icetana

Investor briefing

6 November 2020
NWR Communications Virtual Investor Conference

See what matters

Regulatory and legal

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Authorised for release by the Board of icetana Limited

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

milestone
Genetec
or other VMS

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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

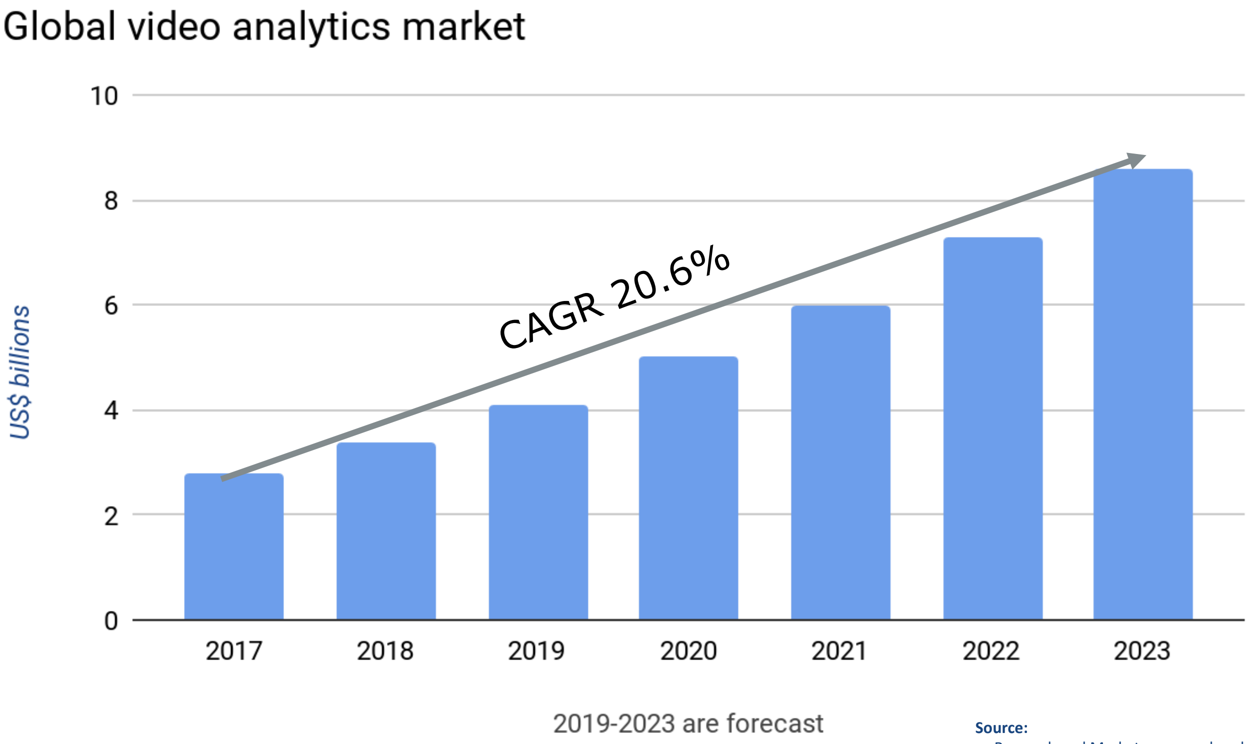
98% of cameras are **only used for recording**
Cameras produce huge amounts of data.
1MB/s per camera = 86GB each day.
(26TB/day for a 300 camera system)

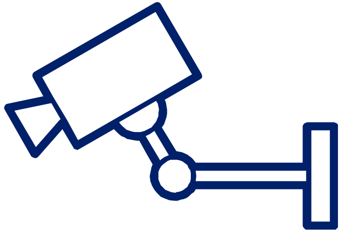
Far too many cameras for human monitoring

