



COMPUTER VISION AI FOR IN-CABIN SENSING

Company presentation | July 17, 2024

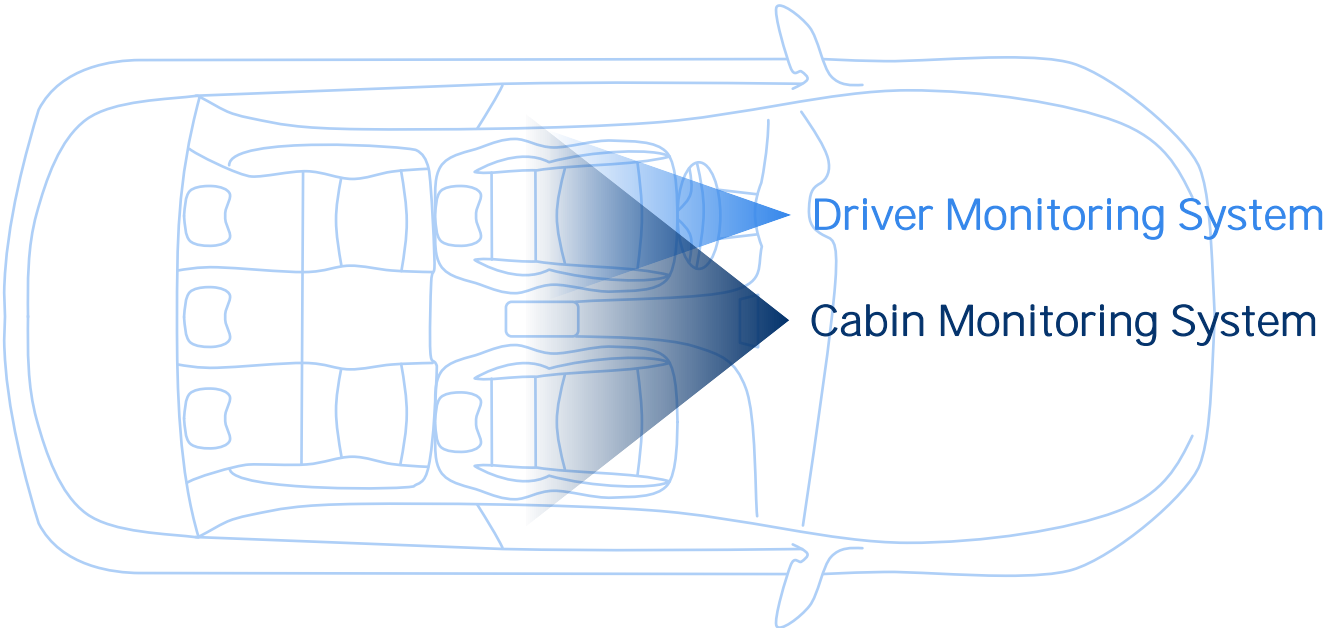


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CIPIA: FOCUS ON DRIVER AND CABIN MONITORING



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

11 — 67

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
2023 – 2026	2024 – 2026	2023		2022

