



COMPUTER VISION AI FOR IN-CABIN SENSING

Company presentation | March 2023

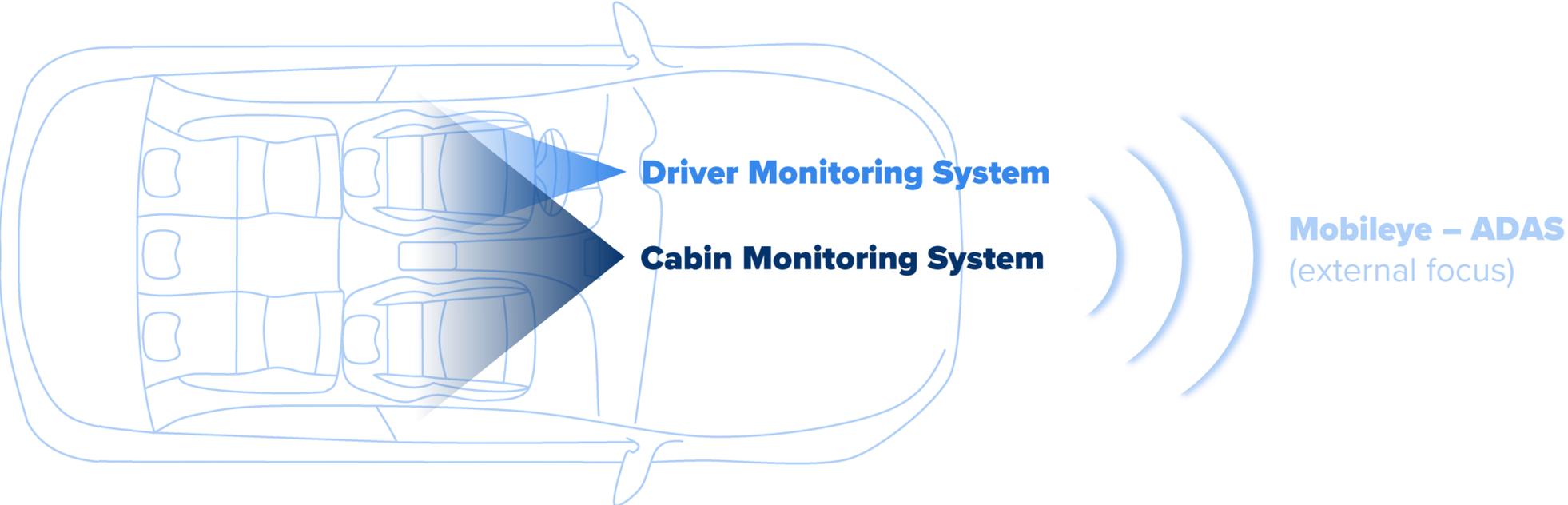


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CIPIA: FOCUS ON DRIVER AND CABIN MONITORING



Distraction



Drowsiness



Face ID



Gaze areas



Seatbelt



Phone



Smoking



Occupancy



Seatbelt



Child reminder



ID



Expressions



Objects



Gestures

LEADING IN-CABIN SENSING PROVIDER



55

Employees

66

Patents & applications

7

Vehicle OEMs

10

Platforms

30

Models (design wins)