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

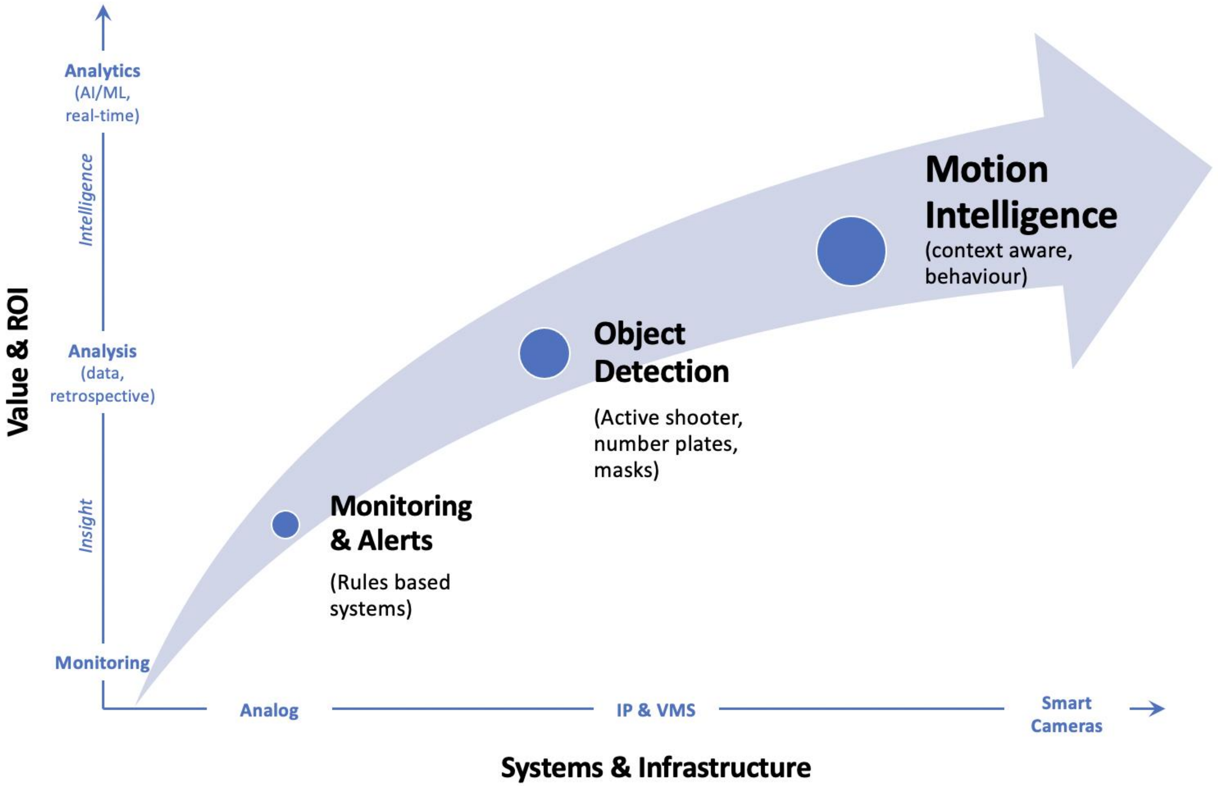




Video analytics surveillance spending is forecasted to reach **US$8.6bn** (A$12bn+) **by 2023** growing at compound annual growth rate (CAGR) of **20.6%**

Source:
- Research and Markets - researchandmarkets.com/research/r3r3rg/global_video?w=4.
- Markets and Markets - marketsandmarkets.com/Market-Reports/intelligent-video-analytics-market-778.html

