



COMPUTER VISION AI FOR IN-CABIN SENSING

Company presentation | July 2022

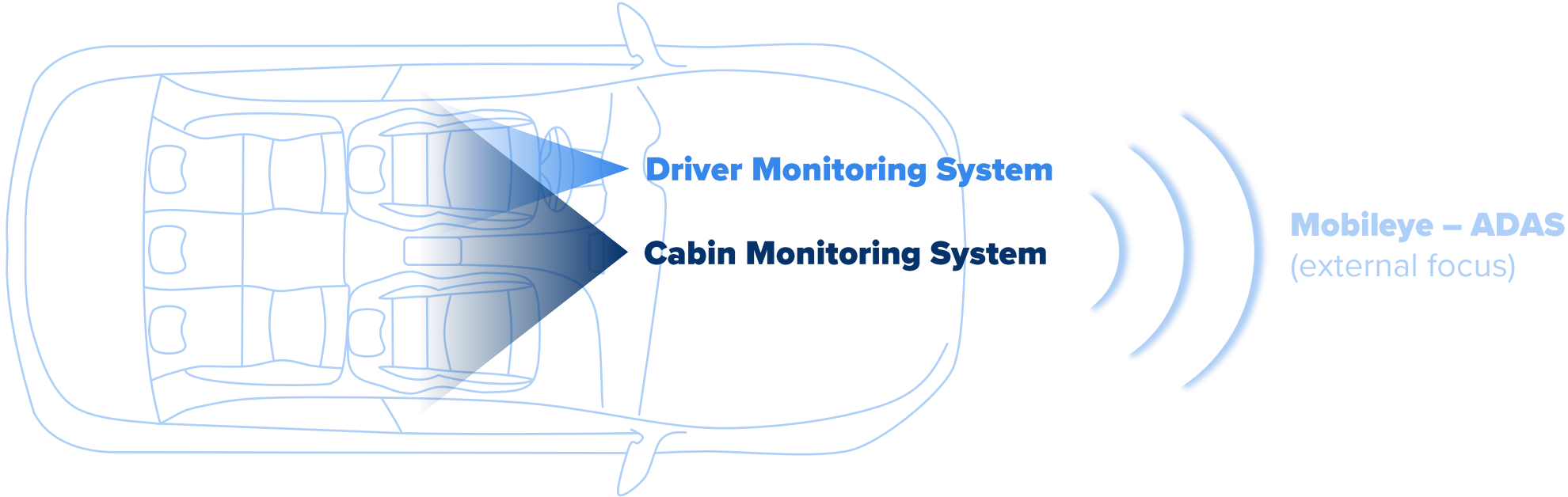


DISCLAIMER



- This presentation was prepared by Cipia Vision Ltd. (the "Company") as a general presentation regarding the Company. This presentation is not intended as a substitute for inspection of the Company's formal reports as required under the provisions of the law, including, among others, the Company's annual report for the year 2021, as published on March 31, 2022, and any subsequent immediate reports (the "Company Reports"). To the extent that there are any contradictions between this presentation the Company Reports as required pursuant to any law, the Company Reports shall prevail.
- The information included in the presentation does not constitute advice, nor does it form a recommendation or opinion about any investment and does not constitute an offering or an invitation to purchase securities of the Company, and does not substitute the need for independent review and personal advice in accordance with the specific circumstances of each investor.
- This presentation may include Forward-Looking Information, as defined in the Securities Law, 5728-1968, including forecasts, estimates, assessments and other information pertaining to future events. In certain circumstances, one may identify Forward-Looking Information where use of certain words or phrases is made, including "expected", "believe", "may" "appreciate that (something may happen)", "expect", "intend" "continue" "can" "may" "plan", or other similar phrases or words. The Forward-Looking Information in this presentation is based on subjective assessments by the Company's management as of the date of this presentation, which although the Company believes to be reasonable, are inherently uncertain. Forward-Looking Information involves risks or uncertainties, including factors beyond the Company's control, each of which, or a combination of which, as well as the realization of any of the risk factors characterized by the Company's operations, may materially impair the Company's results and cause actual results to differ materially from the Forward-Looking Information. All Forward-Looking Information is solely aimed at the date to which it relates. Except for the obligation to disclose information as required by applicable securities laws, the Company does not undertake to update or change any information contained in this presentation, whether as a result of new information, future events or other reasons. It is also clarified that the Company's business plans and strategy included in this presentation are accurate as of the date of this presentation and may change in accordance with resolutions of the board of directors of the Company, as may be resolved from time to time.
- Other than trademarks that are owned by the Company or which the Company has the right to use, the trademarks included in this presentation are the property of their owners and are used in this presentation for the purpose of understanding the context only. The use of such trademarks may not be construed as approval or verification in relation to the Company's software, services, or securities.
- For the avoidance of doubt, the Company does not undertake to update the information contained in this presentation.
- This presentation does not constitute or embody part of any offer or invitation to purchase securities of the Company and does not constitute or embody part of the invitation to receive such offers, and, in particular, does not constitute an "offer to the public" or "sale to the public" of any kind. Such an offer shall be made only in accordance with the provisions of the law, after obtaining the necessary permits from the Israeli Securities Authority and the Tel-Aviv Stock Exchange.
- This presentation includes only partial information, which the Company saw fit to share with its shareholders and the general public investing in the Company's securities. It is possible that the manner in which the information contained in the presentation is presented is different from the manner in which this information is included in publications in the Company's reports. This presentation includes a summary of the topics described in it, in the context in which they are discussed, and not the full information available to the Company in relation to these topics. This presentation does not include the full results and financial information of the company and the explanations to them, and/or the Company's business plans or the description of all the Company's activities and/or risk factors that apply to the Company and is not intended to replace the need to review Company Reports.

