Announcement

ASX: ROC 29 August 2023

RocketBoots - Supplementary Investor Presentation

Further to the Investor Presentation released on 16 August 2023, RocketBoots Limited (RocketBoots, ASX:ROC) provides the following updated version.

This supplementary Investor Presentation clarifies ROC's sources and assumptions:

- Specifically, that on slide 10 the Serviceable Addressable Market (SAM) of $2.3 Billion in Annual Recurring Revenue (ARR) is derived if all the sites for Retail Grocery and Bank Branches across all the geographies where RocketBoots currently operates (US, UK, EU and A&NZ) have RocketBoots' software in them at an assumed Site Licence Fee per annum of $3,500; and
- The assumed Site Licence Fee is in line with sales to recent customers.

This supplementary investor presentation is attached to this announcement.

More information can be requested at investors@rocketboots.com .

About RocketBoots

RocketBoots' AI based software empowers people to deliver the best in-person service while minimising cost and loss. (www.rocketboots.com)

RocketBoots' software product lines are:

- Service-centric Workforce Management (banking & retail)
- Service-centric omni-channel WFM (banking & retail)
- Service-centric Loss Prevention (retail)
- Service-centric Property ERP (everywhere)

End of Announcement

Authorised for release by the Board of RocketBoots Limited.

For further information contact:

- Joel Rappolt (Chief Executive Officer): investors@rocketboots.com

Keep up to date with RocketBoots news and announcements:

- LinkedIn: www.linkedin.com/company/rocketboots
- RocketBoots Investor Centre: www.rocketboots.com/investors

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rocketboots.com

ASX: ROC

RocketBoots Quarterly Investor Presentation

With supplementary information (page 10)

August 2023

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Digital transformation has disrupted the business of bricks & mortar retailers & retail banks globally

ROC is a software business that fundamentally transforms

Workforce Planning

Reduce overspending on staff

~ 10%

Customer Service

Reduce service shortfalls to improve loyalty, NPS & revenue

~ 25%

Loss Prevention

Improve EBIT by stemming Fraud & Self Checkout loss

~ 10%

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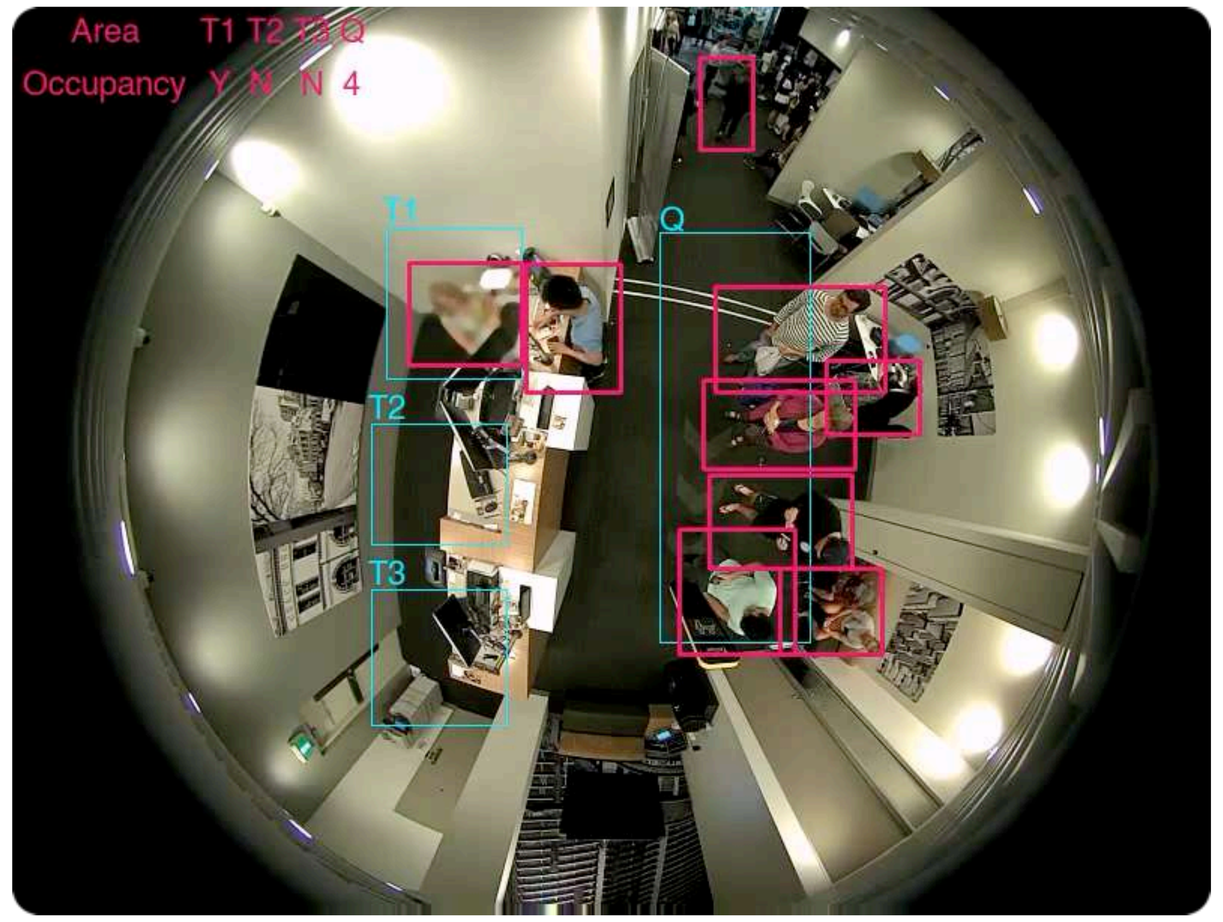
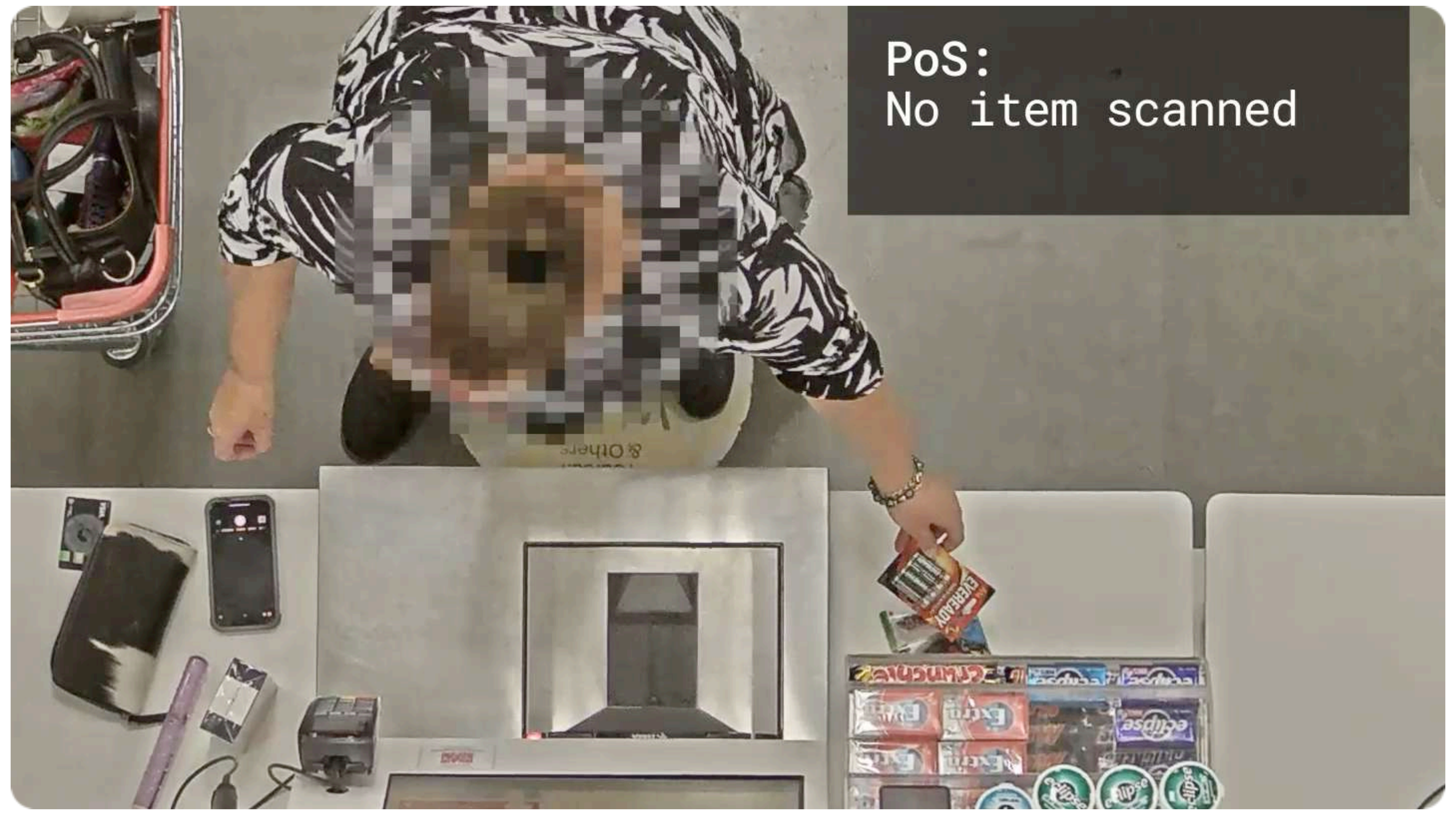
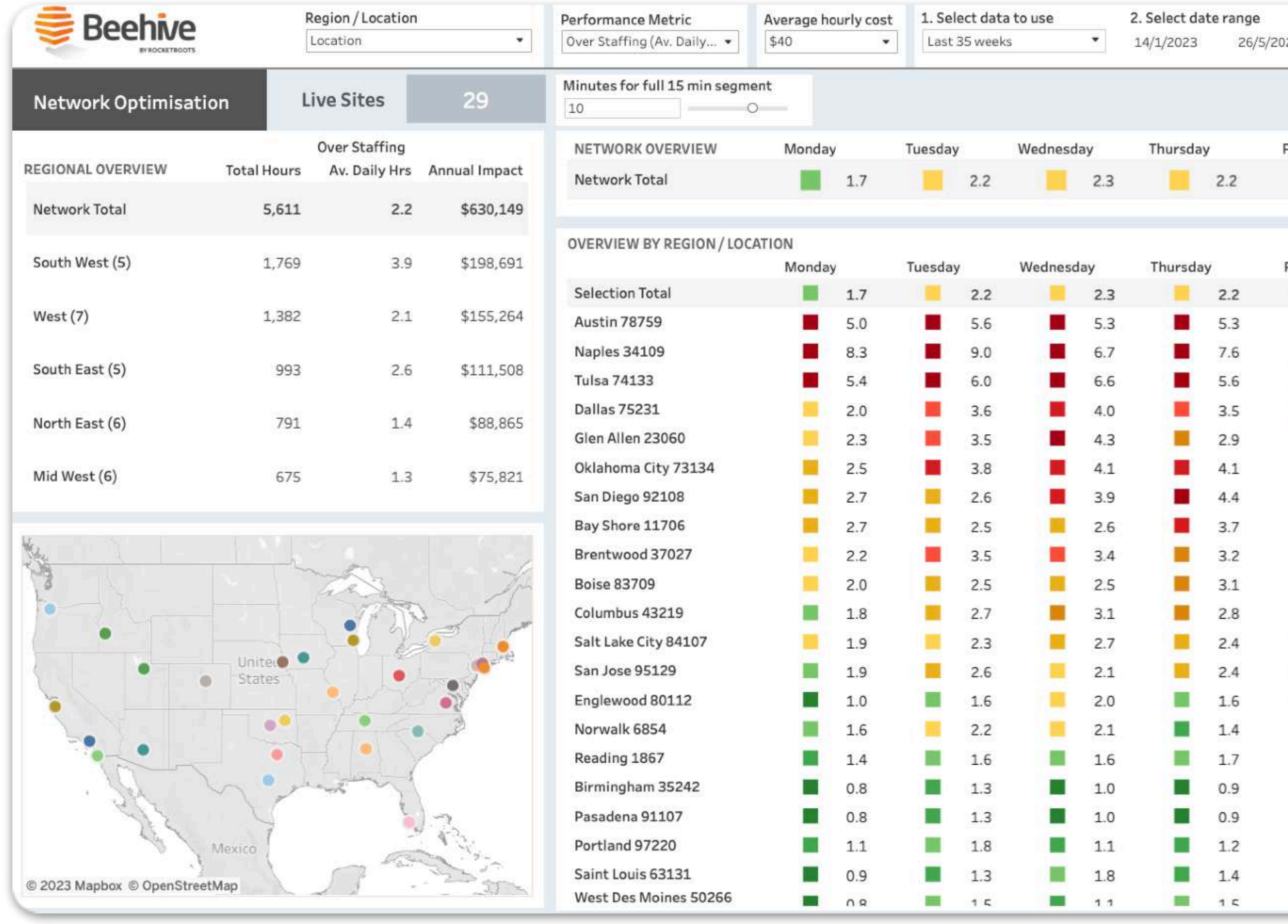
Transformation made possible using **AI** on edge devices **securely, at scale** & cost effectively

