



Investor briefing

6 November 2020
NWR Communications Virtual Investor Conference

See what
matters

Regulatory and legal

icetana Limited ACN 140 449 725 (the Company) is the issuer of this presentation.

Forward-looking statements

This presentation contains forward-looking statements. Those forward-looking statements reflect views held only as at the date of this presentation. Any such statement is subject to inherent risks and uncertainties. Actual events or results may differ materially from the events or results expressed or implied in any forward-looking statement, and such deviations are both normal and to be expected. Recipients must make their own assessment about the likelihood of a matter, about which a forward looking statement is made, occurring. The Company makes no representation about the likelihood of a matter, about which a forward-looking statement is made, occurring. The Company and its directors, employees, agents, advisers and consultants: give no representation or warranty to a recipient of this presentation as to the accuracy or completeness of the statements contained in this presentation or in relation to any other matter; and to the fullest extent permitted by law, disclaim responsibility for and have no liability to a recipient of this presentation for any error or omission in or for any statement in this presentation.

Reliance on presentation

A recipient of this presentation must make their own assessment of the matters contained herein and rely on their own investigations and judgment in making an investment in the Company. This presentation does not purport to contain all of the information required to make an informed decision whether to invest in the Company. Specifically, this presentation does not purport to contain all the information that investors and their professional advisers would reasonably require to make an informed assessment of the Company's assets and liabilities, financial position and performance, profits, losses and prospects.

Not a recommendation or financial advice

The information in this presentation is not a recommendation to subscribe for securities in the Company and does not constitute financial advice. Any person who intends to subscribe for securities must conduct their own investigations, assessment and analysis of the Company and its operations and prospects and must base their investment decision solely on those investigations and that assessment and analysis. Prospective investors should consult their own legal, accounting and financial advisers about an investment in the Company.

What icetana does

AI driven video analytics software that dramatically improves **active monitoring** of security **surveillance** networks.

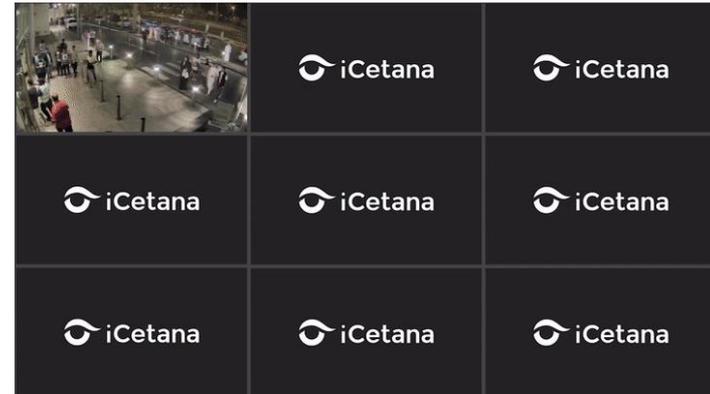
Self learns **“normal” movement patterns** then **abnormal movement is highlighted** in real-time

“icetana motion intelligence”

Complements existing **video management systems** to **remove noise** and **increase efficiency** for operators



or other VMS



Overview



Clear **unmet need** for **real-time surveillance**



Global video surveillance analytics spending to reach **\$12bn by 2023** with **20%+ growth rate**



AI advancing rapidly and over **\$10m invested** into the **underlying technology.**



Over **13,000 cameras** and **46 customer sites.**



Experienced leadership team in enterprise software, product management and scaling revenue



Increasing SaaS revenues.
100% customer retention through COVID



Existing surveillance

98% of cameras are **only used for recording**

Cameras produce huge amounts of data.

1MB/s per camera = 86GB each day.
(26TB/day for a 300 camera system)

Far too many cameras for human monitoring

Existing AI systems are:

retrospective (not real-time)

rules based (static, not continuous learning)

provide simple object detection (not events/behaviour)

icetana vs competitors:

