ROCKETBOOTS
rocketboots.com

ASX: ROC

RocketBoots Investor Presentation

5 February 2024

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Digital transformation has disrupted the business of in-person service retailers & retail banks globally.

In addition to an increase in online competition, cost of living & labour cost increases are also creating pressure on business margins.

ROCKETBOOTS
FAST · FOCUS · FUTURE

A software company that has a measurable impact on in-person branch banking & retailer margins*

Workforce Optimisation

Reduce overspending on staff

1/2 - 1FTE p/day/site

Delivering next gen. labour models

Customer Experience Optimisation

Reduce service shortfalls

~ 25%*

Improve loyalty, NPS & revenue

* e.g. 55% customers serviced in < 5 mins improves to 80%

Shrinkage / Loss Prevention

Reduce loss up to

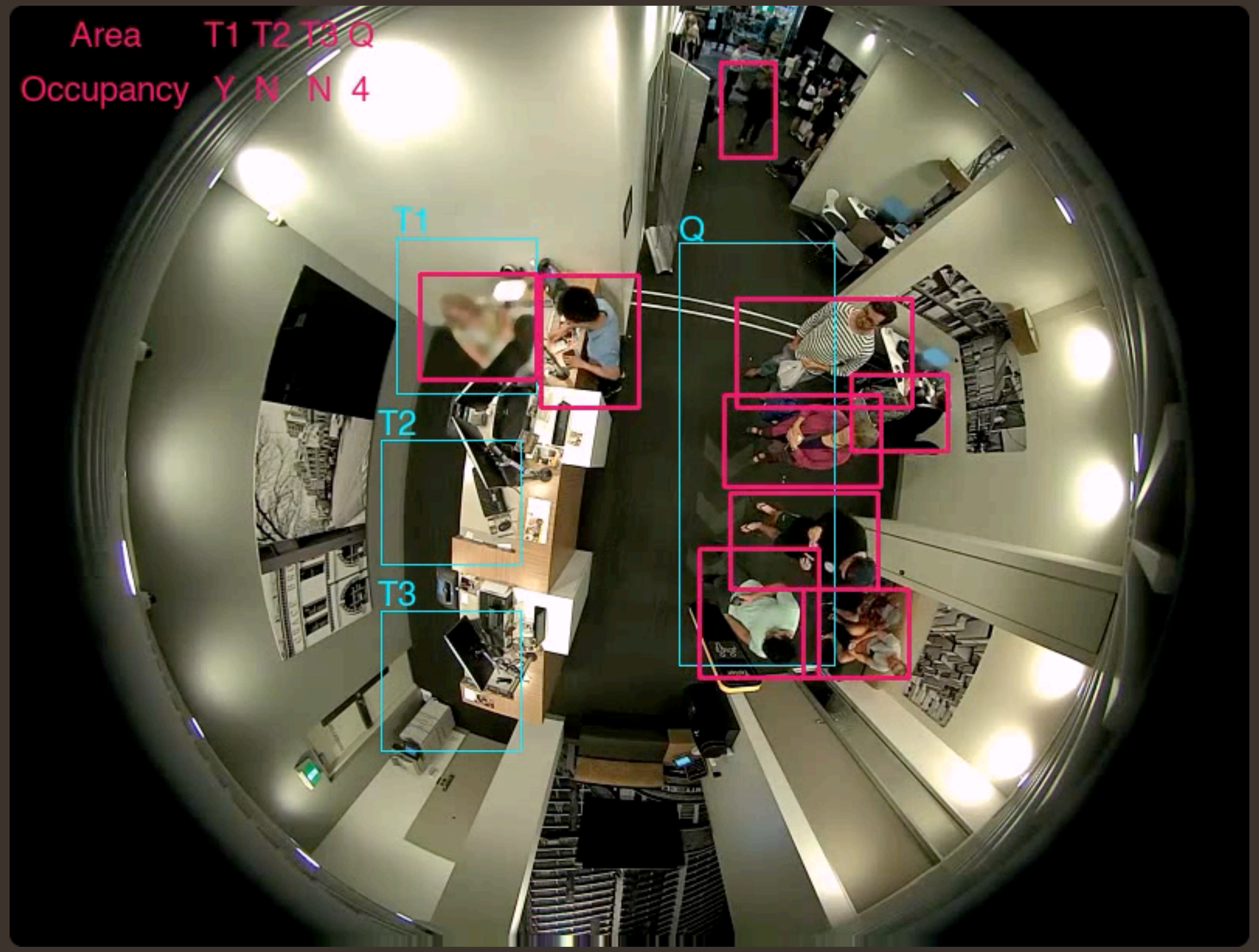
1% of SCO sales

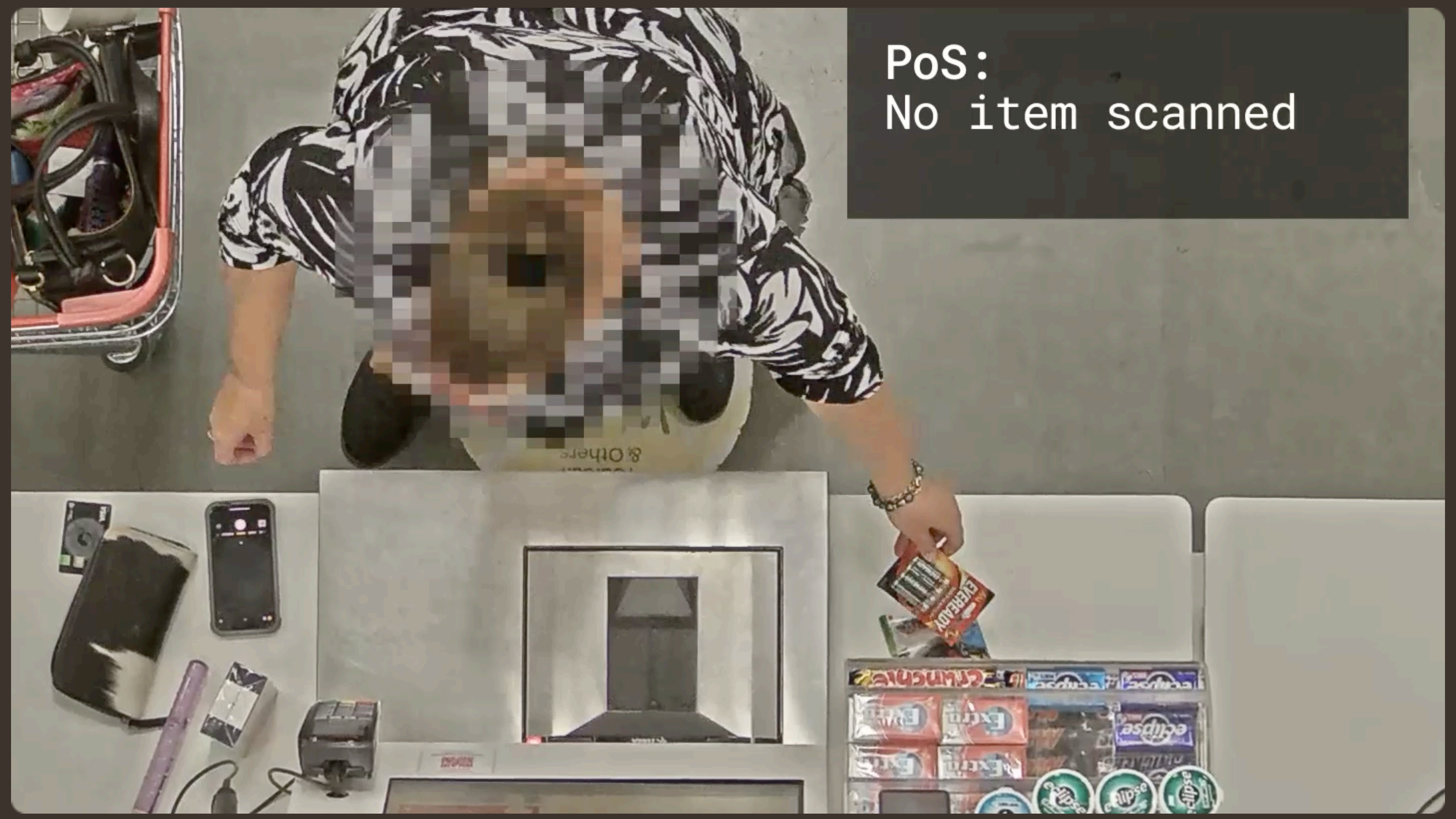
By stemming self checkout (SCO) & cashier loss