CIPIA: FOCUS ON DRIVER AND CABIN MONITORING



Distraction Drowsiness



Face ID



Gaze areas



Seatbelt



Phone



Smoking



Occupancy



Seatbelt



Child reminder



ID



Expressions



Objects



Gestures

LEADING IN-CABIN SENSING PROVIDER



55
Employees

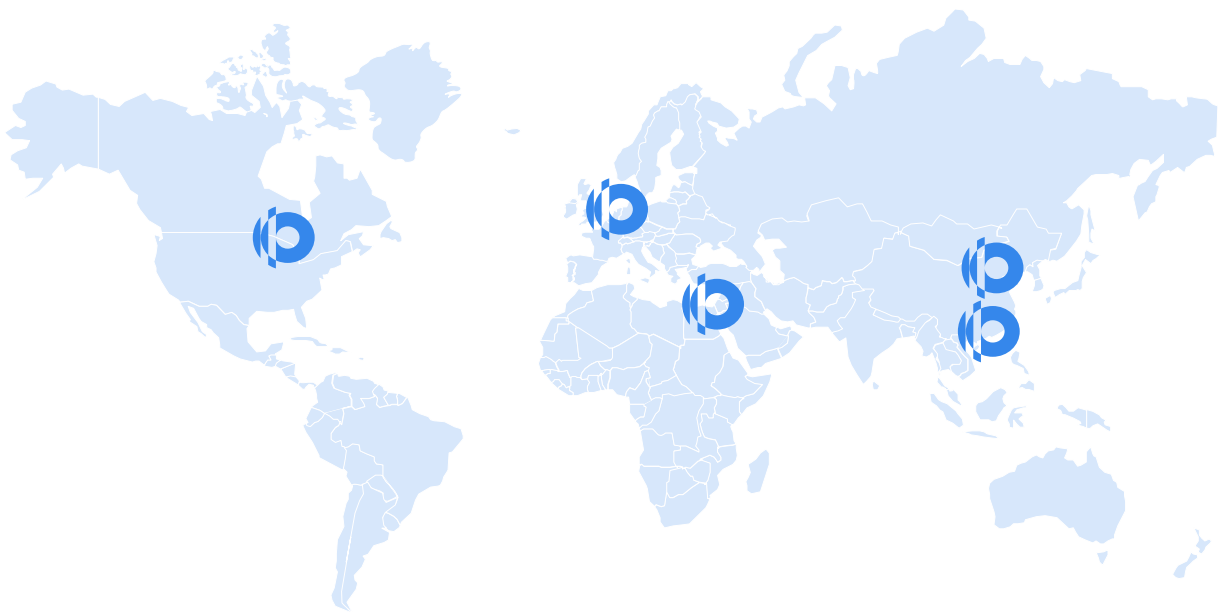
75
Patents &
applications

5
Vehicle
OEMs

8
Platforms

24
Models
(design wins)

\$59M
Lifecycle value of
signed agreements
2022-2026*



Vehicle OEM agreements only
– does not include additional
aftermarket software and
device revenue

*As of March 2022. The agreements do not require minimum quantity.

