COMPUTER VISION AI FOR IN-CABIN SENSING

Company presentation | September 18, 2024

Cipia Vision Ltd

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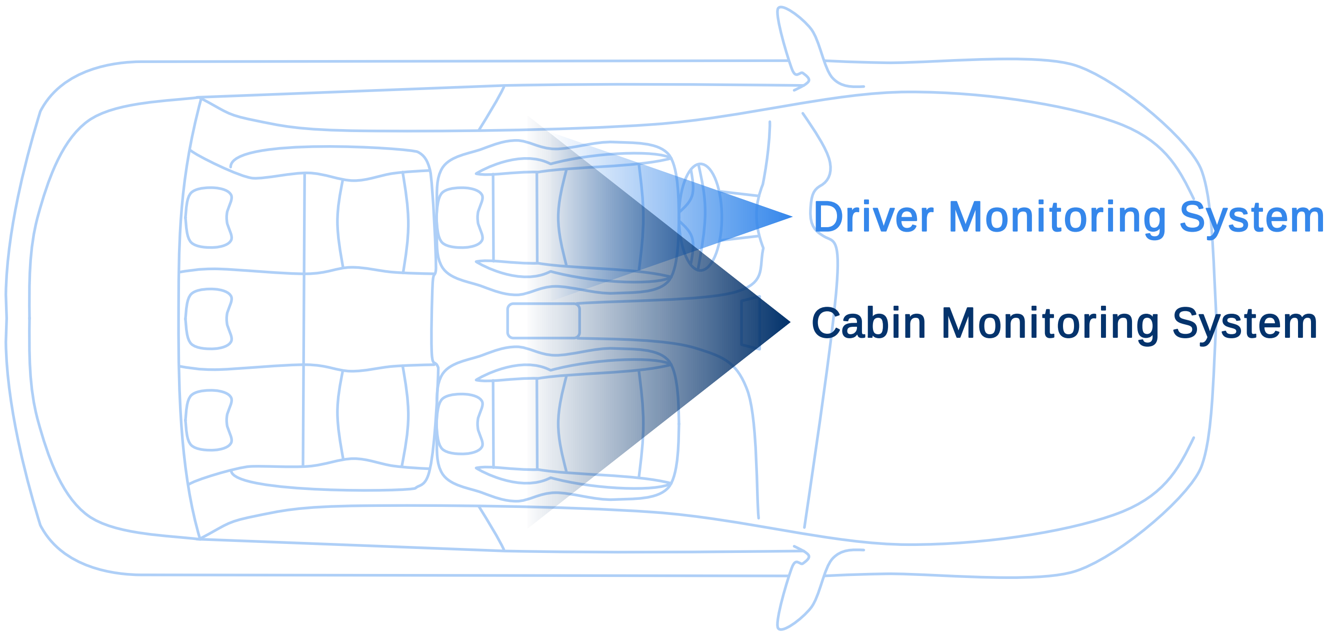
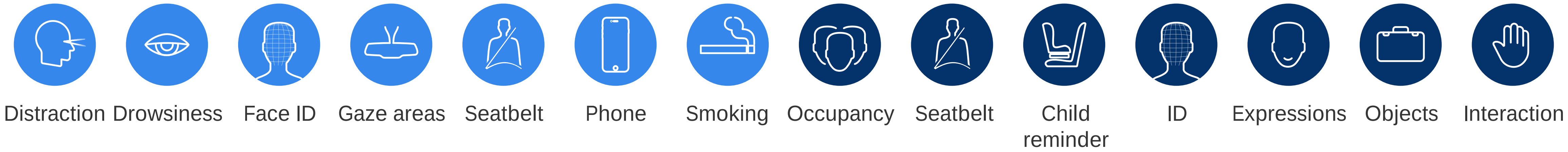
CIPIA: FOCUS ON DRIVER AND CABIN MONITORING





