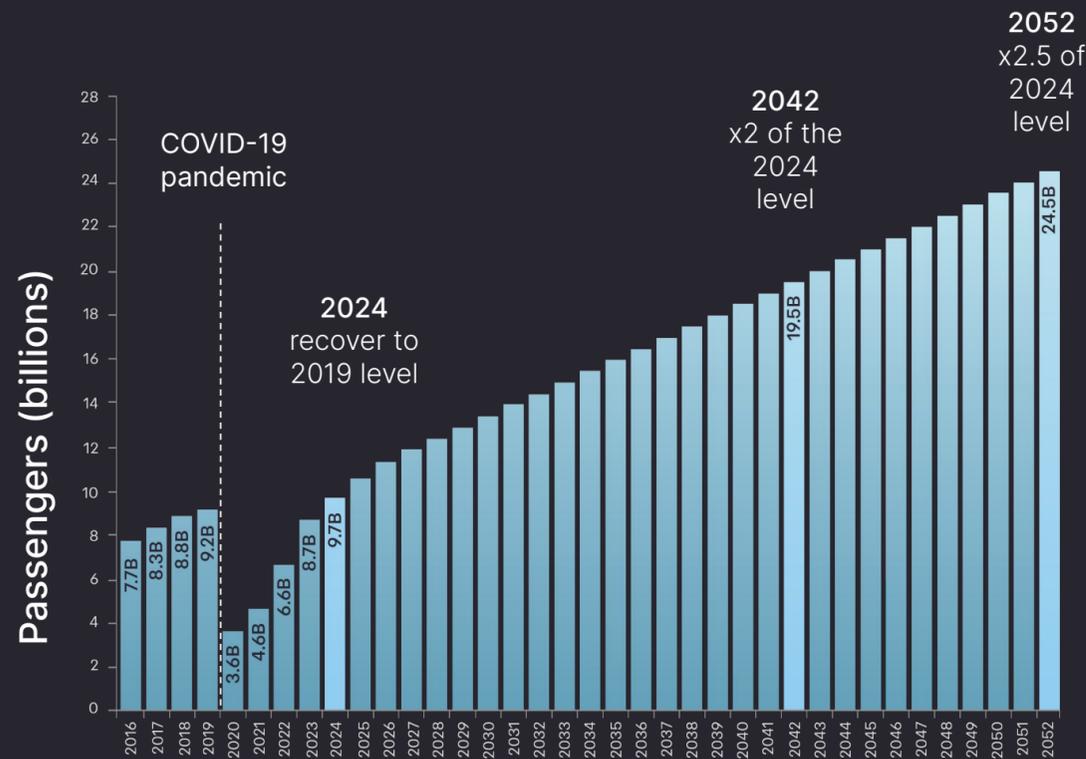
# Transformation Strategy



# Core Verticals Experience Structural Growth

## Key Trends

### Long-term Global Passenger Traffic 2016-2052



Airport passenger numbers projected to **double** between 2024 and 2042 however much more modest growth in global airport infrastructure

Source: ACI (2024), Oxford Economics (2021)

### Global Airport Capex Required 2021-2040



- US\$ 427bn Europe
- US\$ 32bn Africa
- US\$ 400bn North America
- US\$ 1.3tr Asia-Pacific
- US\$ 94bn Latin America and the Caribbean
- US\$ 151bn Middle East

### Implications of Airport Underinvestment

By 2040, for every 8 weekly flights lost due to airport capacity constraints it impacts the local economy with:

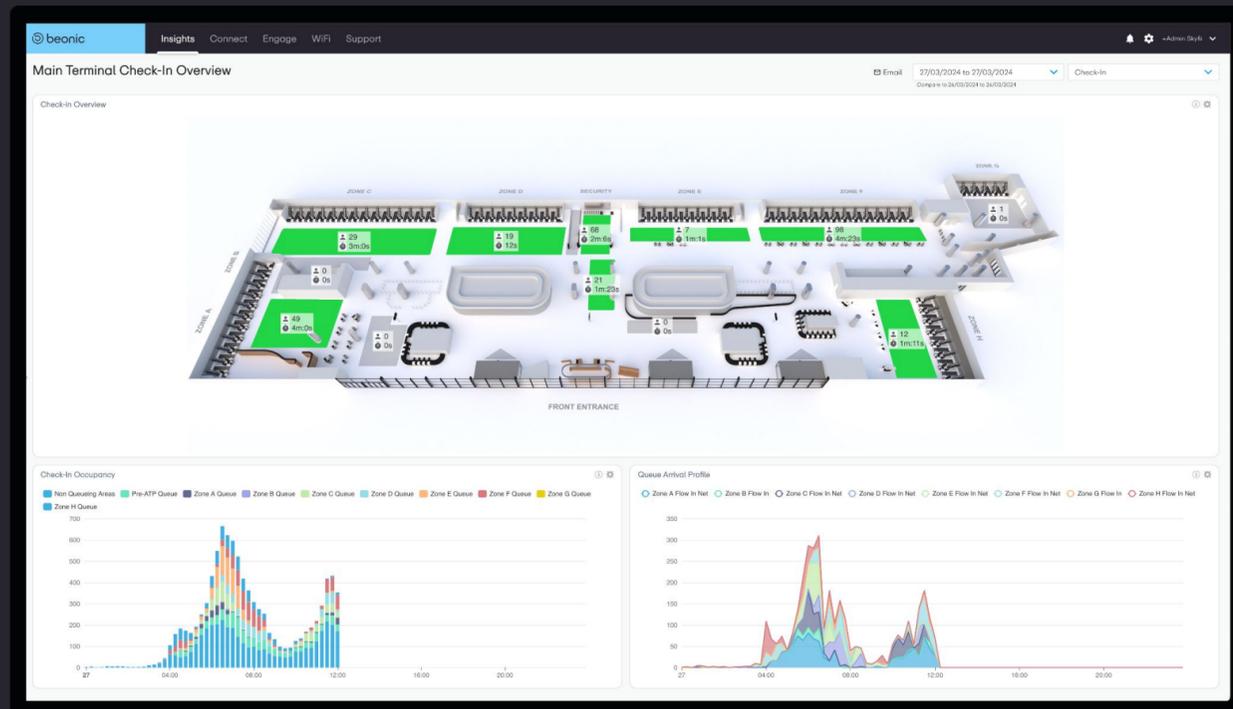


### Beonic's Value Proposition

- BEO solutions are a small component of airport capex
- Recent deployment at ADIA delivered \$5m TCV which represents less than **0.03%** of the total capital expenditure to build the terminal

# 'Land and Expand' Approach

## Proven Product Solution in Lucrative Airport Vertical



> 40%

CAGR of Airport ARR post  
CrowdVision acquisition in 2021

> 94%

Total ARR growth in airports post  
Crowdvision acquisition

- Beonic currently has contracts in place with 81 airports globally
- In almost all cases Beonic is delivering a solution to a single part of that airport, often in a single terminal only with a single product
- Successful performance will drive continued cross-sell (Land and expand)
- Recent footprint expansion at Heathrow and JFK are examples of successful execution of the airport strategy
- Over \$80m in implementation revenue and >\$20m of new ARR upside from cross sell opportunities from current Airport footprint within our existing client base

### Our Clients



# Client-First Product Strategy

Driving Innovation



## Ramp up Integrations

- Become hardware agnostic and integrate with legacy and leading-edge IoT devices to stay ahead and lower adoption costs (ToF, cameras, HVAC)
- Expand 3rd party data feeds (AODB, weather, Smart Bathrooms)
- Enable integration with any presentation layer for seamless connection (wayfinding screens, Power BI)



## Focus on Client Experience

- Put the client at the centre of every product decision
- Create a clear upsell path for clients with ongoing feature development driven by tight feedback loops
- Heighten client stickiness via proprietary in-platform rule setups



## Scale & Standardise Products

- Package products for specific verticals with self-service automation
- Rapidly deploy across high-volume venues like QSRs, stadiums, and retail
- Establish Belfast as the Technology Centre of Excellence for innovation

Category	Vertical	Model	Channel
Core	Airports	Full-Service	Partner-Led
	Retail Property		
Emerging	Retail	Off-the-shelf	Self-Service
	QSR		
	Stadiums		
	Universities		
	Hotels		
Opportunistic	Other		

# Building on Partner-Led Sales Channel

# 32%

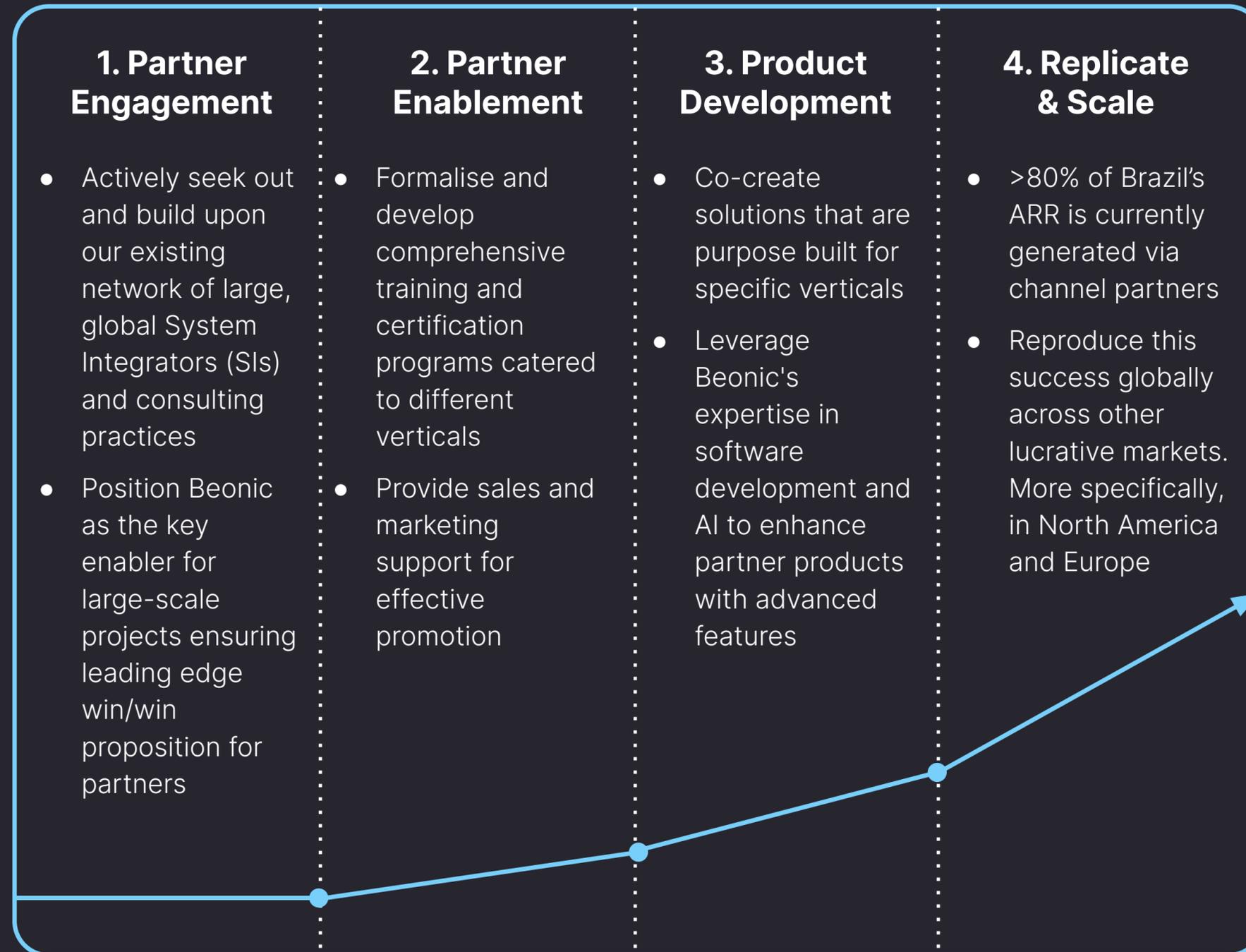
of ARR globally is sourced via channel partners

