

ATOMOS

**NWR Conference**

2 August 2021

**Democratising creativity in the video age**

# FY21 Summary

## Key Highlights

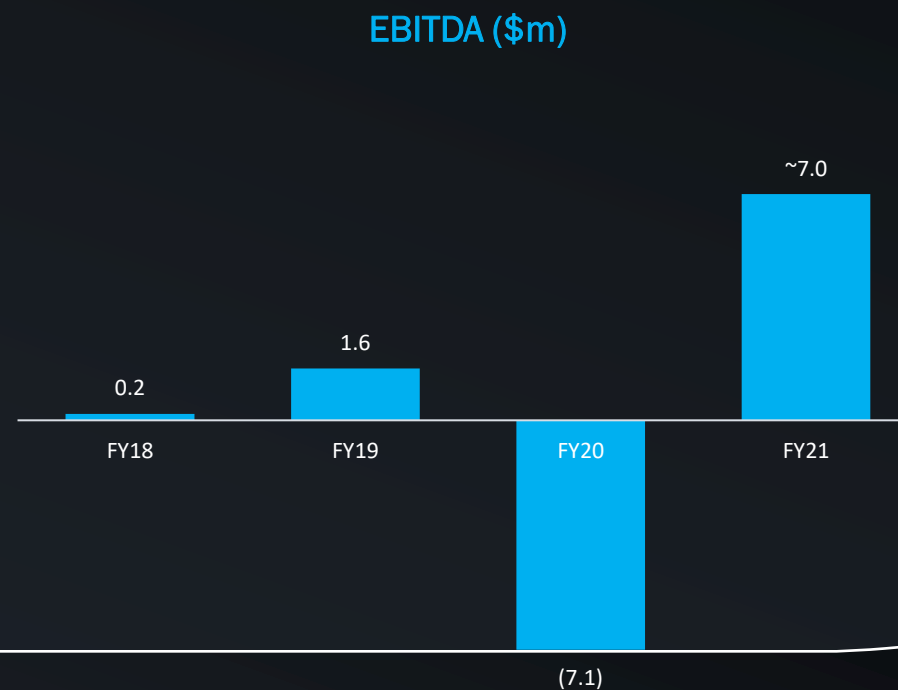
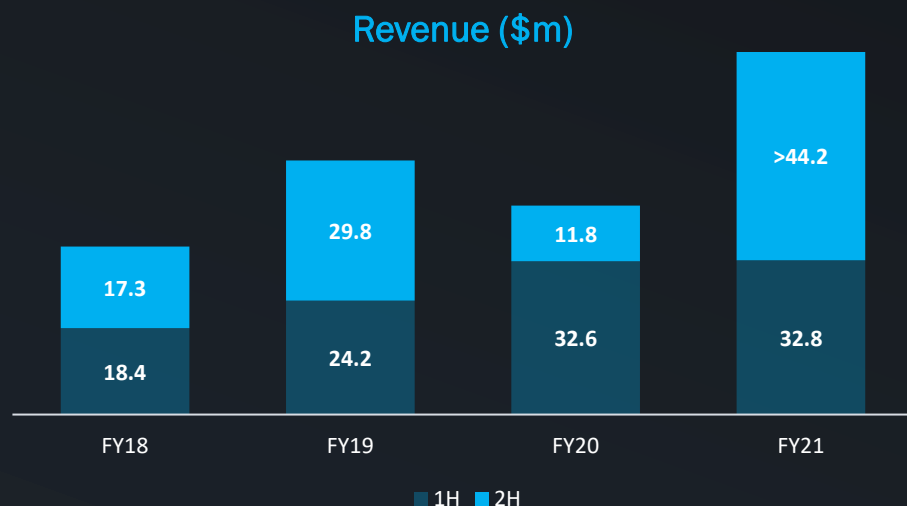
### Sales

### EBITDA

### Cash

### Scale Up Structure

- >\$77m – a record result and a 73% increase on the PCP (FY20: \$44.4m)
- ~9% of revenue – most profitable twelve months ever
- Cash on hand at 30-June of ~\$26m
- Structured for rapid expansion – to address global video phenomenon