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LEADING IN-CABIN SENSING PROVIDER

cipia

60
Employees

66
Patents & applications

11
Vehicle OEMs

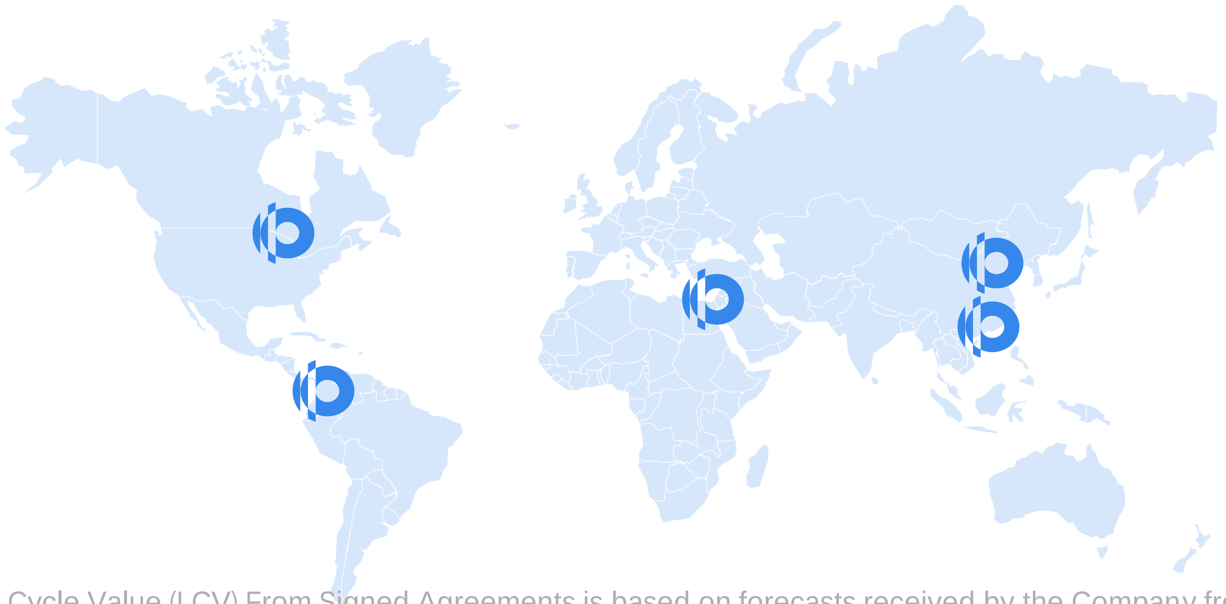
67
Models (design wins)

$24M
Lifecycle value of hardware & software

$14M
Lifecycle value of software

Lifecycle value of signed agreements JUL 2024 - JUN 2029*

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

cipia

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 collusions 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**

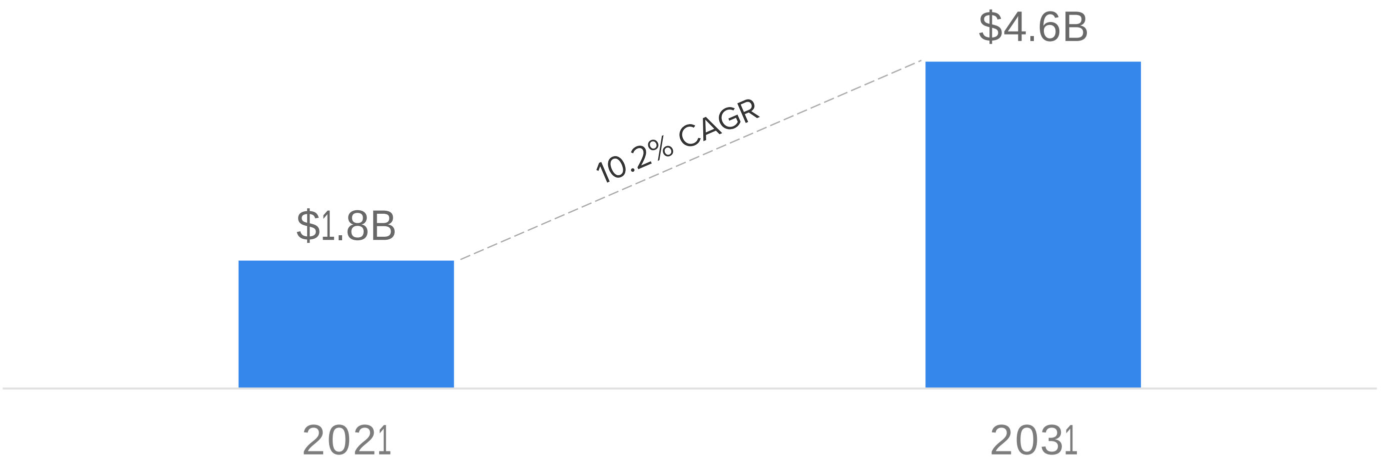
*Regulation and safety standards do not require driver monitoring to be performed using video analysis (i.e., camera), with the exclusion of China.

