



# COMPUTER VISION AI FOR IN-CABIN SENSING

Company presentation | March 31, 2024

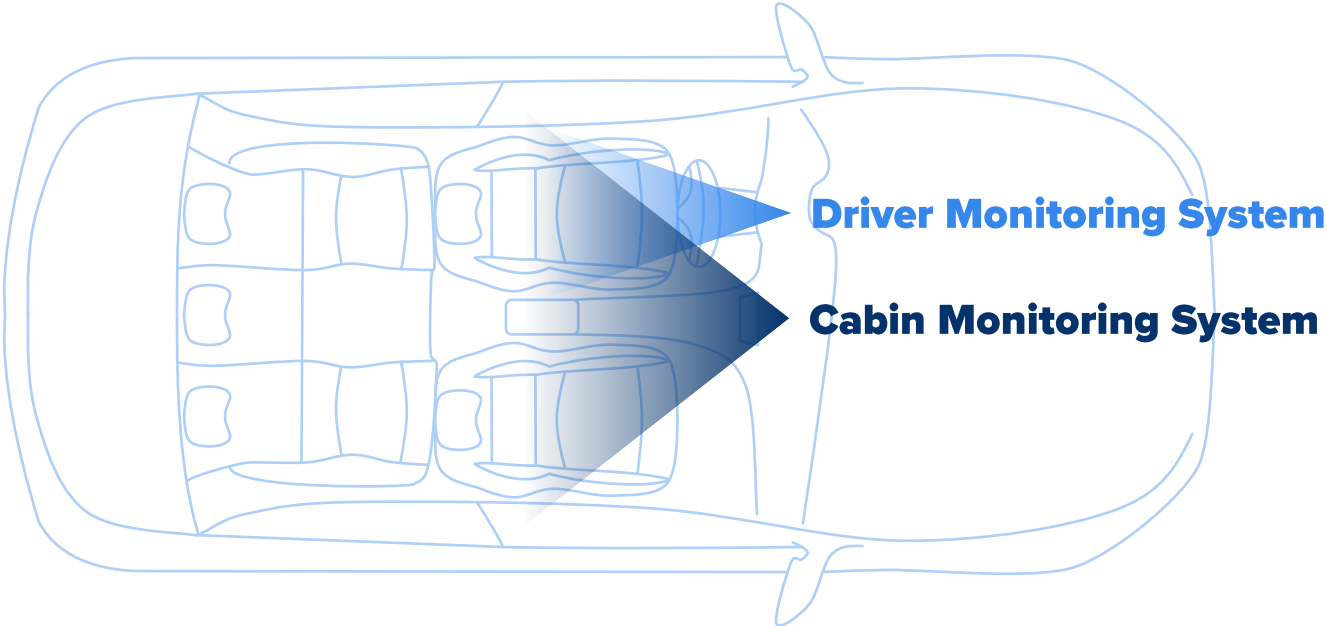


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# CIPIA: FOCUS ON DRIVER AND CABIN MONITORING



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



60

Employees

66

Patents & applications

9 — 61

Vehicle OEMs Models (design wins)

