



# COMPUTER VISION AI FOR IN-CABIN SENSING

Company presentation | August 2022

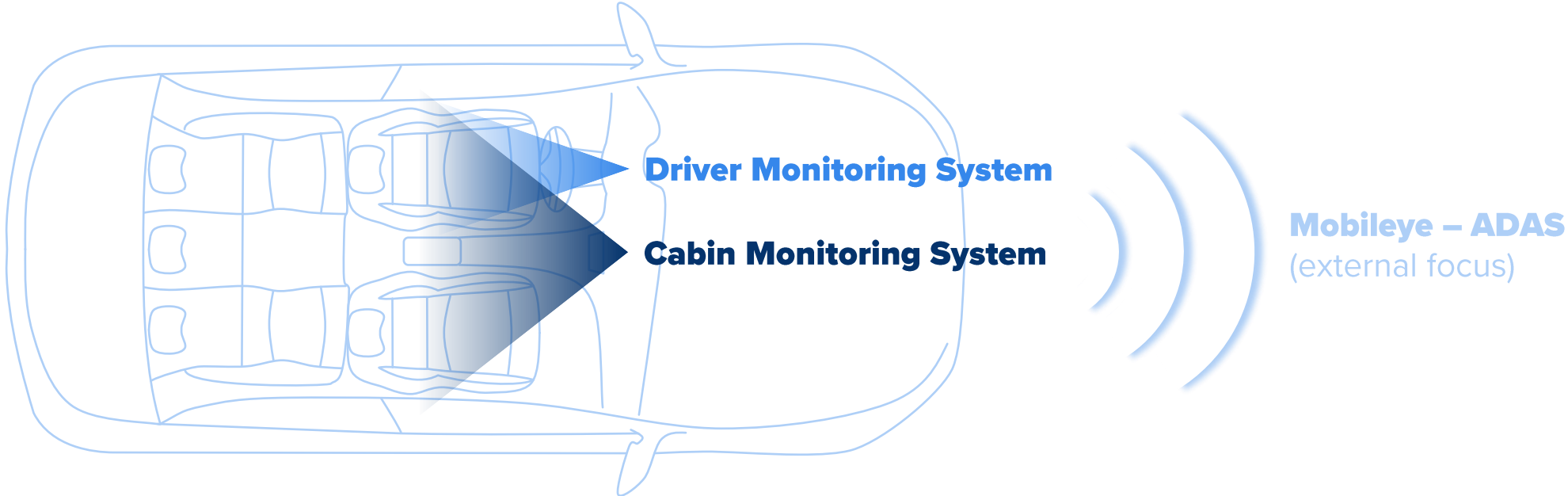


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# CIPIA: FOCUS ON DRIVER AND CABIN MONITORING



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

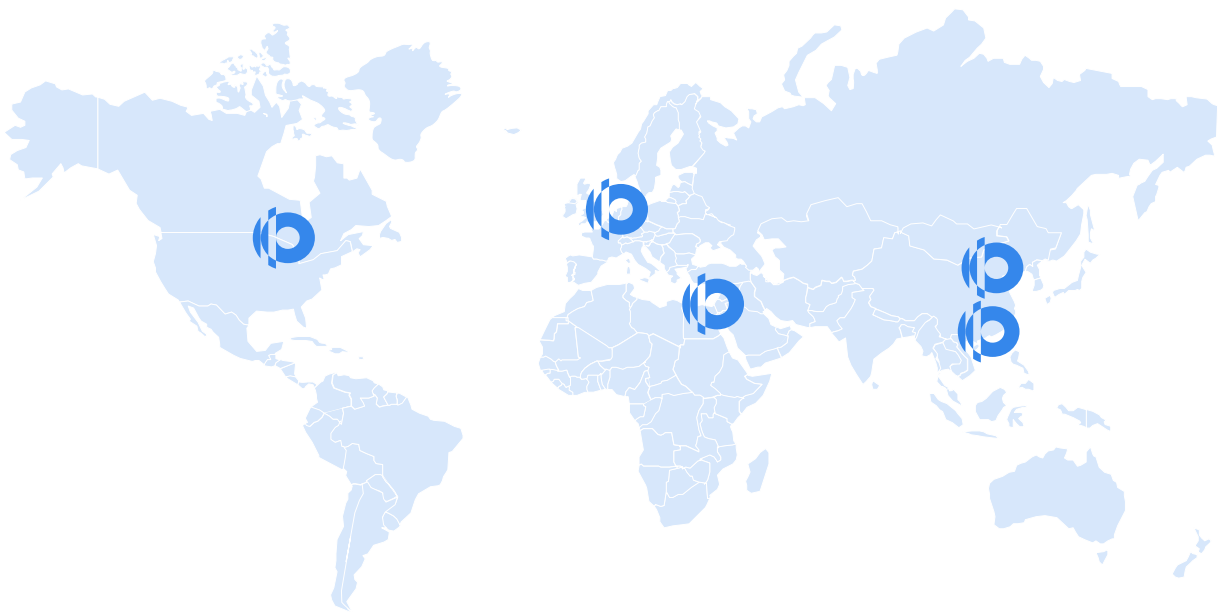
**5**  
Vehicle  
OEMs

**8**  
Platforms

**24**  
Models  
(design wins)

**\$54M**  
Lifecycle value of  
signed agreements  