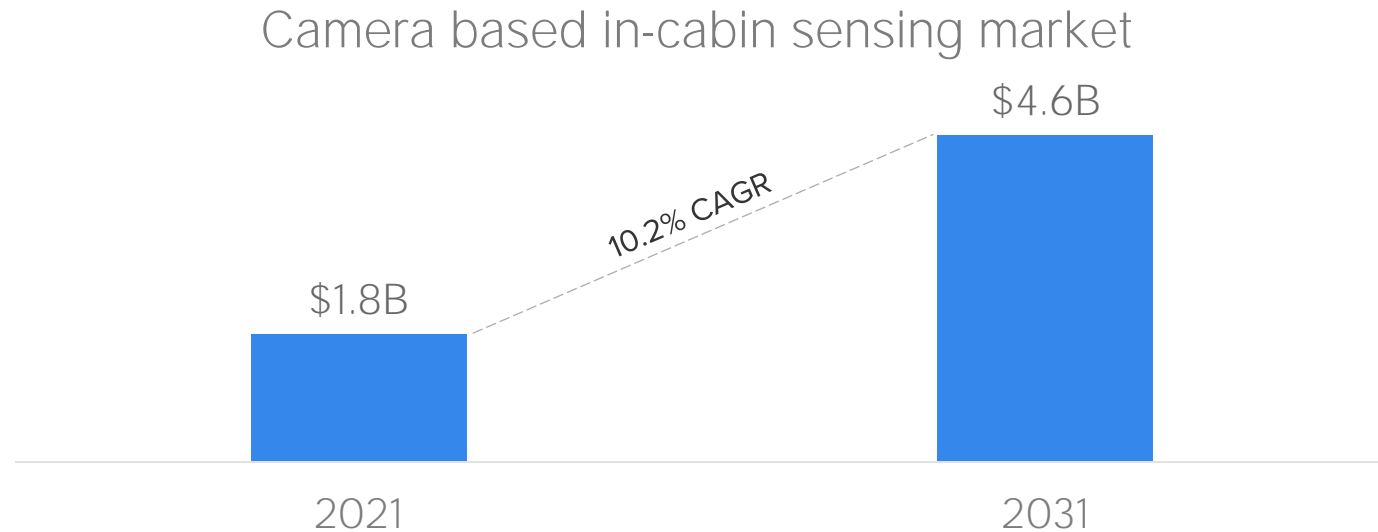
*Regulation and safety standards do not require driver monitoring to be performed using video analysis (i.e., camera), with the exclusion of China.

INCREASING DEMAND AMONG OEMS FOR DRIVER MONITORING



90M

Vehicles sold
annually



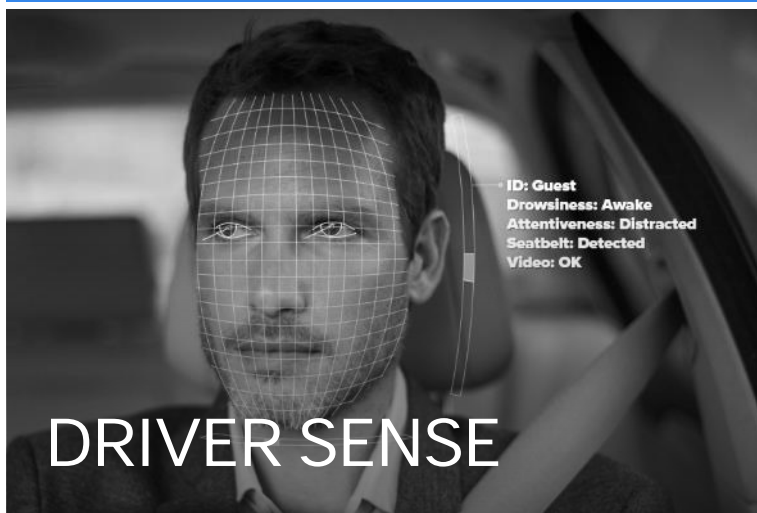
Source: <https://www.alliedmarketresearch.com/driver-monitoring-systems-market>

CIPIA'S IN-CABIN SENSING SOLUTIONS



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

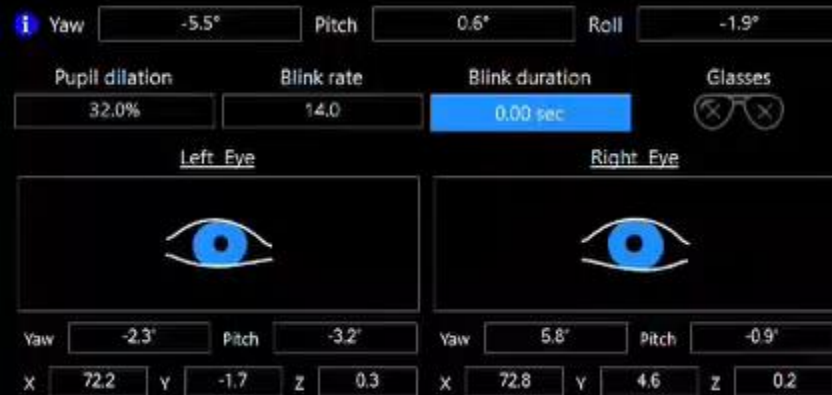
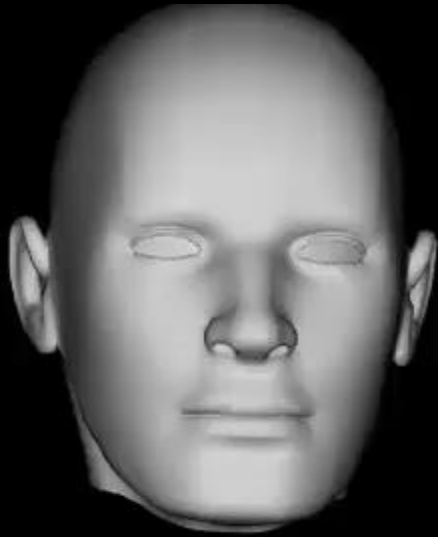
Driver monitoring device and cloud service for telematics service providers and fleets

