



COMPUTER VISION AI FOR IN-CABIN SENSING

Company presentation | November 2023

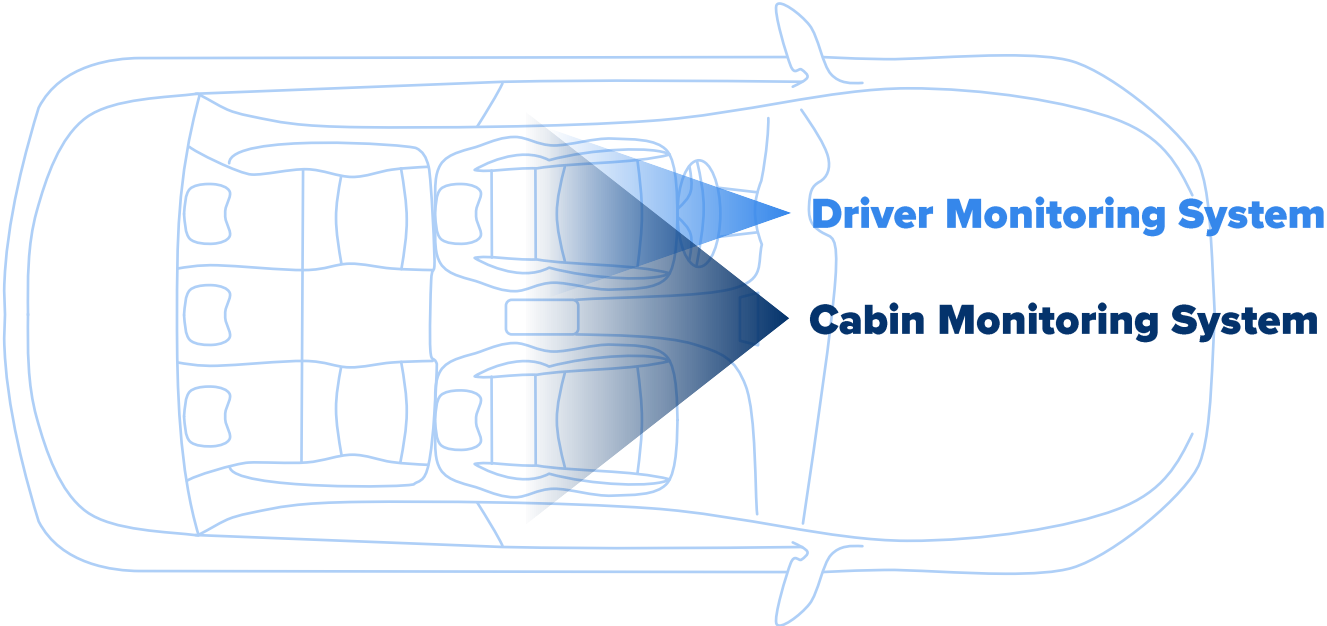


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CIPIA: FOCUS ON DRIVER AND CABIN MONITORING



Distraction



Drowsiness



Face ID



Gaze areas



Seatbelt



Phone



Smoking



Occupancy



Seatbelt



Child reminder



ID



Expressions



Objects



Interaction



Click to watch video

LEADING IN-CABIN SENSING PROVIDER



57

Employees

66

Patents & applications

9

Vehicle OEMs

14

Platforms

57

Models (design wins)