1. EBITDA excludes a one-off gain of \$0.5m resulting from the renegotiation of the Melbourne head office lease
2. PCP: prior corresponding period

# FY21 Summary

## Macro

### COVID

- Whole of business review: structure, cost base, processes
- Leaner, stronger, more efficient
- COVID 'video growth phenomenon'

### Global environment

- Forex - natural USD hedge
- Component supply - tight management, buffer inventory

## Internal

### Organisation

- Improved allocation of scarce resources
- Harness / protect entrepreneurial innovation heritage
- Several new products delivered in FY21

### Scale-up

- Investment in capability - experienced, sector expertise
- New website, ERP system, process disciplines

### Momentum

- Strong and growing core: sales/margin, leverage fixed costs
- Structured for scale - exploit the extensive opportunities



# FY21 Summary

*Best-ever sales... building a new standard*

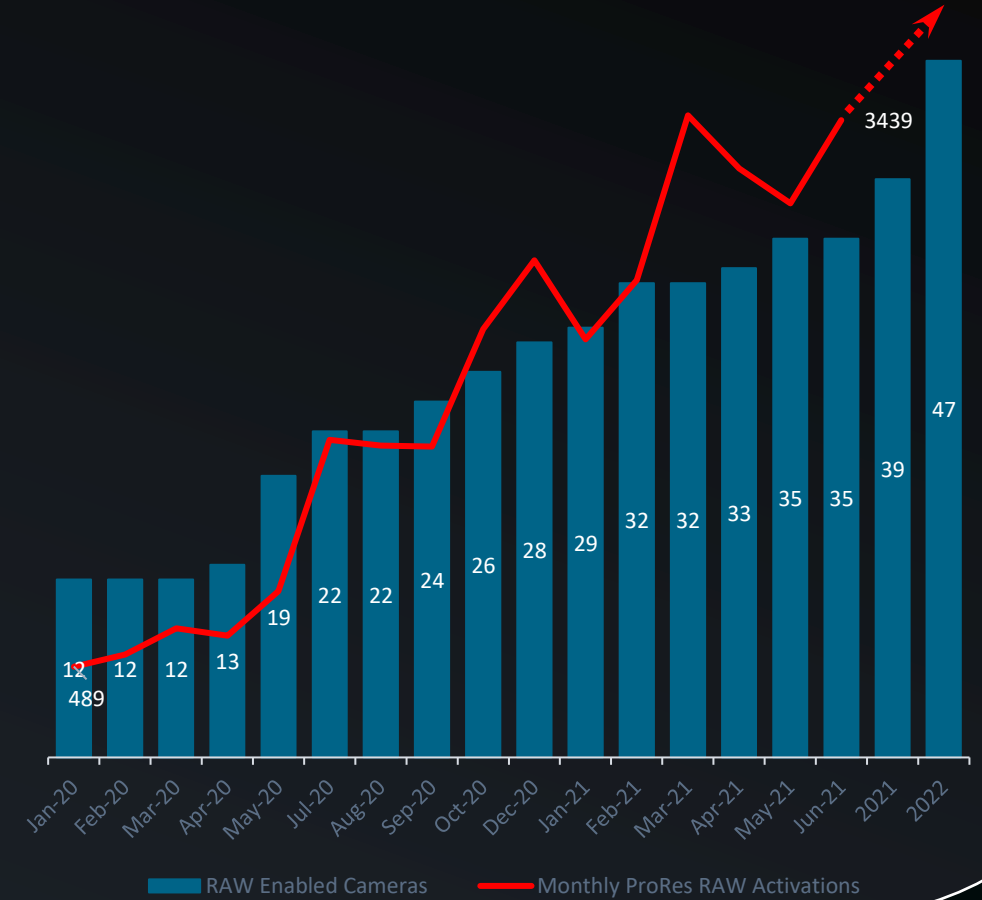
## ProRes RAW

- Oscar & Emmy awarded Apple video format launched in 2018
- 10 major camera partners have now embraced the RAW ecosystem
- Monthly activations of ProRes RAW increased sevenfold in 18 months
- RAW enabled cameras increased by 200% in 18 months
- Supported by major video editing platforms (Adobe, Avid & Apple)