Safety

Safety & convenience

Safety & fleet optimization

ADVANCED COMPUTER VISION AI TECHNOLOGY



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

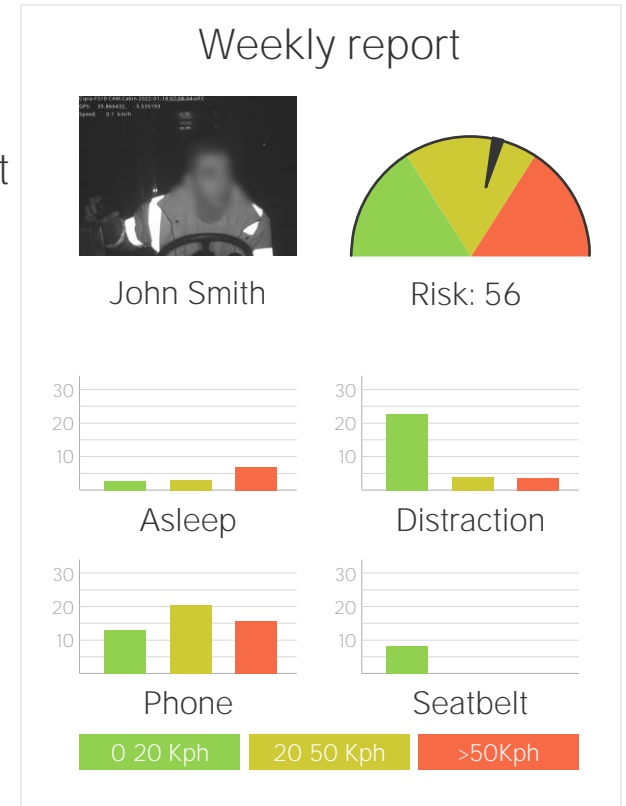
DRIVER ALERTS

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

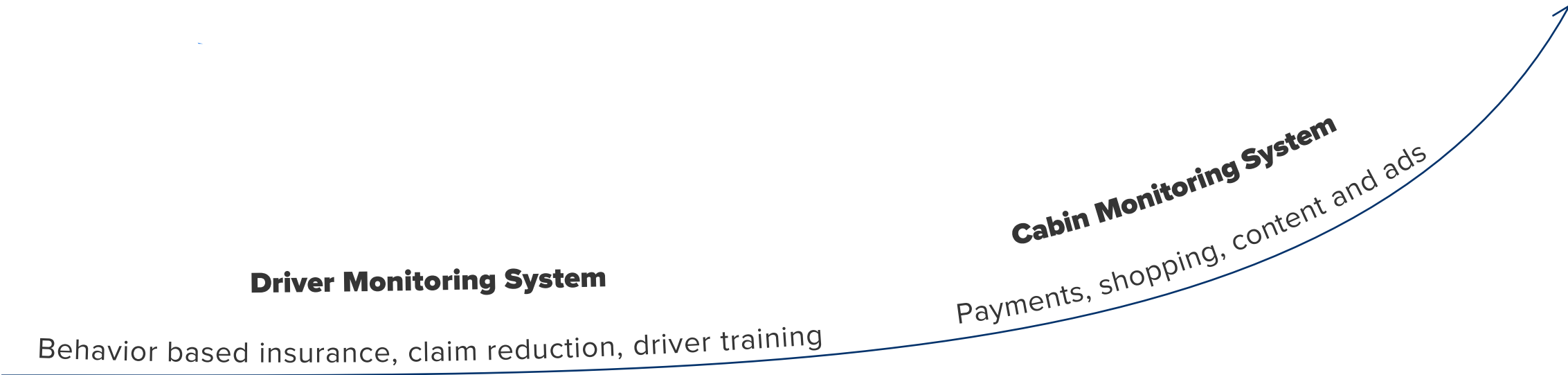
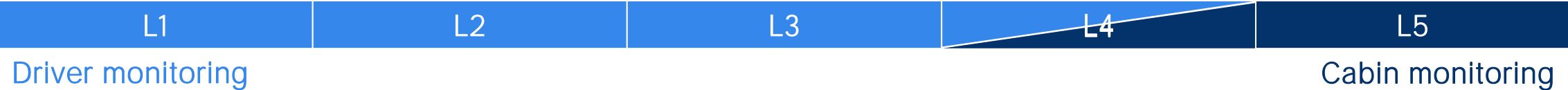