* based on ROC managements observations of customers ROI analysis

ROC's Computer Vision (AI)

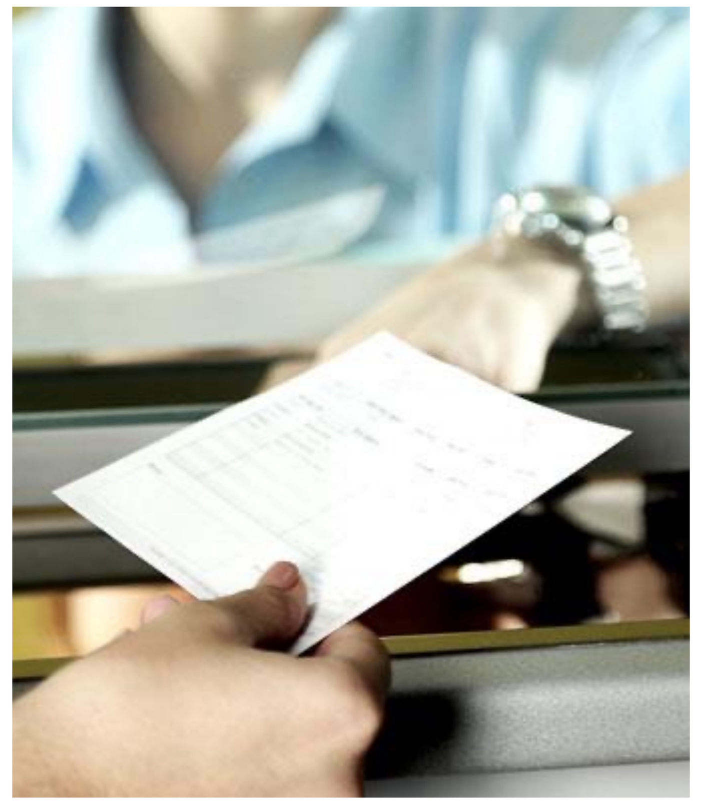
Used to create new novel metrics





ROC's Portfolio of End User Applications

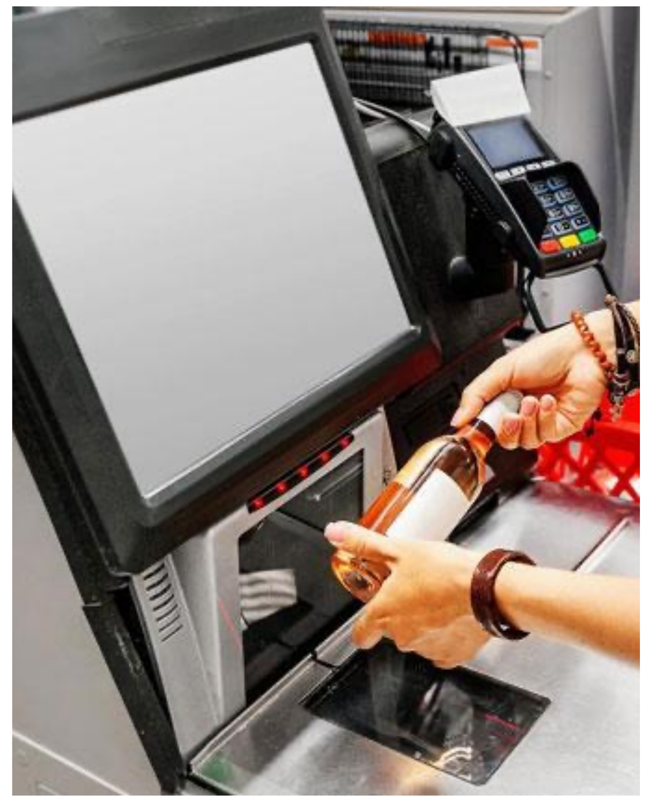
Designed to solve specific optimisation & loss prevention challenges



Workforce & Customer Experience Optimisation

Banking & Retail

- Repurpose latent in-person service staff to remote channel/higher value activities