\$39M

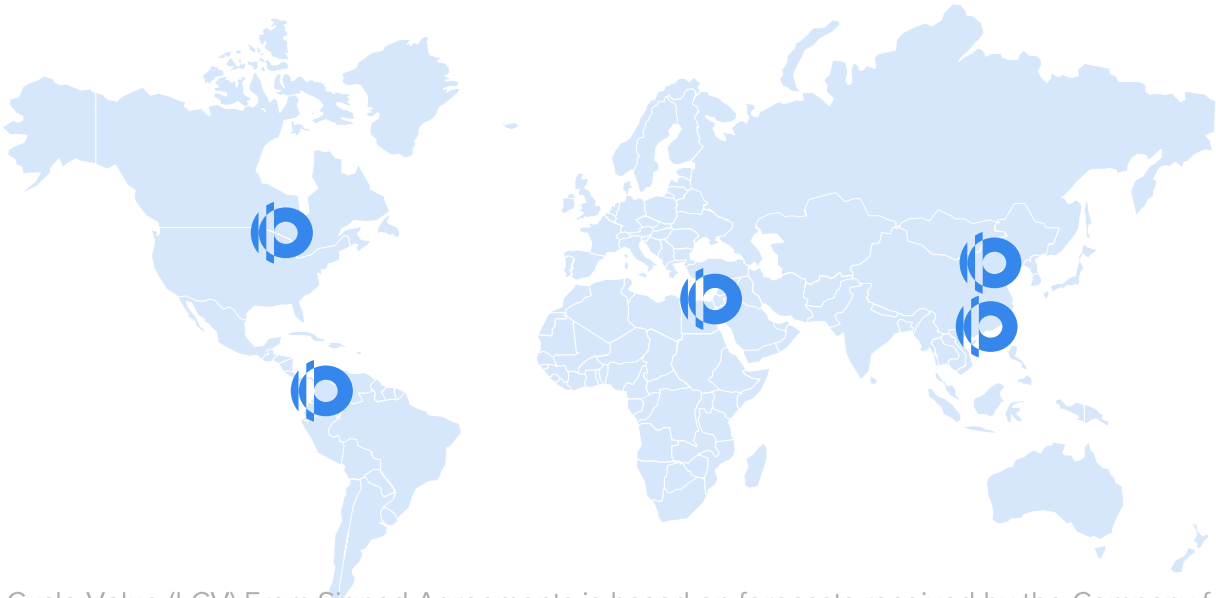
Lifecycle value of hardware & software

\$20M

Lifecycle value of software

Lifecycle value of signed agreements  
Jan 2024 - Dec 2028\*

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



\* It is clarified that the Forecasted Life Cycle Value (LCV) From Signed Agreements is based on forecasts received by the Company from the manufacturer and Company assumptions. 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
<b>2023 – 2026</b>	<b>2024 – 2026</b>	<b>2023</b>		<b>2022</b>

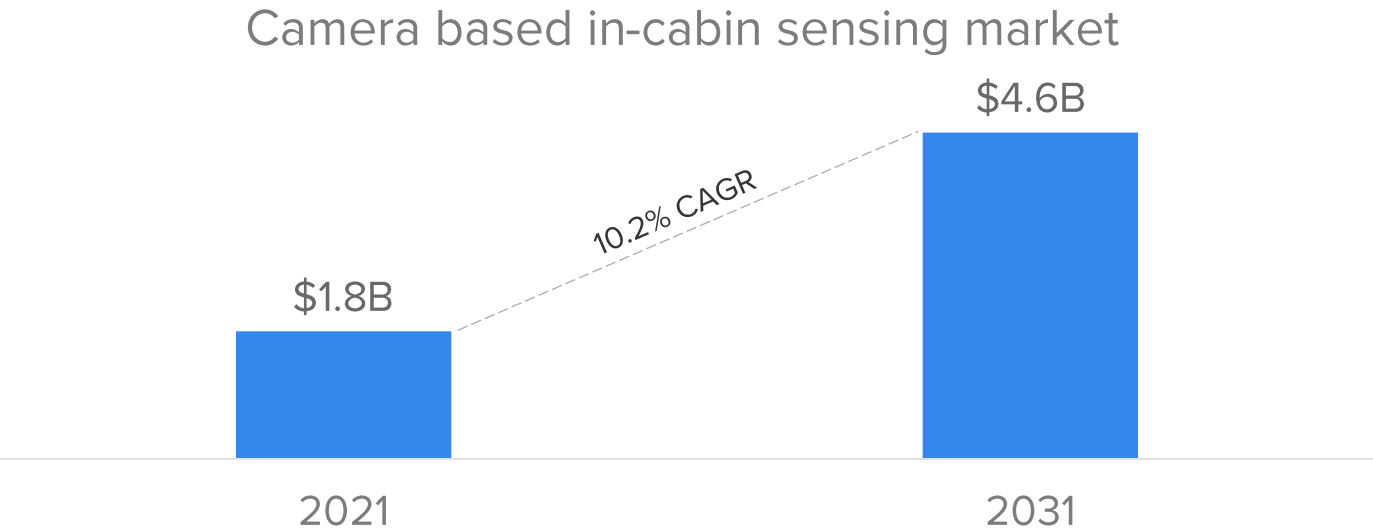
\*Regulation and safety standards do not require driver monitoring to be performed using video analysis (i.e., camera), with the exclusion of China.