July 2022- June 2027\*

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



\*As of August 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                          |
| <b>2023 – 2025</b>  | <b>2024 – 2026</b>   | <b>2019</b>   | <b>2025</b> (expected)  | <b>2022</b>   |

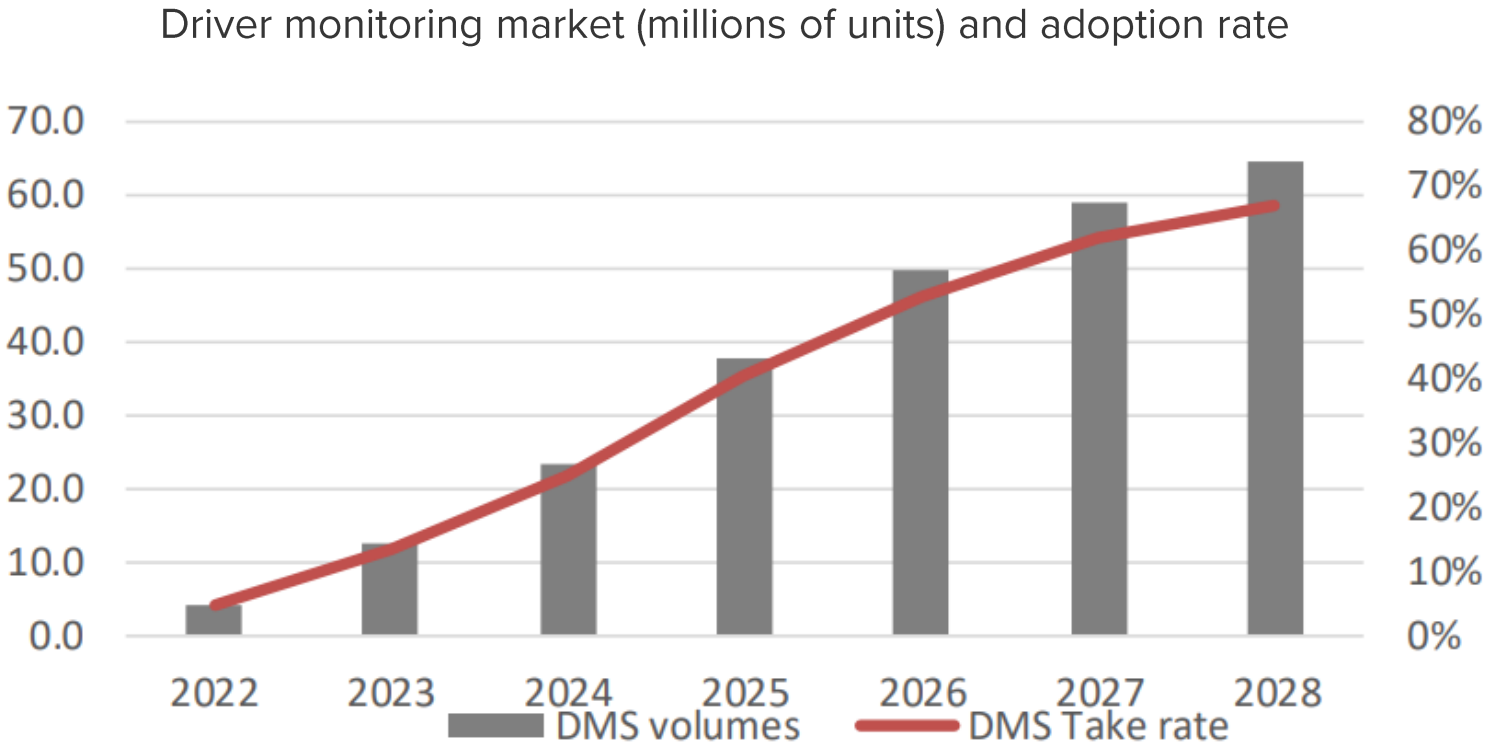
\*Regulation and safety standards do not require driver monitoring to be performed using video analysis (i.e., camera), with the exclusion of China.