INCREASING DEMAND AMONG OEMS FOR DRIVER MONITORING

85M

Vehicles sold annually

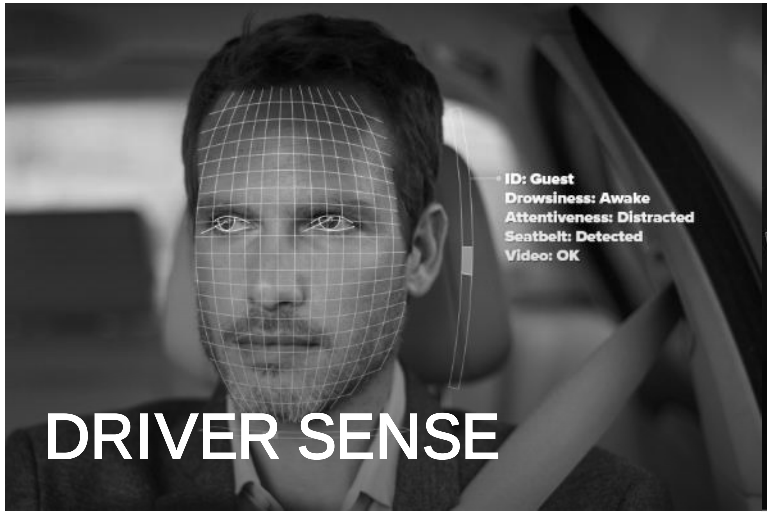
Camera based in-cabin sensing market



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

Safety

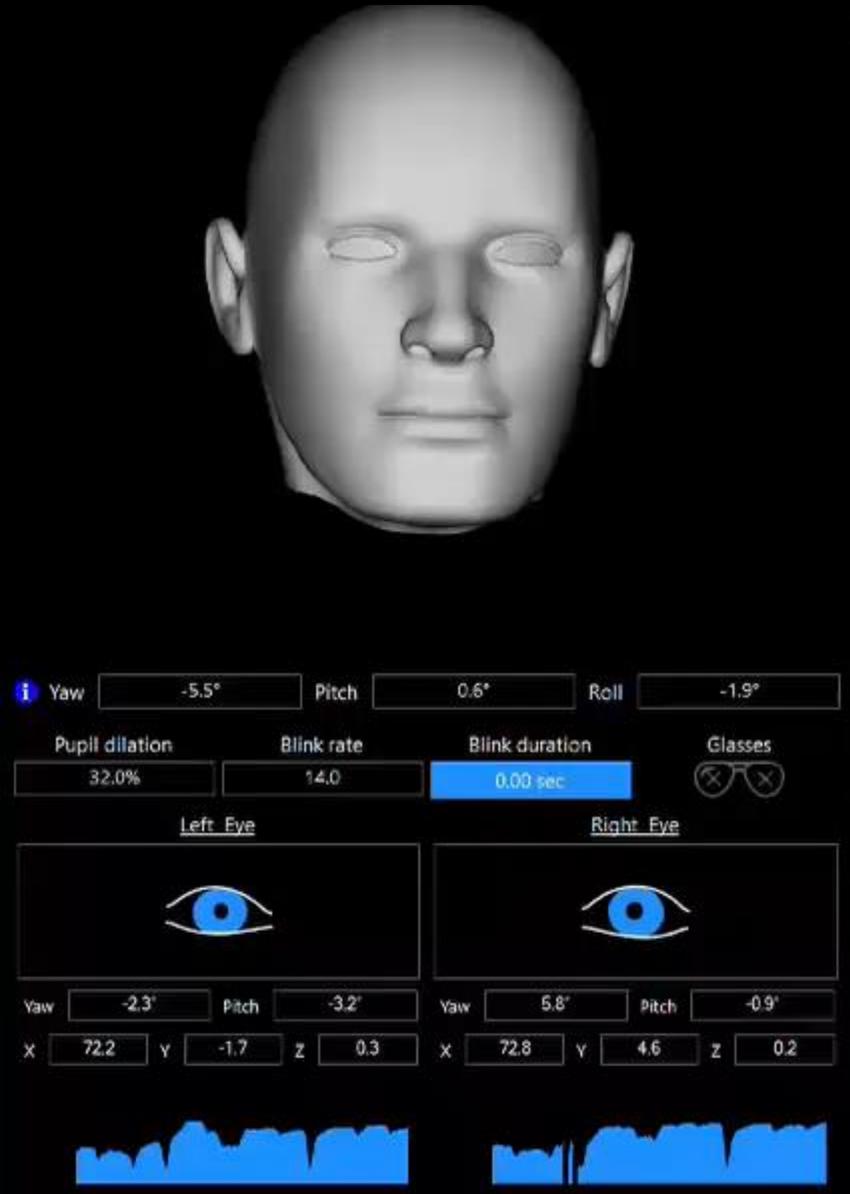
Cabin monitoring software (under development) for automotive OEMs for driver and cabin-wide occupancy monitoring