# INCREASING DEMAND AMONG OEMS FOR DRIVER MONITORING



90M

Vehicles sold annually



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

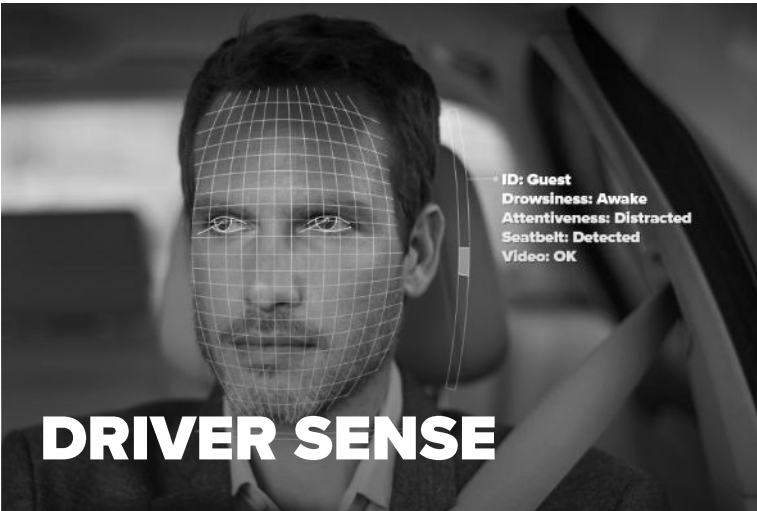


# CIPIA'S IN-CABIN SENSING SOLUTIONS



Software for Automotive Manufacturers

Device & Cloud Services for Fleets



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

**Cabin monitoring software** (under development) for automotive OEMs for driver and cabin-wide occupancy monitoring

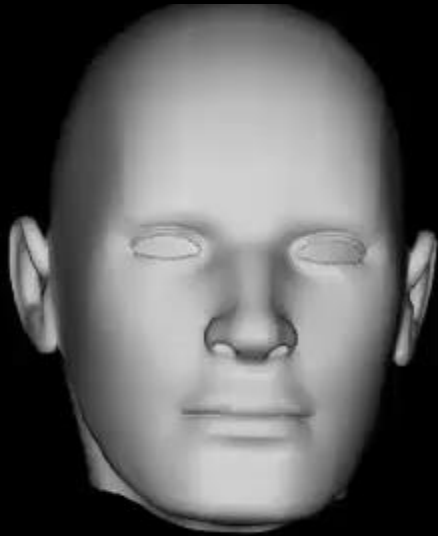
**Driver monitoring device and cloud service** for telematics service providers and fleets