ROC’s AI / in each store / anonymous data / no biometrics



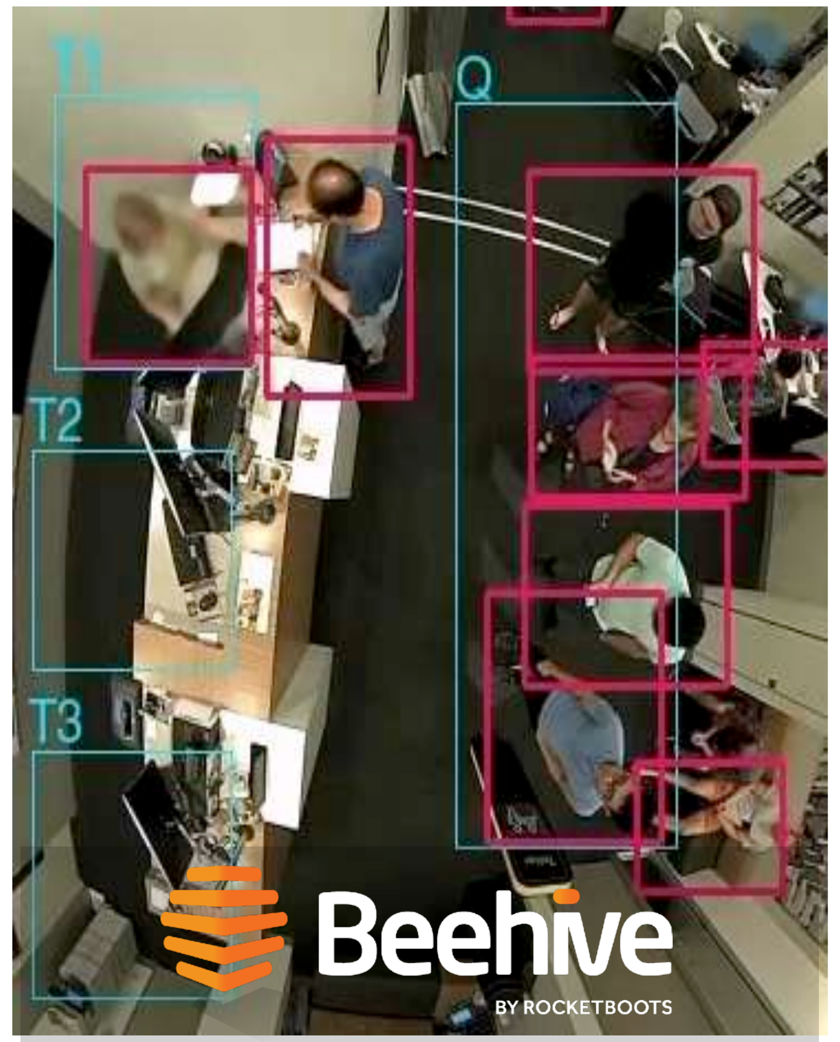




ROC’s Hybrid edge / cloud platform delivers an operational backbone that enables remote management ROC’s software at 1,000’s of bricks and mortar locations

ROC's portfolio of Service-Centric software

Provides customers multiple opportunities to drive ROI



Raw data collectors
All

- Service levels
- Entry count
- Queue wait time
- Populations
- Handling times
- Other …

Workforce Management
Banking & Retail

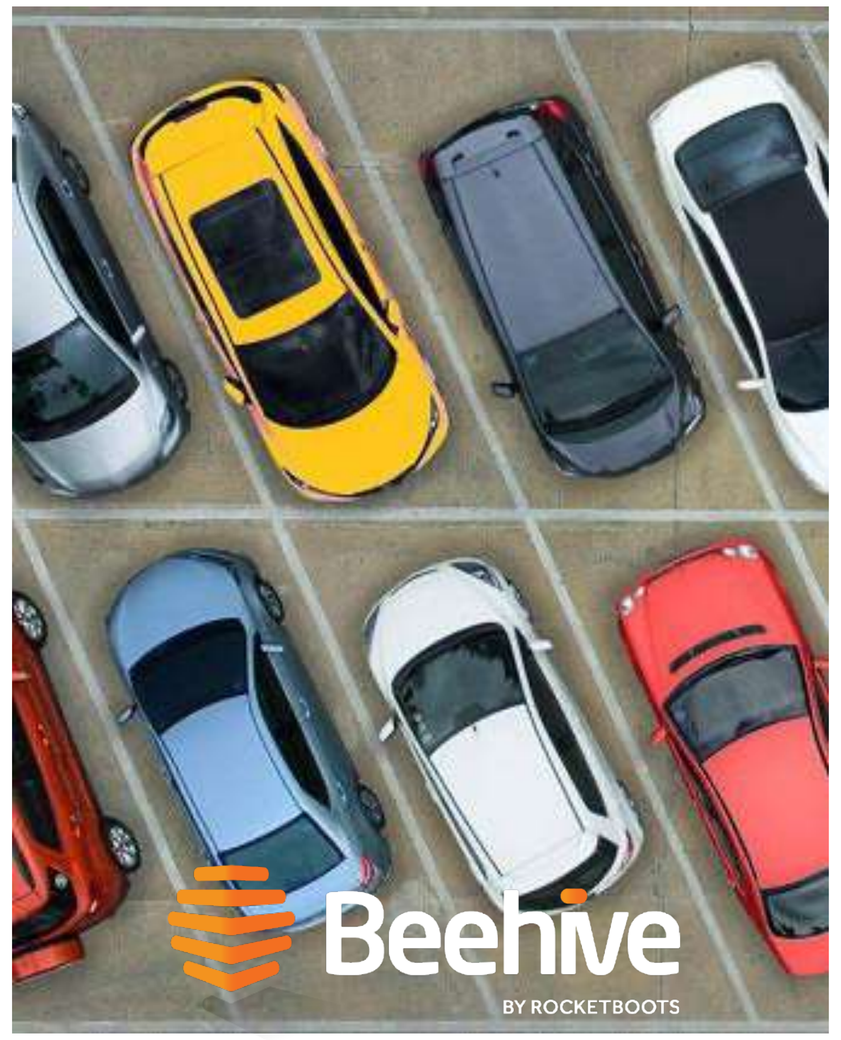
- **Resolve** service issues/volatility
- **Reduce** costs & revenue churn
- **Redeploy** latent capacity & improve productivity