Loss prevention

Retail

- Self checkout theft detection
- Staff fraud detection

Property Optimisation

All

- Increase Self service throughput
- Reduce leasing & refurb. costs

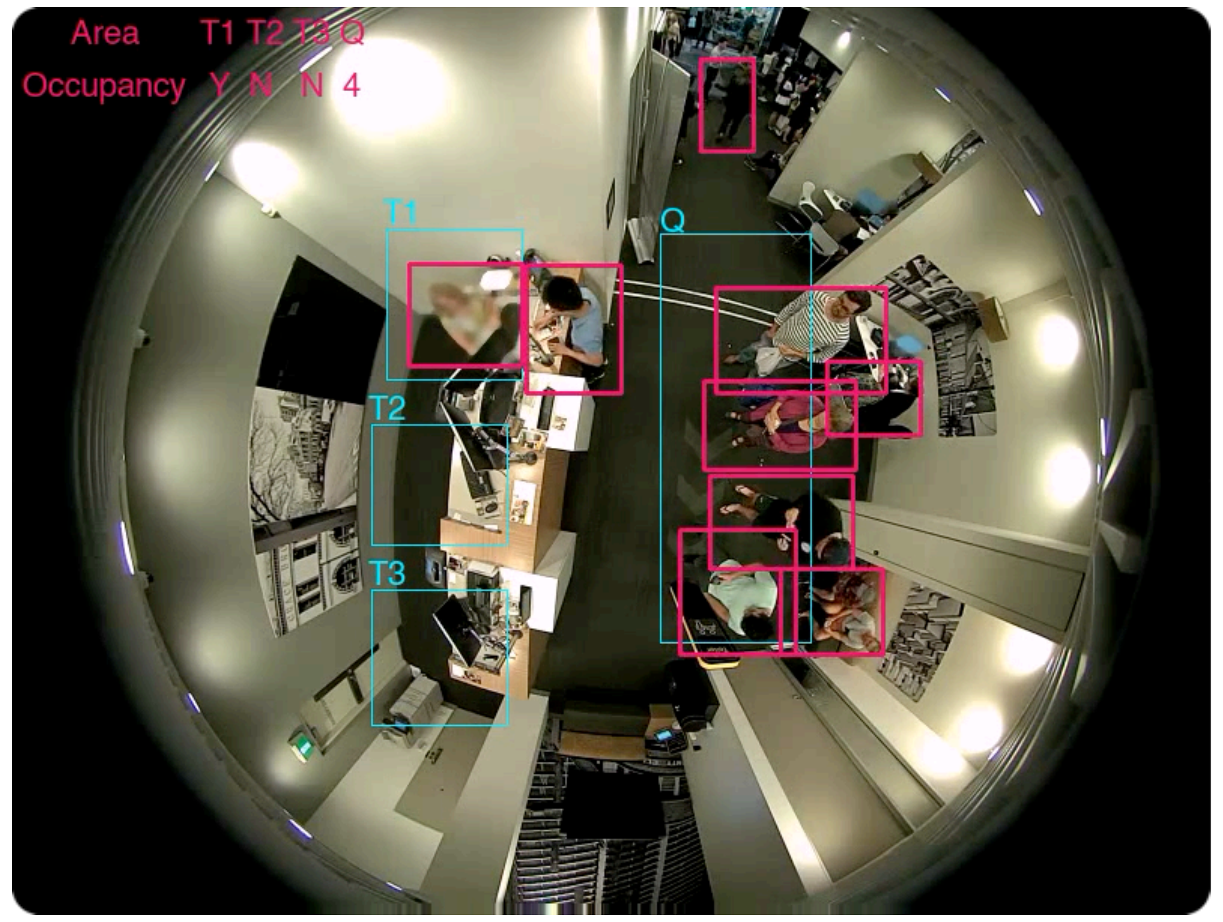
Licence plate recognition

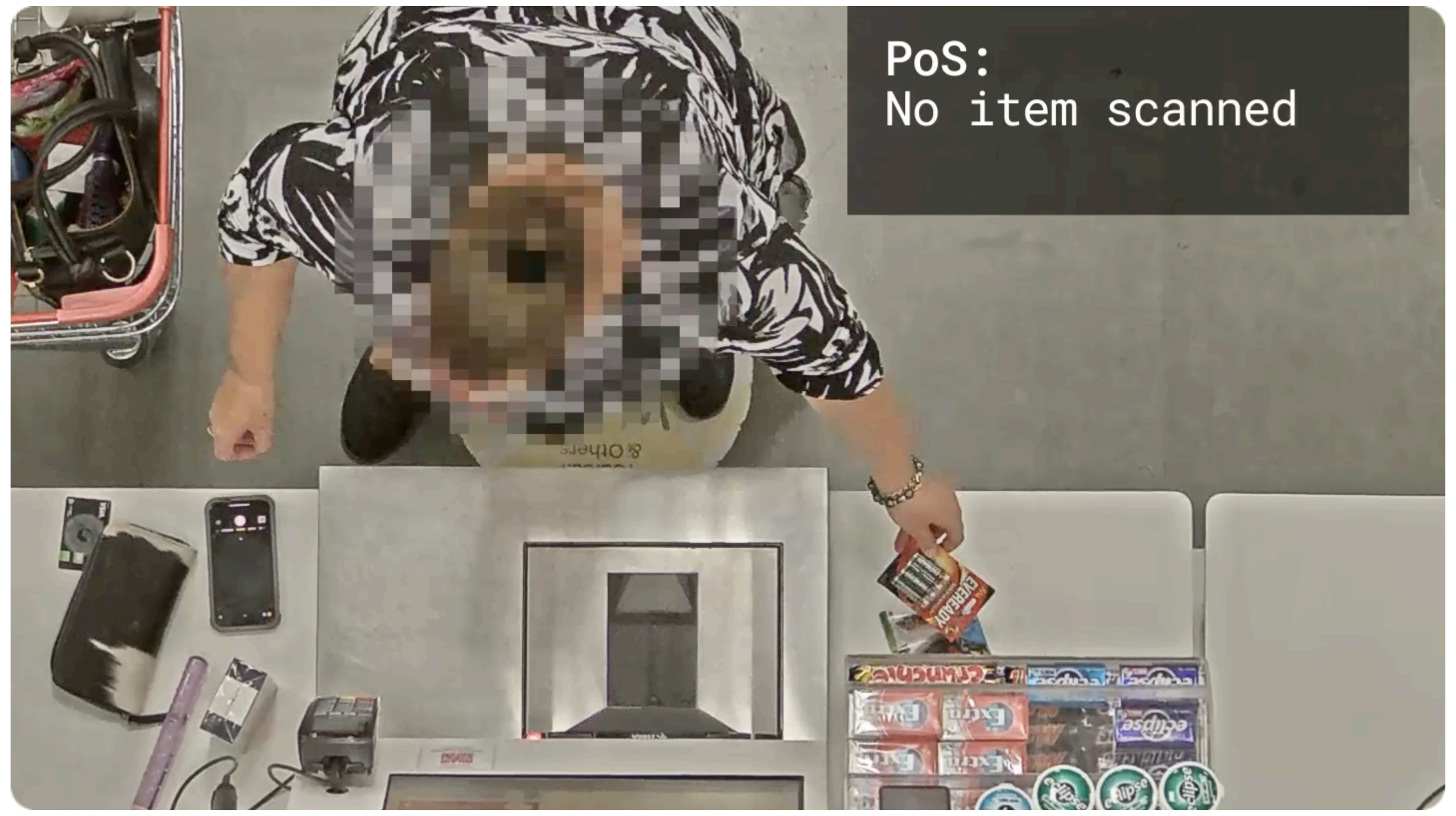
All

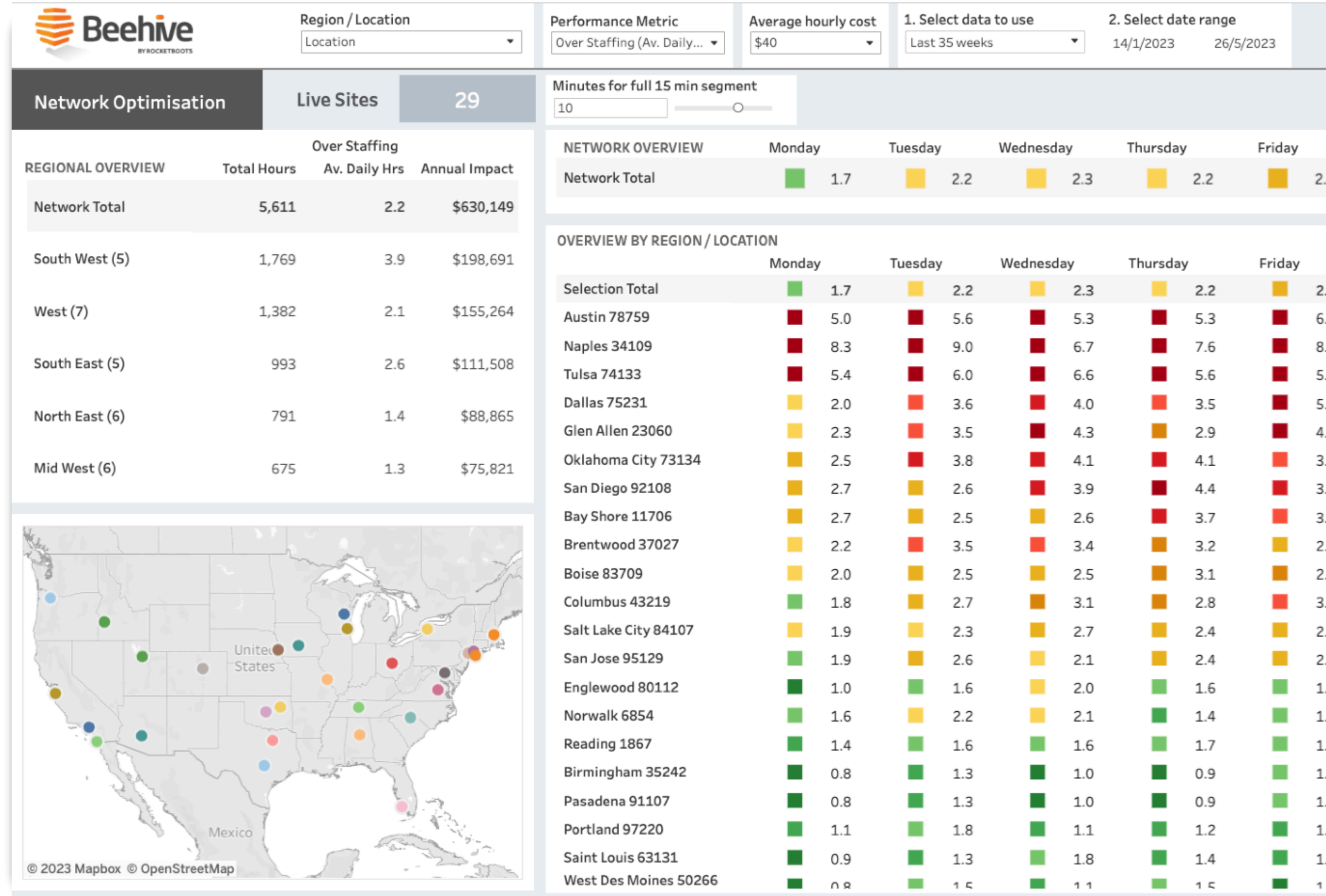
- Loss prevention
- Improve security & safety

Rapid international scale of our software made possible using ROC's hybrid onsite & cloud mass deployment platform

ROC's AI at each site / creates new novel metrics / no biometrics







ROC's cloud based mass development platform:

1. Enables remote, secure management of ROC's software at 1,000's of locations
2. Provides the compute to run our genetic optimisation & simulation IP

Significant progress: 7 customers approaching scaling decision in same FY QTR

(ROI & Contract stages)

Customer	Software	Agreed	Onboard	Trial	ROI	Contract
Australian retailer 1	Loss Prevention					
Australian retailer 1	WFM & CX	Q2	↻			