Does not require rules

Finds a broad range of events/behaviour

Connects to existing cameras and systems

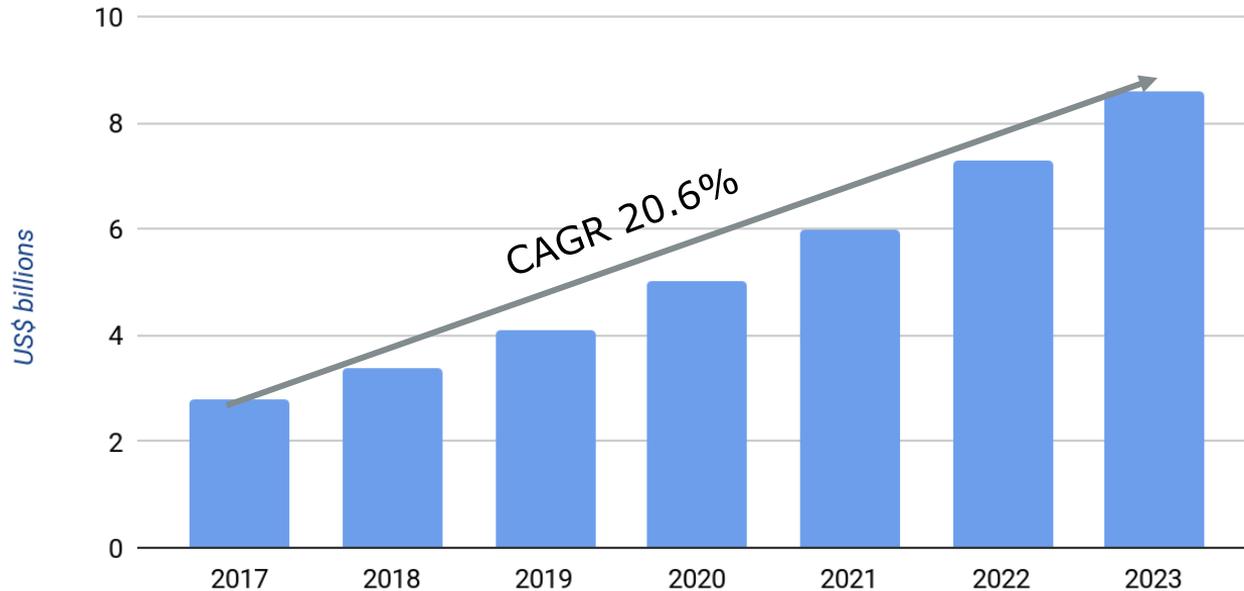
Takes little time to set up

Lower hardware costs

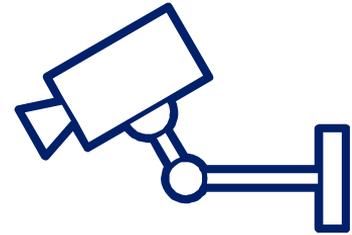


A fast growing market

Global video analytics market



2019-2023 are forecast

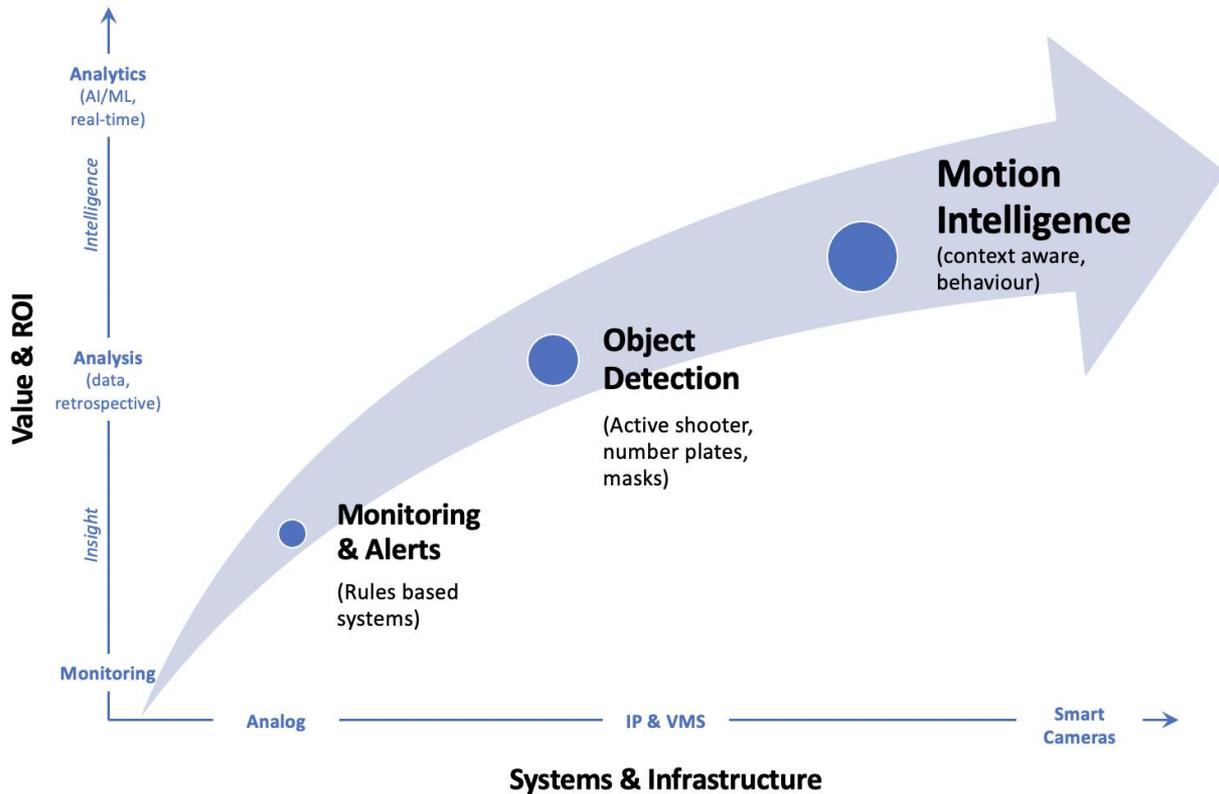


Video analytics surveillance spending is forecasted to reach **US\$8.6bn (A\$12bn+)** by **2023** growing at compound annual growth rate (CAGR) of **20.6%**

Source:

- Research and Markets - [researchandmarkets.com/research/r3r3rg/global_video?w=4](https://www.researchandmarkets.com/research/r3r3rg/global_video?w=4).
- Markets and Markets - [marketsandmarkets.com/Market-Reports/intelligent-video-analytics-market-778.html](https://www.marketsandmarkets.com/Market-Reports/intelligent-video-analytics-market-778.html)

Technology advancements