Loss prevention
Retail

- **Prevent** self checkout theft (SCO)
- **Prevent** staff cashier fraud

Property Utilisation
All

- Migration of customers to self checkout and ATMS
- **Align** transactional property & assets investment to a service level
- **Reduce** leasing & refurb. costs



LPR for loss prevention
All

- Licence plate recognition
- **Resolve** repeat threats
- **Improve** security & safety

…. all deliverable on ROC's single hybrid edge / cloud platform

Post-Covid, the reopening of bricks and mortar businesses & a successful international outreach has positioned ROC for **rapid growth**

15 customers contracted or investing in onboarding ROC's software in their business

Pre IPO, Covid period , Demonstrated ability to convert trials to contracts and ability to grow site licences with customers

In person service locations re-opened internationally, ROC international sales commenced, contracts won, new customer site activation planning

New customer site activations in progress, Customer ROI evaluations, scaled contract negotiations

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The path to scalable revenue is repeatable & at an inflection point

Contracted Customer	Software	Agreed	Onboarding	Trial deployments	ROI proven	Commitment*
Australian retailer	Loss Prevention	✅	✅	✅	✅	✅
Australian bank 1	WFM	✅	✅	✅	✅	✅
Australian bank 2	Property	✅	✅	✅	✅	✅
NZ bank	WFM	✅	✅	✅	✅	✅
Australian Shopping mall	Data collectors	✅	✅	✅	✅	✅
NZ Retailer	Loss Prevention	✅	✅	✅	✅	✅
NZ Retailer	Loss Prevention	✅	✅	✅	Nov 23	
Big 4 UK Bank	WFM	✅	✅	August 23	Sept/Oct 23	
UK Grocery	Loss Prevention	✅	✅	August 23	Sept/Oct 23	
UK Grocery	Loss Prevention & WFM	✅	✅	August 23	Sept/Oct 23	
Global Grocery	Loss Prevention	✅	✅	September 23	Oct 23	
US Grocery	WFM	✅	In progress	September 23	Nov 23	
Ireland Grocery	Loss Prevention	✅	In progress			
Sweden Grocery	Loss Prevention	✅	In progress			
UK Grocery	Loss Prevention	✅	In progress			

* Customers commit to further rollout of stores or multi year contracts

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Unit / Per Licence Economics

applied to our new customers & trials

Example	Per site	Today
Activation[1]	$1,500	
Subscription / ARR	$3,500	~$500,000
Year 1 Contract Value	**$5,000**	

Current Customers - Potential Site Licence Scenarios		
20%	50%	100%
2,360 Sites	5,901 Sites	11,801 Sites
$3,540,300	$8,850,750	$17,701,500
$8,260,700	$20,651,750	$41,303,500
$11,801,000	**$29,502,500**	**$59,005,000**

Breakeven[2]
4.5%
531 Sites
$796,568
$1,858,658
$2,655,225

[1] *Only ROC Activation services fees are shown, hardware & other fees excluded*

[2] *in addition to our existing ARR & under our current cost base*

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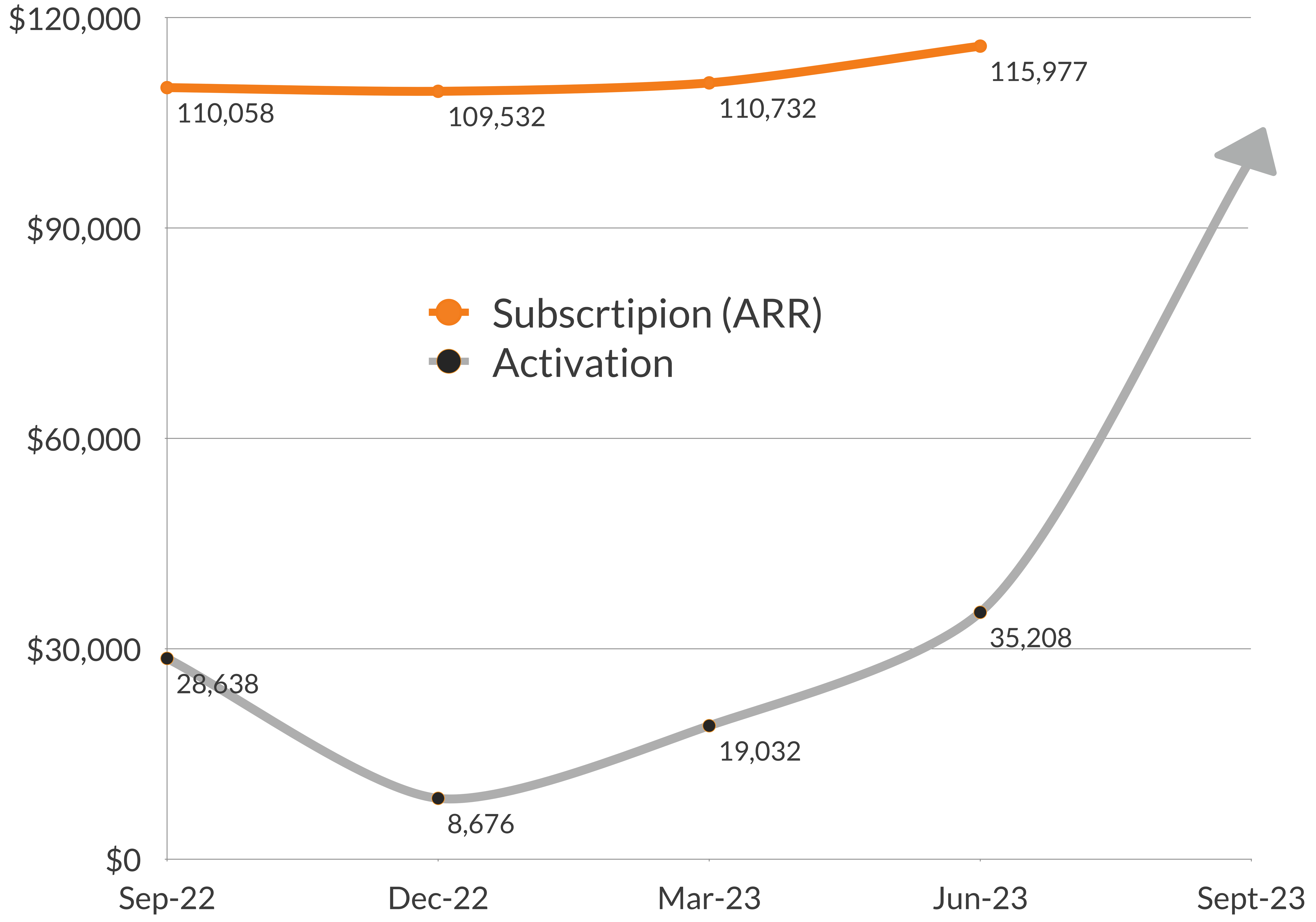
Activation revenue is a leading indicator of recurring revenue



52 new customer sites to be Activated by End of September 2023:

- Long term ARR contract opportunities
- Activation revenue increases

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The Serviceable Addressable Market (SAM) is substantial

We have proven international appetite in economically & culturally similar regions at the current price point
A&NZ, UK, EU, North America

	US	UK	EU	A&NZ
Retail Grocery - Site Licences	60,000	13,500	150,000	19,000
Bank Branches - Site Licences	65,000	6,500	133,000	4,500
Total site licences* by region	125,000	20,000	283,000	23,500
SAM - WFM Site Licences	451,500			
SAM - Loss Prevention Site Licences	242,500			
SAM - Site Licences Subtotal	694,000			
Assumed Site Licence Fees Per Year	x $3,500			
ARR Potential **if 100% SAM converted**	**$2.3 Billion**			