# 69

Active channel partners

# 48%

of ARR in international markets is generated via channel partners



## Our Partners

OPTUS<sup>yes</sup>

convergint

boingo  
wireless

SITA

نکست 50  
NEXT50

verizon<sup>v</sup>

Capgemini

HITACHI

# Case Studies

## Channel Partnerships



### Value-Added Reseller

#### Seal Networks

- Contract secured with Hapvida Intermedicia, largest healthcare provider in Brazil, 26 hospitals, +150 clinics
- Phase I involves deploying Beonic platform across 3,000 WiFi Access Points, US\$400k TCV over 36 months
- Phase II negotiations for an additional 3,500 APs (Aruba & Aerohive) underway, promising significant growth



### Managed Service Provider

#### Verizon

- Signed Master Services Agreement with Verizon in 2022 and attained Gold tier partnership with Verizon Business Group
- Integrated white-labeled solution into Verizon's technology stack - bundling removes customer friction
- Partnership has collectively produced \$2.1m AUD in total contract value (TCV)
  - E.g. Won deal with IKEA for LiDAR checkout queue enhancement
  - Valued at \$167k AUD for 12 months
  - Potential for mass rollout across US



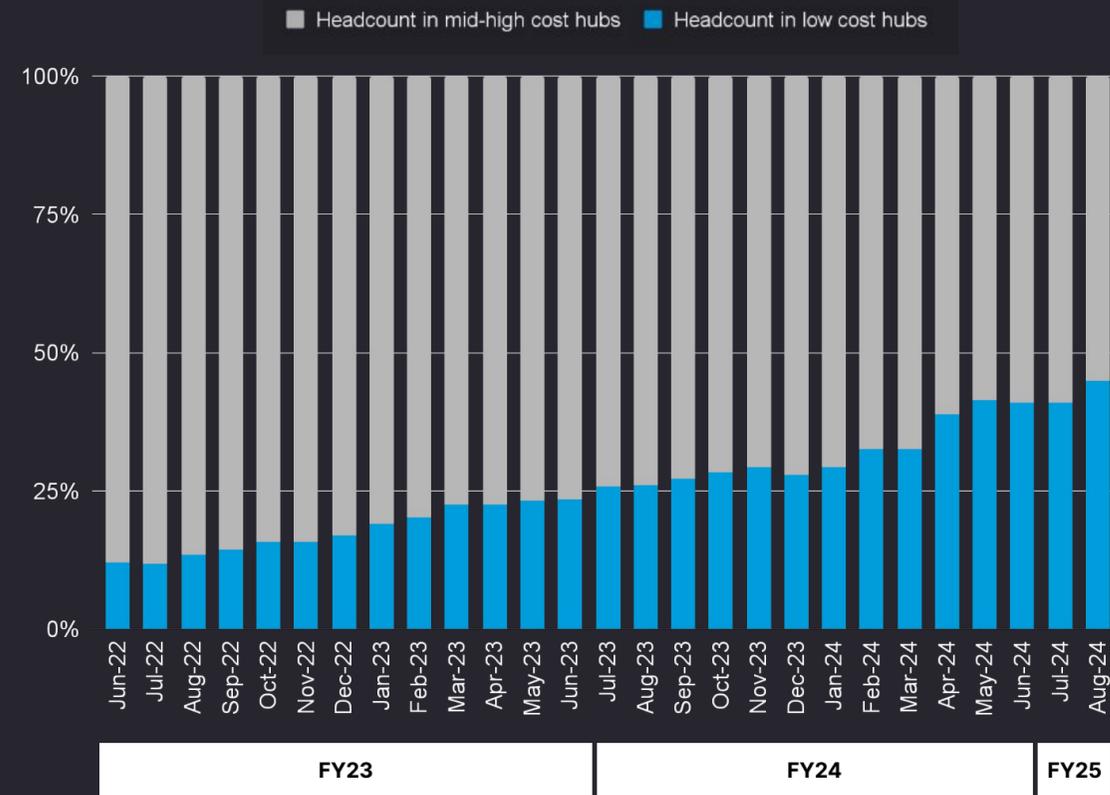
### Authorised Reseller

#### Abu Dhabi International Airport

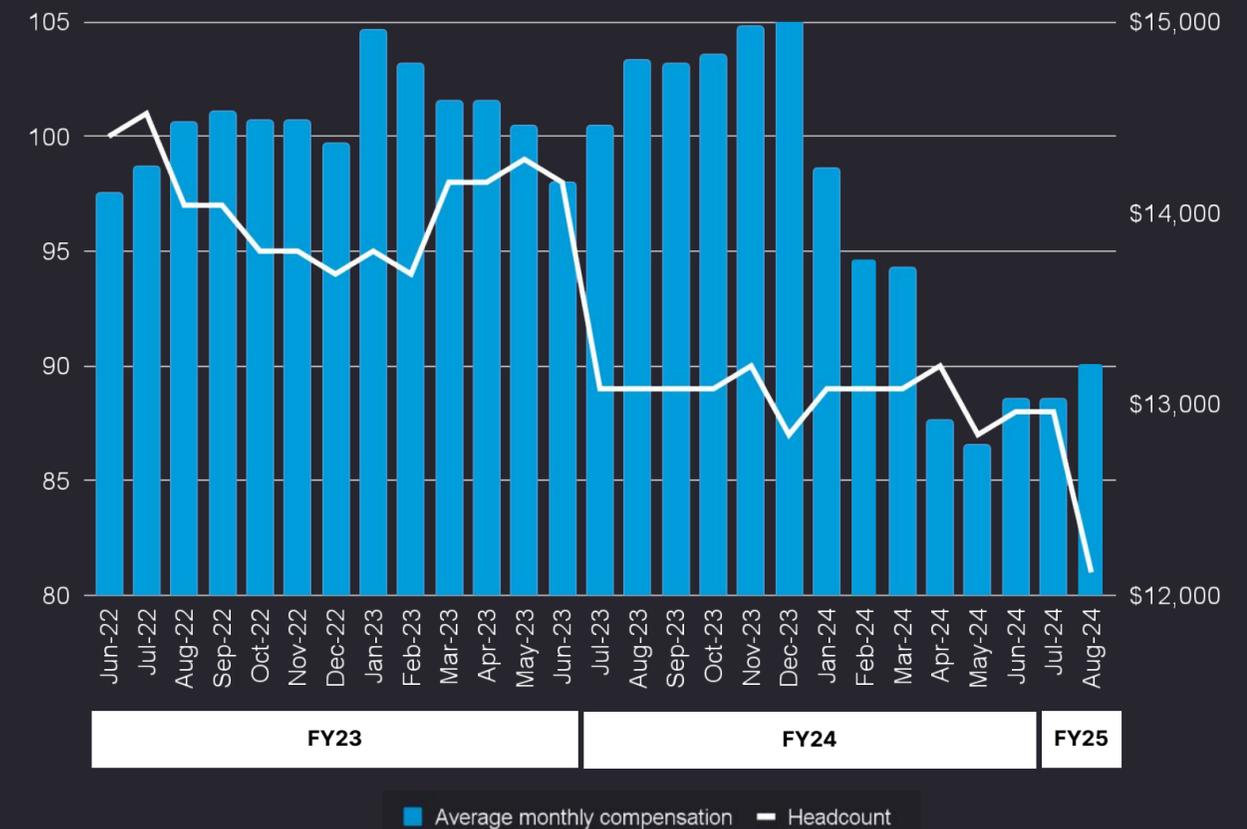
- Secured contract with Next50 for Abu Dhabi International Airport's Terminal A development