\$36M

Lifecycle value of hardware & software

\$18M

Lifecycle value of software

Lifecycle value of signed agreements
July 2023 - June 2028*

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



*As of August 15, 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

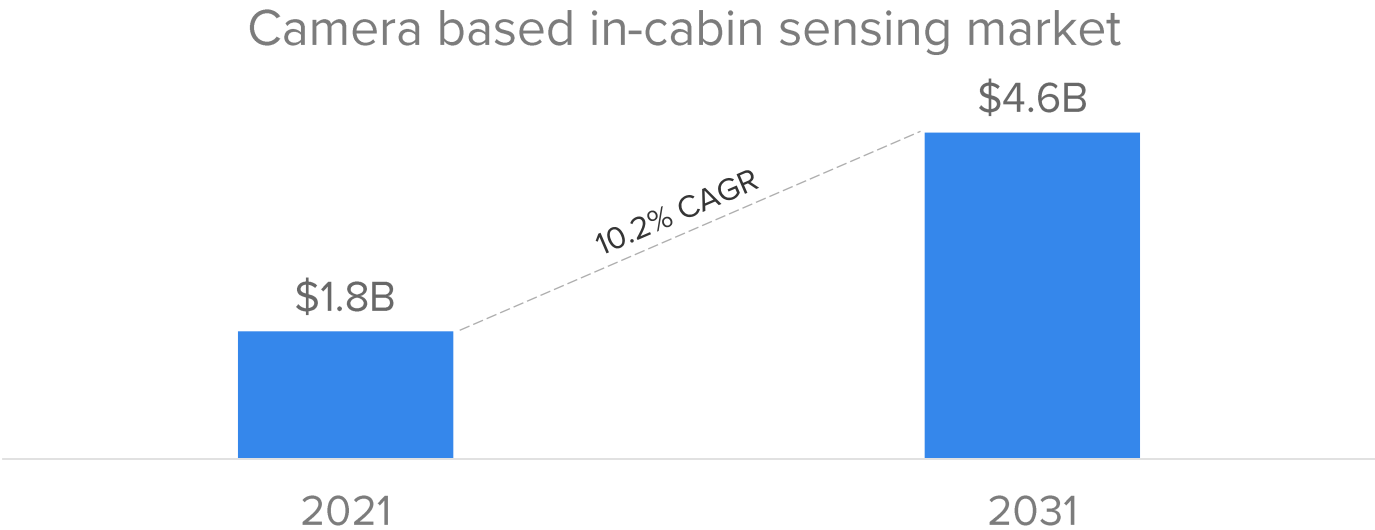
*Regulation and safety standards do not require driver monitoring to be performed using video analysis (i.e., camera), with the exclusion of China.

INCREASING DEMAND AMONG OEMS FOR DRIVER MONITORING



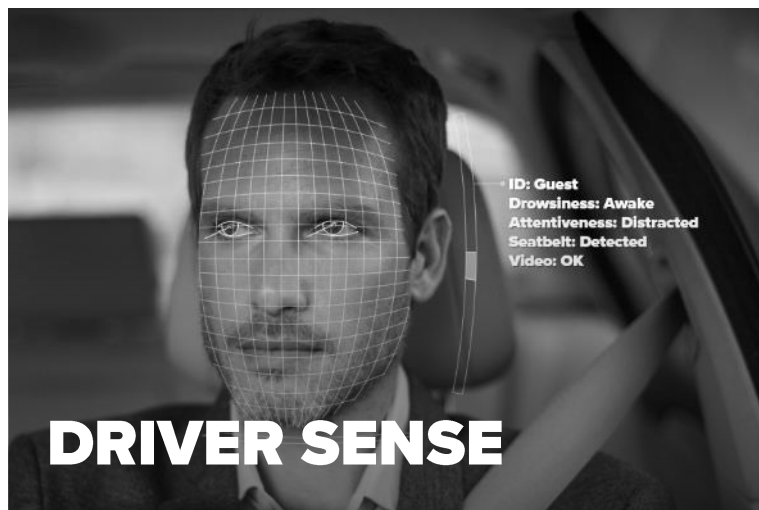
90M

Vehicles sold annually



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

Driver monitoring device for telematics service providers and fleets

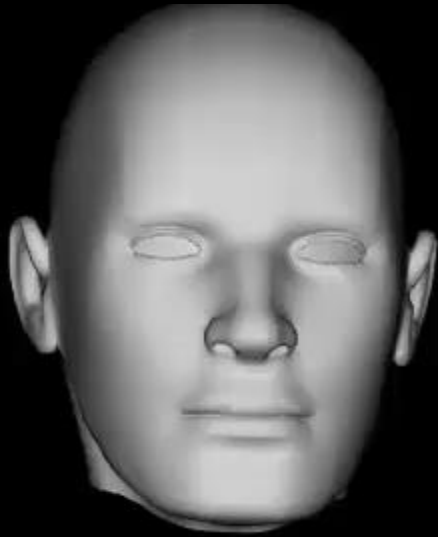
Cabin monitoring software (under development) for automotive OEMs