Safety & convenience

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

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

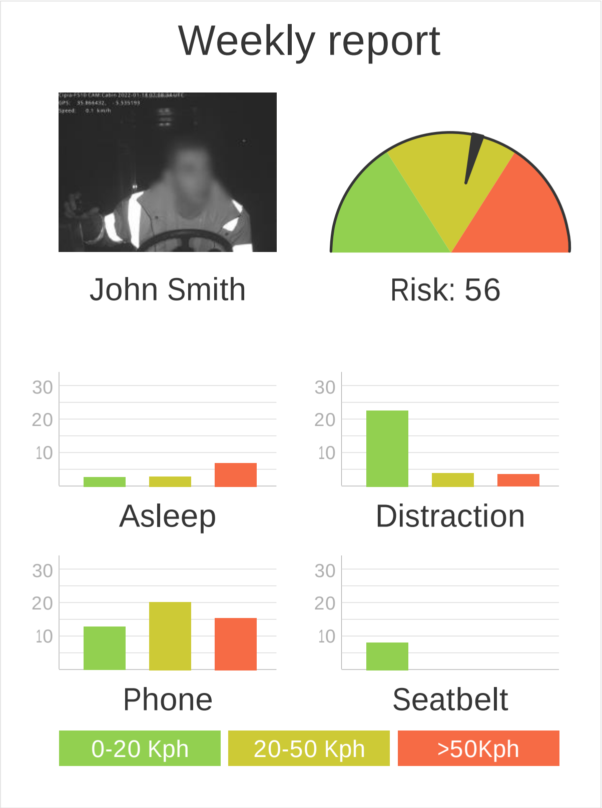
Targeting telematics service providers

DRIVER ALERTS

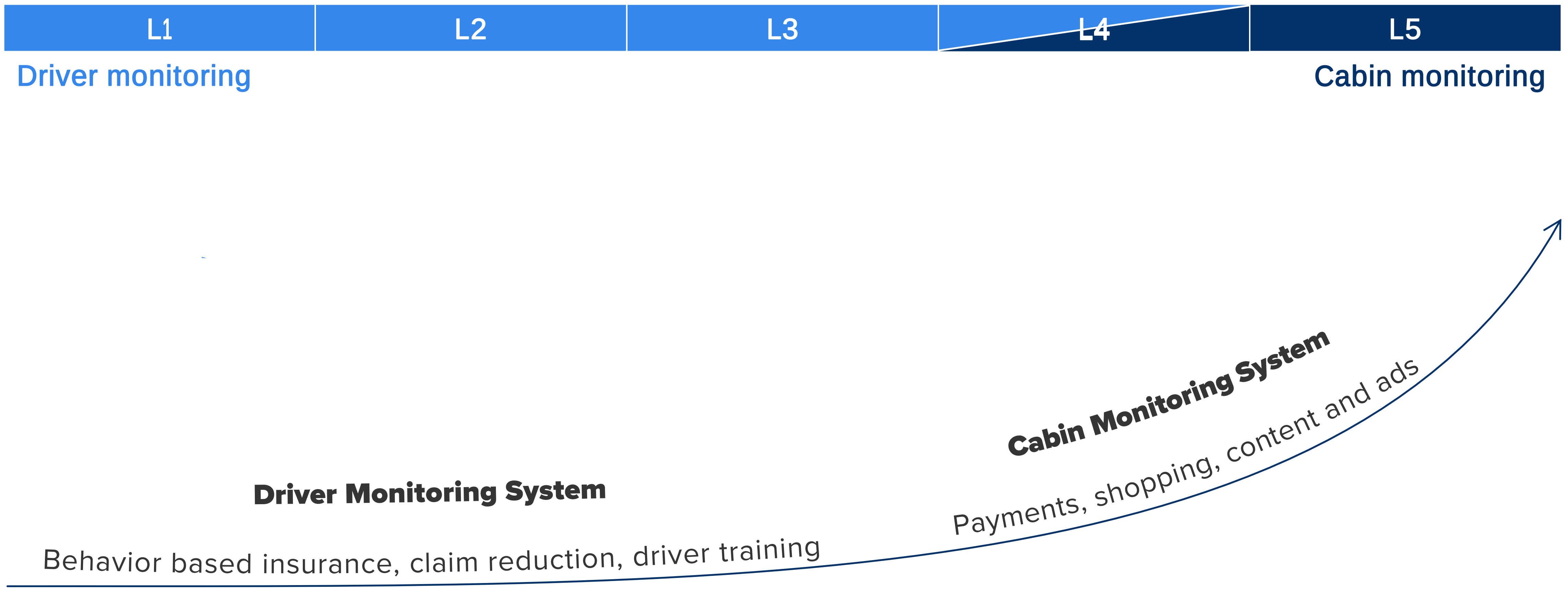
- Safety alerts (distraction, drowsiness, seatbelt, phone)