**Excludes Retail Stores (non grocery) |Property, Raw Data & LPR propositions*

https://www.scrapehero.com/top-supermarket-chains-in-the-uk/
https://researchbriefings.files.parliament.uk/documents/CBP-8570/CBP-8570.pdf
https://www.statista.com/statistics/940970/number-of-bank-branches-in-europe/
https://www.retail-index.com/sectors/foodretailersineuropeandworldwide.aspx
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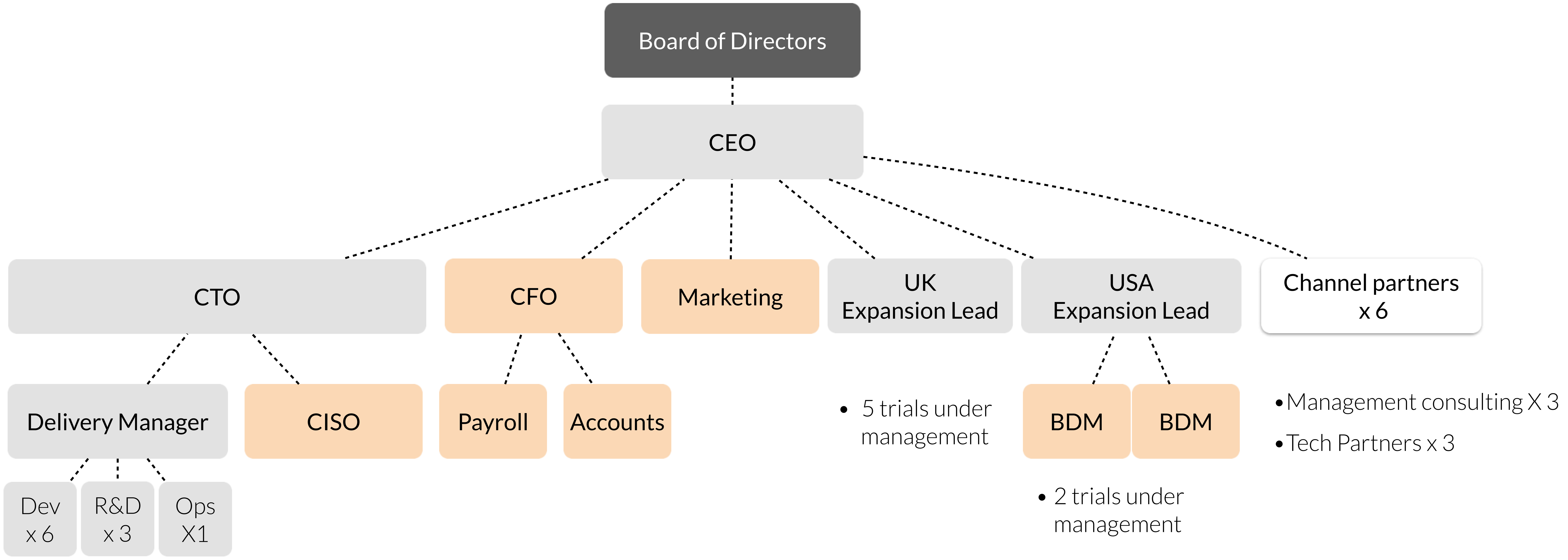
Our team & partner network have shown they can sell & deliver



Contracted 7 | Full time 13 | Board 4

Average employment of duration of full time staff is approaching 10 years

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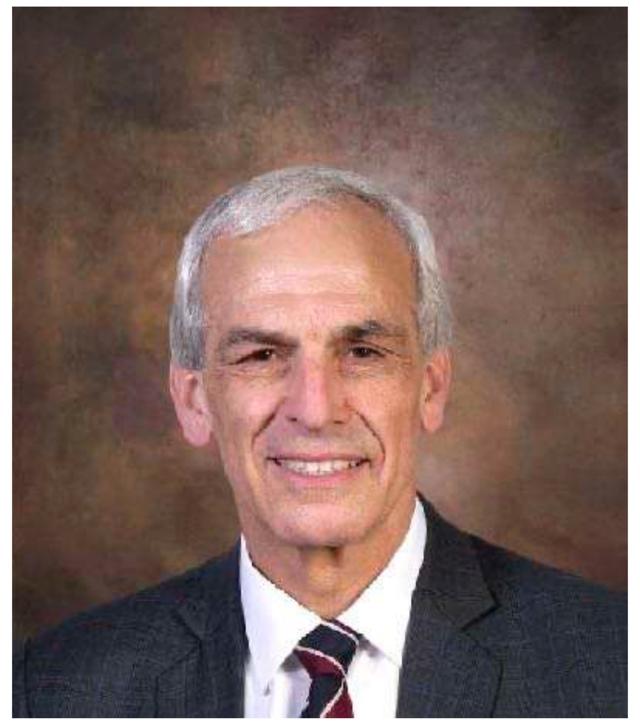
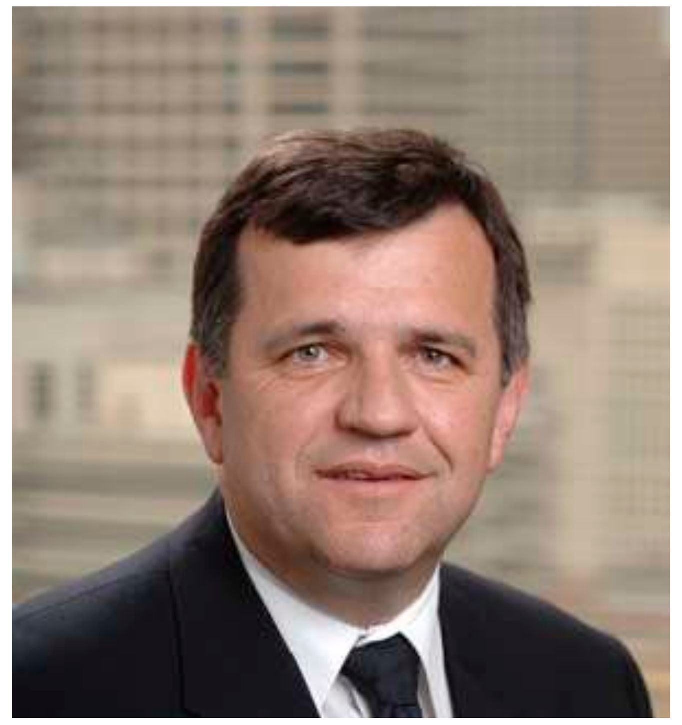
Board members



Hugh Bradlow
(Independent Chair and Non-Executive Director)
Hugh previously worked at Telstra for over 22 years. He spent three years as the Chief Scientist and over eight years as the Chief Technology Officer.

Hugh has numerous academic appointments, and holds a Centenary Medal from the Commonwealth of Australia. In 2009, he was elected as the joint Australian Telecommunications Ambassador of the Year. Global Telecom Business has named him as one of the 100 most influential telecommunications executives in the world, and he has been named one of the 12 most influential people in Australian ICT by Smart Company.



Karl Medak
(Non-Executive Director)
Karl has almost 40 years of deep experience within the information and communications technology (ICT) sector, across varied segments including corporate matters.

Karl has worked for Telstra, Ericsson Australia, Lend Lease Communications, Communications Design & Management and is became a founding member of The Frame Group (Frame) in 2000. He has experience with working with some of Australia's largest corporates as well as government and defence clients. Karl is currently the head of Frame's consulting practice, focusing on improving organisational performance.

Karl has been a non-executive director of RocketBoots since 2007 as well as an indirect shareholder.

Pang Ming
(Independent Non-executive Director)
Pang Ming has been the Finance Director for Catcha Group since 2012. Pang Ming is responsible for the Catcha Group's overall general finance as well as corporate finance, which includes activities such as due diligence, acquisitions and initial public offerings.

Prior to joining Catcha Group, Pang Ming provided Audit Assurance services with KPMG and BDO. His portfolio ranged from telecommunications, property development, print & online media, construction, retail & trading and multi-level marketing.
Pang Ming is currently a director of Ensogo (now RocketBoots Limited).

Cameron Petricevic
(Non-executive Director & CoSEC)
Cameron has spent over 17 years in the financial industry, with roles at AXA Asia Pacific Holdings (now AMP) and Acorn Capital across Asia Pacific. Cameron has extensive investment banking experience, including valuations, mergers & acquisitions, and portfolio management.

Cameron is a current partner and director at Kentgrove Equity Partners Pty Ltd. Cameron is a Director and founder of several private companies and a recent director of Australia Primary Hemp Limited (ASX:APH). Cameron is indirectly a shareholder of RocketBoots.

Key employees

Joel Rappolt
Chief Executive Officer

Joel is an experienced technology entrepreneur with deep skills in connecting emerging and complex technologies with the fundamental issues faced by today's business leaders.