\$53M

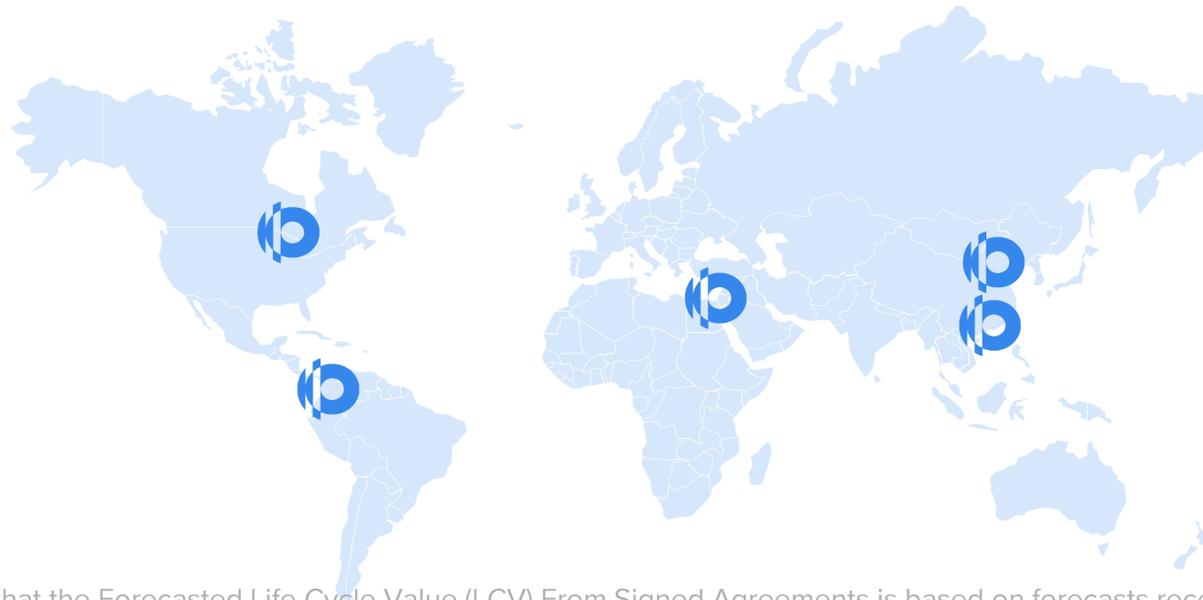
Lifecycle value of hardware & software

\$19M

Lifecycle value of software only

Lifecycle value of signed agreements Jan 2023 - Dec 2027*

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



*As of March 12, 2023. It is clarified, that the Forecasted Life Cycle Value (LCV) From Signed Agreements is based on forecasts received by the Company from the manufacturer. However, the Company estimates that the level of certainty of the Forecasted LCV from Signed Agreements from the sale of hardware (cameras) is lower than that from the sale of software, due to the availability of alternative hardware in the market. 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 GB/T 41797-2022	Driver monitoring congress bill to prevent automation complacency and misuse	Safety standards reward L2 vehicles with driver monitoring
2023 – 2025	2024 – 2026	2023		2022

