



ROCKETBOOTS
FAST • FOCUS • FUTURE

ASX: **ROC**

Corporate Presentation

January 2025

Disclaimer



Disclaimer

This disclaimer applies to this presentation and the information contained in it (Presentation). By reading this disclaimer you agree to be bound by it. The Presentation has been prepared by RocketBoots Limited ACN 165 522 887 and all related bodies corporate (Company).

Confidential information

The Presentation is confidential and is intended only for the person to whom it was first given. By receiving the Presentation, you agree to keep it confidential, not to disclose it to any other person and not to copy, use, publish, record or reproduce it, in whole or in part, without the prior written consent of the Company, which may be withheld in its absolute discretion.

Not an offer or financial product advice

The Presentation does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in the Company nor does it constitute financial product advice. The Presentation is not a prospectus, product disclosure statement, pathfinder for the purposes of section 734(9) of the Corporations Act 2001 (Cth) or other offer document under Australian or New Zealand law or under any other law. The Presentation has not been filed, registered or approved by regulatory authorities in any jurisdiction.

The Presentation is not intended to be relied upon as advice or a recommendation to investors and does not take into account the investment objectives, financial situation, taxation situation or needs of any particular investor. An investor must not act on the basis of any matter contained in the Presentation but must make its own assessment of the Company and conduct its own investigations and analysis. Investors should assess their own individual financial circumstances and consider talking to a financial adviser, professional adviser or consultant before making any investment decision.

Information purposes only

The Presentation is for information purposes only. It provides an overview of the Company but may not contain all information necessary to make an investment decision. The Presentation is of a general nature and does not purport to be complete or verified by the Company or any other person. Neither the Company nor the Lead Manager has any responsibility or obligation to inform you of any matter arising or coming to their notice, after the date of the Presentation, which may affect any matter referred to in the Presentation. The information in the Presentation is subject to change without notice.

No guarantee, representation or warranty

While reasonable care has been taken in relation to the preparation of the Presentation, none of the Company or their respective directors, officers, employees, contractors, agents, or advisers nor any other person (Limited Party) guarantees or makes any representations or warranties, express or implied, as to or takes responsibility for, the accuracy, reliability, completeness or fairness of the information, opinions, forecasts, reports, estimates and conclusions contained in the Presentation. No Limited Party represents or warrants that the Presentation is complete or that it contains all information about the Company that a prospective investor or purchaser may require.

To the maximum extent permitted by law, each Limited Party expressly disclaims any and all liability, including, without limitation, any liability arising out of fault or negligence, for any loss arising from the use of or reliance on information contained in the Presentation including representations or warranties or in relation to the accuracy or completeness of the information, statements, opinions, forecasts, reports or other matters, express or implied, contained in, arising out of or derived from, or for omissions from the Presentation including, without limitation, any financial information, any estimates or projections and any other financial information derived therefrom.

Forward-looking statements

The Presentation includes forward-looking statements and comments about future events, including the Company's expectations about the performance of its businesses. Forward-looking words such as "expect", "should", "could", "may", "predict", "plan", "will", "believe", "forecast", "estimate", "target" or other similar expressions are intended to identify forward-looking statements. Such statements involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company and which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. Forward-looking statements are provided as a general guide only, and should not be relied on as an indication or guarantee of future performance. Given these uncertainties, recipients are cautioned to not place undue reliance on any forward-looking statement. Subject to any continuing obligations under applicable law, the Company disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements in the Presentation to reflect any change in expectations in relation to any forward-looking statements or any change in events, conditions or circumstances on which any such statement is based.

No Limited Party or any other person makes any representation, or gives any assurance or guarantee that the occurrence of the events expressed or implied in any forward-looking statements in the Presentation will occur.

Past performance

Past performance is not indicative of future performance and no guarantee of future returns is implied or given.