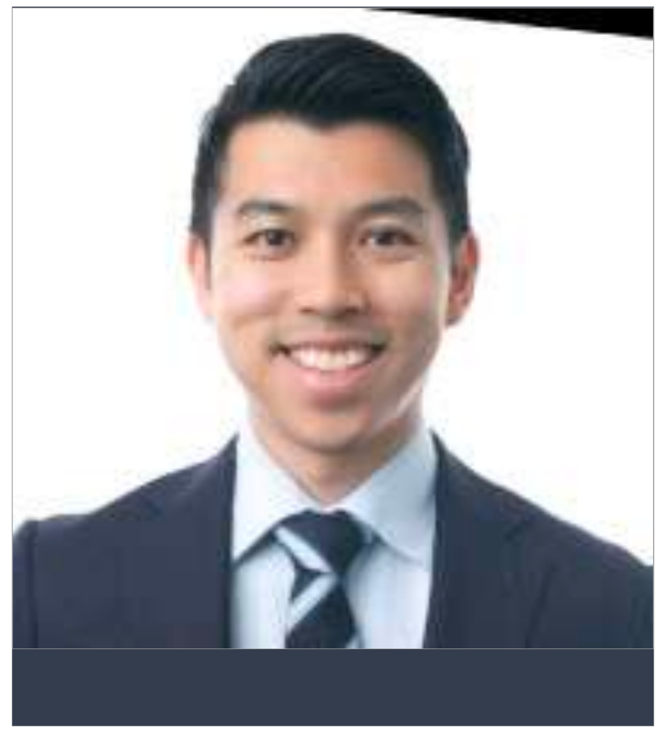
Joel has overseen a pivot from complex business software solutions development for leading Australian brands into the research and development of software products leveraging advances in machine learning, computer vision and IoT to solve long standing problems in business.

Joel joined RocketBoots in 2007 and has been the CEO of RocketBoots since 2013.

Robin Hilliard
Chief Technology Officer

Robin founded RocketBoots in 2004 and has supervised its evolution from an Internet application consultancy and solution provider to today's focus on computer vision research and software products deployed at hundreds of retail and financial sites across Australia.

Robin has been the CTO of RocketBoots since 2013.



Aaron Seeto
(Chief Financial Officer)

Aaron has over 13 years of experience, acting as an outsourced CFO in private and public companies across multiple industries, including technology, legal and financial services, hospitality and medical services.
Aaron is currently head of the outsourced finance function division of CharterNet Services Pty Ltd and specialises in a suite of financial support services, ranging from day-to-day financial accounts management and payroll, all the way up to monthly board reporting and annual financial reporting.

Anastasia Levenkova
Computer Vision & Machine Learning

Anastasia is a PhD in Computer Vision and Machine Learning with a highly adaptable skill set and experience in variety of industries, including automatic disease identification, retail service level measurement and fraud identification.

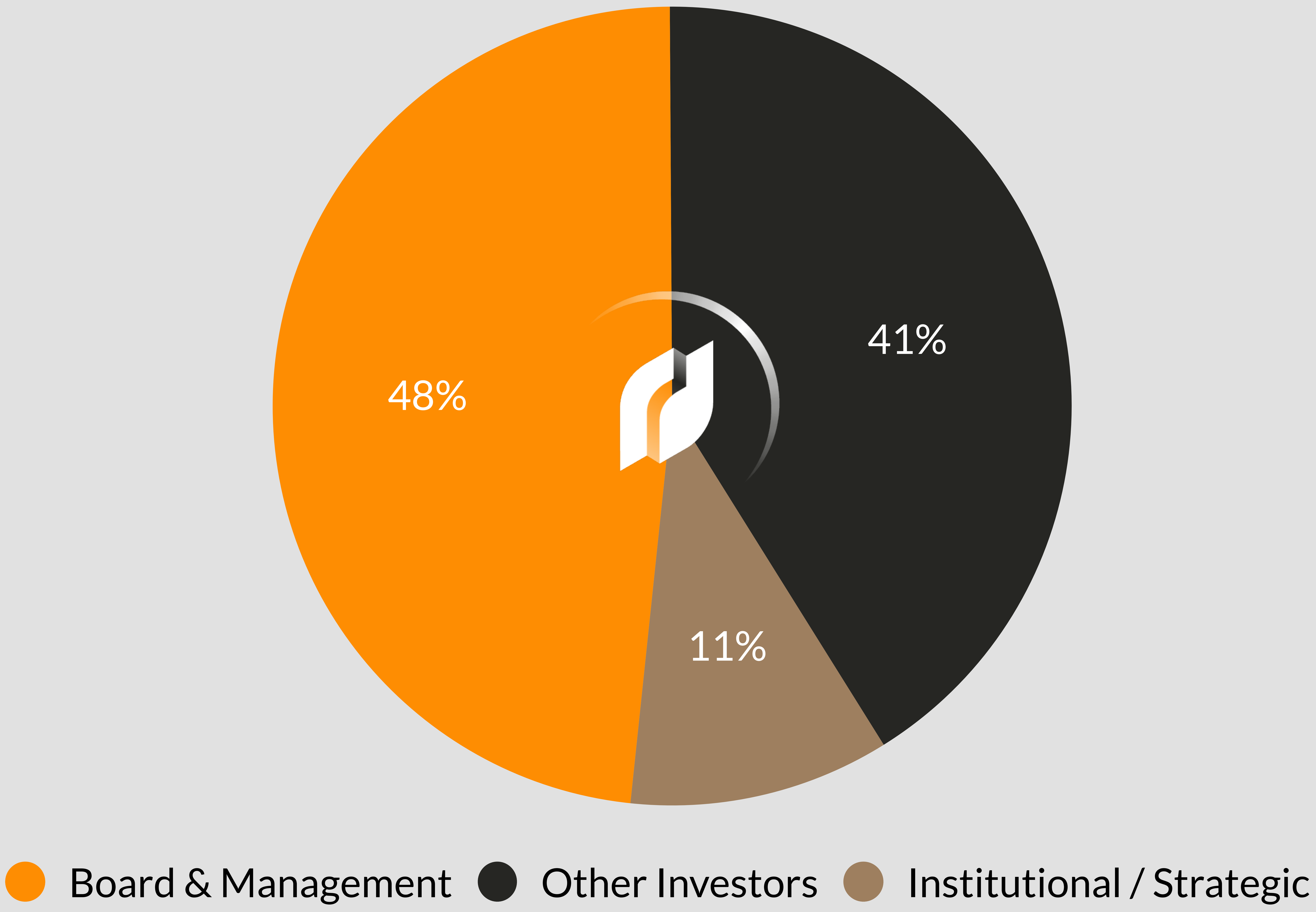
CAPITAL STRUCTURE

Unrestricted ordinary	32,583,532
Restricted ordinary[1]	28,500,000
Deferred ordinary[2]	19,000,000
Total ordinary (fully diluted)	80,083,532
Free float	41%
Options (30c, Expire Dec24/Mar25)	1,807,500

METRICS (FULLY DILUTED)	
Current Share Price	$0.080
Total cash at 30 June 2023	$1,638,000
Total debt	NIL
Market Capitalisation (fully diluted)	$6.4M
EV (fully diluted)	$4.8M

[1] Escrowed until 3 Dec 23 (shares and options)
[2] To be considered for issue post 3 Dec 23

SHAREHOLDER DISTRIBUTION



Why RocketBoots

1. Digital transformation has provided retailers & retail banks with opportunities to transform their bricks & mortar operations & performance
2. ROC uniquely positioned to transform bricks & mortar business using its market validated technology, with exposure to fast growing AI/ Machine learning sectors
3. ROC's hybrid onsite/cloud platform enables its AI software solutions to be operated at scale/at 1000's of stores, securely & cost effectively
4. Significant Serviceable Addressable market over $2B per year
5. Successful entry to the UK, EU & US markets in the last 12 months
6. SaaS annual recurring revenue model
7. Experienced leadership team & global partnerships