THE PROBLEM BEHIND THE STEERING WHEEL

1,350,000

Die in road accidents annually

World Health Organization

80%

Distraction in the 3 seconds prior to the collision






National Highway Traffic Safety Administration

21%

Fatal collisions are caused by drowsiness

American Automobile Association

GLOBAL REGULATORY & SAFETY STANDARDS TREND

Europe		China	United States	
				
Safety standard requires direct (e.g., camera based) driver monitoring (DMS)	Drowsiness and distraction warnings are required in new vehicles	Driver monitoring required for commercial vehicles	Driver monitoring congress bill to prevent automation complacency and misuse	Safety standards reward L2 vehicles with driver monitoring
2023 – 2025	2024 – 2026	2019	2025 (expected)	2022

*Regulation and safety standards do not require driver monitoring to be performed using video analysis (i.e., camera), with the exclusion of China.

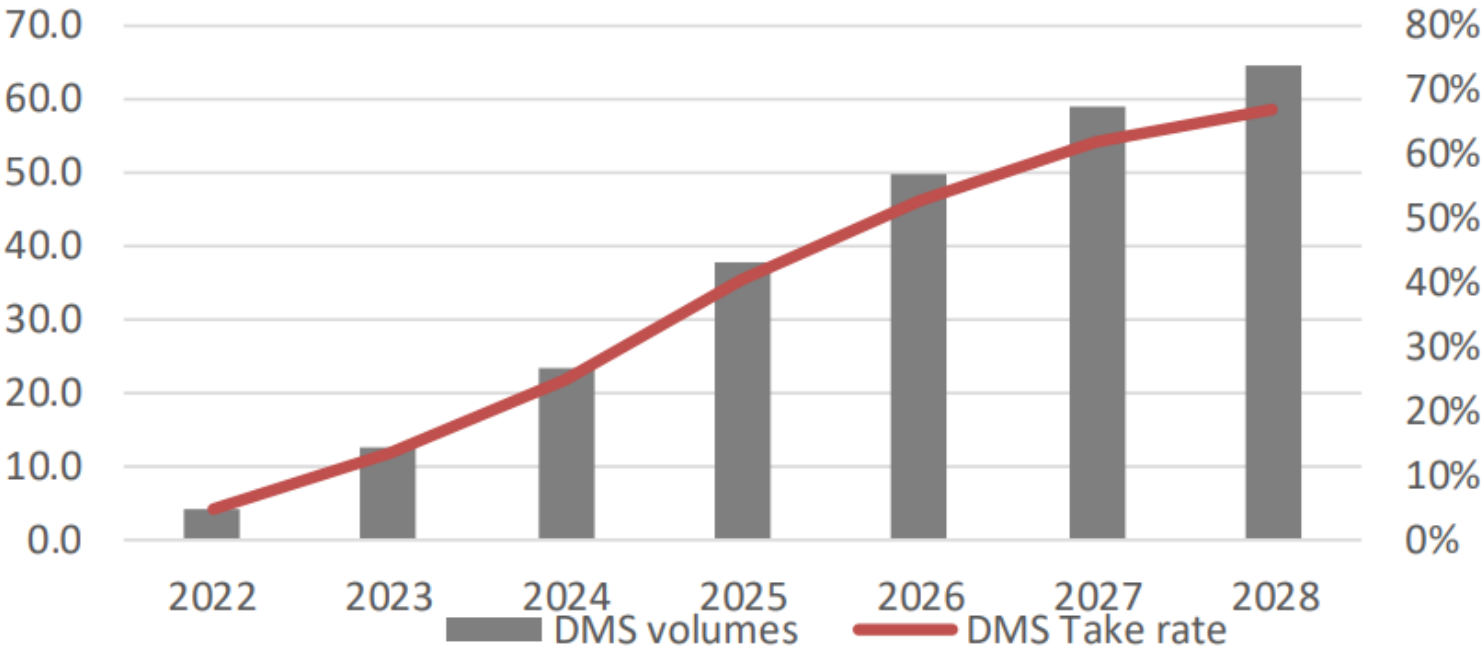
INCREASING DEMAND AMONG OEMS FOR DRIVER MONITORING



90M

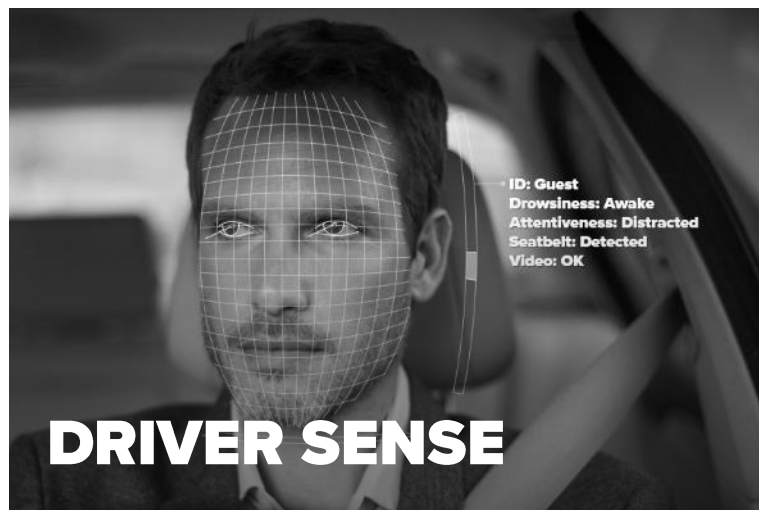
Vehicles sold annually

Driver monitoring market (millions of units) and adoption rate



Source: Redeye Research
Data refers to monitoring drivers using a camera
<https://s3-eu-west-1.amazonaws.com/rdey-cms-prod/app/uploads/2020/10/smart-eye-update-october-2020-pdf1.pdf>

CIPIA'S IN-CABIN SENSING SOLUTIONS



Driver monitoring software (may be accompanied by a camera) for automotive OEMs