Safety

Safety & convenience

Safety & fleet optimization

# ADVANCED COMPUTER VISION AI TECHNOLOGY



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

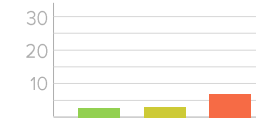
### Weekly report



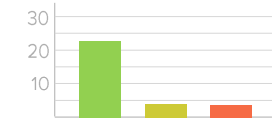
John Smith



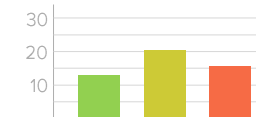
Risk: 56



Asleep



Distraction



Phone



Seatbelt

0-20 Kph

20-50 Kph

>50Kph

# AUTONOMY IS A GROWTH ENGINE



Driver monitoring

Cabin monitoring

## Driver Monitoring System

Behavior based insurance, claim reduction, driver training





## Cabin Monitoring System

Payments, shopping, content and ads

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

# TOP 4 PLAYERS IN THE DMS MARKET

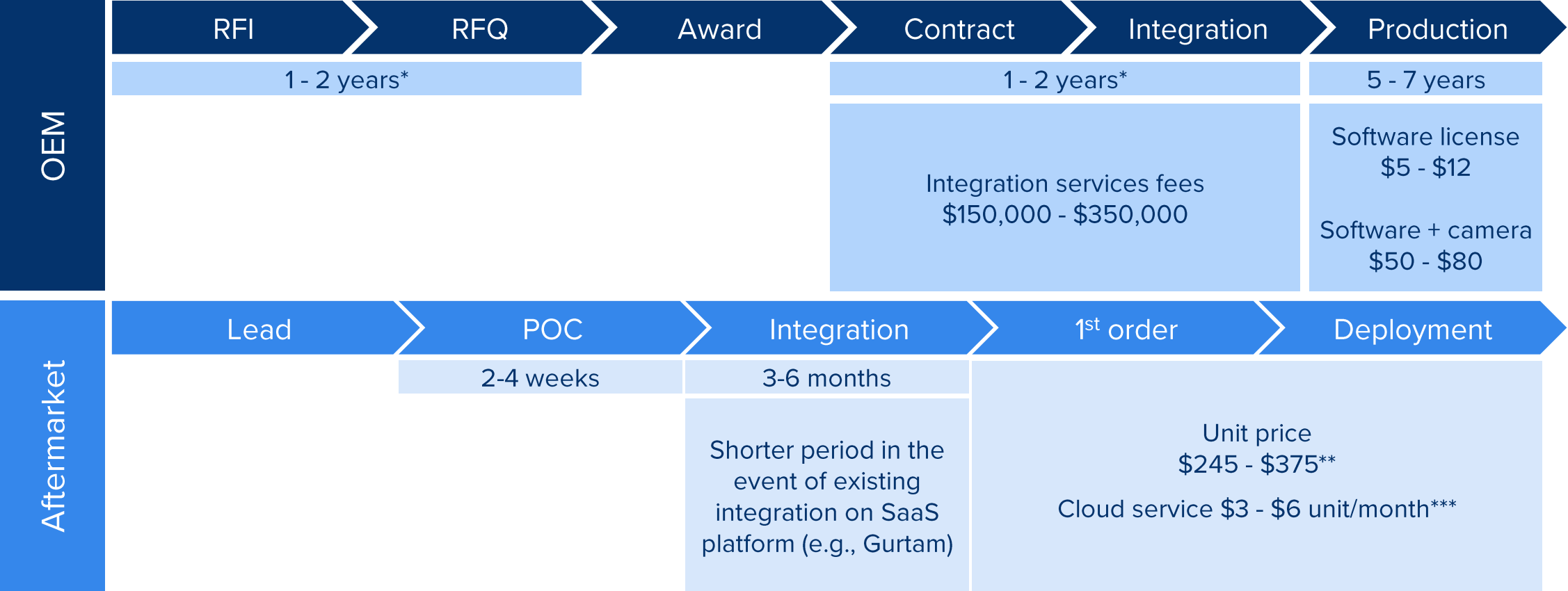


	OEMs	Models	Positioning	Market cap
	9	61	Lean hardware & strategic partnerships	TASE: CPIA ~\$21M
	21	320	# of OEMs	Nasdaq Nordic: SEYE ~\$280
	11	+160	# of miles accumulated through TSP business	AIM: SEE ~\$272
	7	+100	Eye tracking technology	STO: TOBII ~\$64M

Customer data source: [Smart Eye source](#) (March 13, 2024) and [Seeing Machines source](#) (December 20, 2023) and [Tobii](#) (December 13, 2023).  
Market cap source: respective stock exchange data as published on Google Finance of March 26, 2024



# BUSINESS MODEL



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

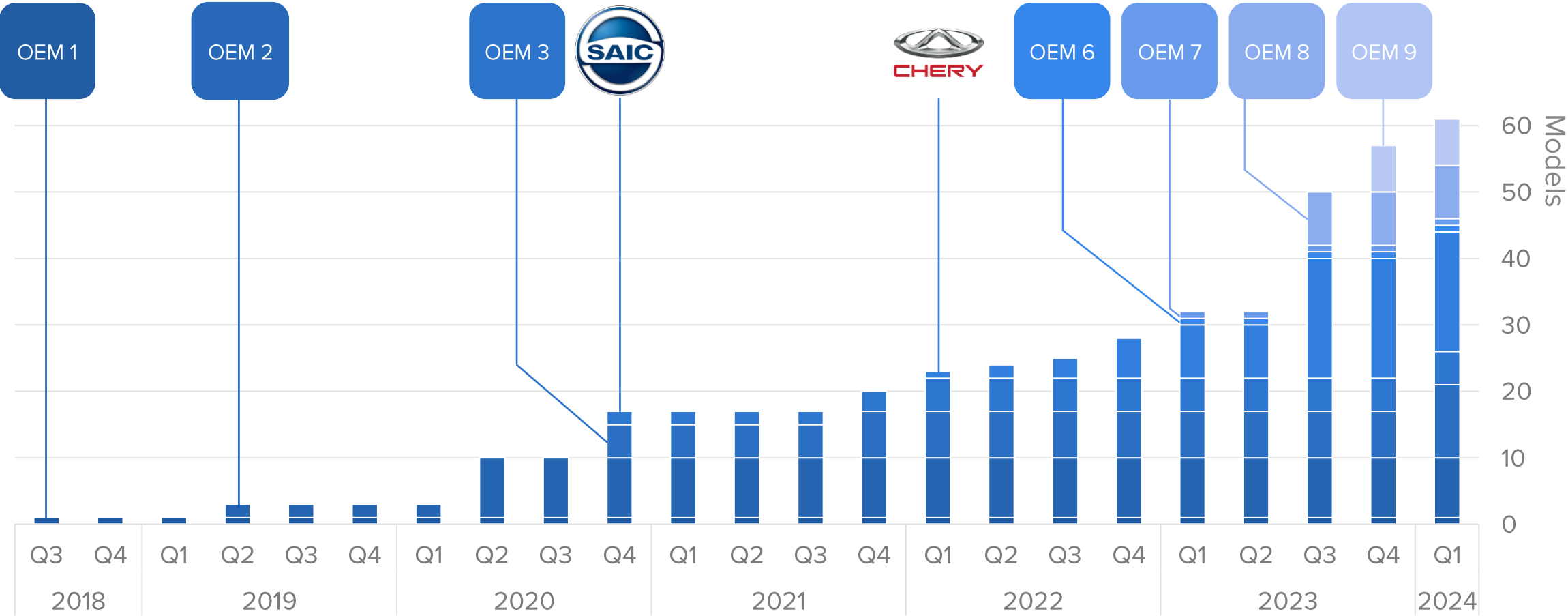
\*\*Price reflects ADAS ready units and cellular connectivity units.