- Next50, a leading Abu Dhabi-based Industrial AI company specialising in aviation sector solutions
- Initial three-year contract (with two-year extension option), totaling over \$5m in contract value, including implementation and recurring revenue

# Delivering Transformational Cost Reductions

Building 'centres of excellence' in low cost hubs



Overhauling leadership structure to reduce average monthly compensation



- Streamlined leadership structure delivering material savings
- Significant operating leverage gained with >40% of labour force to be established in centres of excellence in low cost labour markets
- Total headcount reduction 105 in FY22 to 81 in Aug-24
- Over the last 90 days, 9 key hires have been secured, with nearly 80% of roles being essential to either sales or product development
- Average monthly compensation reduction of 13% over a 6-month period (Dec-23 to Jun-24)
- Low cost hubs monthly compensation ranges between 30-50% more cost effective

# Q3 FY24 Financial & Operational Performance



# Quarterly Performance Summary

	Q3 FY24	Q2 FY24	Q3 FY23
<b>Total Operating Revenue</b>	<b>\$5.9m</b>	\$6.5m	\$6.2m
<b>Recurring Revenue</b>	<b>\$4.2m</b>	\$4.1m	\$4.0m
<b>ARR<sup>1</sup></b>	<b>\$16.7m</b>	\$16.9m	\$16.0m
<b>Cash at Bank</b>	<b>\$1.2m</b>	\$1.6m	\$5.4m
<b>Net Operating Cash Flow</b>	<b>-\$0.5m</b>	-\$1.9m	-\$0.5m
<b>Cash Receipts</b>	<b>\$6.0m</b>	\$5.3m	\$6.0m