## New Product Launches

- Ninja V+ - world's first 8K and high frame rate monitor recorder
- Ninja Stream - provides multiple on-set streaming options
- Ninja V - enabled for H.265 video codec via US \$99 software upgrade
- Shinobi 7 - 7" monitor added to extremely popular Shinobi range
- AtomX Cast - turns the Ninja into a standalone multi-camera production device

## ProRes RAW Enabled Camera Market



# Where We Came From

*Video is the most pervasive and expressive medium for recording & sharing of stories, events & memories...*



- Ten years ago, with a vision to connect the imaging and computer worlds Atomos invented the video processing computer which delivered affordable high-quality video
- Core to Atomos' know-how is "video processing" - algorithms operate on video streams to manipulate, enhance and store such content in order to enable the optimal workflow
- By bringing the computer to the camera in this way Atomos invented the 'Video Computer', initially a recorder/monitor, but now much more
- Atomos enables content creators to deliver stunning quality video cost-effectively and with ease

Our products, partnerships and technology simplify content creation so our customer can *"focus on the art"*





# Building & Supporting Ever-Expanding Video Ecosystem



- Atomos is building an ecosystem through collaboration with key industry players who bring products and tools to help video content creators
- Atomos invents its own and supports partner standards that help interoperability across relevant products
- As an example, Atomos recognised the need for wireless synchronisation of multiple devices, acquiring TCS to deliver such technology to support/grow the ecosystem
- Atomos believes video processing demands continuous innovation for delivering quality, efficiency and ease-of-use, making the “Video Computer” or an “Atomos” the necessary element in video content creation
- Atomos seeks to bring these innovations to the video computer, partnering with like-minded companies and building the supportive ecosystem to democratize creativity in this video age



*Matti, Influencer, 1.1 Million Subscribers*





*Matti Haapoja YouTube Channel*  
*"Supercharge Any Camera"*





*Luca Noris, Indi Film Maker*  
*- Gallarete Italy*

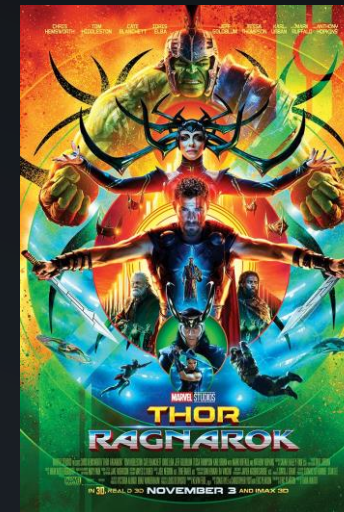


時刻刻隨時回向至  
至種種功德回向  
緊要將念佛功德

Leonor Teles  
Kinéma, Producer



# Recent Films Recorded With Atomos Devices





# Outlook

*Continue to focus on enabling content creators to deliver stunning quality, cost-effectively, with ease*

- The recently launched new products are performing well and will help ensure sales momentum continues
- Business now structured to enable expansion into new categories (e.g. Gaming)
- New tech platform to underpin *Series 2* product range upgrade
- Recently entered into IP licensing arrangement with leading audio company
- Build on success of initial software launches



## Leverage the core business

- Existing products
- Recent new product launches
- ProRes RAW tailwinds
- Software

## Build out the core

- *Series 2* product range
- New categories (e.g. Gaming)
- 3<sup>rd</sup> party software
- Potential M&A

## Building new businesses

- New services
- Storage & analysis
- Licensing
- Potential M&A



## **NWR Conference**

2 August 2021

---

**Our vision is to invent and deliver ground breaking and disruptive technologies that enhance, simplify and ultimately democratise video content creation and delivery**

For more information please visit [www.atomos.com](http://www.atomos.com)