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

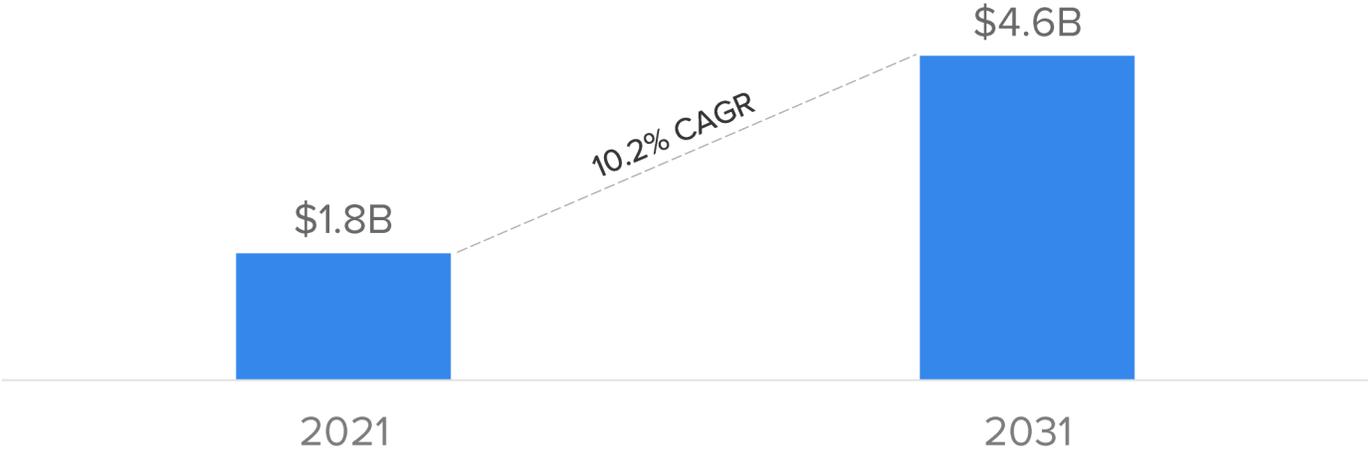
INCREASING DEMAND AMONG OEMS FOR DRIVER MONITORING



90M

Vehicles sold annually

Camera based in-cabin sensing market



Source: <https://www.alliedmarketresearch.com/driver-monitoring-systems-market>

CIPIA'S IN-CABIN SENSING SOLUTIONS



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

Safety

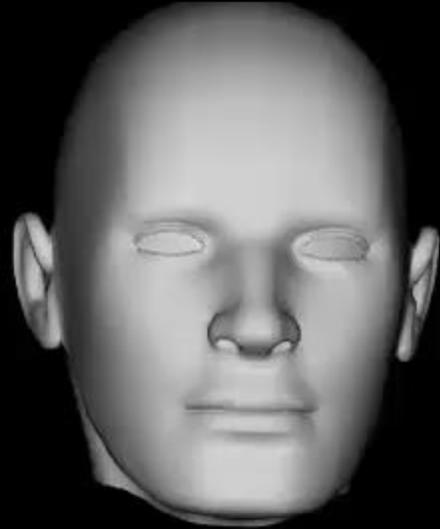
Driver monitoring device for telematics service providers and fleets

Safety & fleet optimization

Cabin monitoring software (under development) for automotive OEMs

Safety & convenience

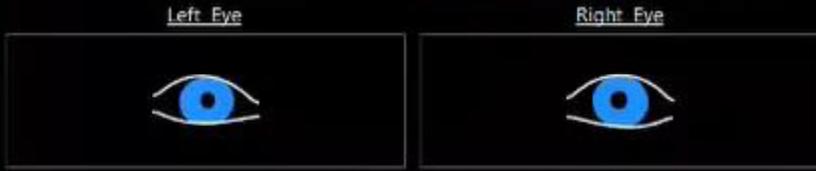
ADVANCED COMPUTER VISION AI TECHNOLOGY



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

Yaw Pitch Roll

Pupil dilation Blink rate Blink duration Glasses



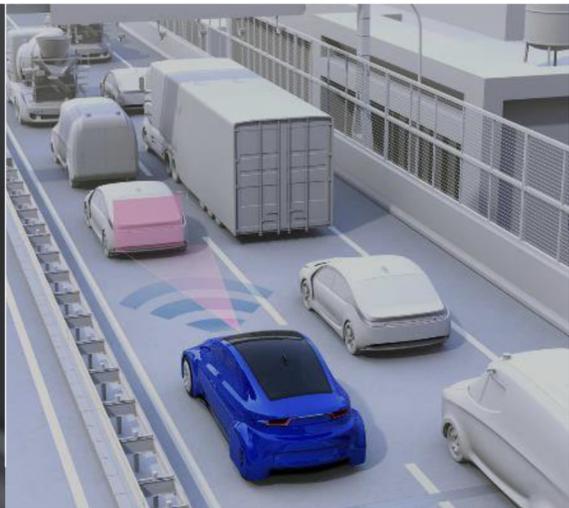
Left Eye: Yaw Pitch X Y Z
Right Eye: Yaw Pitch X Y Z



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
			
<p>Impairment alerts (audio/visual/haptic)</p>	<p>Impairment intervention (active safety)</p>	<p>Preventing automation complacency & misuse</p>	<p>Driver availability verification</p>
<p>Required by</p>			
<p>EU GSR</p>	<p>Euro NCAP</p>	<p>IIHS & Consumer Reports (US)</p>	<p>EU GSR</p>