# INCREASING DEMAND AMONG OEMS FOR DRIVER MONITORING



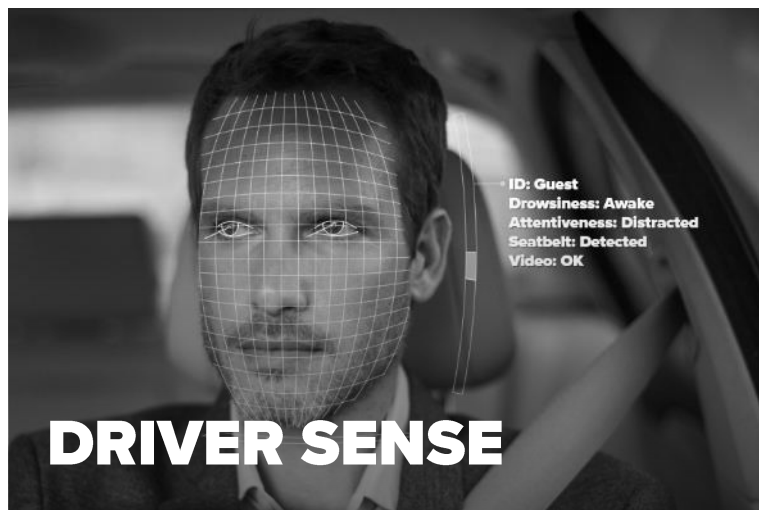
90M

Vehicles sold annually



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



**Head Pose:** Yaw: -5.5° Pitch: 0.6° Roll: -1.9°

**Eye Metrics:** Pupil dilation: 32.0% Blink rate: 14.0 Blink duration: 0.00 sec Glasses: ☐

| Left Eye |       |      | Right Eye |       |      |
|----------|-------|------|-----------|-------|------|
| Yaw      | Pitch | X    | Yaw       | Pitch | X    |
| -2.3°    | -3.2° | 72.2 | 5.8°      | -0.9° | 72.8 |
| Y        | Z     |      | Y         | Z     |      |
| -1.7     | 0.3   |      | 4.6       | 0.2   |      |



**Driver Monitoring Interface:**

- Camera
- Attentive
- Awake
- Seatbelt
- Phone
- Smoking

**Real-time Data:**

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

**AOI Values:** 79.5 (Left), 89.2 (Right)

# 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<br>(audio/visual/haptic) | Impairment intervention<br>(active safety) | Preventing automation<br>complacency & misuse | Driver availability<br>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