Australian bank 1	WFM & CX					
Australian bank 1	WFM & CX Extension					Q2
Australian bank 2	Property					
NZ bank 1	WFM & CX					
NZ bank 1	WFM & CX Extension	Q2	Q2	X	X	↻ 1
Australian Shopping Mall	Data collectors					
NZ Retailer 1	Loss Prevention					
NZ Retailer 2	Loss Prevention		Q2	X	↻ 2	
Big 4 UK Bank	WFM & CX			Q2	Q2	↻ 3
UK Grocery 1	Loss Prevention & WFM			↻	↻4	
UK Grocery 2	Loss Prevention			↻	↻5	
Global Grocery	Loss Prevention		Q2	Q2	↻6	
US Grocery	WFM & CX	Q2	↻			
Ireland Grocery	Loss Prevention		↻			
UK Grocery 3	Loss Prevention		↻			
Germany Grocery	Loss Prevention	Q2	↻			
Australian Bank 3	WFM & CX	Q2	↻	X	↻7	
UK Grocery 4	Loss Prevention	Q2	↻			

	Won & announced
Q2	Completed in 24FY Q2
↻	In progress
↻	In progress ROI / Contract Stages

Workforce Management - WFM
Customer Experience - CX

A successful international outreach & trial delivery has positioned ROC for **growth**

Pre IPO, + Covid period , ROC demonstrated its 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 began