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 (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

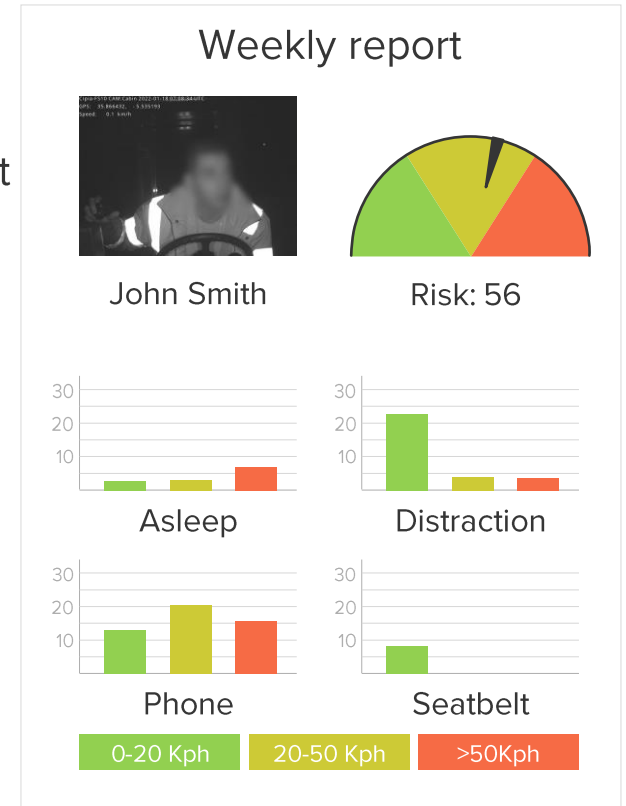
DRIVER ALERTS

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

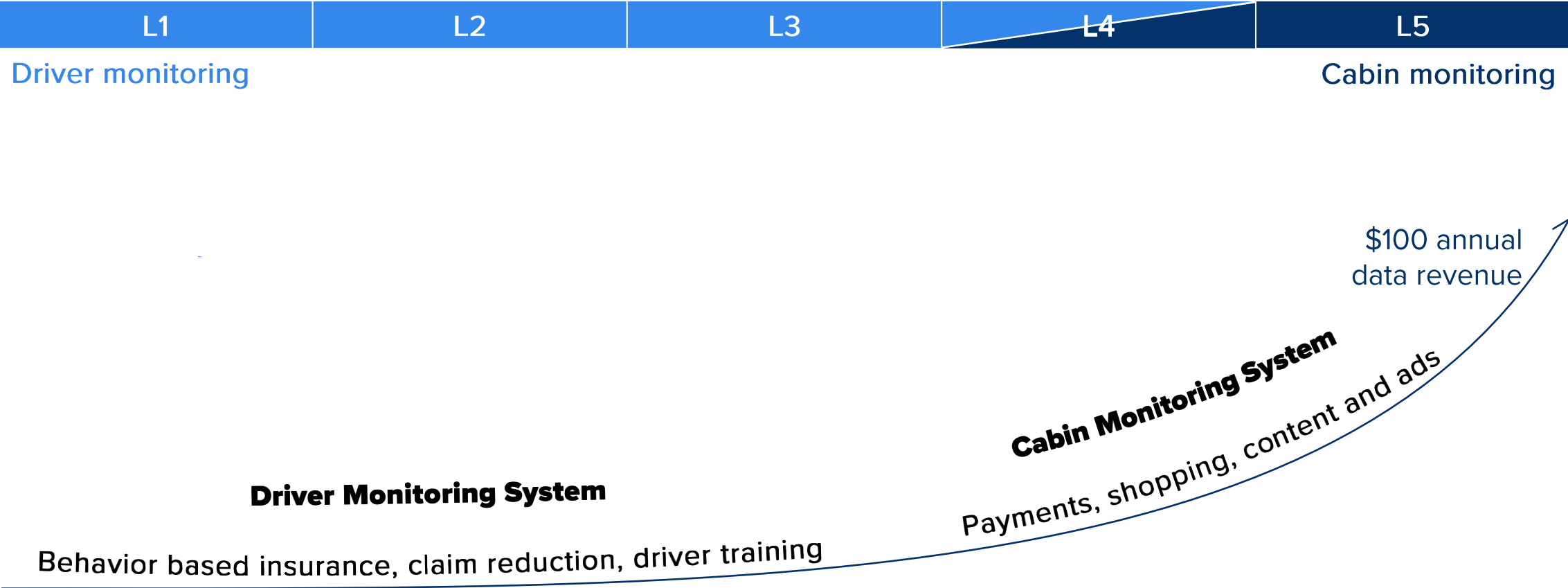


SMARTER FLEET MANAGEMENT

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

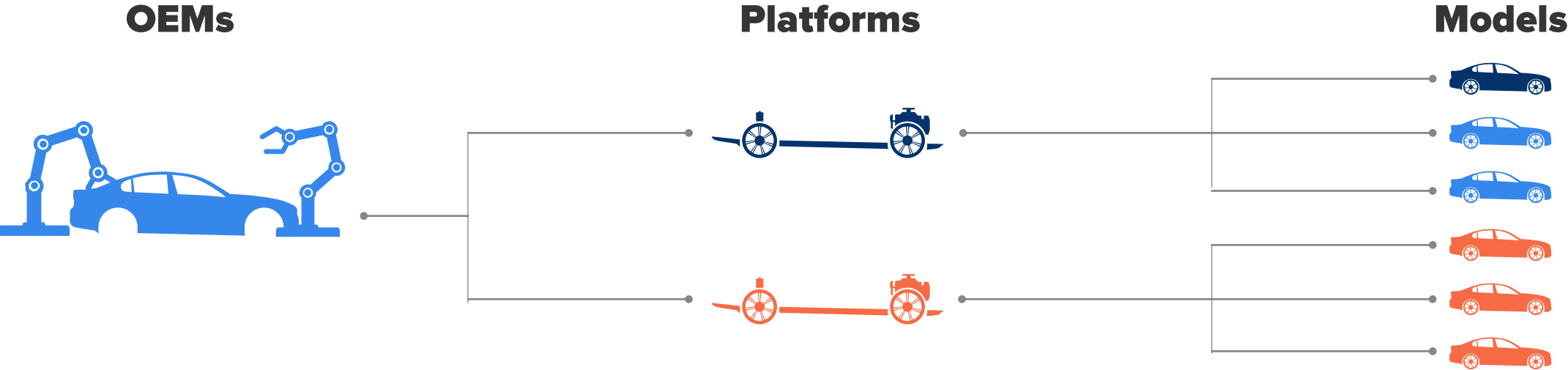