We **leverage new platforms** and global developments, merge this **with 10 years of real-world experience** then test with a **global client base** in multiple verticals

We **differentiate** with an offering specific to **anomaly detection** which we call:

icetana motion intelligence

where motion detection meets artificial intelligence



 **icetana**

 **icetana**

 **icetana**

 **icetana**

 **icetana**

 **icetana**

 **icetana**

 **icetana**

Risk events

Real-time surveillance operations drive positive return with increased **speed of response** and **reduced impact** of threats

Real-time insights are secured from huge video data streams

Improved ROI from existing surveillance **infrastructure** and **operators** in the control room (from 60 → 300+ cameras/person)



Distribution success (this year)

Reseller led sales



**Hewlett Packard
Enterprise**



Chubb



SolutionsPlatform



Direct sales



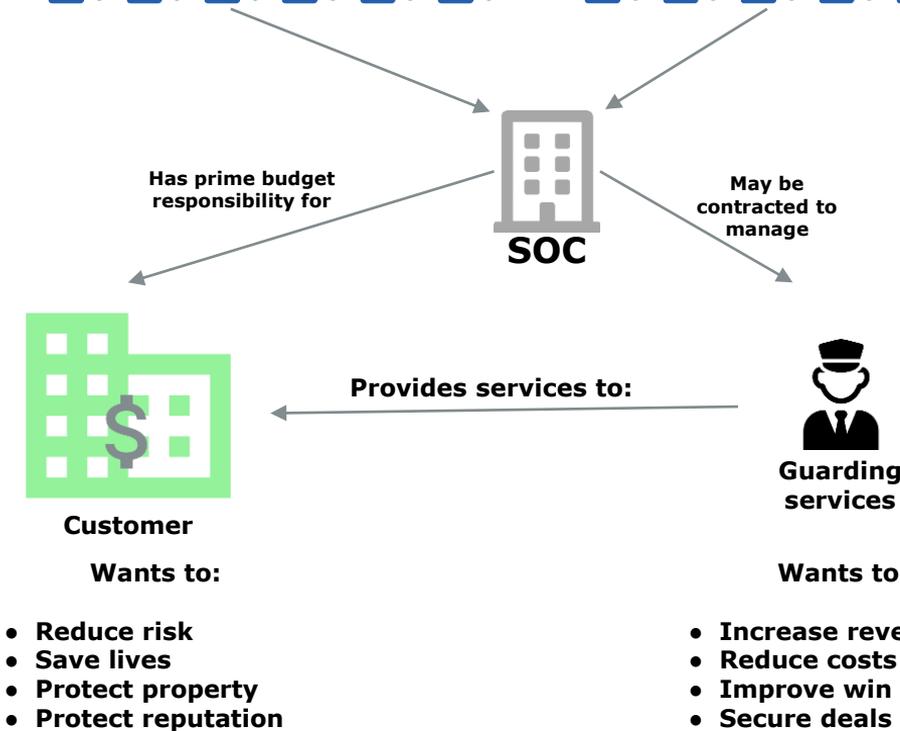
**IVANHOE
GRAMMAR SCHOOL**
courageous and kind