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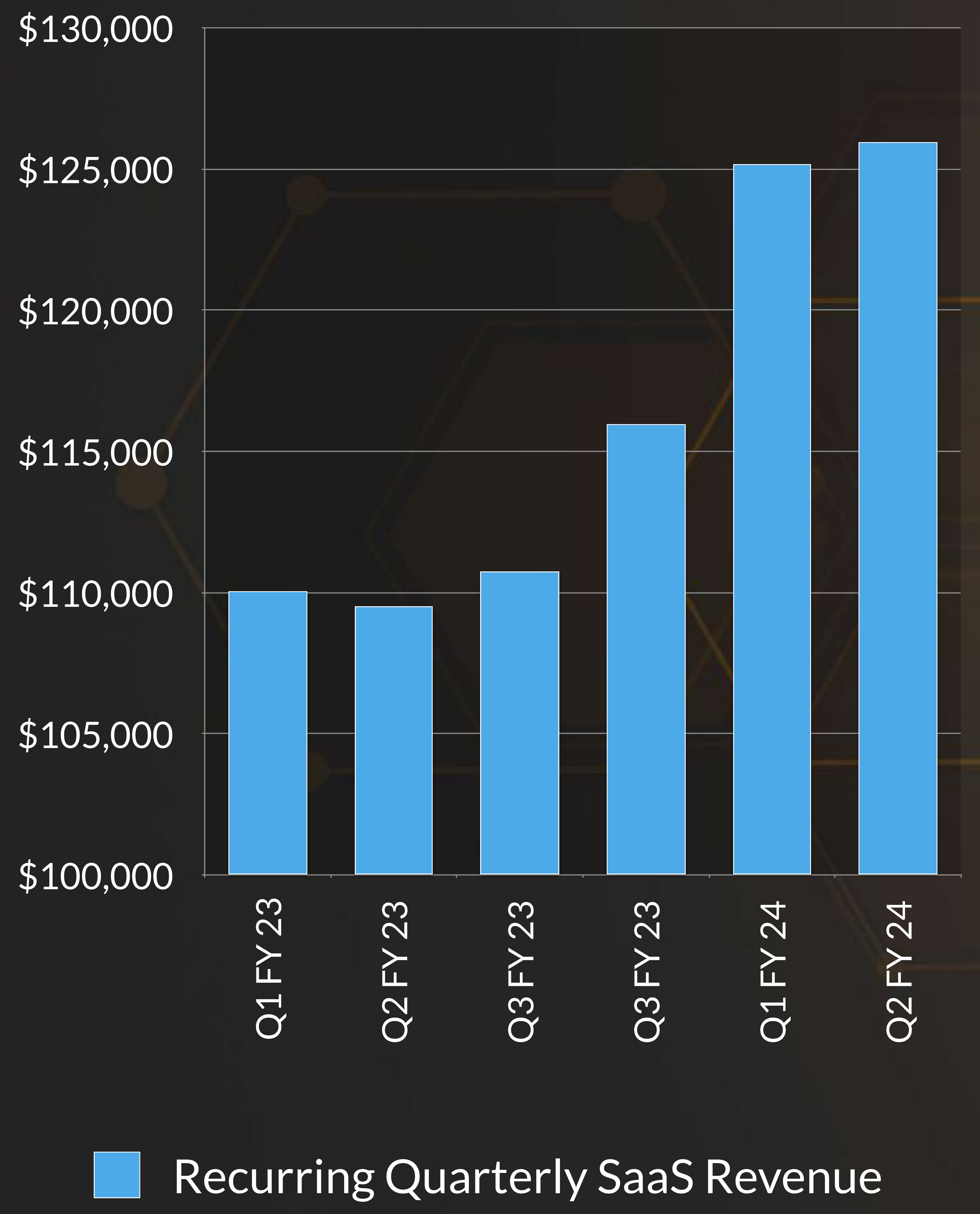
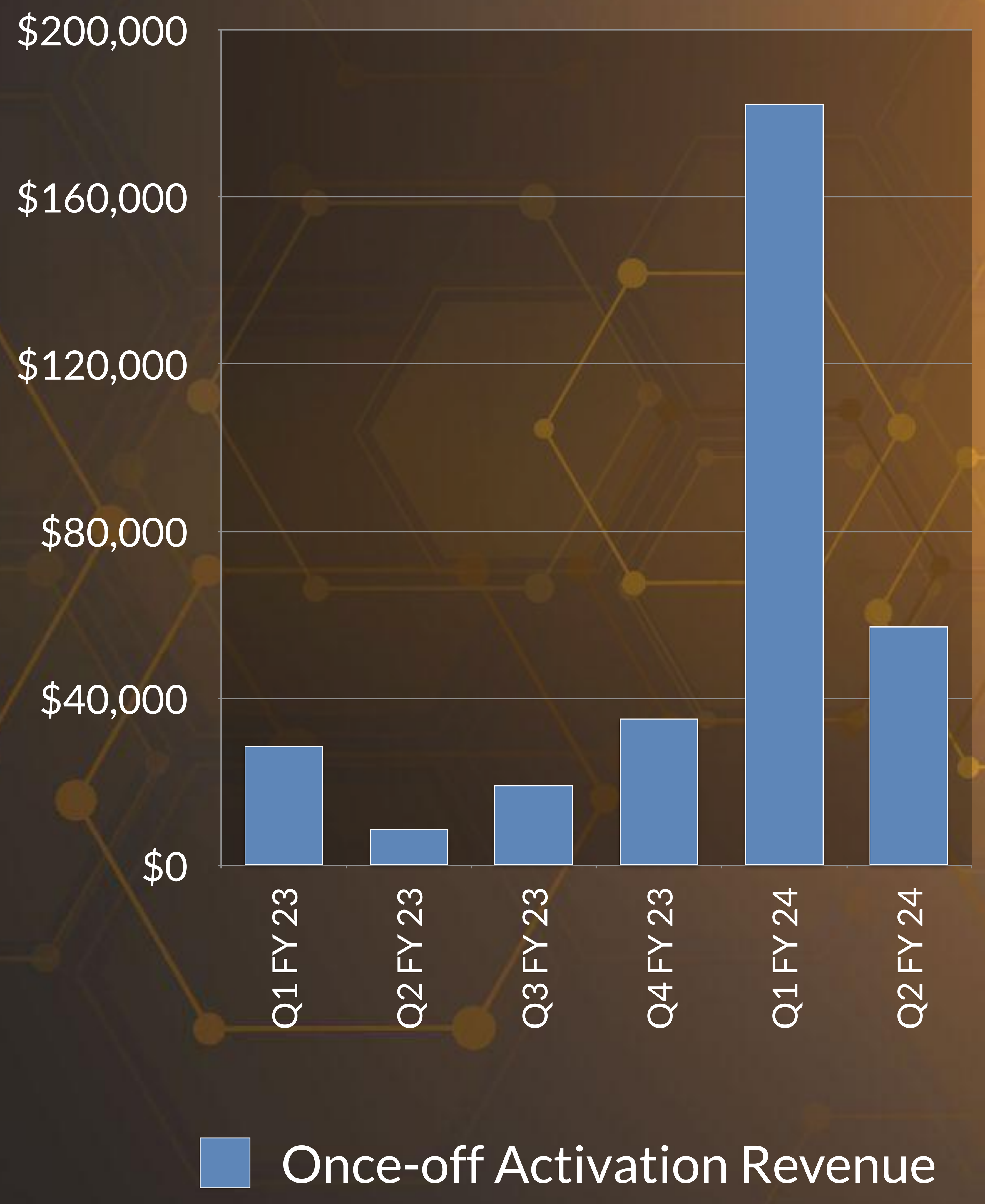
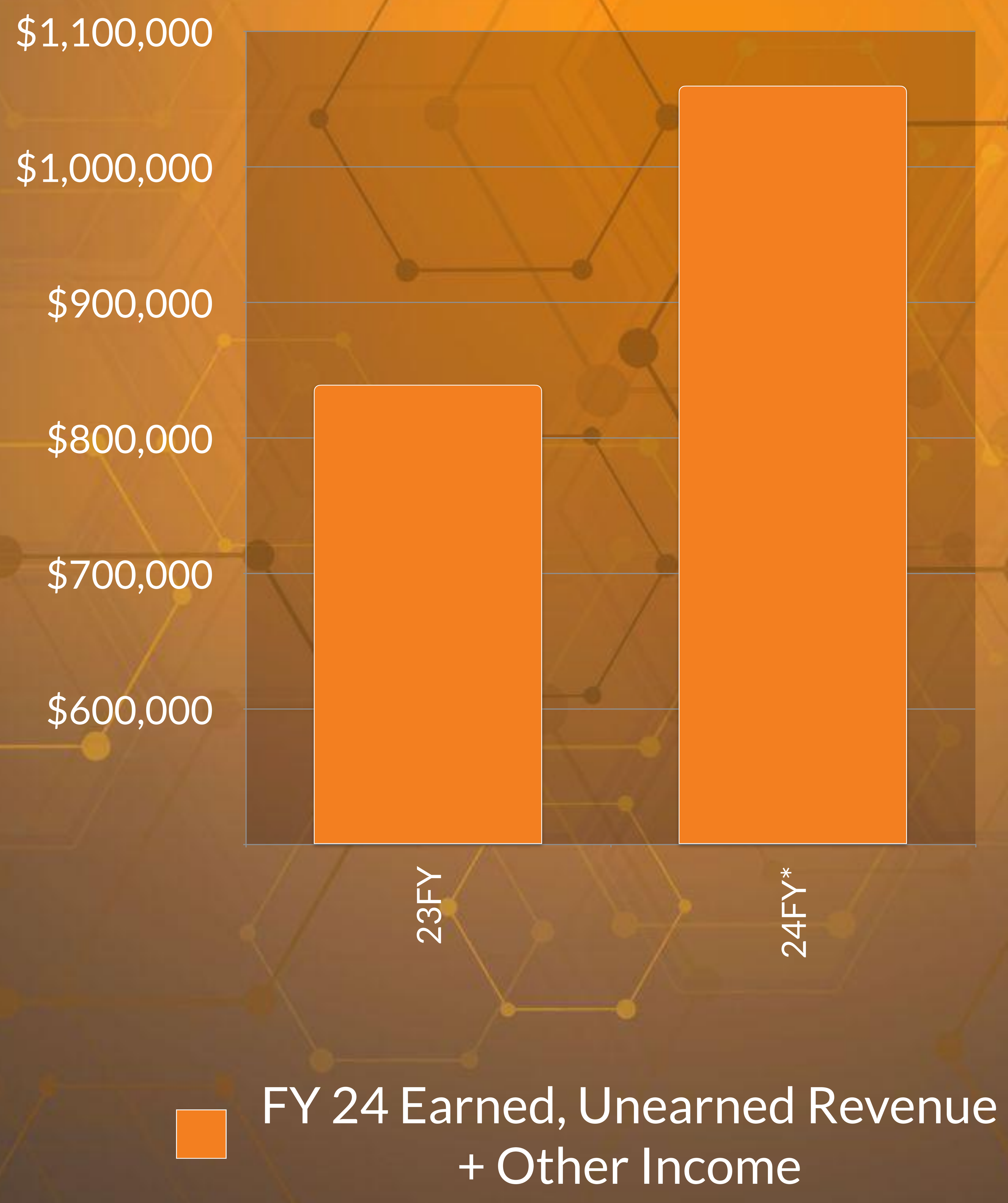
Revenue increasing as a result of paid trial wins*