Driver monitoring device for telematics service providers and fleets

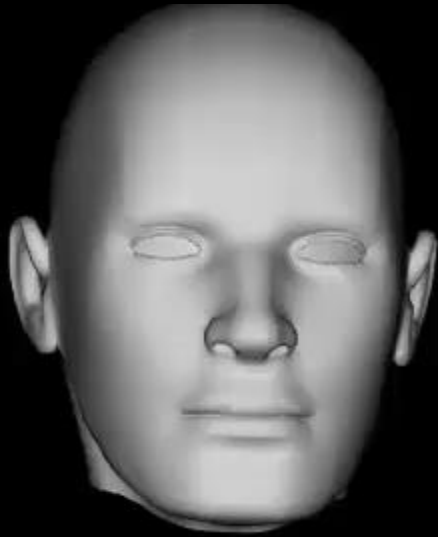
Cabin monitoring software (under development) for automotive OEMs

Safety

Safety & fleet optimization

Safety & convenience

ADVANCED COMPUTER VISION AI TECHNOLOGY



i Yaw: -5.5° Pitch: 0.6° Roll: -1.9°

Pupil dilation: 32.0% Blink rate: 14.0 Blink duration: 0.00 sec Glasses:

Left Eye Right Eye

Yaw: -2.3° Pitch: -3.2° Yaw: 5.8° Pitch: -0.9°

X: 72.2 Y: -1.7 Z: 0.3 X: 72.8 Y: 4.6 Z: 0.2



Camera Attentive Awake Seatbelt Phone Smoking

FPS : 30
Person ID : Tal
AOI : 5
Eye Mode : SACCADE
Real Driver : YES

79.5 89.2

THE NEED FOR DMS RISES WITH THE AUTONOMY LEVEL



Cipia’s Driver Sense addresses DMS regulatory requirements and safety standards at levels 0 - 3

Level 0	Level 1	Level 2	Level 3
Impairment alerts (audio/visual/haptic)	Impairment intervention (active safety)	Preventing automation complacency & misuse	Driver availability verification
Required by			
EU GSR	Euro NCAP	IIHS & Consumer Reports (US)	EU GSR

CIPIA-FS10 DEVICE – SMART FLEET MANAGEMENT



Targeting telematics service providers

DRIVER ALERTS

- Safety alerts (distraction, drowsiness, seatbelt, phone)
- Compliance (smoking, seatbelt, phone)
- Dispute resolution



SMARTER FLEET MANAGEMENT

- Real time alerts
- Driver ID
- Workforce management
- Compliance
- Driver scoring
- Accident investigation
- Tamper detection