south bank
corporation

serco

Typical customer



Scalable go-to-market shifted towards:

guarding services (ROI) and prisons (high risk and Government funded)

Early market momentum:

Ten new prison orders in the past 6 months

Two strategic guarding services clients in past 3 months

Several more similar opportunities in the sales pipeline

Board of directors



Mark Potts
Chairman

Highly respected enterprise software executive, with extensive experience with new technology platforms in Australia and the US.

- Previous CTO and VP Corporate Strategy with HP Enterprise
- Director of Resolute Mining (ASX/LSE: RSG)



Matt Macfarlane
Chief Executive Officer

Experienced technology and software development commercialisation leader.

- Founding CEO of icetana
- 9 years Venture Capital Management
- Successful Angel Investor
- Entrepreneur



Geoff Pritchard
Non-Executive Director

Experienced Chairman, Executive Director and Chief Executive.

- Actively engaged in governance, strategy consulting, corporate advisory, venture capital and private equity with the superannuation, family office, financial services and technology sectors.



Justin Mannolini
Non-Executive Director

Highly experienced lawyer, director and former investment banker focusing on mergers and acquisitions, equity capital markets transactions, and corporate governance advice to public, private and government entities.

Core executive team



Matt Macfarlane
Chief Executive Officer

- Founding icetana CEO.
- 9 years venture capital management experience.
- Successful technology and software development commercialisation leader.



Kevin Brown
Chief Operating Officer

- Led the tech team that drove VGW (gaming) from \$300/day to \$1.4m/day in 6 years.
- Proven track record in software delivery, driving them to scale and achieving revenue growth.
- Former Nearmaps and Business News WA.



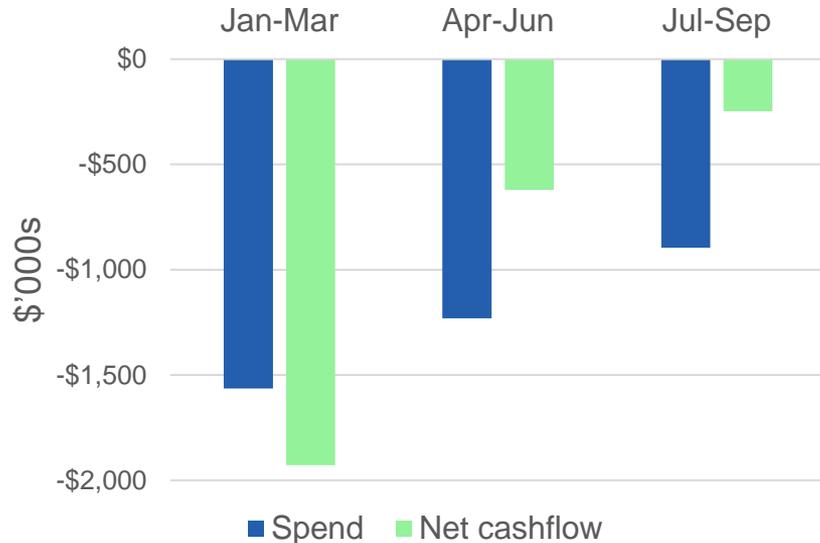
Shane Cranswick
Chief Financial Officer

- Over 20 years of professional finance and operations management experience, predominantly with ASX listed companies in the technology, energy and resources sectors.
- Chartered Accountant and Chartered Secretary.