Appendix

The software behind the growth

Service-centric workforce management

Next generation workforce & customer experience management

Beehive BY ROCKETBOOTS

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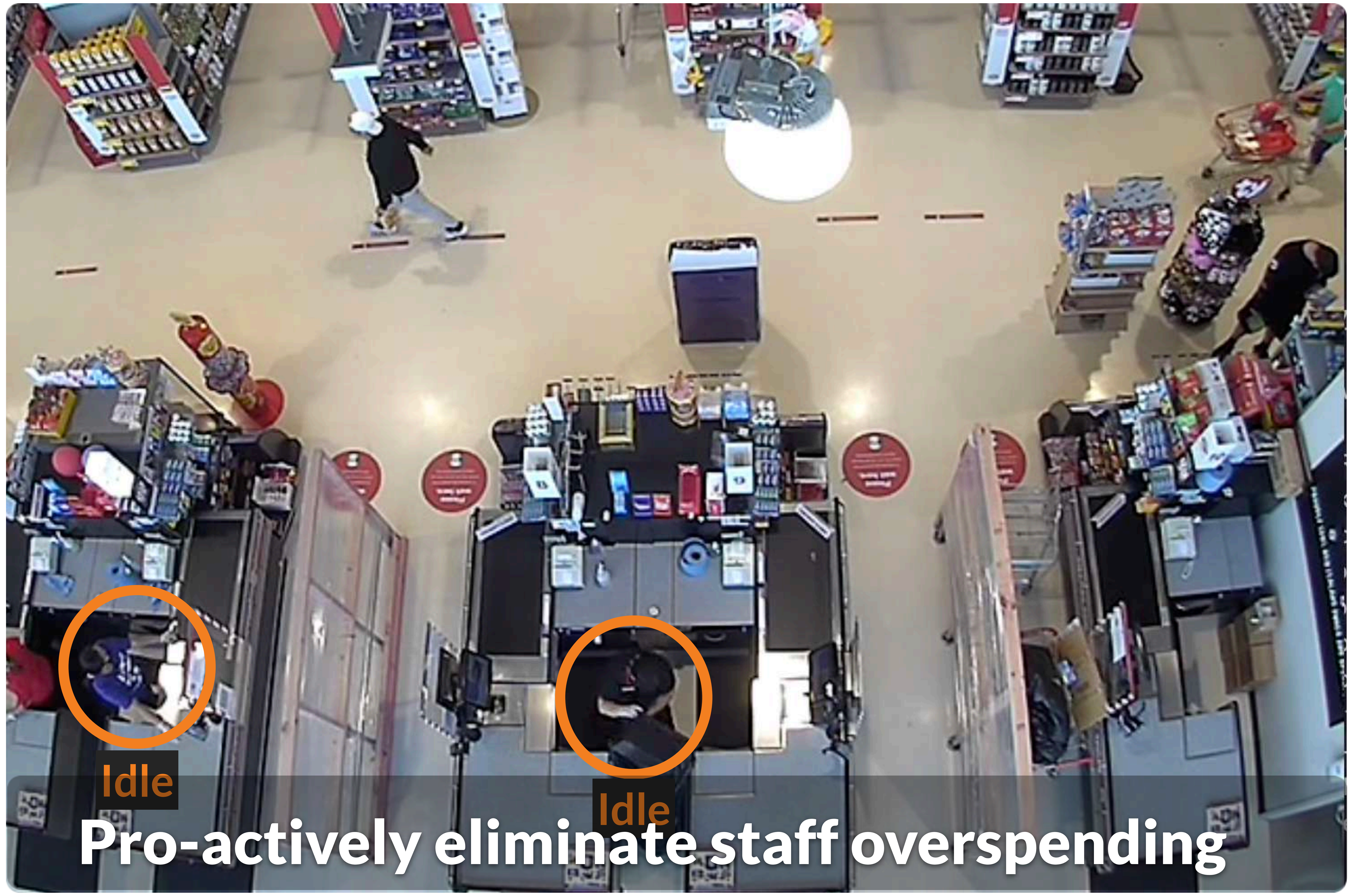
Workforce, Human Capital & Customer Experience Management Systems cannot deliver service centric workforce management without ROC's data



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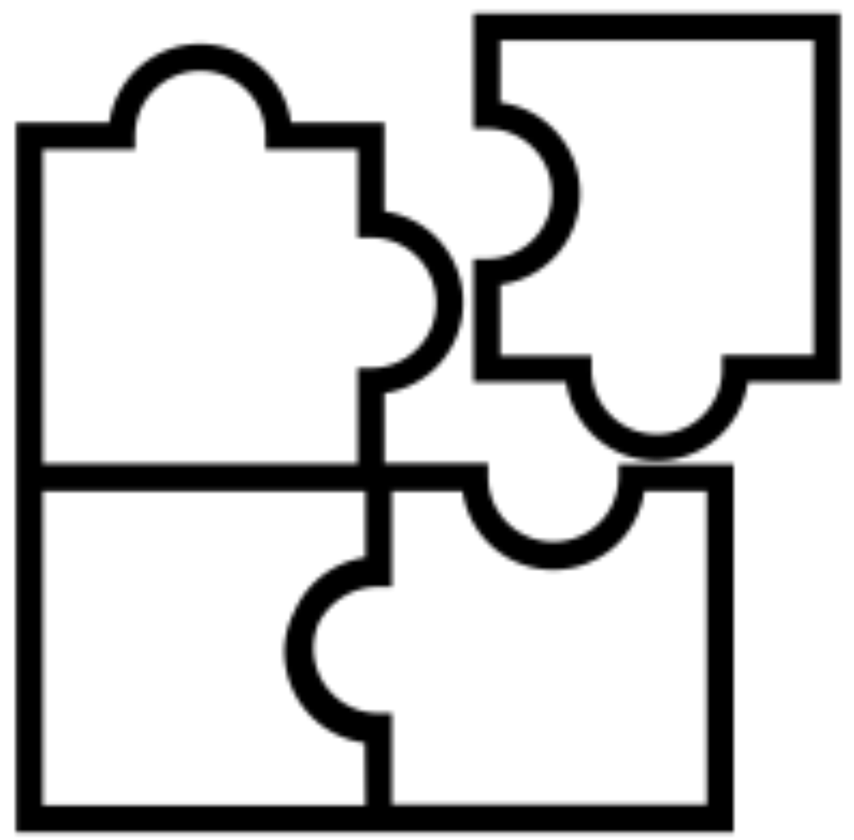
To compete, in-person service locations need to deliver what matters to customers... SERVICE



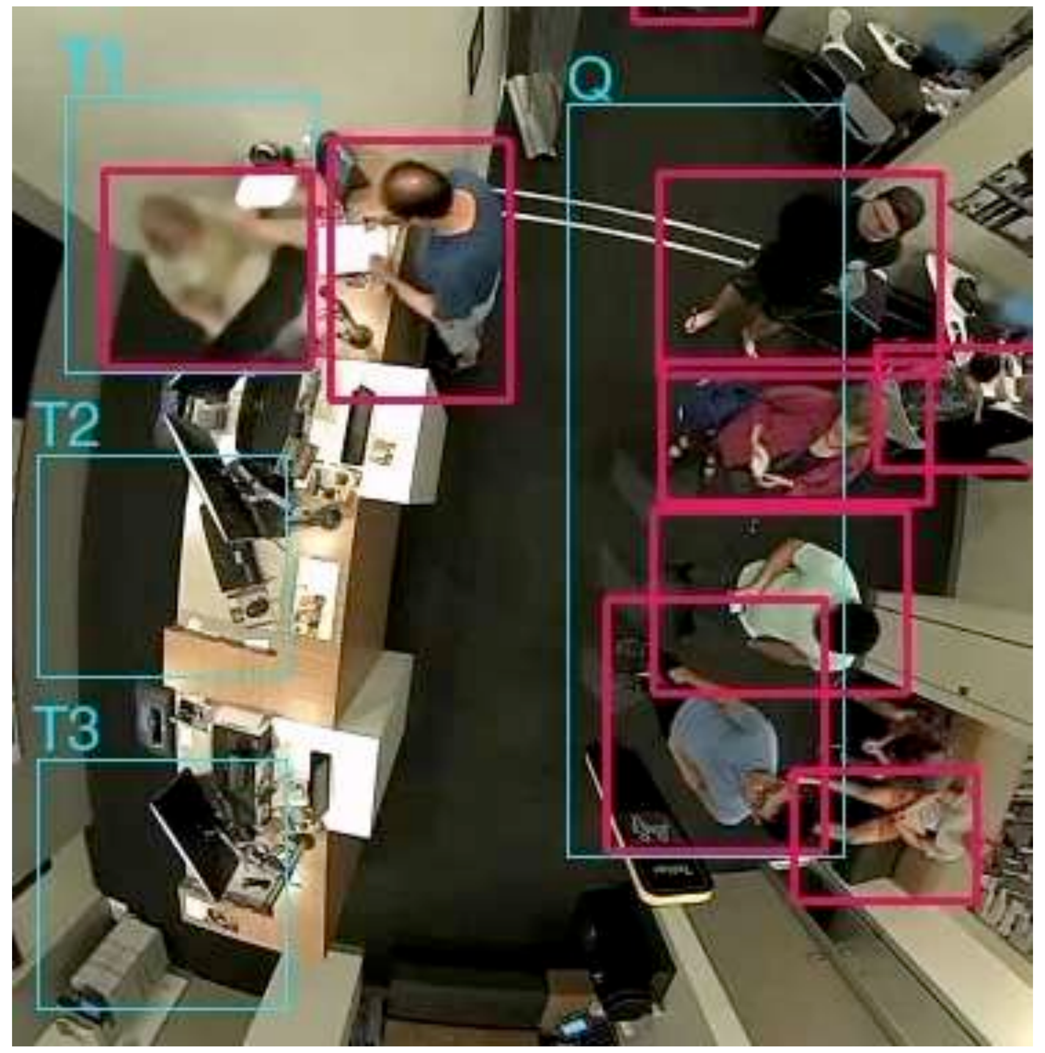
The Problem

Retailers continue to experience service shortfalls & idle staff, negatively impacting loyalty, revenue & costs

This occurs because todays workforce models have gaps in the data they use when creating schedules, they are forced to use transactional data which is sub-optimal.