Weekly report



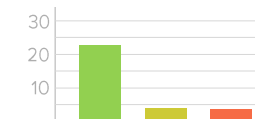
John Smith



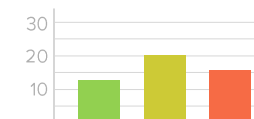
Risk: 56



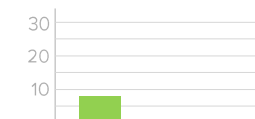
Asleep



Distraction



Phone



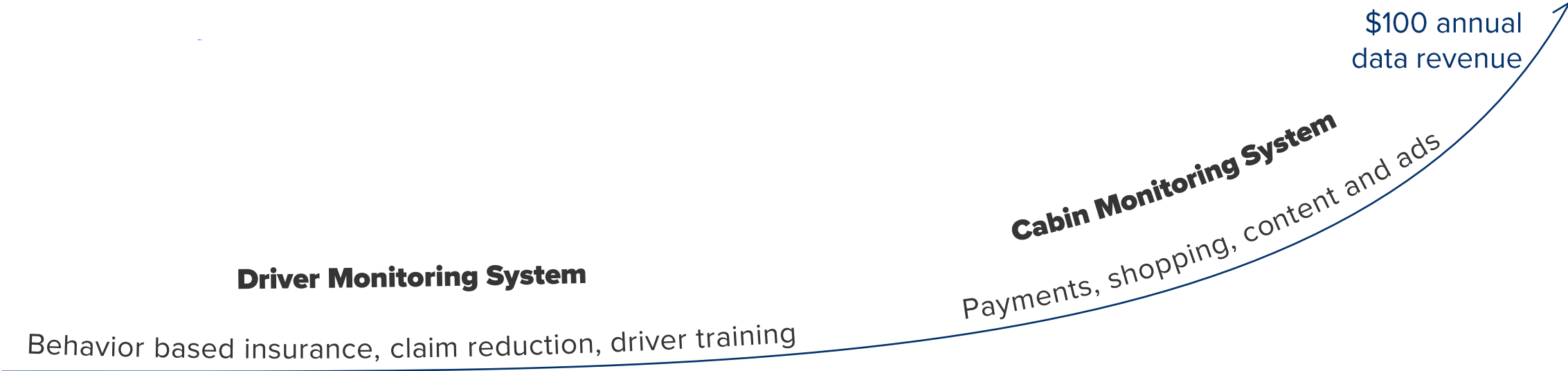
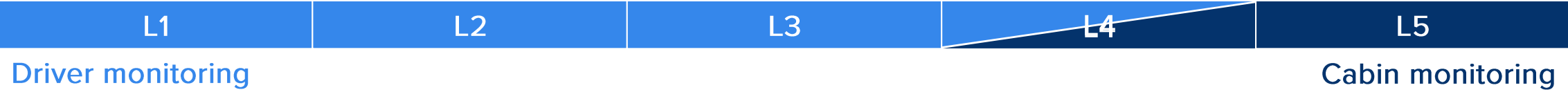
Seatbelt

0-20 Kph

20-50 Kph

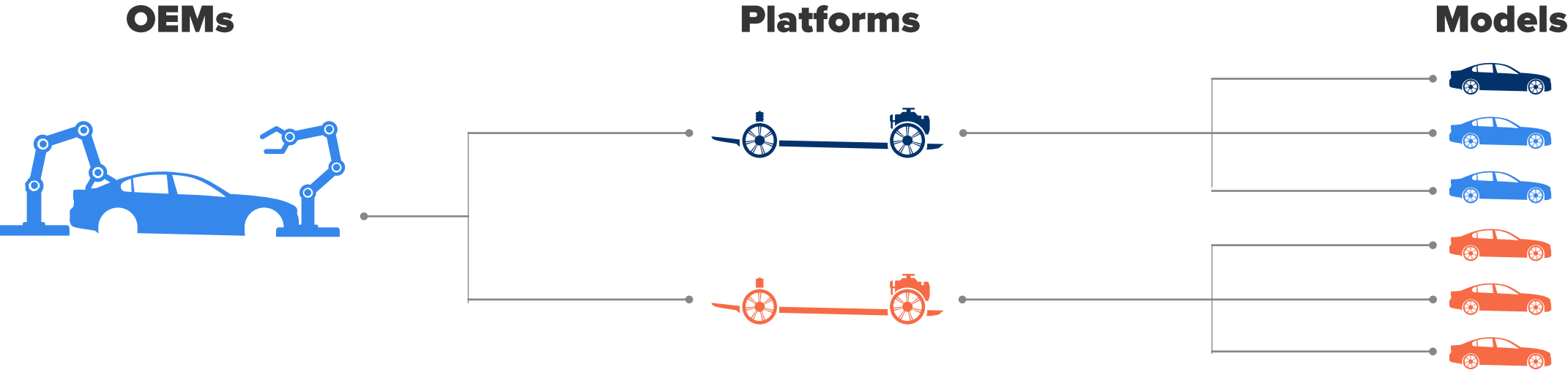
>50Kph

AUTONOMY IS A GROWTH ENGINE



Source: Automotive Data Monetisation Pricing and Business Models, Frost & Sullivan, October 2017

EACH PLATFORM REPRESENTS MULTI-MODEL POTENTIAL



TOP 3 PLAYERS IN THE DMS






Colin Barnden / Semicast Research
@semicast_res

... Cipia is a clear third supplier of automotive-grade DMS and is highly underrated.