Cash management with sales

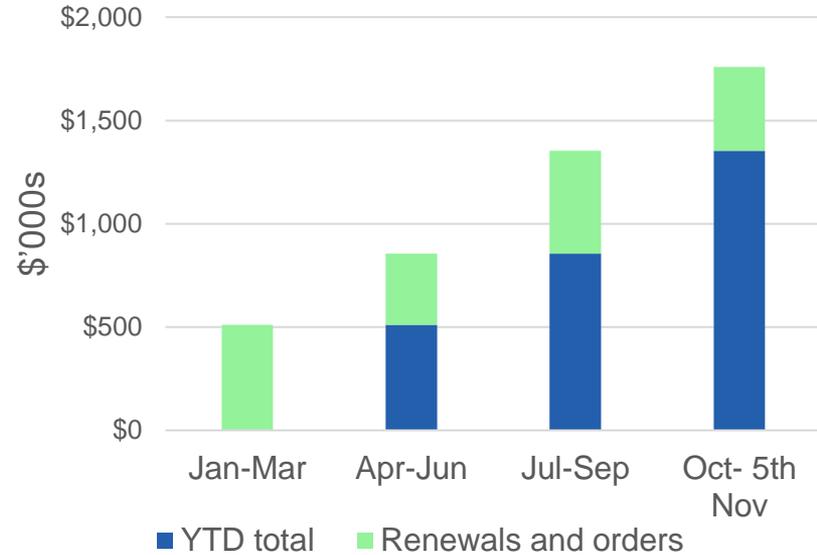
Strong cost control

Cash spend and net cashflow outflow



..and a growing order book

Renewals and order growth



Growth strategy

Go to market developments



Secure
rebound
from COVID



New vertical
sectors



SaaS recurring
revenue

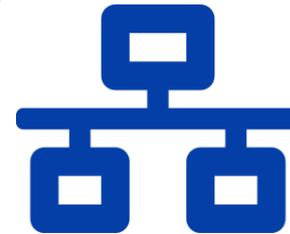
..and product roadmap progress



Get to WOW
faster



Quick
installation



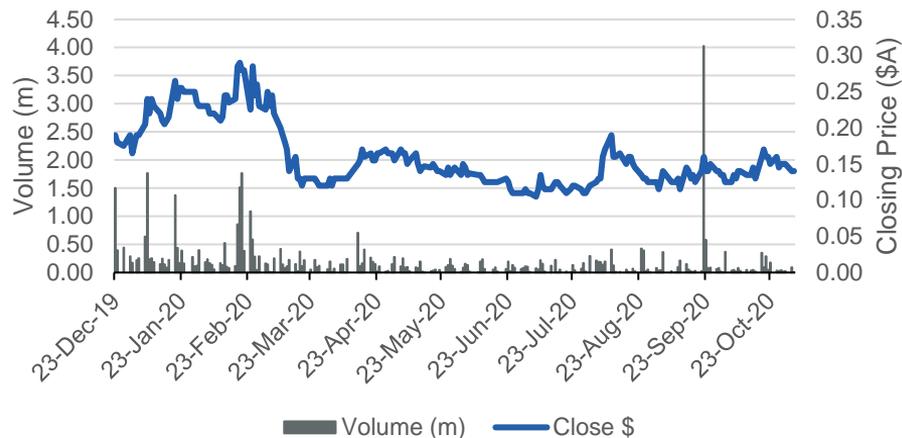
Deep VMS
integration

Capital structure

CAPITAL STRUCTURE

Share Price	A\$/share	\$0.15
Shares on Issue		137.0 m
Performance Rights		3.0 m
Options		37.7 m
ESIP		17.7 m
Market Capitalisation	A\$	\$20.6 m
Cash	A\$	\$2.94 m
Debt	A\$	Nil

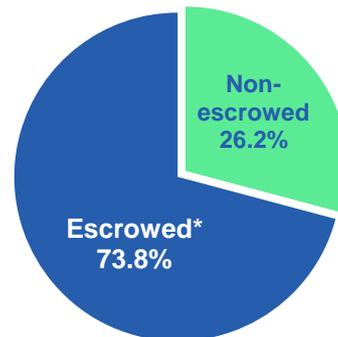
SHARE PRICE PERFORMANCE



SHAREHOLDERS

Go Capital Tech Fund 2 Pty Ltd	28.9%+
Yuuwa Capital LP	24.1%+
Curtin University	7.1%+
Skiptan Pty Ltd	10.5%+
Board and Management (excl Go Capital holding)	3.4%

*escrowed shareholders



REGISTER SNAPSHOT

*Includes both voluntary agreements entered into and ASX imposed restrictions



icetana.com
ASX:ICE

Matt Macfarlane

matt@icetana.com.au

+61 400 60 59 60