AUTONOMY IS A GROWTH ENGINE






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

EACH PLATFORM REPRESENTS MULTI-MODEL POTENTIAL



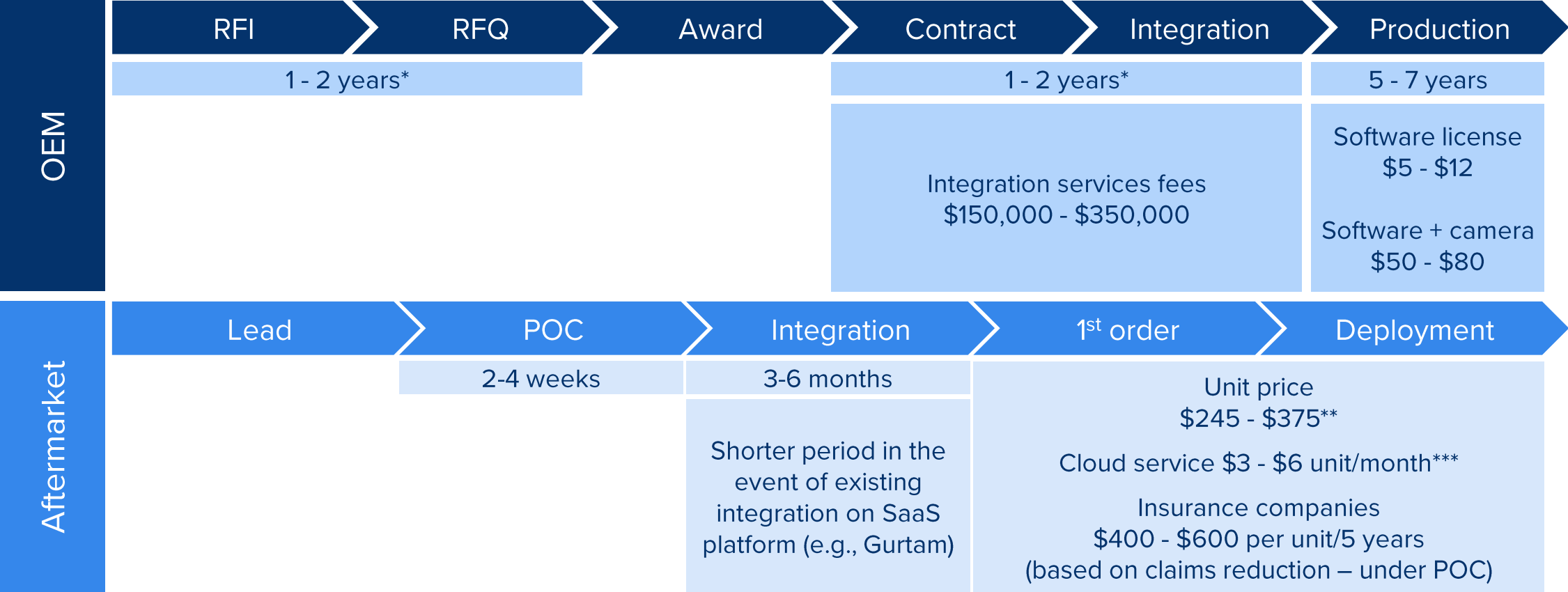
TOP 3 PLAYERS IN THE DMS MARKET



	OEMs	Platforms	Models	Positioning	Market cap
	9	14	57	Lean hardware & strategic partnerships	TASE: CPIA ~\$30M
	19	?	217	# of OEMs	Nasdaq Nordic: SEYE ~\$160