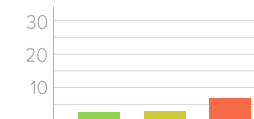
### Weekly report



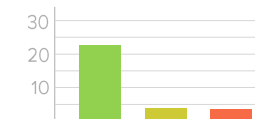
John Smith



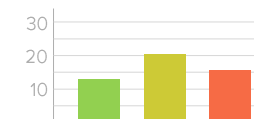
Risk: 56



Asleep



Distraction



Phone



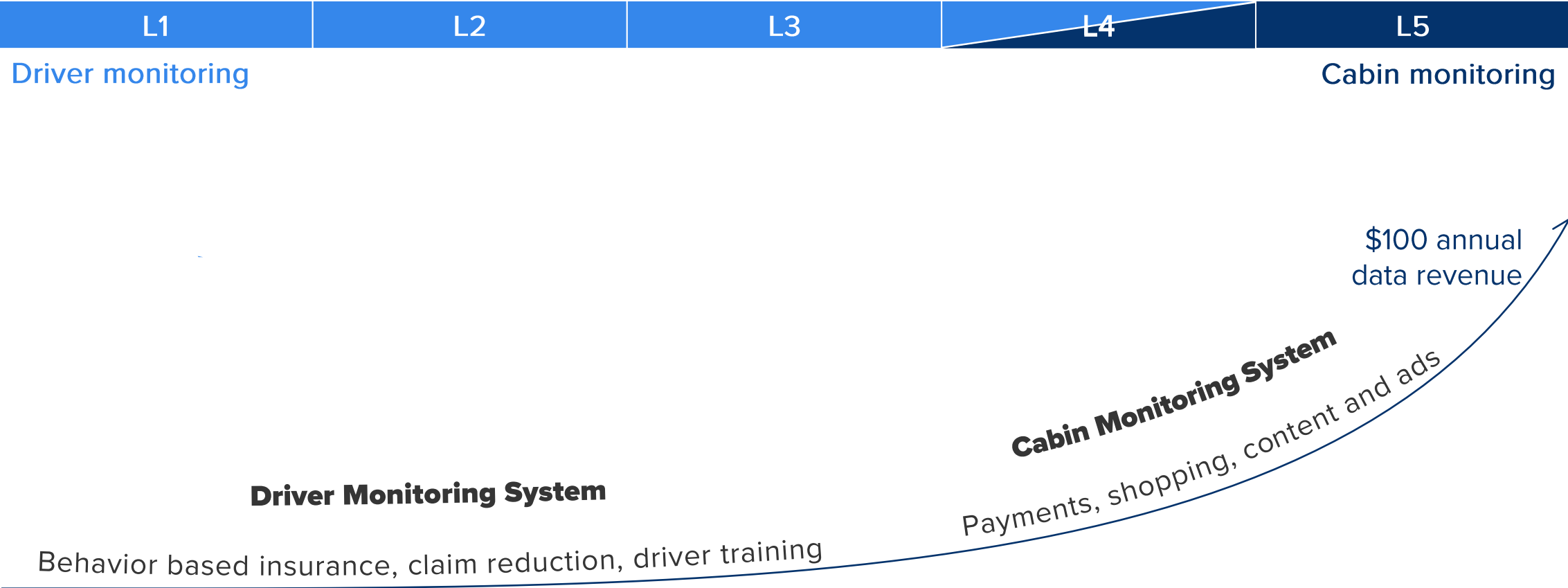
Seatbelt

0-20 Kph

20-50 Kph

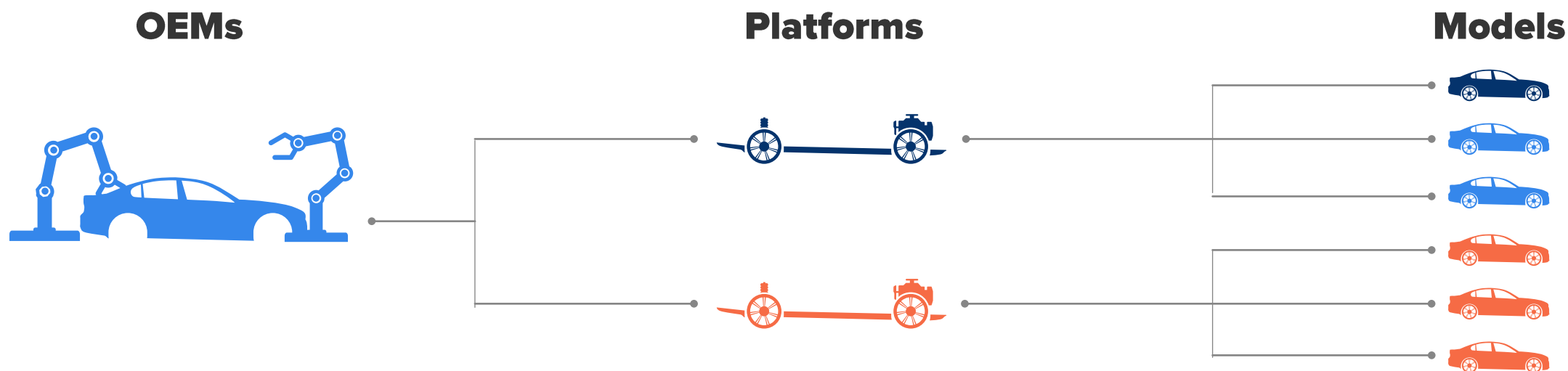
>50Kph

# 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](#)

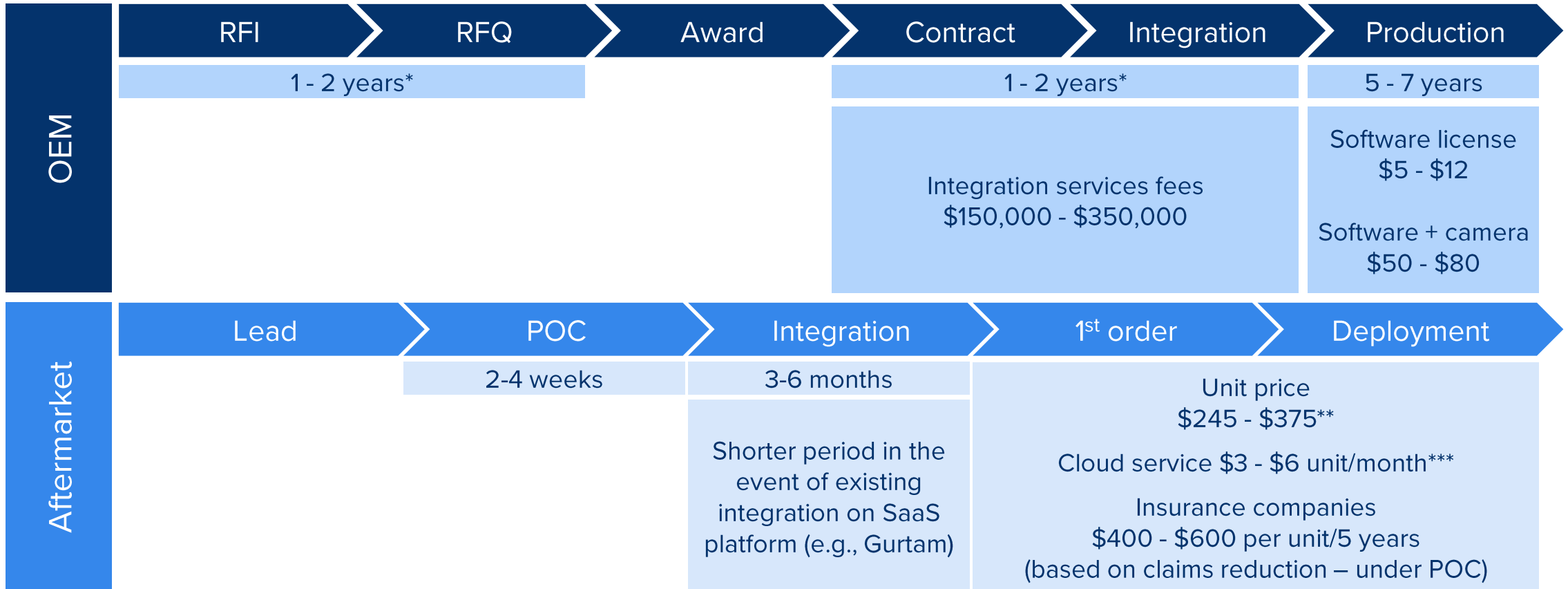


|   | OEMs | Platforms | Models | Positioning                                 | Market cap                    |
|---|------|-----------|--------|---|-------------------------------|
|    | 5    | 8         | 24     | Lean hardware & strategic partnerships      | TASE: CPIA<br>~\$50M          |
|    | 14   | 12        | 90     | # of OEMs                                   | Nasdaq Nordic: SEYE<br>~\$125 |
|  | 10   | 13        | 110    | # of miles accumulated through TSP business | AIM: SEE<br>~\$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).