- Compliance (smoking, seatbelt, phone)
- Dispute resolution

SMARTER FLEET MANAGEMENT

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



AUTONOMY IS A GROWTH ENGINE



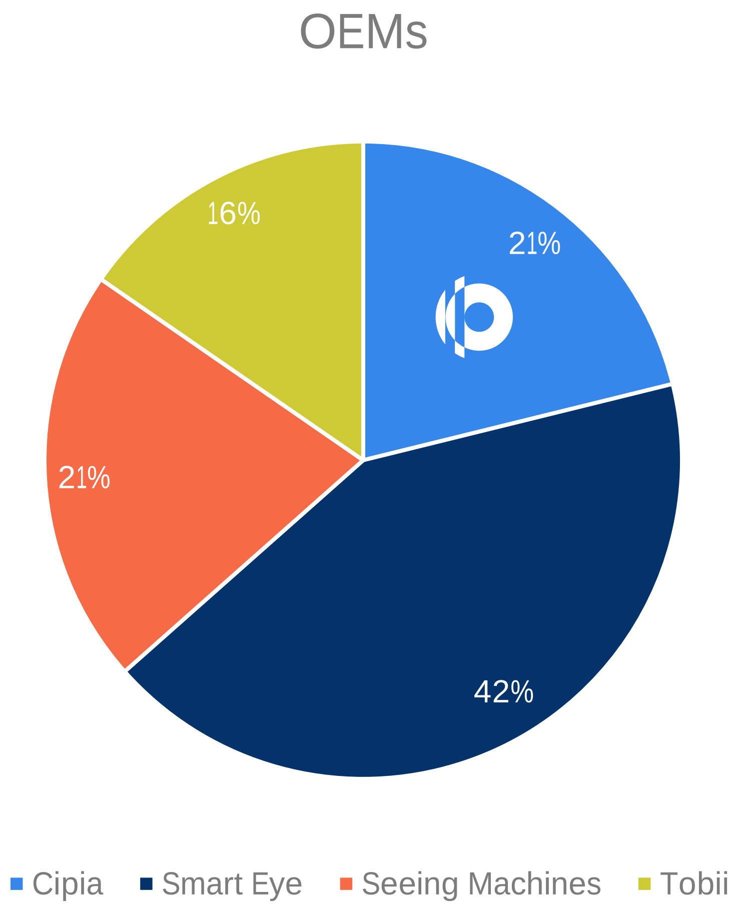
Source: Automotive Data Monetisation Pricing and Business Models, Frost & Sullivan, October 2017