Representations, warranties, acknowledgement and indemnity

This document is provided to you in consideration of you making the statements set out below. By accepting this document, you:

- represent and warrant that you are a person to whom an offer of securities can be made without a disclosure document;
- in Australia, because of subsections 708(8), (10) or (11) of the Corporations Act; or
- in New Zealand, because you (i) are an investment business within the meaning of clause 37 of Schedule 1 of the Financial Markets Conduct Act 2013 (the FMC Act), (ii) meet the investment activity criteria specified in clause 38 of Schedule 1 of the FMC Act, (iii) are large within the meaning of clause 39 of Schedule 1 of the FMC Act, (iv) are a government agency within the meaning of clause 40 of Schedule 1 of the FMC Act or (v) are an eligible investor within the meaning of clause 41 of Schedule 1 of the FMC Act;
- represent and warrant that you are not in the United States;
- represent and warrant that you will act on the basis of your own investigations and analysis and place no reliance on this Presentation;
- acknowledge that this Presentation does not purport to contain all of the information that you may require for the purpose of making an investment in the Company, is not a prospectus and does not contain the same degree or standard of information as a prospectus, and has not been checked, verified or assessed for accuracy or completeness by external advisers, intermediaries or independent experts, nor by any party who has distributed those documents on behalf of the Company including the Lead Manager;
- no representation or warranty (express or implied) is made by the Company or the Lead Manager as to the accuracy, completeness, likelihood of achievement or reasonableness of any projections and forward looking statements in this presentation, nor of the assumptions on which the projections and forward looking statements are based, and projections and forward looking statements are not guarantees of future performance but are by their nature subject to significant uncertainties and contingencies. There can be no assurance or guarantee that such projections and forward looking statements will be realised;
- acknowledge that the Company, and its related bodies corporate rely on you complying with this disclaimer and on the truth and accuracy of the representations and warranties given by you; and
- indemnify and agree to keep indemnified the Company, and its related bodies corporate and their officers, employees and advisers against any loss, damage or costs relating to any breach by you of this disclaimer or representations and warranties given by you.

RocketBoots superpowers in-person service by transforming video into performance improvement using AI

We enable some of the world's largest retailers & banks to run their stores & branches with less OpEx & loss while improving service, sales & loyalty.



ASX: ROC

Why ROCKETBOOTS



- **\$2.4B+ addressable market** for AU, NZ, UK, EU, & U.S. for launch applications with ability to add more
- **>\$1M revenue contracted**
4 customers
- **AI technology validated internationally**
 - AUS, NZ, UK, EU & USA
 - 3 multi-national retailers in pipe #credibility
- **Rapid Scalability**
underpinned by a proven cloud platform & SaaS ARR (p/site)
- **Global pipeline > 30x growth in 2 years**
 - Advanced: expansion potential with over 10k sites operated by 10 customers that are already paying, trialing or evaluating major contracts
 - Early: > 25 qualified opportunities that operate 25K+ sites



Team To Deliver

Management



Joel Rappolt

Chief Executive Officer

Experienced technology entrepreneur skilled in applying emerging and complex technologies to today's toughest business challenges



Robin Hilliard

Chief Technology Officer

Founded RocketBoots in 2004, supporting all technology to grow it from an Internet application consultancy to product business

Operations



Engineering

8+ team AU based

Established team with many holding PhD's in computer vision & machine learning



Go-To-Market

Global team UK/US

15+ years in experience working with new and established businesses across AI, data, and technology sectors



ROCKETBOOTS
FAST • FOCUS • FUTURE

Board



Roy Mckelvie

Independent Chair & Non-Executive Director

Experienced investor & growth company specialist
25 years' in private equity & financial markets in the US, UK, continental Europe, Asia and Australia



Karl Medak

Non-Executive Director

40 years in ICT, including at Telstra, Ericsson Australia & Lend Lease Communications



Cameron Petricevic

Non-Executive Director & CoSEC

20 years in finance & capital markets, including at Acorn Capital

Apply AI to materially reduce loss whilst simultaneously improving CX, productivity & reducing cost



Why customers choose us

Retail grocery - front of house

Addressable Market*

Loss Prevention

- Reduce self-checkout theft
- Reduce staff fraud
- ROI up to 20X

Workforce Optimisation (self checkout & registers)

- Lower cost staffing with no service impact
- Improve service to reduce abandonment & lost sales
- 6% reduction in variable staffing hours
- 7hrs/wk reduction in self checkout staffing hours

\$1.6 billion
(242,000 sites)



*UK, EU, US

Apply AI to materially reduce Opex whilst simultaneously improving CX, productivity, loyalty & NPS