SMARTER FLEET MANAGEMENT

- 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

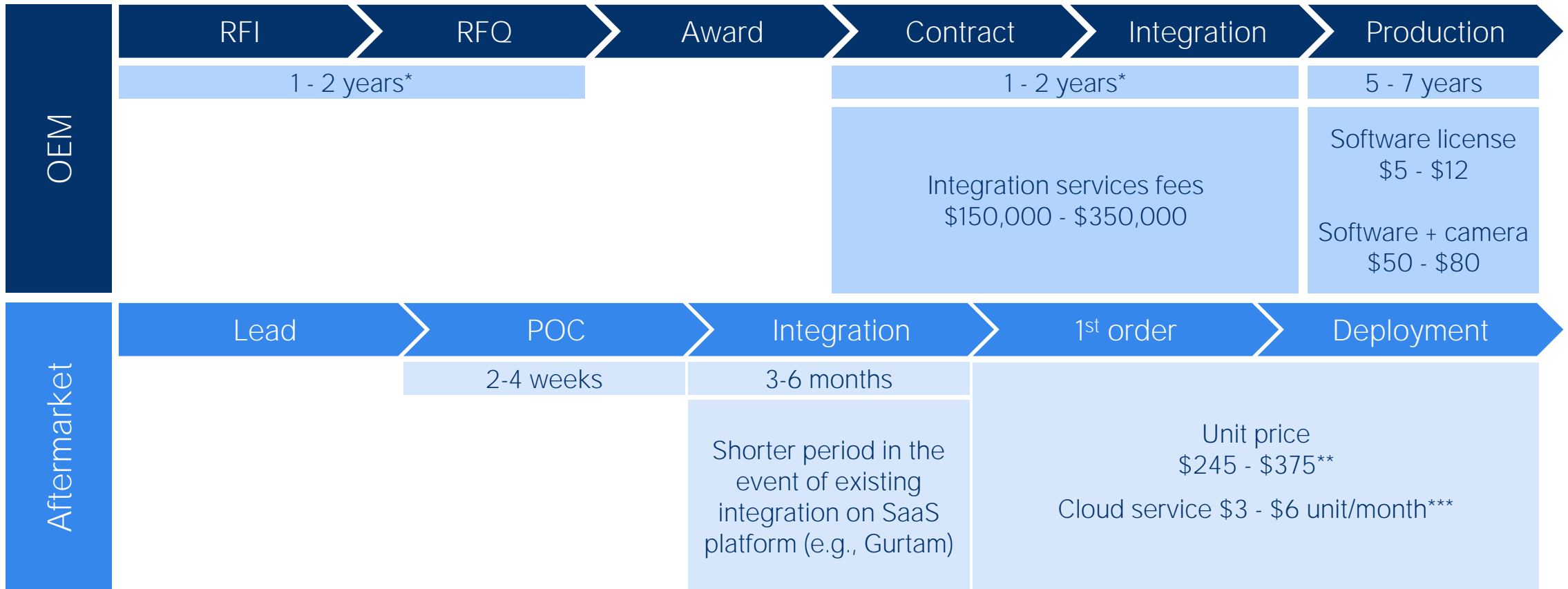
TOP 4 PLAYERS IN THE DMS MARKET



	OEMs	Models	Positioning	Market cap
	11	67	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).