13:40 · 26/01/2022 · [Twitter Web App](#)

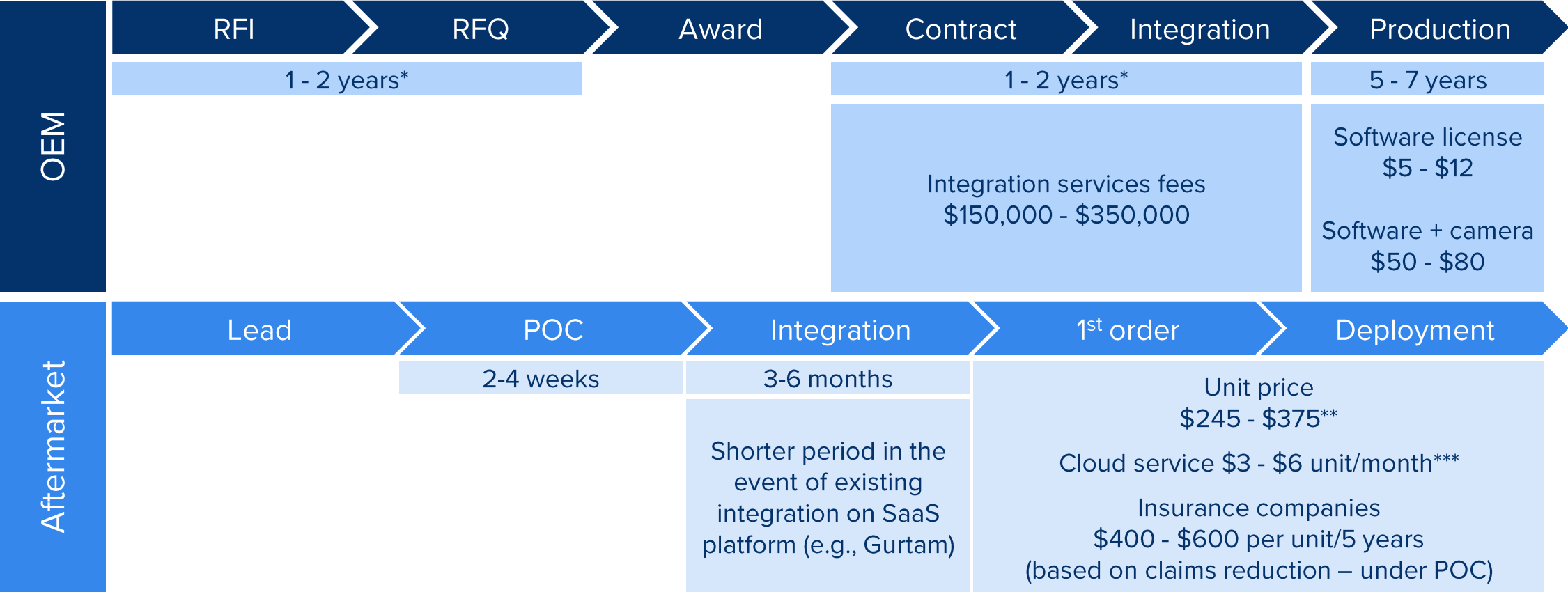


	OEMs	Platforms	Models	Positioning	Market cap
 cipia	5	8	23	Lean hardware & strategic partnerships	TASE: CPIA ~\$50M
 smart eye	14	12	90	# of OEMs	Nasdaq Nordic: SEYE ~\$125
 seeingmachines	10	13	110	# of miles accumulated through TSP business	AIM: SEE ~\$267M

Customer data source: [Smart Eye news as of February 7, 2022](#); and [Seeing Machines news as of June 6, 2022](#)

Market cap source: respective stock exchange data as of July 12, 2022

BUSINESS MODEL



*Based on safety standards and regulation, the market is adopting DMS at a faster pace (previously reported as 1 - 3 years).