Our Inspiration

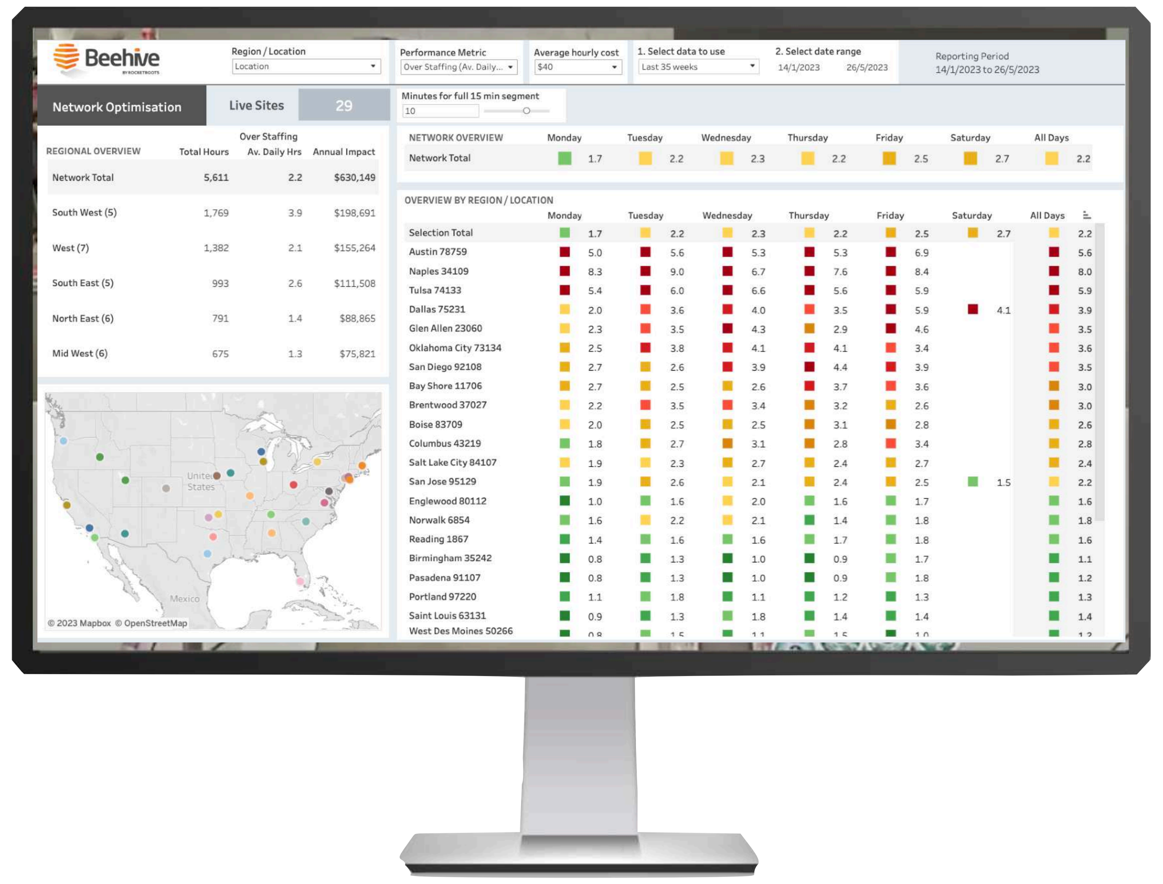
What if you can measure everything about the in-person service delivery in real time and use to improve workforce planning?



What We Did

We uncovered & developed AI & simulation based software that added the missing data required for WFM & CX platforms.

We also built an out of the box WFM solution



The Outcome

In-person service locations can optimised their workforce schedules to deliver a target service level.

- Reduce overspending on staff
  ~ 10% (ROI ~10X)
- Reduce service shortfalls to improve loyalty and revenue
  ~ 30% (ROI ~10X)

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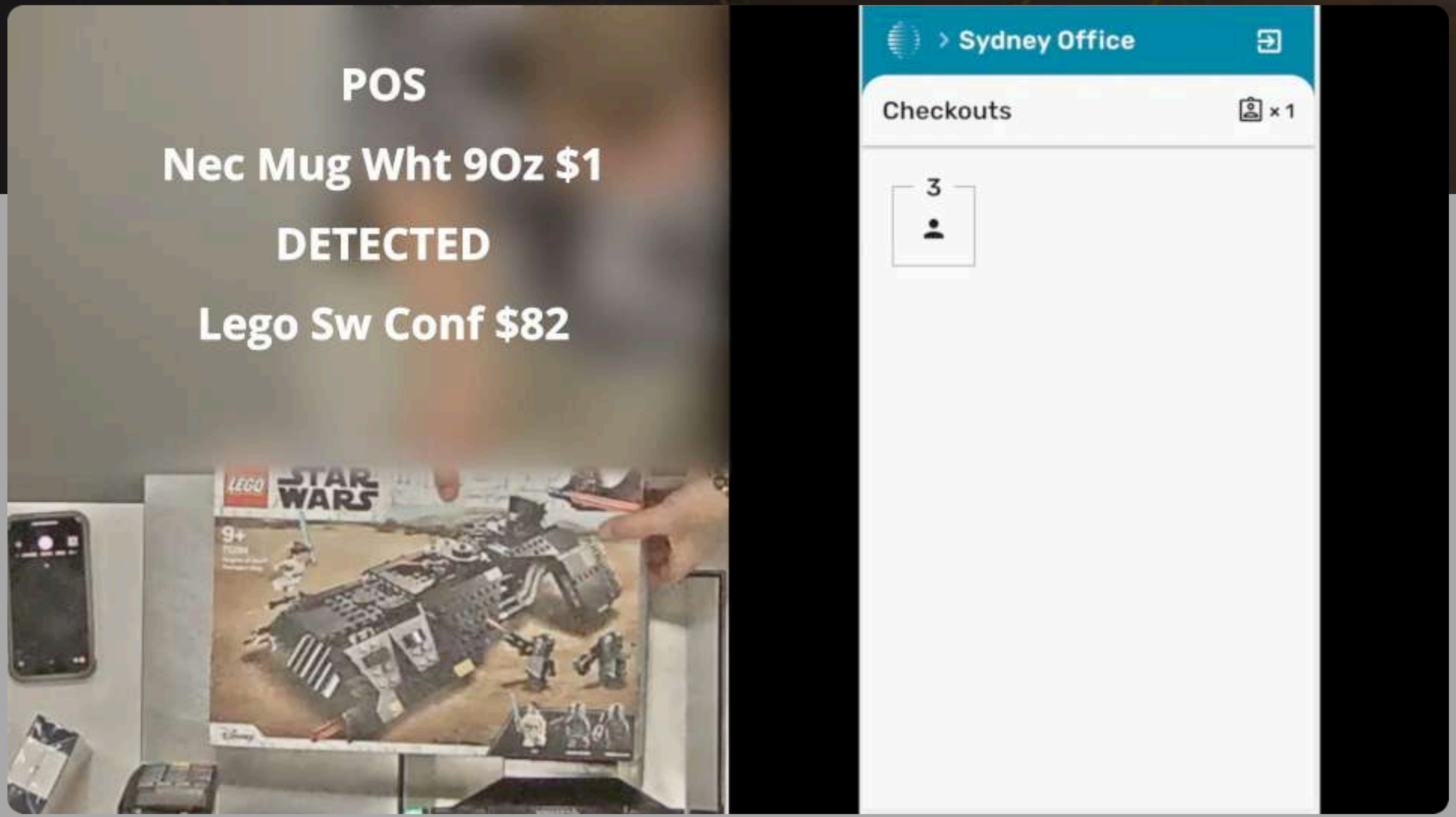
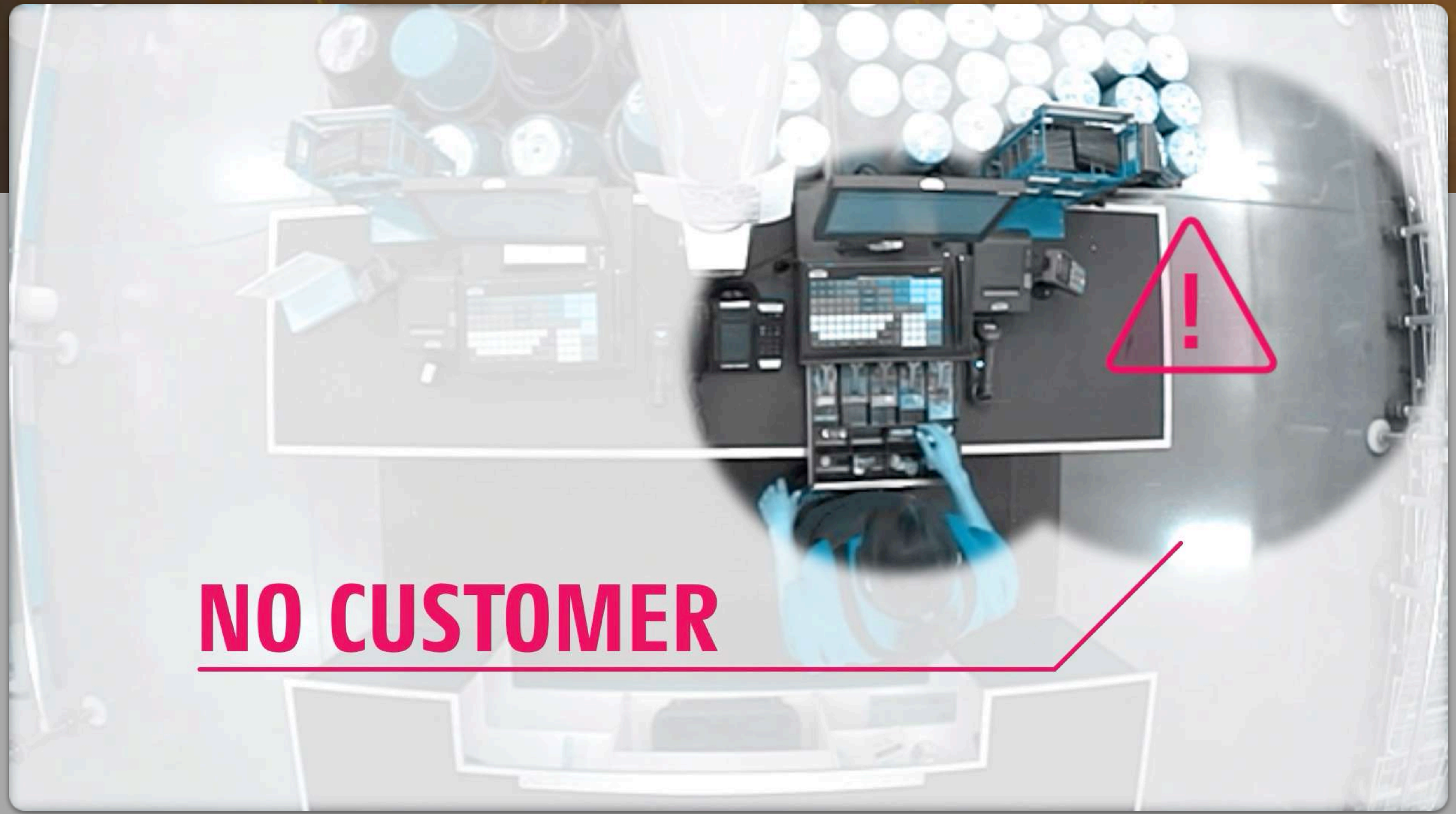
Service-Centric Loss Prevention