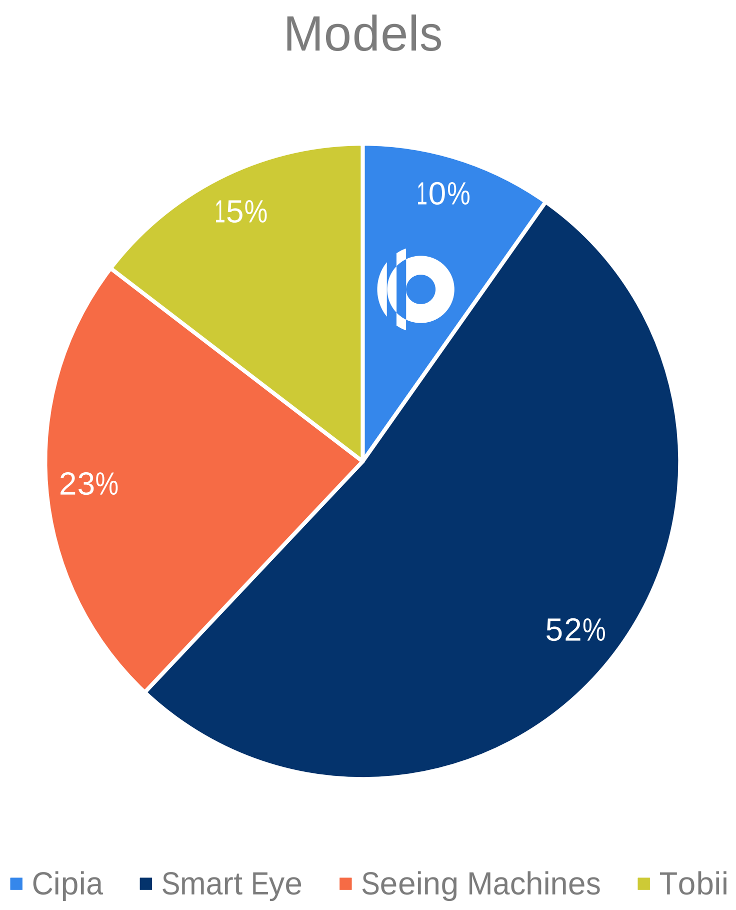
TOP 4 PLAYERS IN THE DMS MARKET

	OEMs	Models	Automotive aftermarket	Additional business	Positioning	Market cap
cipia	11	67	●	○	Lean hardware	TASE: CPIA ~$22M
smart eye	22	358	●	●	# of OEMs	Nasdaq Nordic: SEYE ~$279
seeingmachines	11	+160	●	●	# of miles accumulated through TSP business	AIM: SEE ~$267
tobii	8	+100	○	●	Eye tracking technology	STO: TOBII ~$58M

Customer data source: Smart Eye source (August 29, 2024) and Seeing Machines source (May 1, 2024) and Tobii (April 9, 2024).
Market cap source: respective stock exchange data as published on Google Finance of September 18, 2024

MARKET SHARE





BUSINESS MODEL

OEM

RFI	RFQ	Award	Contract	Integration	Production
1 - 2 years*			1 - 2 years*		5 - 7 years
			Integration services fees $150,000 - $350,000		Software license $5 - $12 Software + camera $50 - $80