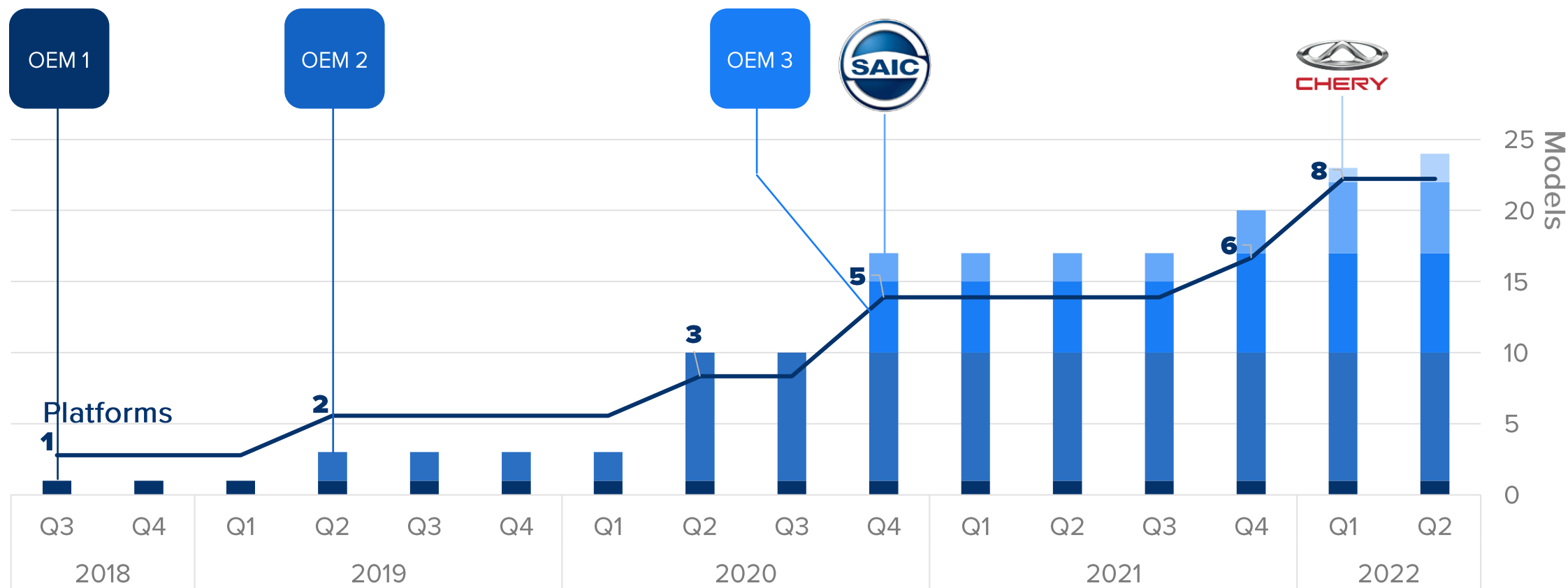
**Price increase reflects ADAS ready and connected units.

***Assuming 50% of vehicles will make use of Cipia’s cloud.

DRIVER SENSE: CONTINUOUS GROWTH



3 OEMs already in serial production



2021 FINANCIAL REPORTS



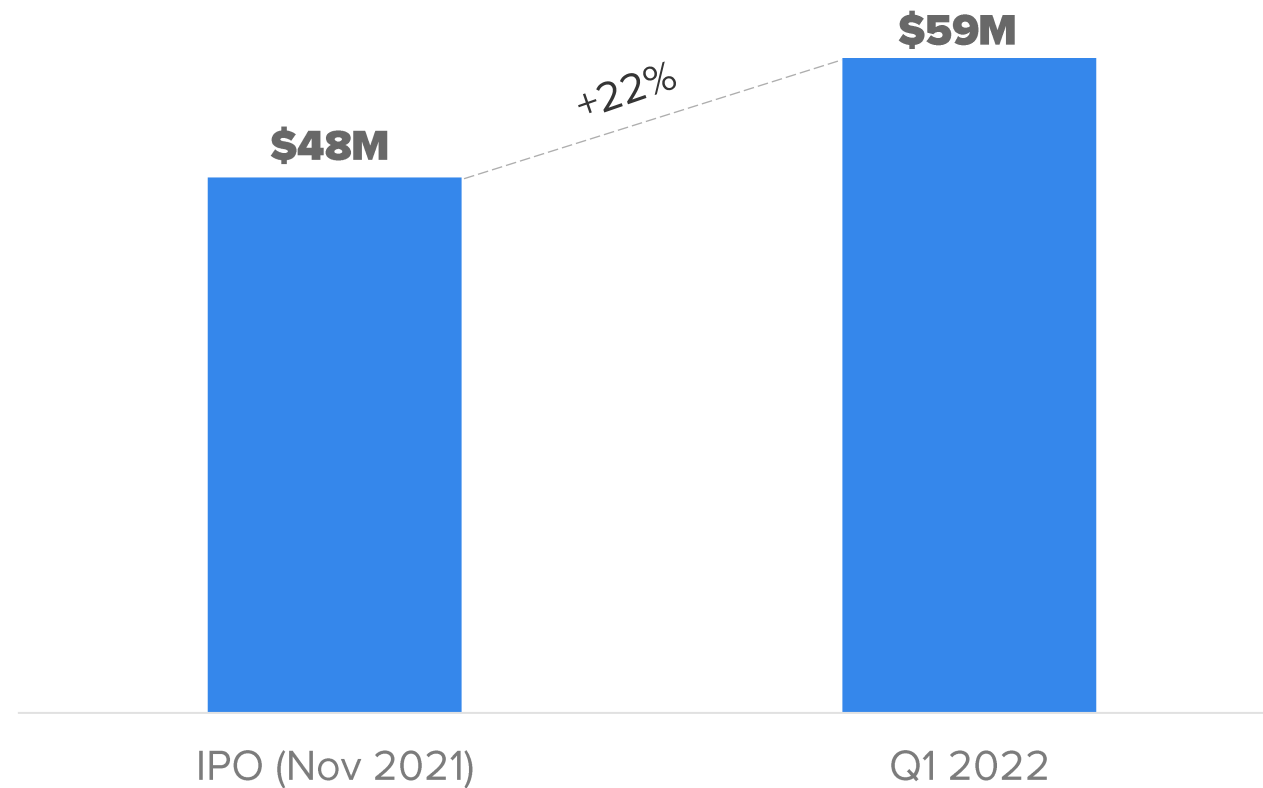
Profit & Loss (thousands of USD)	2021	2020	increase
Total Revenues	4,779	1,741	174%
Gross Profit	1,893	641	195%
Gross margin	40%	37%	8%
R&D expenses	5,002	3,801	32%
S&M expenses	3,478	2,426	43%
G&A expenses	2,725	1,012	169%
Total Operating expenses	11,205	7,239	55%
Financial (expenses) income*	(9,399)	9,516	-98%
Profit (loss) before taxes	87	(16,114)	
Balance Sheets			
Cash and equivalents	19,767	3,858	412%
Inventory	1,755	-	
Loans from Bank	1,965	633	210%
Derivative Financial Instruments	-	19,670	
Preferred equity (Liability)	-	51,371	
Backlog	5,688	416	1267%