** for the full financial year as of 30 Dec 2023.*

** Revenue recognised on accrual basis, unaudited, subject to finalisation of the Company's accounts.*

Why now

After the challenges of covid and a successful international market validation since IPO, we have confirmed:

1. Our target/ serviceable markets need & want our software
2. ROC has the capability to sell & deliver internationally
3. ROC software has a track record of generating high ROI
4. Cornerstone customers in each region will assist ROC accelerate
5. *With a small capital injection, ROC is poised to grow as a result of both international and local clients entering ROI & Contract phases*

6	7	5X	8,500+ sites
New trials onboarding	Customers In or entering ROI & Contract phase this quarter	Increase in dashboard seats paid for by customers	Are operated by customers that are approaching the ROI analysis/commit phase this quarter

Unit / Per Licence Economics

applied to our new customers & trials

Example	Per site	Today
Activation[1]	$1,500	
Subscription / ARR	$3,500	~$527,000
Year 1 Contract Value	**$5,000**	

Current Customers - Potential Site Licence Scenarios		
20%	50%	100%
2,441 Sites	6,103 Sites	12,205 Sites
$3,661,500	$9,153,750	$18,307,500
$8,543,500	$21,358,750	$42,717,500
$12,205,000	**$30,512,500**	**$61,025,000**

Breakeven[2]
4.4%
531 Sites
$796,376
$1,858,211
$2,654,588

[1] *3rd party hardware & other fees excluded*
[2] *in addition to our existing ARR & under our current cost base*

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The Potential / Serviceable Addressable Market (SAM)