Why customers choose us

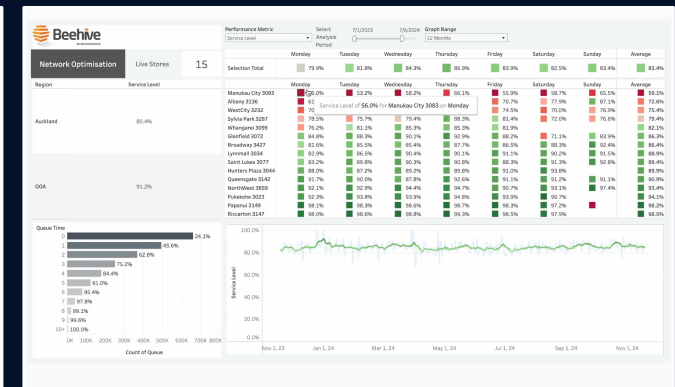
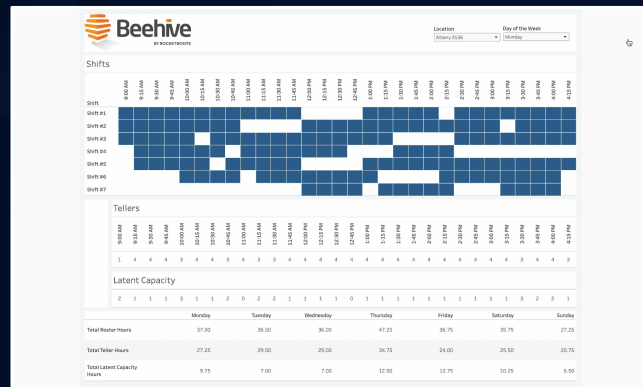
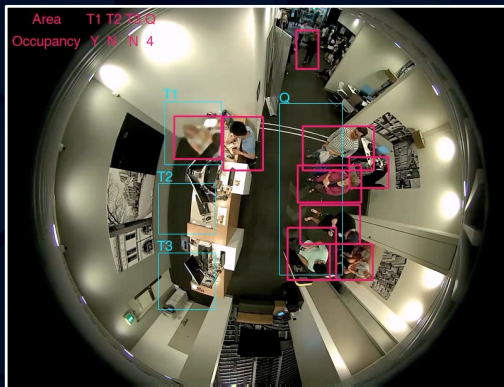
Branch Banking

Addressable Market*

Workforce Optimisation

- Lower cost staffing with no service impact
- Drive better sales conversion rates, loyalty & Net Promoter Score (NPS) results by uncovering under-utilised staff hours that enable hybrid working to increase speed of customer response in ALL channels
- Reduce staff latent capacity 3-6hrs per day
- Reduce staff idle time: 2-4hrs per day
- Improve customer service: 20%+

\$750 million
(209,000 sites)



* UK, EU, US, AUS Markets (excludes other regions)

Blending onsite AI with the power of cloud computing, advanced analytics & out of the box user interfaces

How we do it



Cloud Platform

Data Training Operations Support

Highly secure cloud management platform enables RB to cost effectively configure, deploy, maintain & support software at every customer site globally without significant scaling of staff.

This central section is titled 'Cloud Platform' and features four icons representing different functional areas: a database icon for 'Data', a brain icon for 'Training', a gear icon for 'Operations', and a person with a laptop icon for 'Support'. Below the icons, a paragraph states: 'Highly secure cloud management platform enables RB to cost effectively configure, deploy, maintain & support software at every customer site globally without significant scaling of staff.'

User Interfaces

1. Customisable
2. Tableau
3. API

This section, titled 'User Interfaces', displays three screenshots of the Beehive software dashboard. The top screenshot shows a table with columns for 'Market Segment', 'Sales', and 'Profit'. The middle screenshot shows a 'Market Report' with various bar and line charts. The bottom screenshot shows a 'Market Capacity' heatmap.