Technology advancements

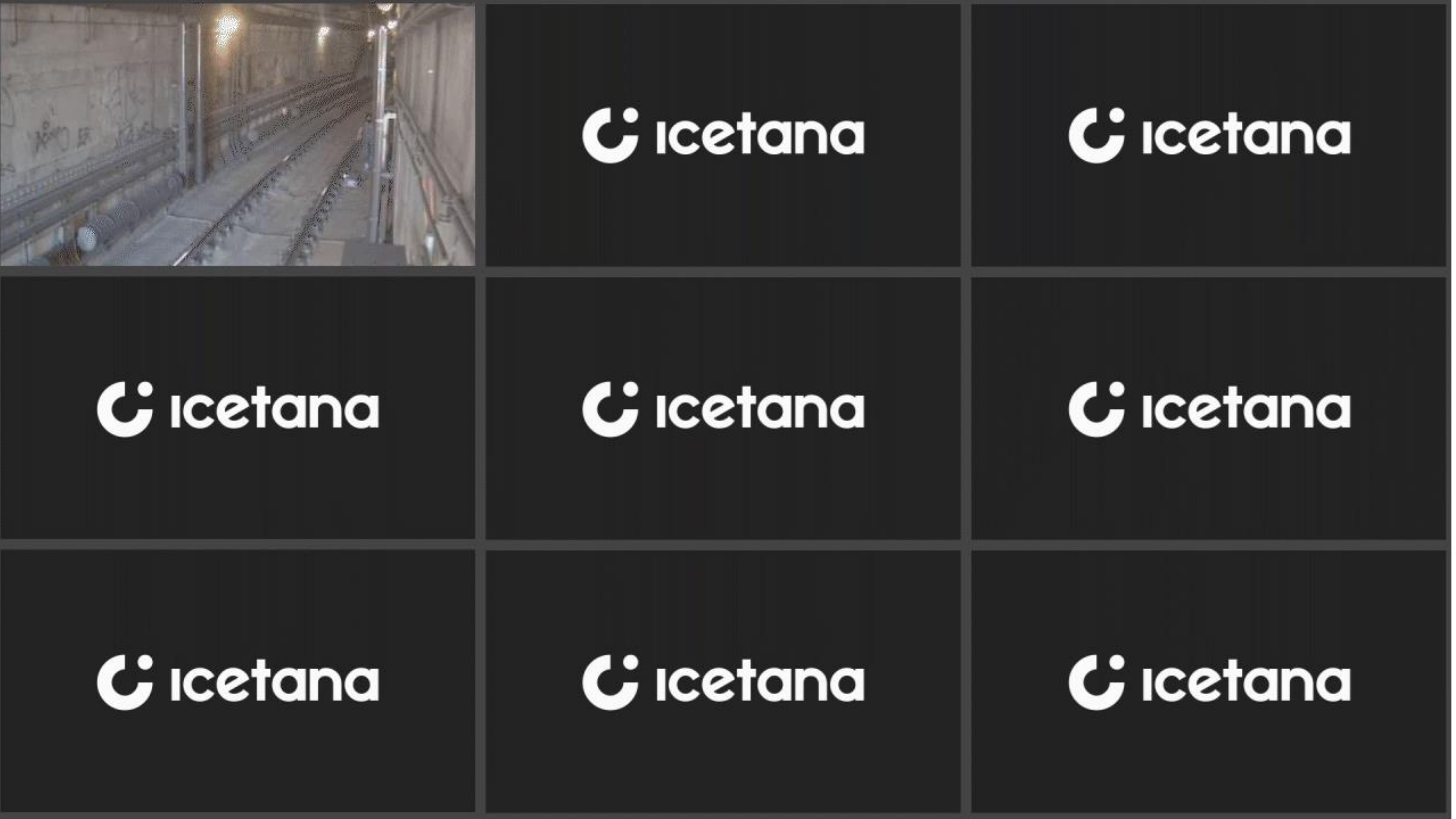


We **leverage new platforms** and global developments, merge this **with 10 years of real-world experience** then test with a **global client base** in multiple verticals

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

icetana motion intelligence

where motion detection meets artificial intelligence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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