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

# DRIVER SENSE: CONTINUOUS GROWTH



5 OEMs already in serial production





# 2023 ACHIEVEMENTS



## Financials compared to FY 2022

**+130%**

in gross profit compared to 2022

**+127%**

in gross margin compared to 2022

## Units compared to end of 2022

**+80%**

in vehicle manufacturers (OEMs)  
choosing company products

**+104%**

in awarded vehicle models

# FINANCIAL REPORTS



Profit & Loss (thousands of USD)	2023	2022	2021	2020
<b>Total Revenues</b>	<b>5,351</b>	<b>5,329</b>	<b>4,779</b>	<b>1,741</b>
<b>Gross Profit</b>	<b>2,688</b>	<b>1,167</b>	<b>1,893</b>	<b>641</b>
<b>Gross margin</b>	<b>50%</b>	<b>22%</b>	<b>40%</b>	<b>37%</b>
R&D expenses	5,848	5,292	5,002	3,801
S&M expenses	2,908	4,412	3,478	2,426
G&A expenses	2,670	3,112	2,725	1,012
<b>Total Operating expenses</b>	<b>11,426</b>	<b>12,816</b>	<b>11,205</b>	<b>7,239</b>
Financial expenses (income)	372	1,256	(9,399)	*9,516
Profit (loss) before taxes	(9,110)	(12,905)	87	(16,114)
<b>Balance Sheets</b>				
Cash and equivalents	5,854	16,155	19,767	3,858
Inventory	1,294	1,839	1,755	-
Loans from Bank	487	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





# \$100M RAISED IN TOTAL



Years	Round	Main investors	Amount
2023	PIPE	Private investors	\$2.3M
2022	PIPE	Institutional & private investors (existing & new)	\$11.7M
2021	IPO (Inc. Pre-IPO)	Institutional investors	\$26M
2020	Convertible Loan	Jebsen Group, Grupo Antolin	\$8.5M
2016-2018	Series D	Jebsen Group, Arie Capital, Smart Gesture, private investors	\$30M
2014-2015	Series C	Mitsui & others	\$12M
2011-2013	Series B	Mitsui & others	\$7M
2007-2010	Series A	Private investors	\$3M

# MANAGEMENT



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



**Erez Lorber**

30+ years of technology executive management

Chairperson of Orient and Isralaser



**Orit Lerer**

40+ years of executive management in Bank Hapoalim

Rich financial and managerial experience in global corporations



**Henry Weinstein**

10+ years of technology and health venture capital

Led over 20 venture capital deals and served as board member in health and technology companies



**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

61

Design wins

5

OEMs in  
production

\$39M

Lifecycle value of  
hardware & software

\$20M

Lifecycle value of  
software



5 Years Lifecycle  
value from signed  
contracts\*;

\* The contracts do not require minimum quantity. Please see slide 5 for additional information regarding schedule and assumptions.





# THANK YOU!



[www.cipia.com](http://www.cipia.com)



[info@cipia.com](mailto:info@cipia.com)