CIPIA-FS10 DEVICE – SMART FLEET MANAGEMENT



Targeting telematics service providers

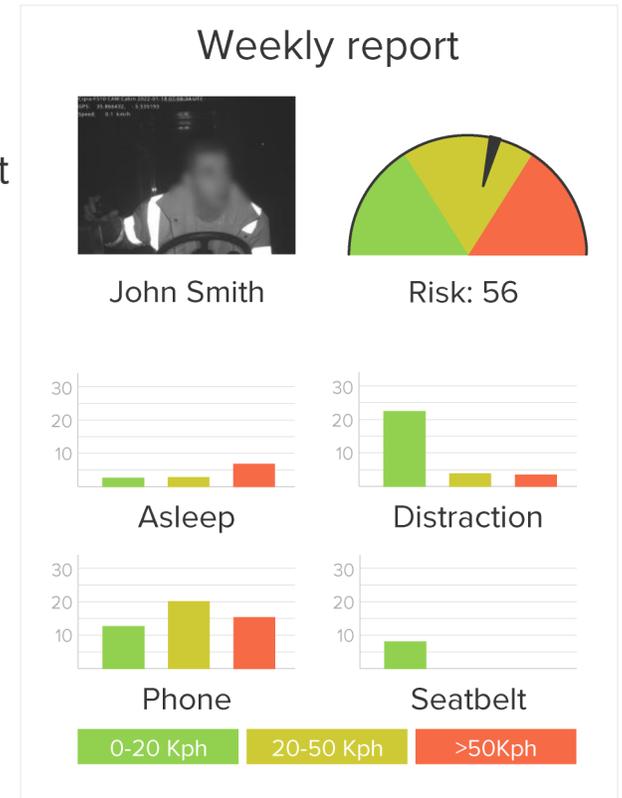
DRIVER ALERTS

- 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



AUTONOMY IS A GROWTH ENGINE



Driver Monitoring System

Behavior based insurance, claim reduction, driver training

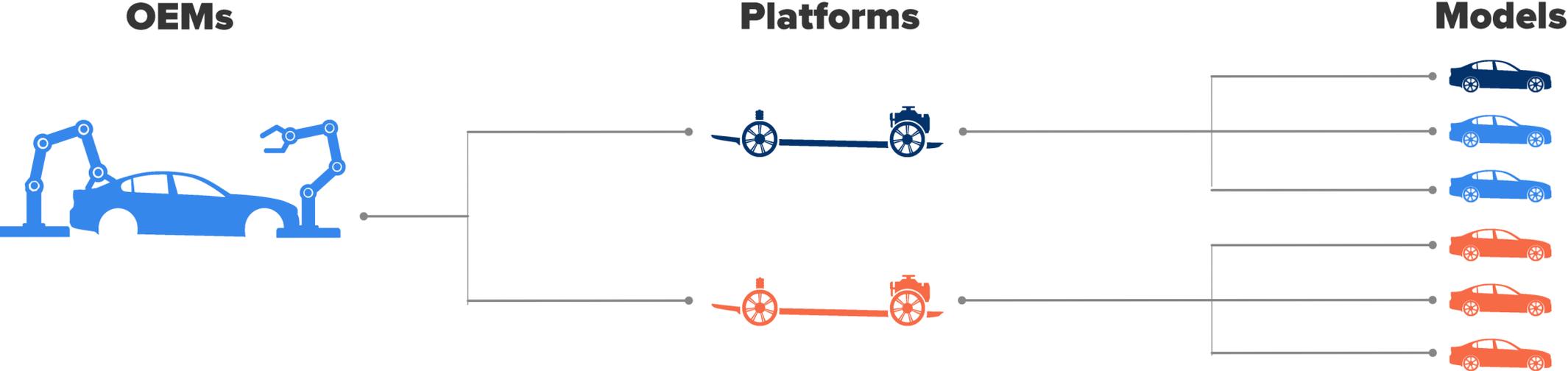
Cabin Monitoring System

Payments, shopping, content and ads

\$100 annual data revenue

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

EACH PLATFORM REPRESENTS MULTI-MODEL POTENTIAL



TOP 3 PLAYERS IN THE DMS

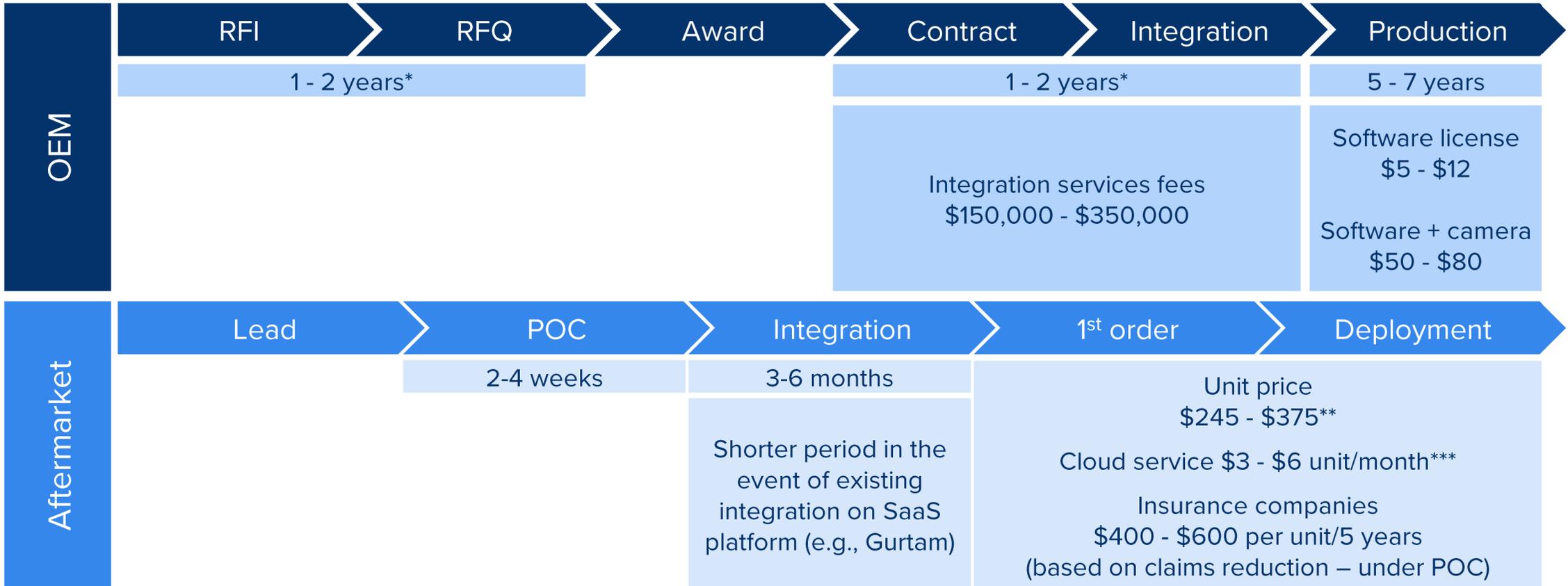

Colin Barnden / Semicast Research ...
 @semicast_res
 ... Cipia is a clear third supplier of automotive-grade DMS and is highly underrated.
 13:40 · 26/01/2022 · [Twitter Web App](#)



	OEMs	Platforms	Models	Positioning	Market cap
	7	10	30	Lean hardware & strategic partnerships	TASE: CPIA ~\$17.5M
	18	?	142	# of OEMs	Nasdaq Nordic: SEYE ~\$153
	10	15	160	# of miles accumulated through TSP business	AIM: SEE ~\$369M

Customer data source: https://www.linkedin.com/posts/colin-barnden-1081376_ces-driver-monitoring-activity-7019653458244841472-bl9S?utm_source=share&utm_medium=member_desktop
 Market cap source: respective stock exchange data as of March 2, 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



4 OEMs already in serial production



FINANCIAL REPORTS



Profit & Loss (thousands of USD)	2022	2021	2020
Total Revenues	5,329	4,779	1,741