	10	15	160	# of miles accumulated through TSP business	AIM: SEE ~\$313

Customer data source: [Smart Eye source](#) (March 7, 2023) and [Seeing Machines source](#) (January 2, 2023)
Market cap source: respective stock exchange data as of August 14, 2023

BUSINESS MODEL



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

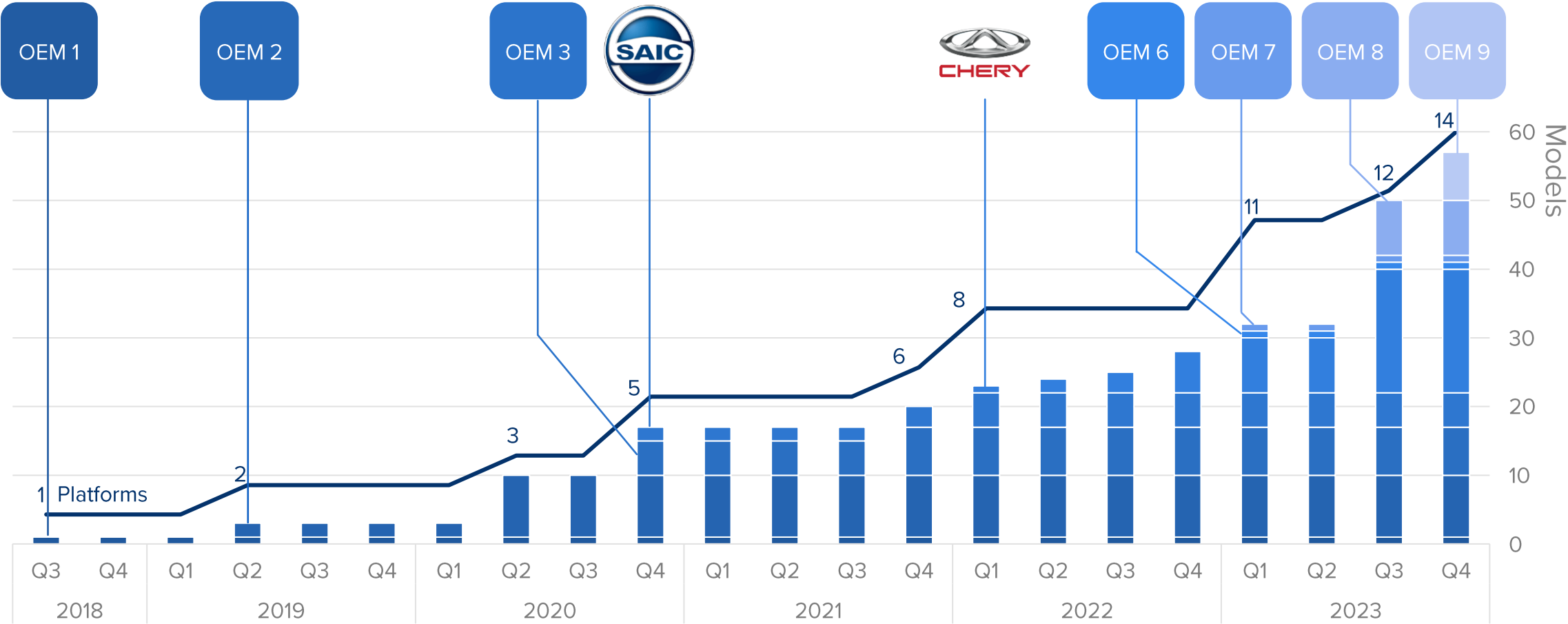
**Price increase reflects ADAS ready and connected units.