Secure – Pen tests & rigorous information security reviews approved by retailers & banks globally

Proven Ability

To overcome key risks of taking a new product to market



Does the tech work?	Is it secure?	Can an international pipeline be built?	Is it valuable to clients?	Can global trials be converted to major contracts?	Can we retain customers long term?
---------------------	---------------	---	----------------------------	--	------------------------------------

Next focus:
Scaling

Robust Enterprise Pipeline

of the world's largest retailers & banks including 3x multinationals

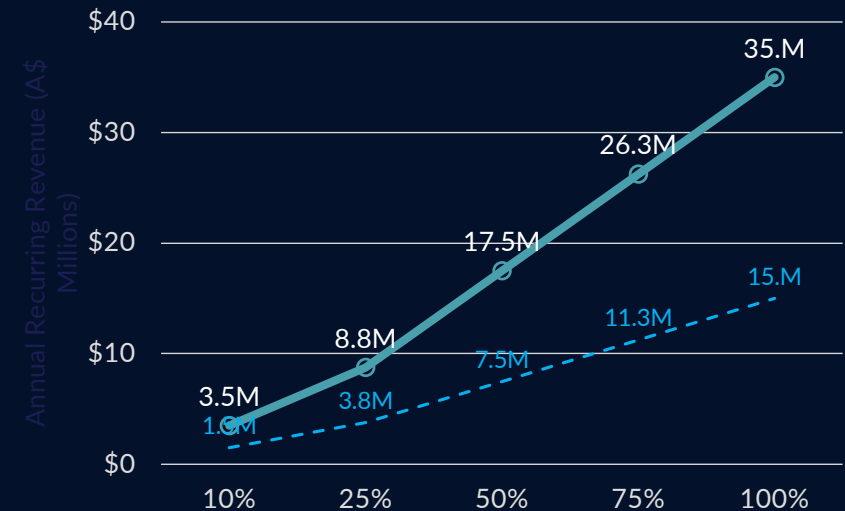


Stage Process	Addressable market \$2B+	Early Pipe			Advanced Pipe			Major Contract
	Outreach	Pursuit	Trial Proposal	Onboard / integrate	Trial	UAT & ROI	Procurement	Contract
Customers		25			9			4
Sites		25K+			10K+			403

#Long term, sticky, upfront payment, TTC longer

Converting a small percentage of Advanced Stage customers can have a meaningful impact to ARR

Advanced Stage pipeline conversion revenue scenarios*



Once-off, SaaS activation revenue is also a significant opportunity

Ready To Scale

Established / positioned for growth



\$2.4B+ Addressable market

- AU, NZ, UK, EU, & U.S. today
- ability to add more apps and markets

Foundation built

- Validated AI Computer Vision tech
- 4 major customers, 2 > 5 years
- Aus, NZ, UK, EU, USA pipe

International momentum

- >35 qualified opportunities
- >35K sites operated
- 3 multinational retailers
- 30x growth in 2 years
- Outreach recently accelerated via partners

Short term growth potential

- 10 customers that are already paying, trialing or evaluating a major contract
- 10k sites operated

Unique

- AI applied in in person service
- Established business with high barriers to entry

Rapid Scalability

Underpinned by:

- a proven cloud platform
- SaaS ARR + Activation Rev. p/Site

Joel Rappolt

Chief Executive Officer
Sydney NSW 2000, Australia
joel.rappolt@rocketboots.com



ROCKETBOOTS
FAST • FOCUS • FUTURE

ASX: **ROC**

Appendix 1



ROCKETBOOTS
FAST • FOCUS • FUTURE

Addressable Market references

- <https://www.scrapehero.com/top-supermarket-chains-in-the-uk/>
- <https://researchbriefings.files.parliament.uk/documents/CBP-8570/CBP-8570.pdf>
- <https://www.statista.com/statistics/940970/number-of-bank-branches-in-europe/>
- <https://www.retail-index.com/sectors/foodretailersineuropeandworldwide.aspx>
- <https://www.statista.com/topics/1660/food-retail/#topicOverview>
- <https://www.statista.com/statistics/193041/number-of-fdic-insured-us-commercial-bank-branches/#:~:text=There%20were%2071%2C190%20branches%20of,the%20highest%20number%20of%20branches>
- <https://www.statista.com/statistics/932677/australia-number-supermarket-and-grocery-stores-by-state/>
- <https://www.ibisworld.com/nz/number-of-businesses/supermarkets-grocery-stores-convenience/716/>
- <https://www.ibisworld.com/au/number-of-businesses/convenience-stores/1835/#:~:text=There%20are%206%2C978%20Convenience%20Stores,increase%20of%200.5%25%20from%202022.>