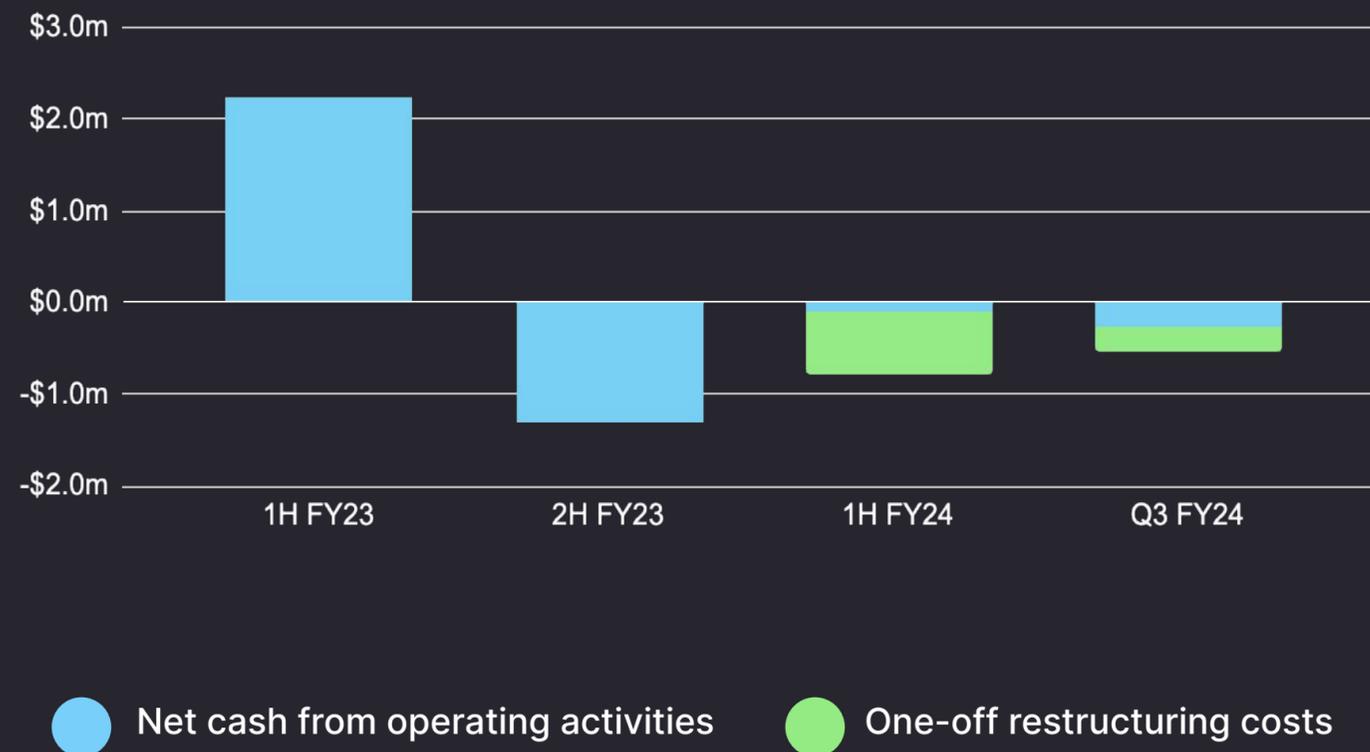


● ARR

● Recurring Revenue

<sup>1</sup> Annual Recurring Revenue (ARR) based on monthly contracted recurring revenues as at 31 March 2024 multiplied by twelve months

# Cashflow and Balance Sheet



## Net Cash Flow from Operating Activities

In Q3 FY24, Beonic generated operating cash outflow of \$0.53m, which was exclusive of the impacts of capitalisation of employee and contractor and other expenditure attributable to software development. Net Cash Flow for the period was impacted by \$260k for one-off restructuring costs.

The year to date operating cash outflow for Beonic was \$1.4m, inclusive of \$1.0m attributed to one-off costs related restructuring, CEO transition and rebranding.

## Cash Position

Post Quarter end, Beonic secured an additional loan facility ('the Facility') of USD \$1 million (~AUD\$1.5m) with Blue Venshures SPV 1 LLC ('Blue Venshures'). Funds from the Facility will be utilised to accelerate the implementation of recent contract wins and assist in restructuring initiatives to reduce operating costs. Total available loan facilities with Blue Venshures are US\$3.1m with all facilities on the same terms and conditions as announced on 25 January 2024.

# Recent Wins

So far in 2024, Beonic has secured several key new contracts, signaling growth and further demonstrating product-market fit:



In partnership with SITA, Orlando International Airport has committed to an upgrade to a LiDAR-based Queue management solution, covering two major checkpoints. With over 25 million passengers annually, Orlando Airport is the eighth busiest in the US.



Implementation of a visitor flow system utilising BEO's unique insights and occupancy analytics to We The Curious, a science and arts centre situated in England, attracting over 350,000 visitors each year



Secured a 5-year contract with Ford Field Stadium in the USA, home of the Detroit Lions to deploy our Crowd Analytics solution which will be the first of its kind at an NFL stadium.



Luxury Health Spa operator, World Springs will deploy our Crowd Analytics solution.



In Brazil, a 3-year contract was signed with the leading medical operator, Hapvida Intermedica, spanning 26 hospitals and +150 clinics



Hosting over 1m visitors each year, the largest Indoor arena, Spooky Nook has been contracted to deploy our proprietary visitor flow and occupancy solution.

# \$29m in Qualified Deal Pipeline

47%

Of deal pipeline are in North America and EMEA

35%

Of deal pipeline relate to Airport Vertical

\$3.6m

In new business TCV converted from deal pipeline during Q3 FY24

## 12-Month Rolling Pipeline



<sup>1</sup> Client Evaluation - a proof of concept, the client understands the value proposition of the offering and is expressing interest to proceed but requires more time to evaluate or requires internal budget approval on the proposal before proceeding any further

<sup>2</sup> Contract Negotiation - sales have firmed up pricing and issued it to the client, the client has provided an indication that they wish to proceed and we are in the process of negotiating the final commercial terms

<sup>3</sup> Committed - the client has committed to the commercial terms in writing but is not ready to be invoiced yet

# Outlook



# Outlook

## Specific Areas of Focus for the Beonic Team

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Focused sales initiatives on core high margin, high growth verticals, specifically airports and retail property



Accelerate roll out of off-the-shelf models to scalable low-touch venues such as QSR, retail and education



Increase utilisation of partner-led distribution model as a complementary growth channel



Deployment of sales teams in key regions to increase the quantum and conversion rate of our already deep \$29m qualified deal pipeline