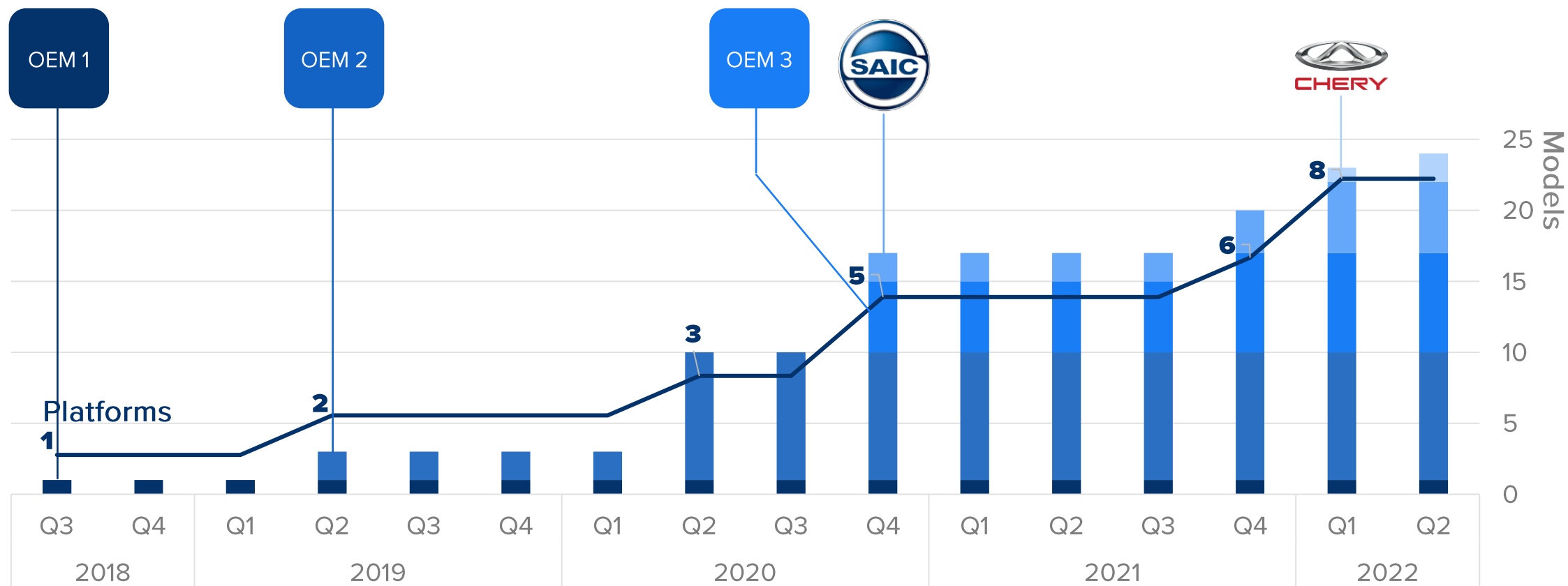
\*\*Price increase reflects ADAS ready and connected units.