* Based mainly on financial instruments and converting them to equity in 2021

OEM SIGNED AGREEMENTS EXPECTED LIFECYCLE VALUE



5 year (2022-2026) LCV – vehicle OEMs only



*Based on the 2021 financial report forecast, 75% of LCV is based on 2 primary customers.

\$86M RAISED IN TOTAL



Years	Round	Main investors	Amount
2021	IPO (Inc. Pre-IPO)	Institutional investors	\$26mm
2020	Convertible Loan	Jebsen Group, Grupo Antolin	\$8.5mm
2016-2018	Series D	Jebsen Group, Arie Capital, Smart Gesture, private investors	\$30mm
2014-2015	Series C	Mitsui & others	\$12mm
2011-2013	Series B	Mitsui & others	\$7mm
2007-2010	Series A	Private investors	\$3mm

BOARD OF DIRECTORS



Bringing automotive, AI technology and financial experience to support the company's growth



Prof. Eli Talmor

25+ years in Private Equity and Venture Capital

Senior Professor at London Business School



Gal Shmueli

Colonel and technology leader in elite intelligence military units

Founder of several startups with \$1.6B exits



Dr. Thomas Wetzner

10+ years experience in growth capital investments including Asia

GM of Jebson Capital



Dr. Seshu Bhagavathula

30+ years in automotive tech and sensing (20 at Daimler)

CTO and President at Ashok Leyland Group



Orit Lerer

40+ years of executive management in Bank Hapoalim

Rich financial and managerial experience in global corporations



Alejandro Weinstein

Partner and founder of Olive Tree Ventures

Led, as CEO and entrepreneur, billions of dollars M&A deals

MANAGEMENT



	Yehuda Holtzman CEO	35+ years experience of executive management & entrepreneurship in the tech industry	  
	Tal Krzypow VP Product	10+ years experience of global scale software products	
	Shelly Mesilati VP Finance	15+ years experience of financial management including capital raising for tech companies	 
	Erez Steinberg VP R&D	15+ years experience of development activities including hardware and software	
	Israel Ronn VP Telemetry & Fleets	30+ years experience of executive management in the automotive industry	  
	Liat Rostock VP Marketing	One of Cipia's earliest employees with 10+ years of marketing experience	
	Ron Zomber VP Operations	40+ years experience of operations and management in the tech industry	  

JOIN THE GROWTH



Regulation
driven market

5

OEMs

8

Platforms

24

Design wins



Strategic
Partnerships

3

OEMs in
production

\$59M

5 Years Lifecycle
value from signed
contracts*



* The contracts do not require minimum quantity.



THANK YOU!



www.cipia.com



info@cipia.com