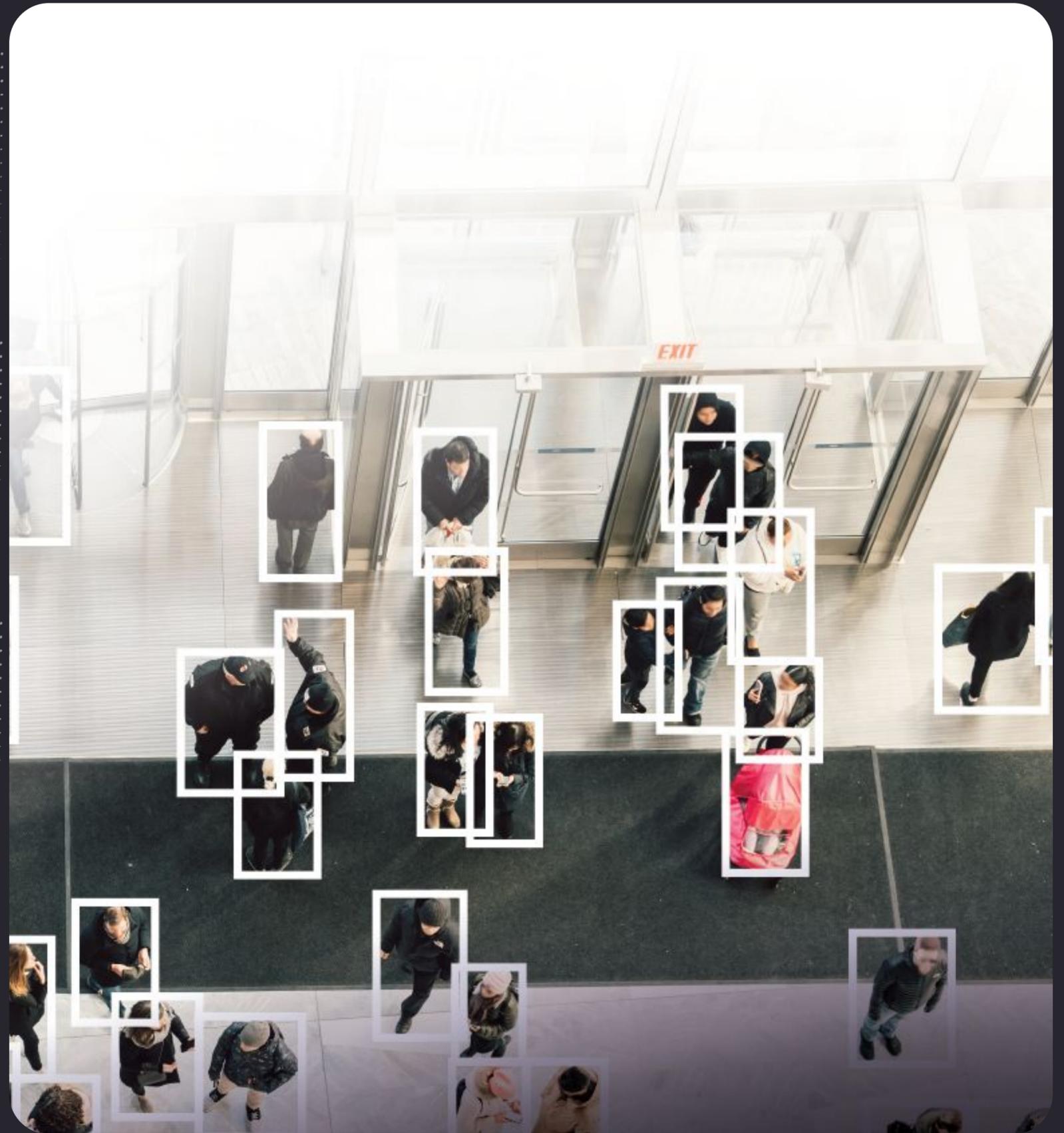


Right-sized and appropriately positioned headcount to drive cost saving and efficiency



Initial focus to ensure recurring revenue exceeds cost base. Long-term focus to capture opportunities to drive profitability and shareholder value

# Appendix



# Our AI Platform



The Beonic AI Platform is built for places. It unifies your data in one platform to bring your venue to life and transform it into an intelligent space. It gives you the insights & tools you need to make data driven decisions that enable your venue to respond & adapt to people's needs.