Loss Prevention that doesn't negatively impact customer checkout experience or create increased work for staff



Self check loss prevention



Staff fraud / Sweet hearting

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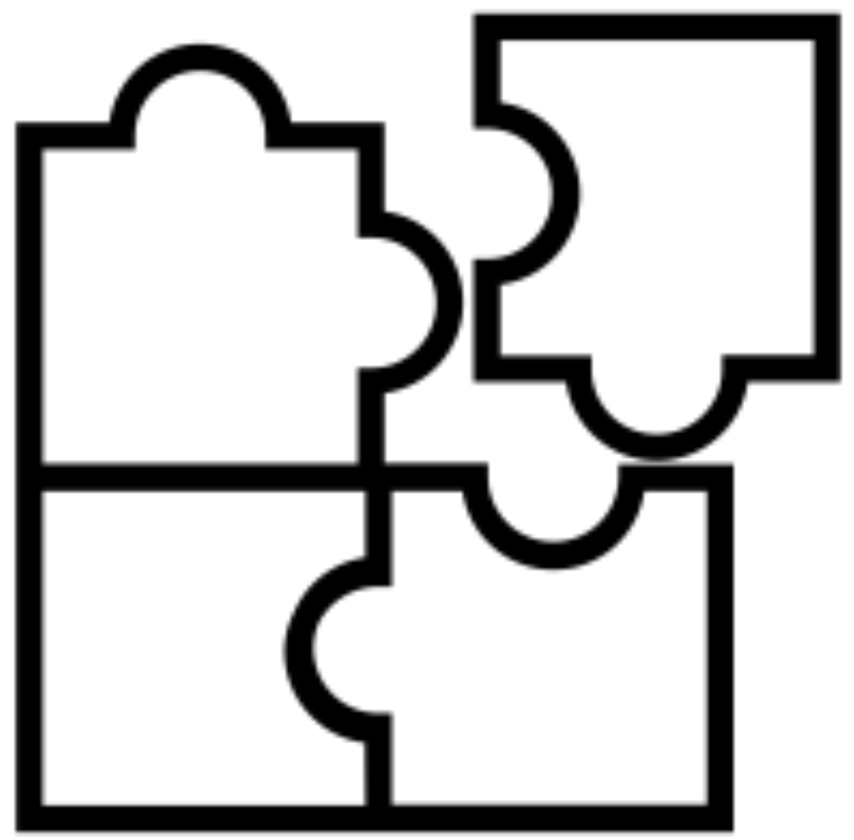
Loss Prevention that doesn’t negatively impact customer checkout experience or create increased work for staff



The Problem

Todays approaches to self checkout loss prevention slows customer transactions due to multiple self checkout locks e.g. unidentified item in the bagging area

Whilst loss can be prevented, unwarranted lockdowns frustrate customers & require staff to continually assist customers.

Our Inspiration

What if you can prevent loss, reduce customer frustration & also reduce the amount of time staff need to be unlocking self checkouts or investigating staff fraud

What We Did

We built software that auto-learns to recognise products.

Using this product recognition we detect high risk transactions and deliver a highly flexible alert feed that integrates with an out of the box mobile app or self checkout user interface.

The Outcome

- ROI exceeding 10X
- Shoppers empowered to correct their own mistakes
- Reduce the need for dedicated self checkout supervisors, reducing operational costs

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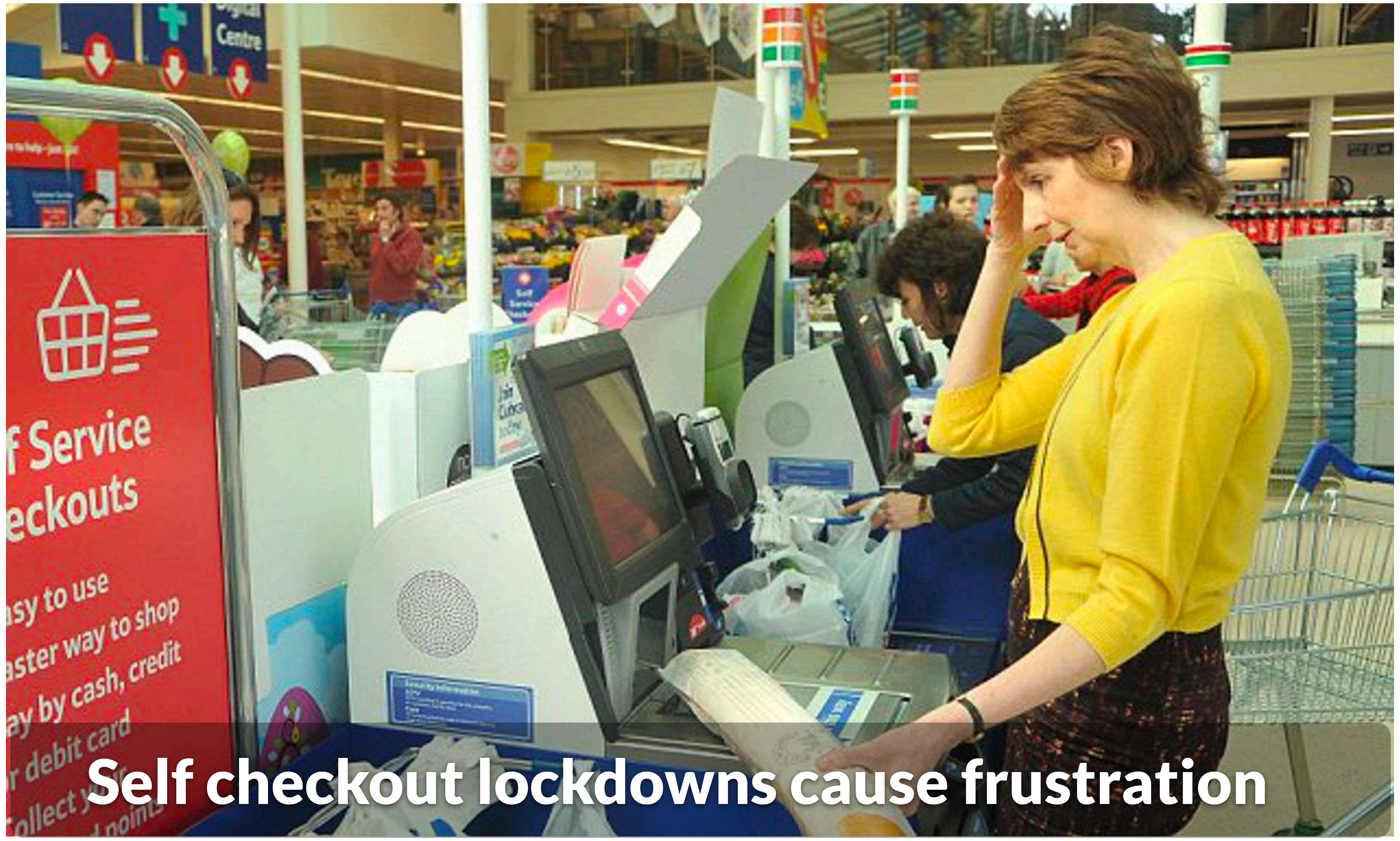
Retailers customise the **self checkout customer experience** to work exactly how they want using ROC's flexible loss prevention alerts feed



Self checkout lockdowns cause frustration

Service centric loss prevention