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
https://www.statista.com/topics/1660/food-retail/#topicOverview
https://www.statista.com/statistics/193041/number-of-fdic-insured-us-commercial-bank-branches/
#:~:text=There%20were%2071%2C190%20branches%20of,the%20highest%20number%20of%20branches
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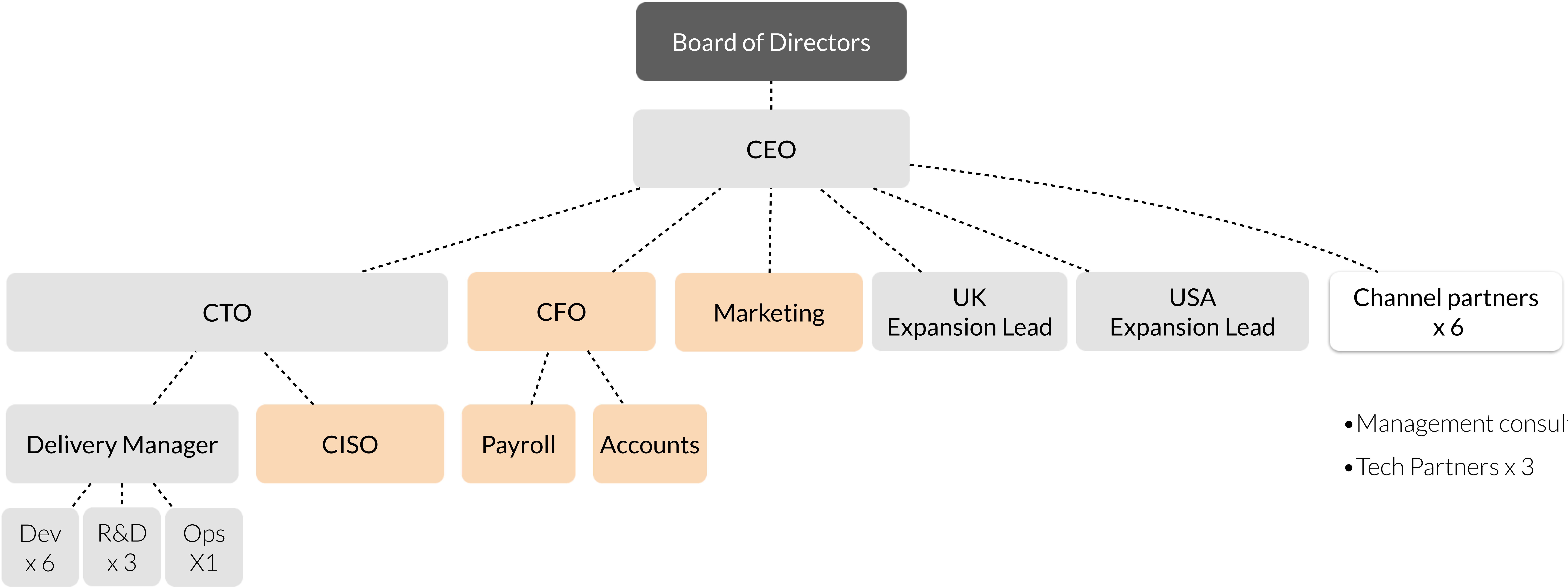
https://www.ibisworld.com/nz/number-of-businesses/supermarkets-grocery-stores-convenience/716/
https://www.ibisworld.com/au/number-of-businesses/convenience-stores/1835/#:~:text=There%20are%206%2C978%20Convenience%20Stores,increase%20of%200.5%25%20from%202022.

Our team & partner network have shown they can sell & deliver

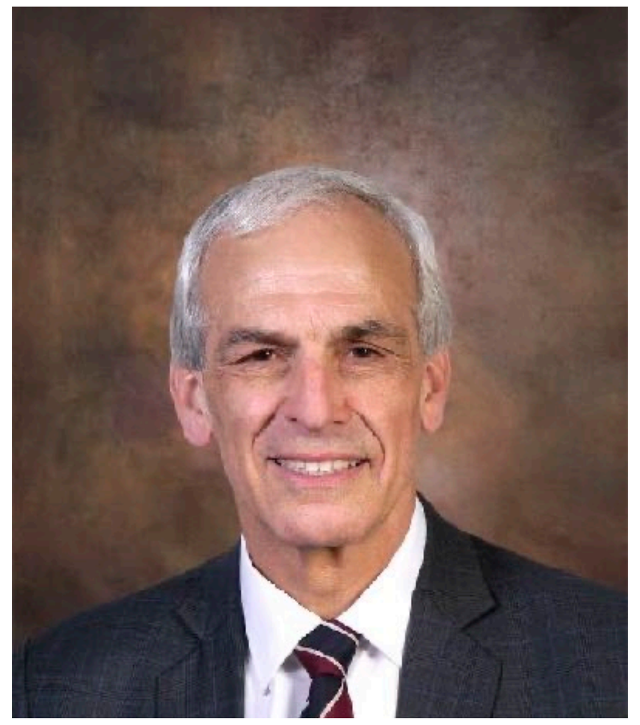


- Management consulting X 3
- Tech Partners x 3

Contracted	Full time	Board
7	13	4

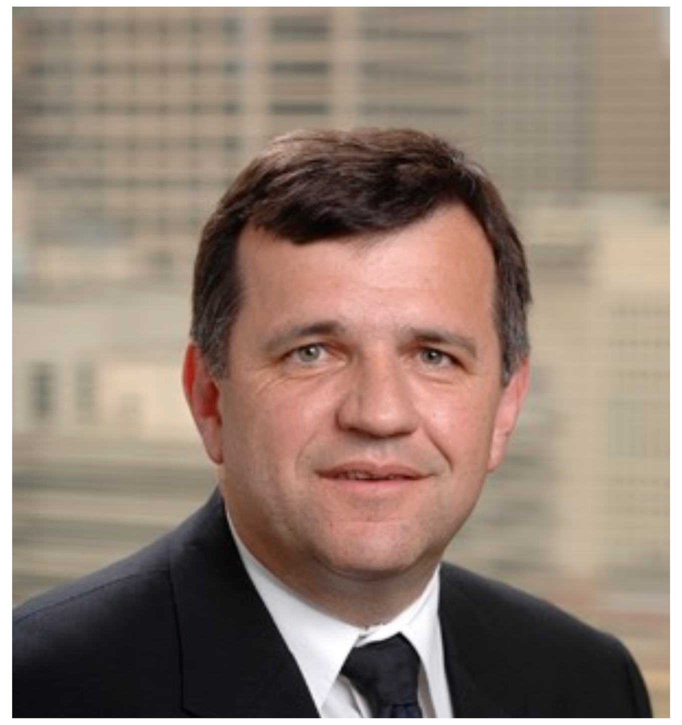
Average employment of duration of full time staff is approaching 10 years

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.

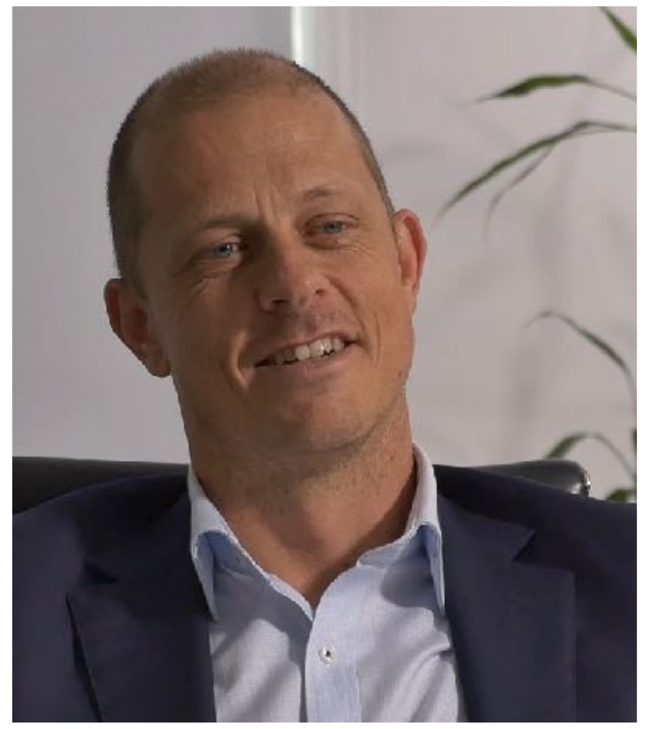
Karl has worked for Telstra, Ericsson Australia, Lend Lease Communications, Communications Design & Management and became a founding member of The Frame Group (Frame) in 2000. He has experience with working with some of Australia's largest corporates as well as government and defence clients. Karl is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

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

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.