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

DRIVER SENSE: CONTINUOUS GROWTH



4 OEMs already in serial production



H1 2023 ACHIEVEMENTS



Financials compared to H1 2022

+66%

in gross profit compared to H1 2022⁽¹⁾

+50%

in gross margin compared to H1 2022⁽¹⁾

Units compared to end of 2022

+80%

in vehicle manufacturers (OEMs)
choosing company products⁽²⁾

+104%

in awarded vehicle models⁽²⁾

(1) As of August 15, 2023.

(2) As of November 19, 2023.

FINANCIAL REPORTS



Profit & Loss (thousands of USD)	June 2023	2022	2021	2020
Total Revenues	2,499	5,329	4,779	1,741
Gross Profit	840	1,167	1,893	641
Gross margin	34%	22%	40%	37%
R&D expenses	2,610	5,292	5,002	3,801
S&M expenses	1,518	4,412	3,478	2,426
G&A expenses	1,648	3,112	2,725	1,012
Total Operating expenses	5,776	12,816	11,205	7,239
Financial expenses (income)	713	1,256	(9,399)	*9,516
Profit (loss) before taxes	(5,649)	(12,905)	87	(16,114)
Balance Sheets				
Cash and equivalents	10,491	16,155	19,767	3,858
Inventory	1,317	1,839	1,755	-
Loans from Bank	869	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

MANAGEMENT



	Yehuda Holtzman CEO	35+ years experience of executive management & entrepreneurship in the tech industry	  
	Tal Krzypow VP Product & Strategy	15+ years experience of global scale software products	
	Shelly Mesilati CFO	15+ years experience of financial management including capital raising for tech companies	 
	Erez Steinberg CTO	20+ years experience of development activities including hardware and software	
	Guy Tsafir VP R&D	25+ years experience of software development and management	  
	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	

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

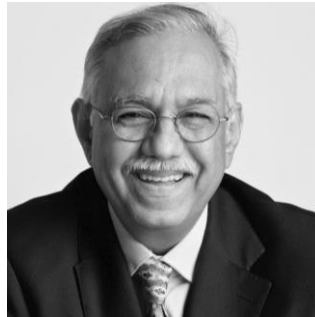
Founder of several startups with \$1.6B exits



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

JOIN THE GROWTH




Regulation
driven market

9
OEMs

14
Platforms

57
Design wins

4
OEMs in
production

\$36M
Lifecycle value of
hardware & software

\$18M
Lifecycle value of
software



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



THANK YOU!



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