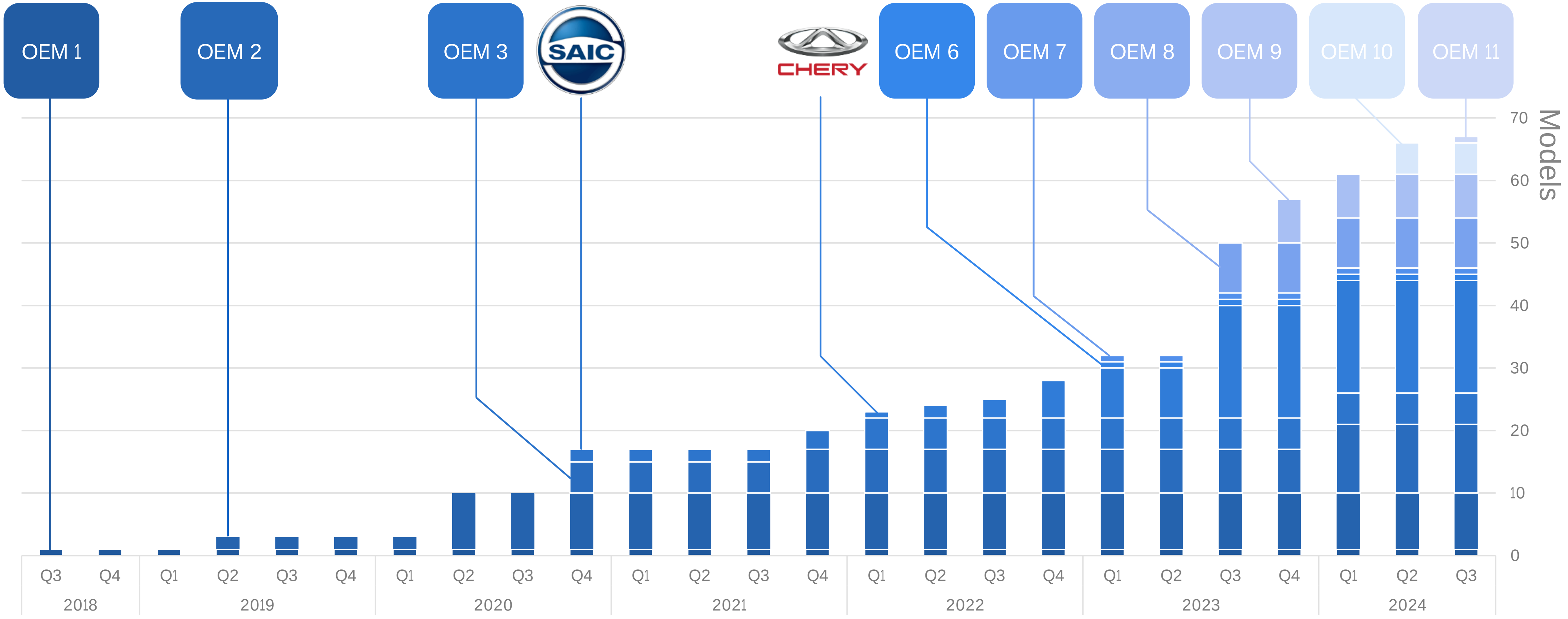
Aftermarket

Lead	POC	Integration	1st order	Deployment
	2-4 weeks	3-6 months	Unit price $245 - $375** Cloud service $3 - $6 unit/month***	
		Shorter period in the event of existing integration on SaaS platform (e.g., Gurtam)		

*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)	2024 H1	2023	2022	2021	2020
Total Revenues	2,511	5,351	5,329	4,779	1,741
Gross Profit	1,666	2,688	1,167	1,893	641
Gross margin	66%	50%	22%	40%	37%
R&D expenses	3,060	5,848	5,292	5,002	3,801
S&M expenses	1,751	2,908	4,412	3,478	2,426
G&A expenses	1,400	2,670	3,112	2,725	1,012
Total Operating expenses	6,211	11,426	12,816	11,205	7,239
Financial expenses (income)	294	372	1,256	(9,399)	*9,516
Profit (loss) before taxes	4,839	(9,110)	(12,905)	87	(16,114)
Balance Sheets					
Cash and equivalents	2,804	5,854	16,155	19,767	3,858
Inventory	1,165	1,294	1,839	1,755	-
Loans from Bank	435	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

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Regulation driven market

11
OEMs

67
Design wins

5
OEMs in production

$24M
Lifecycle value of hardware & software

$14M
Lifecycle value of software

5 Years Lifecycle value from signed contracts*;

The future platform for monetization of passenger data

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

cipia

THANK YOU!

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