Gross Profit	1,167	1,893	641
Gross margin	22%	40%	37%
R&D expenses	5,292	5,002	3,801
S&M expenses	4,412	3,478	2,426
G&A expenses	3,112	2,725	1,012
Total Operating expenses	12,816	11,205	7,239
Financial expenses (income)*	1,256	(9,399)	9,516
Profit (loss) before taxes	(12,905)	87	(16,114)
Balance Sheets			
Cash and equivalents	16,155	19,767	3,858
Inventory	1,839	1,755	-
Loans from Bank	1,220	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

\$97.5M RAISED IN TOTAL



Years	Round	Main investors	Amount
2022	PIPE	Institutional & private investors (existing & new)	\$11.7mm
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 Wetzer

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

Prof. Eli Amir

30+ years in financial accounting

Senior Professor at Collier School of Management and Accounting Chair and visiting prof. at London Business School

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	

JOIN THE GROWTH



Regulation driven market

7

OEMs

10

Platforms

30

Design wins



Strategic Partnerships

4

OEMs in production

\$53M

Lifecycle value of hardware & software



The future platform for monetization of passenger data

\$19M

Lifecycle value of software only

5 Years Lifecycle value from signed contracts*

* The contracts do not require minimum quantity. Please see slide 4 for additional information regarding schedule and assumptions.



THANK YOU!



www.cipia.com



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