## Connect

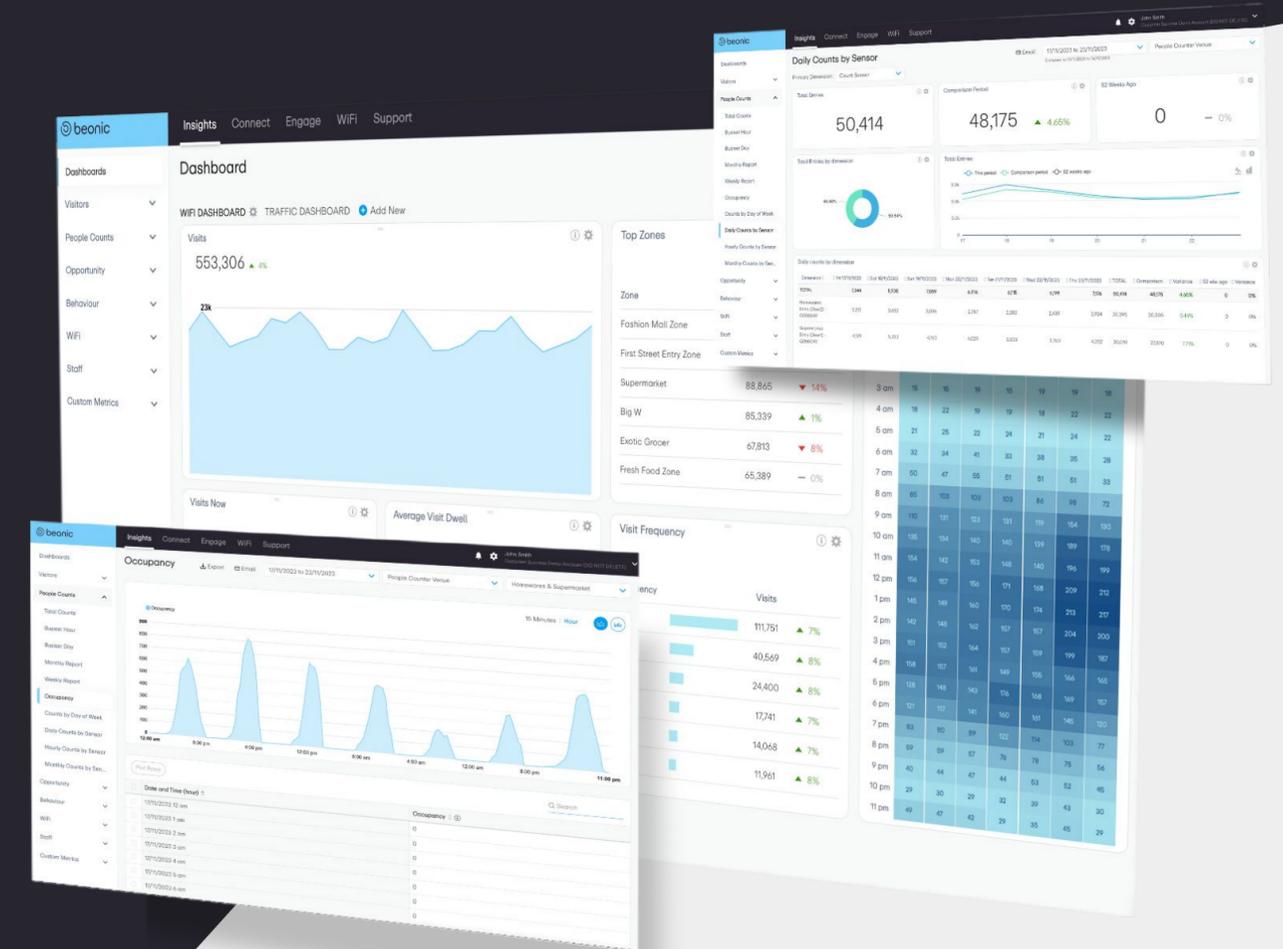
Allows you to build a holistic view of visitor experiences and the factors that influence them by unifying all your data sources into one platform.

## Insight

An AI-driven data visualization and automation tool that provides the insights you need to make your data actionable.

## Engage

An intelligent data-driven marketing and communications tool that allows you to use your data to better engage with both staff and visitors.



“Beonic simplifies complex data, allowing us to program each part of the museum for a maximized visitor experience.”

Noah Bartlett  
Chief Administrative Officer at the  
San Francisco Museum of Modern Art



# Product Vision

Enabling the Future of Places



## Connect

Integration & Automation Marketplace



Integration of intelligent tracking solutions



Smart integration & automation UI

## Insight

AI-driven Analytics and Processing Engine



Domain specific AI analytics (e.g. abstractions, simulations, predictions)



High-context spatial mapping tools, e.g. 4D



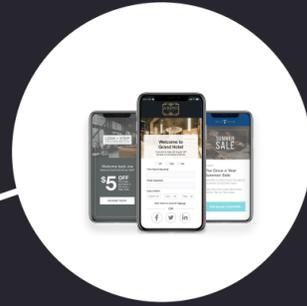
Predictive & prescriptive reports

## Engage

Intelligent Customer Data Platform



Customer Data Platform (CDP)



ML Targeting & Dynamic Content Tools

# Our Blueprint

## Turn-key Business Intelligence

### Required



#### Technology Solutions

WiFi / People Counting / Cameras / IoT / LiDAR / POS / CRM / BMS etc.

- Solution Design
- Project Management
- Systems Integration
- Managed Services

**Right Data**

#### AI-Driven Business Intelligence

Cloud based  
Software-as-a-Service

- Historical, Realtime and Predictive Analytics
- AI Powered Automation & Alerting
- Data Driven Marketing