rasilient
enabling forensic-grade surveillance™

PROSEC
A Prosegur Company

Chubb

TOTAL SECURITY
全日警
佐賀

ACCESS GROUP SOLUTIONS
strength in service

SolutionsPlatform

AES ADVANCED ELECTRONIC SOLUTIONS, INC

delcosecurity
Integrated Solutions

TKH GROUP

TKH SECURITY

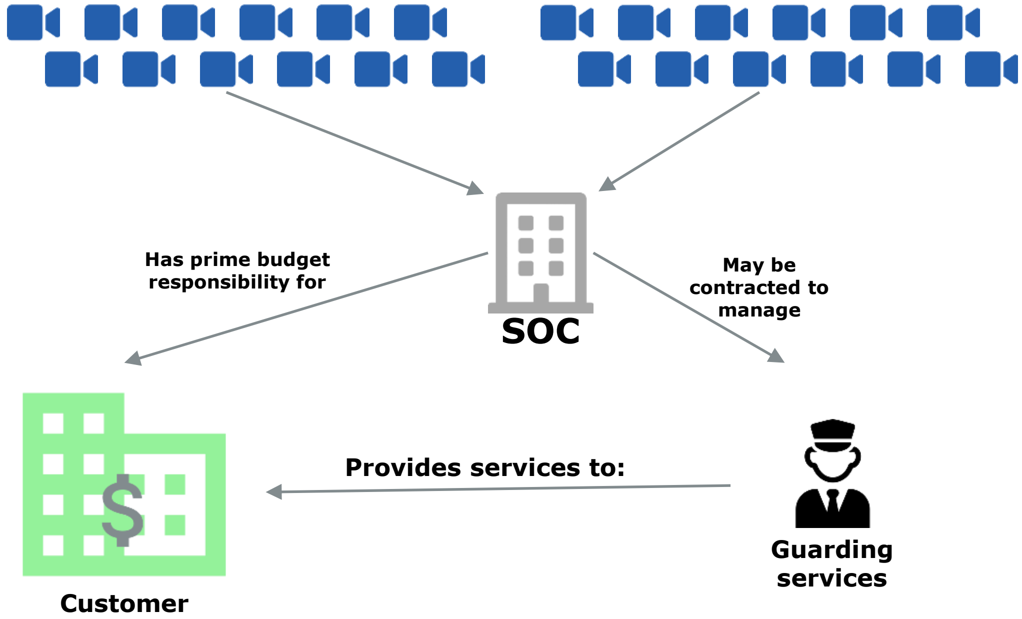
Direct sales

IVANHOE GRAMMAR SCHOOL
courageous and kind

south bank corporation

serco

Typical customer



Wants to:

- **Reduce risk**
- **Save lives**
- **Protect property**
- **Protect reputation**

Wants to:

- **Increase revenue**
- **Reduce costs**
- **Improve win ratio**
- **Secure deals**

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

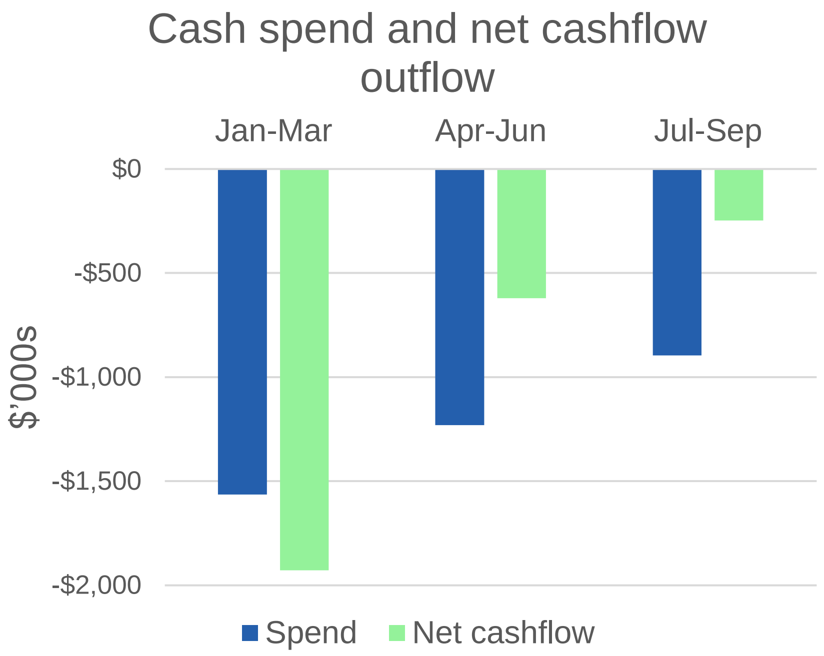
- Led the tech team that drove VGW (gaming) from $300/day to $1.4m/day in 6 years.
- Proven track record in software delivery, driving them to scale and achieving revenue growth.
- Former Nearmaps and Business News WA.