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

# DRIVER SENSE: CONTINUOUS GROWTH



3 OEMs already in serial production



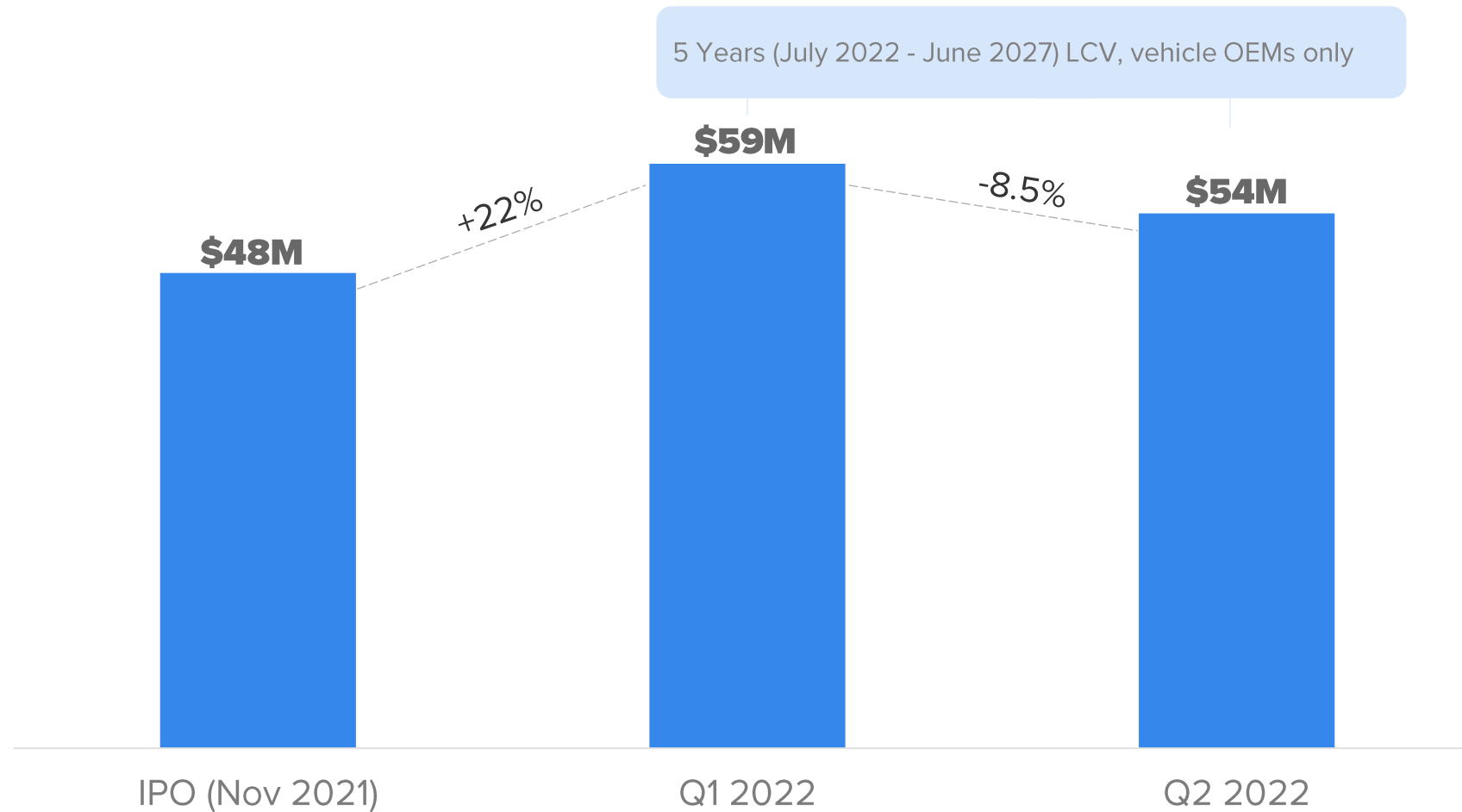
# FINANCIAL REPORTS



| Profit & Loss (thousands of USD) | June 2022    | 2021         | 2020         |
|----------------------------------|--------------|--------------|--------------|
| <b>Total Revenues</b>            | <b>2,978</b> | <b>4,779</b> | <b>1,741</b> |
| <b>Gross Profit</b>              | <b>507</b>   | <b>1,893</b> | <b>641</b>   |
| <b>Gross margin</b>              | <b>17%</b>   | <b>40%</b>   | <b>37%</b>   |
| R&D expenses                     | 2,308        | 5,002        | 3,801        |
| S&M expenses                     | 2,304        | 3,478        | 2,426        |
| G&A expenses                     | 1,883        | 2,725        | 1,012        |
| Total Operating expenses         | 6,495        | 11,205       | 7,239        |
| Financial expenses (income)*     | 1,301        | (9,399)      | 9,516        |
| Profit (loss) before taxes       | (7,289)      | 87           | (16,114)     |
| <b>Balance Sheets</b>            |              |              |              |
| Cash and equivalents             | 9,788        | 19,767       | 3,858        |
| Inventory                        | 1,183        | 1,755        | -            |
| Loans from Bank                  | 1,643        | 1,965        | 633          |
| Derivative Financial Instruments | -            | -            | 19,670       |
| Preferred equity (Liability)     | -            | -            | 51,371       |

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

# OEM SIGNED AGREEMENTS EXPECTED LIFECYCLE VALUE



\*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 Jebesen 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



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

\$54

5 Years Lifecycle  
value from signed  
contracts\*



\* The contracts do not require minimum quantity.



# THANK YOU!



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