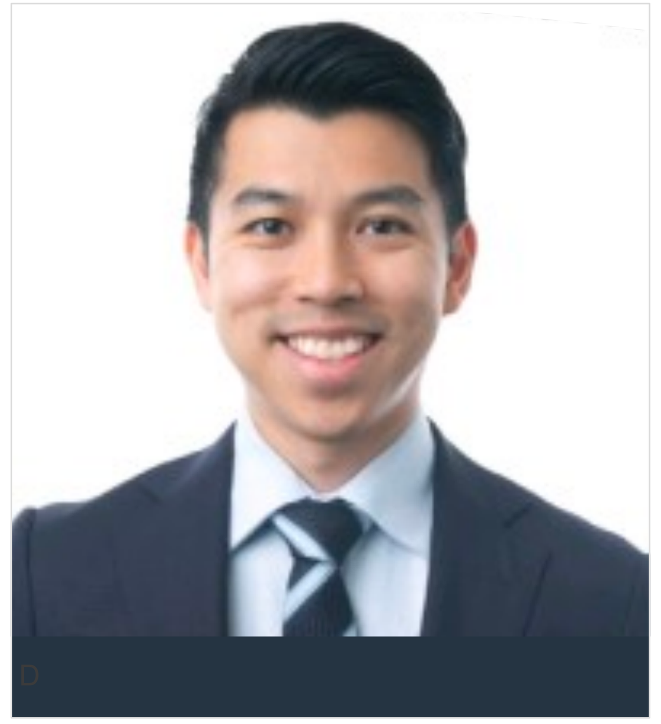
Joel has overseen a pivot from complex business software solutions development for leading Australian brands into the research and development of software products leveraging advances in machine learning, computer vision and IoT to solve long standing problems in business.

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

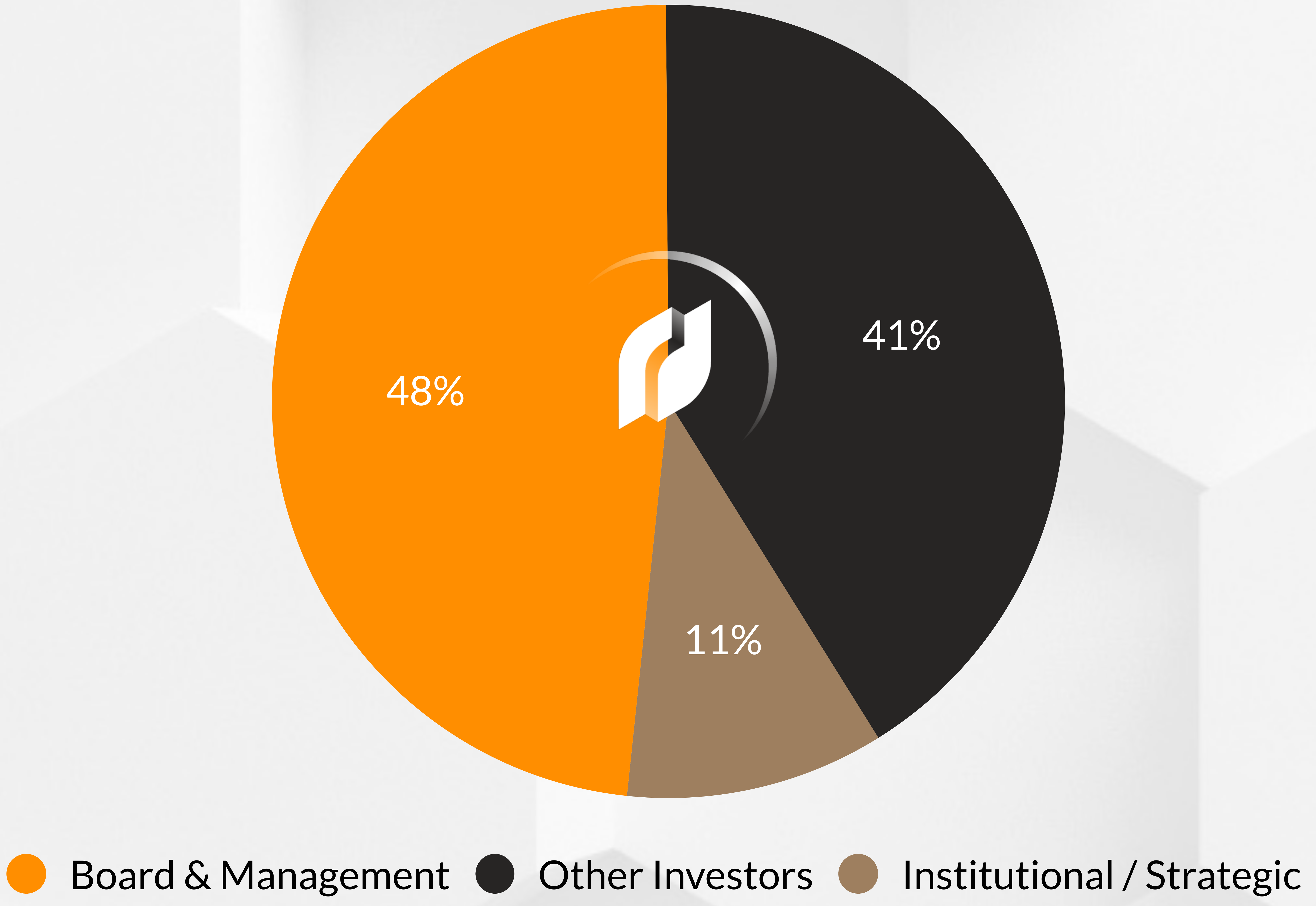
Anastasia is a PhD in Computer Vision and Machine Learning with a highly adaptable skill set and experience in variety of industries, including automatic disease identification, retail service level measurement and fraud identification.

CAPITAL STRUCTURE

Unrestricted ordinary	37,583,532
Restricted ordinary	28,500,000
Deferred ordinary	19,000,000
Total ordinary (fully diluted)	85,083,532
Free float	44%
Options (30c, Expire Dec24/Mar25)	1,807,500

METRICS	
Current Share Price ($)	$0.12
Total cash	~ $1M
Total debt	NIL
Market Capitalisation (fully diluted)	$10,210,024

SHAREHOLDER DISTRIBUTION



Contact

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