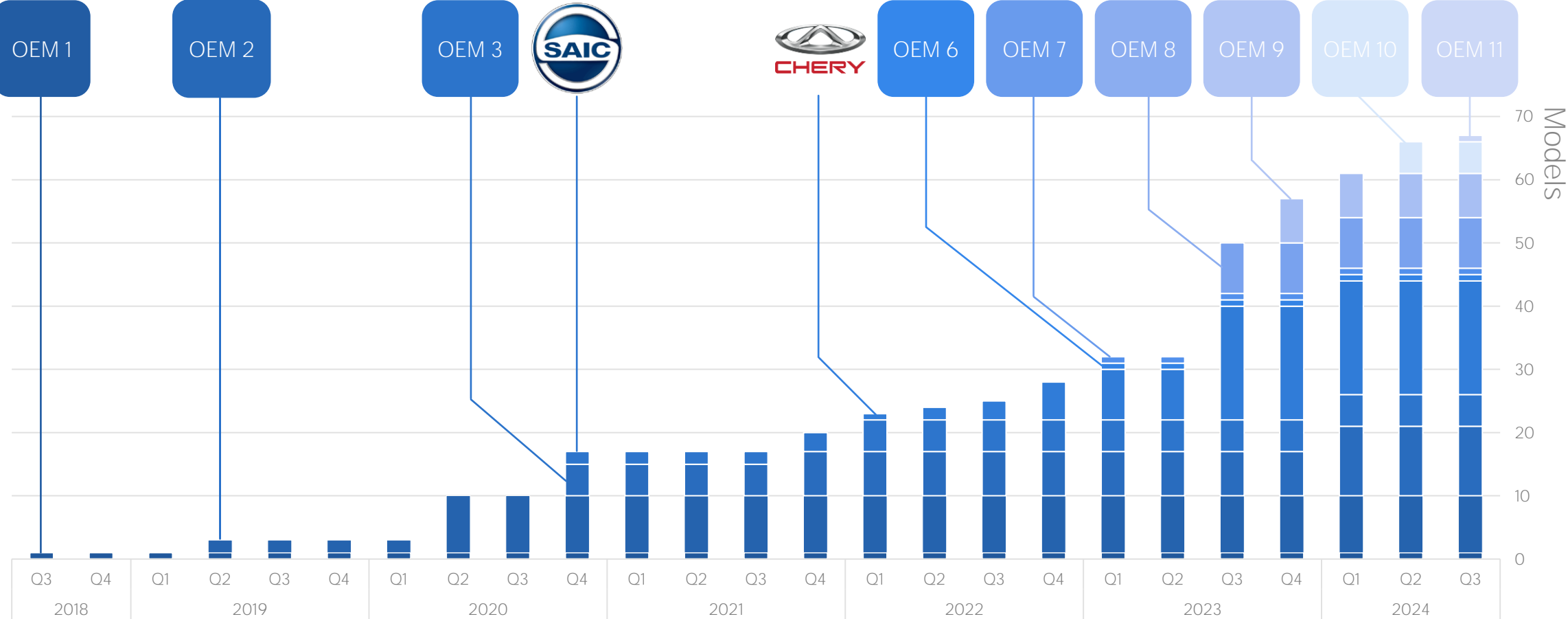
**Price reflects ADAS ready units and cellular connectivity units.

***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
Total Revenues	5,351	5,329	4,779	1,741
Gross Profit	2,688	1,167	1,893	641
Gross margin	50%	22%	40%	37%
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
Total Operating expenses	11,426	12,816	11,205	7,239
Financial expenses (income)	372	1,256	(9,399)	*9,516
Profit (loss) before taxes	(9,110)	(12,905)	87	(16,114)
Balance Sheets				
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


OVER \$100M RAISED IN TOTAL



Years	Round	Main investors	Amount
2024	PIPE	Strategic Investor	~\$5M
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



	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 managing multiple disciplines	
	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 Tsafrir VP R&D	25+ years experience of software development and management	  
	David Markus VP Telemetry & Fleets	20+ years experience of executive management in the automotive industry	  
	Liat Rostock VP Marketing	One of Cipia's earliest employees with 15+ 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



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
Coller School of
Management and
Accounting Chair
and visiting prof. at
London Business
School

JOIN THE GROWTH



Regulation
driven market

11

OEMs

67

Design wins

5

OEMs in
production

\$39M

Lifecycle value of
hardware & software

\$20M

Lifecycle value of
software



The future platform for
monetization of passenger data

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



info@cipia.com