**Scalable & Secure Data**

### Optional



#### Professional Services

Enhancing our clients use  
of our SaaS platform

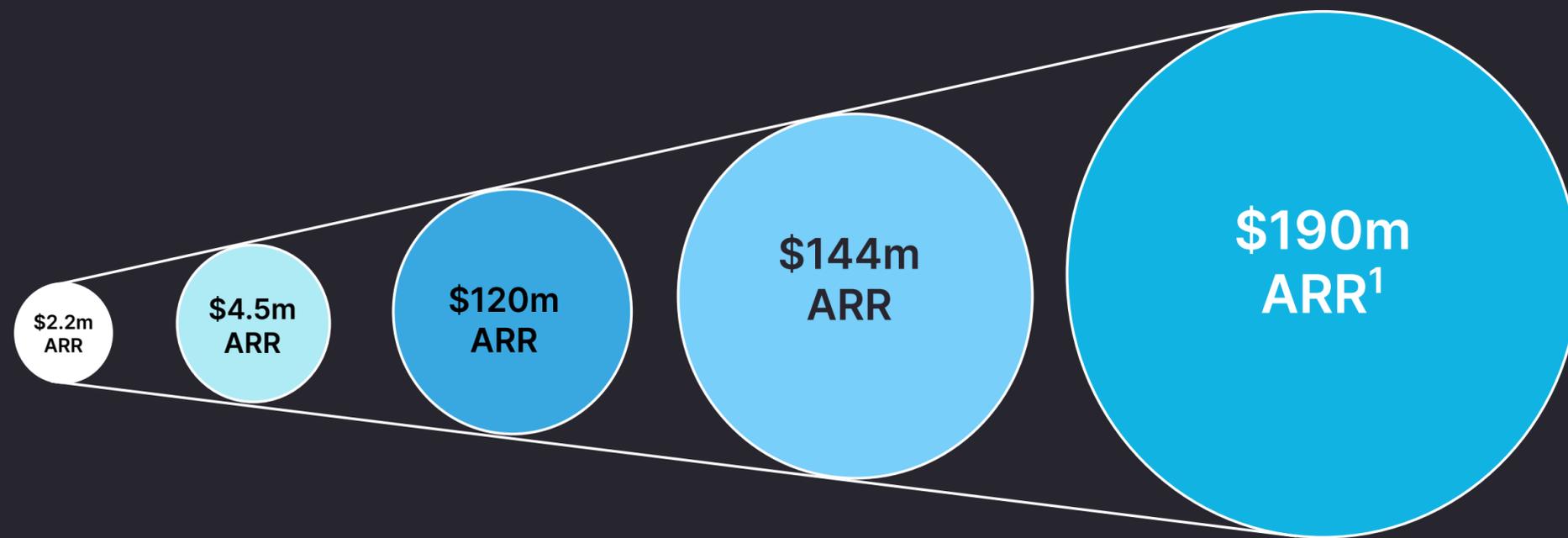
- Digital Strategy
- Data Strategy
- Data Science
- Digital Marketing

**Data Domain Expertise**



# Growth Opportunities

## Airport Vertical - Large Addressable Market



**CrowdVision Acquisition**  
(as at Apr-21)

**Current Clients**  
(as at Jun-23)

**Top 150 Airports**  
(QMS only)

**Top 250 Airports**  
(QMS only)

**Top 250 Airports**  
(QMS + WiFi + PC)

### THE OPPORTUNITY<sup>2</sup>

- Airports continue to expand Beonic's Queue Management solution (QMS) into some of the world's largest airports
- QMS represents a business critical requirement for airports
- Significant expansion opportunities within existing airport partners (+80 airports)
- Revenue potential is not limited to ARR, with ~\$350m in non-recurring revenues, generating meaningful gross profit

<sup>1</sup> Annual Recurring Revenue (ARR) based on monthly contracted recurring revenues multiplied by twelve months

<sup>2</sup> Addressable market assumptions based on average revenue generated by airport by terminal extrapolated out on a per passenger basis

# Growth Opportunities

## Retail Property Vertical - Strong Cross-Sell Opportunity



**\$14k**

Avg. ARR per shopping mall globally

**+17%**

ARR growth FY23 vs FY22

**51%**

Of venues under contract have PCs

**\$2b**

Total Addressable Market (TAM)<sup>1</sup>

### COMMENTARY

- Established presence in the Retail Property sector in ANZ, poised for further expansion
- Blue chip retail property clients under contract (GPT, Dexus, McArthur Glen, etc)
- 51% of retail property clients under contract have People Counting solutions, however, they only represent 20% of total retail property ARR
- A significant cross-selling potential exists, given that merely 18% of venues have adopted multiple Beonic products

<sup>1</sup> Addressable market assumptions based on average ARR generated by existing client shopping malls multiplied by total shopping malls globally

# Board and Senior Management



**Bob Alexander**  
Chairman &  
Non-Executive Director  
Joined: 2022

Bob Alexander is an experienced non-executive director, previously holding board and advisory roles in the technology, intellectual property and digital media and advertising industries. Bob was previously a non-executive director and chairman of the Audit & Risk Committee for former ASX-listed software company, The Citadel Group Limited.



**Kristy Rankin**  
Non-Executive Director  
Joined: 2021

Ms Kirsty Rankin is an experienced senior executive in the data driven digital marketing sector. Kirsty was most recently Senior Vice President Product Development, Data and Services for Mastercard, based in New York. Prior to Kirsty's 6 years at Mastercard, she was co-founder and joint-CEO of Pinpoint Pty Ltd. Kirsty is a Member of the Australian Institute of Company Directors and currently sits on the Boards of Flight Centre, Stone & Chalk and Azupay as a non-executive director.



**Mark Devadason**  
Non-Executive Director  
Joined: 2022

Mark Devadason has more than 30 years of international banking and leadership experience across corporate, private banking and broad-based sustainability work. Mark's experiences include CEO and leadership roles in wholesale banking across Oceania and Asia Pacific. Mark is also a Non-Executive Director of Melbourne based mutual bank, Bank First and an executive coach and mentor with Stephenson Mansell Group.



**Billy Tucker**  
Chief Executive Officer &  
Executive Director  
Joined: November 2023

Billy is an experienced leader and transformation specialist. Billy was most recently CEO of marketplace business Oneflare. Oneflare saw a threefold growth in revenues before being sold to Airtasker (ASX:ART) late in 2022. Prior to Oneflare, Billy spent almost a decade as a global executive in product and corporate development roles within Microsoft. Billy was a long-term advisor to Kmart and various retailers.



**John Rankin**  
Chief Operating Officer  
Joined: 2016

John has over 18 years' experience in the Technology media, retail and property industry, 12 of which were spent in senior and executive leadership positions. Prior to joining Beonic, John worked at GPT Group where he held two Director-level positions. Prior to GPT, John spent five years in the United Kingdom at out-of-home media company EYE as General Manager. John is a graduate and member of the Australian Institute of Company Directors.

Corporate

**Billy Tucker**

Chief Executive Officer, *Beonic*

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