Shane Cranswick
Chief Financial Officer

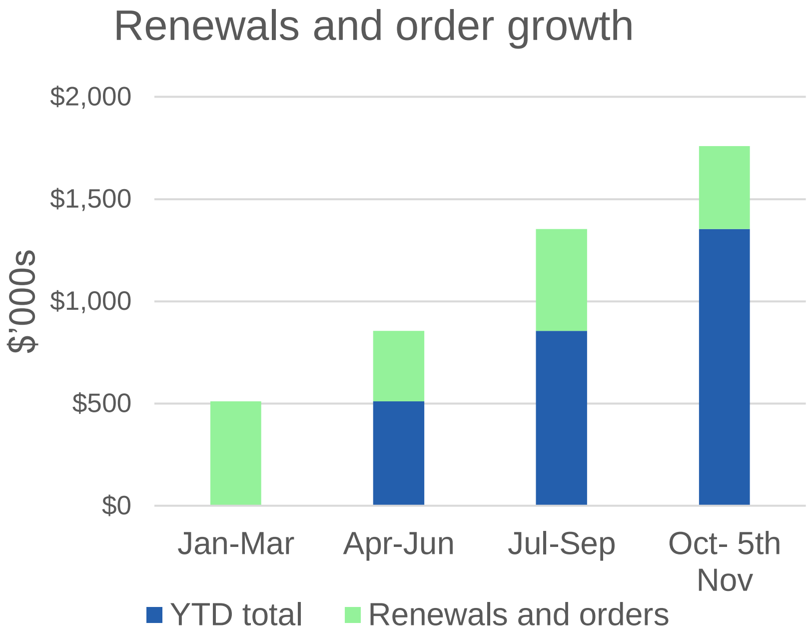
- Over 20 years of professional finance and operations management experience, predominantly with ASX listed companies in the technology, energy and resources sectors.
- Chartered Accountant and Chartered Secretary.

Cash management with sales

Strong cost control



..and a growing order book



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Growth strategy

Go to market developments

Secure rebound from COVID

New vertical sectors

SaaS recurring revenue

..and product roadmap progress

Get to WOW faster

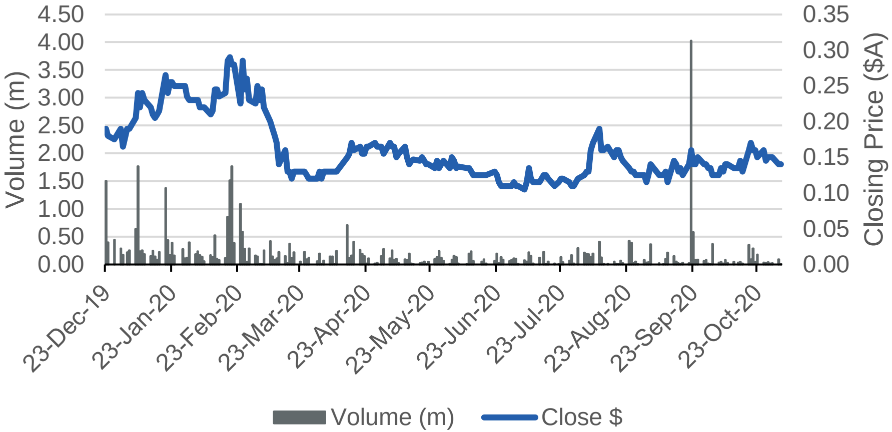
Quick installation

Deep VMS integration

Capital structure

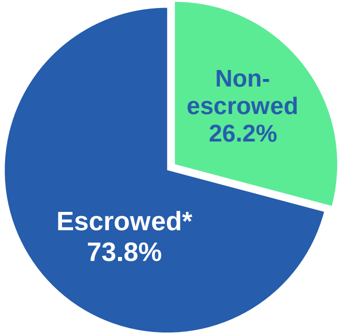
CAPITAL STRUCTURE		
Share Price	A$/share	$0.15
Shares on Issue		137.0 m
Performance Rights		3.0 m
Options		37.7 m
ESIP		17.7 m
Market Capitalisation	**A$**	**$20.6 m**
Cash	A$	$2.94 m
Debt	A$	Nil

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

The information on this page is stated as at 5 November 2020

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ASX:ICE

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