



**ROCKETBOOTS**  
rocketboots.com

**ASX: ROC**

# RocketBoots Investor Presentation

Making waves & poised for international breakout

May 2024

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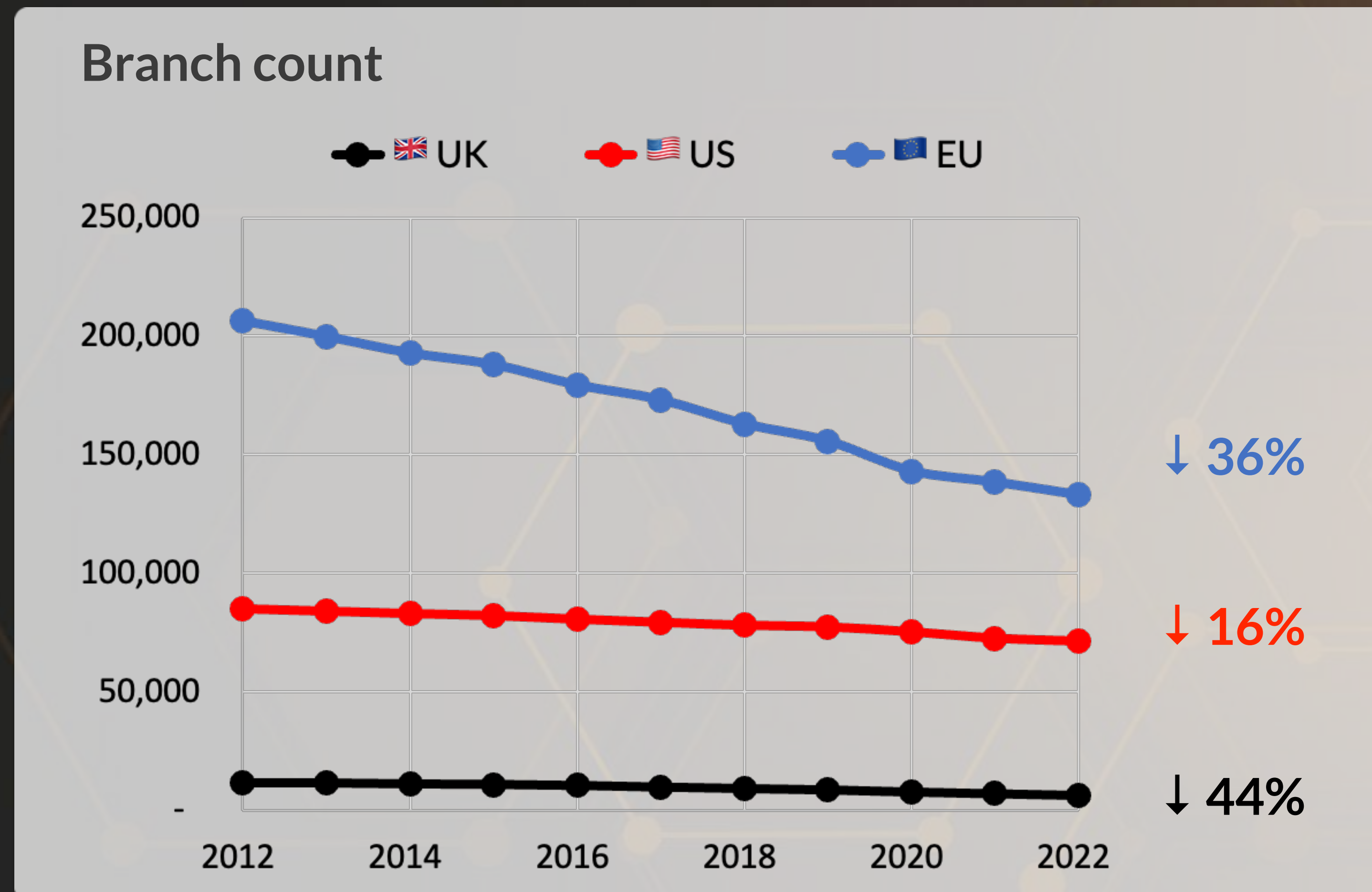
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# What's the future of in-person service in a digital-first world?

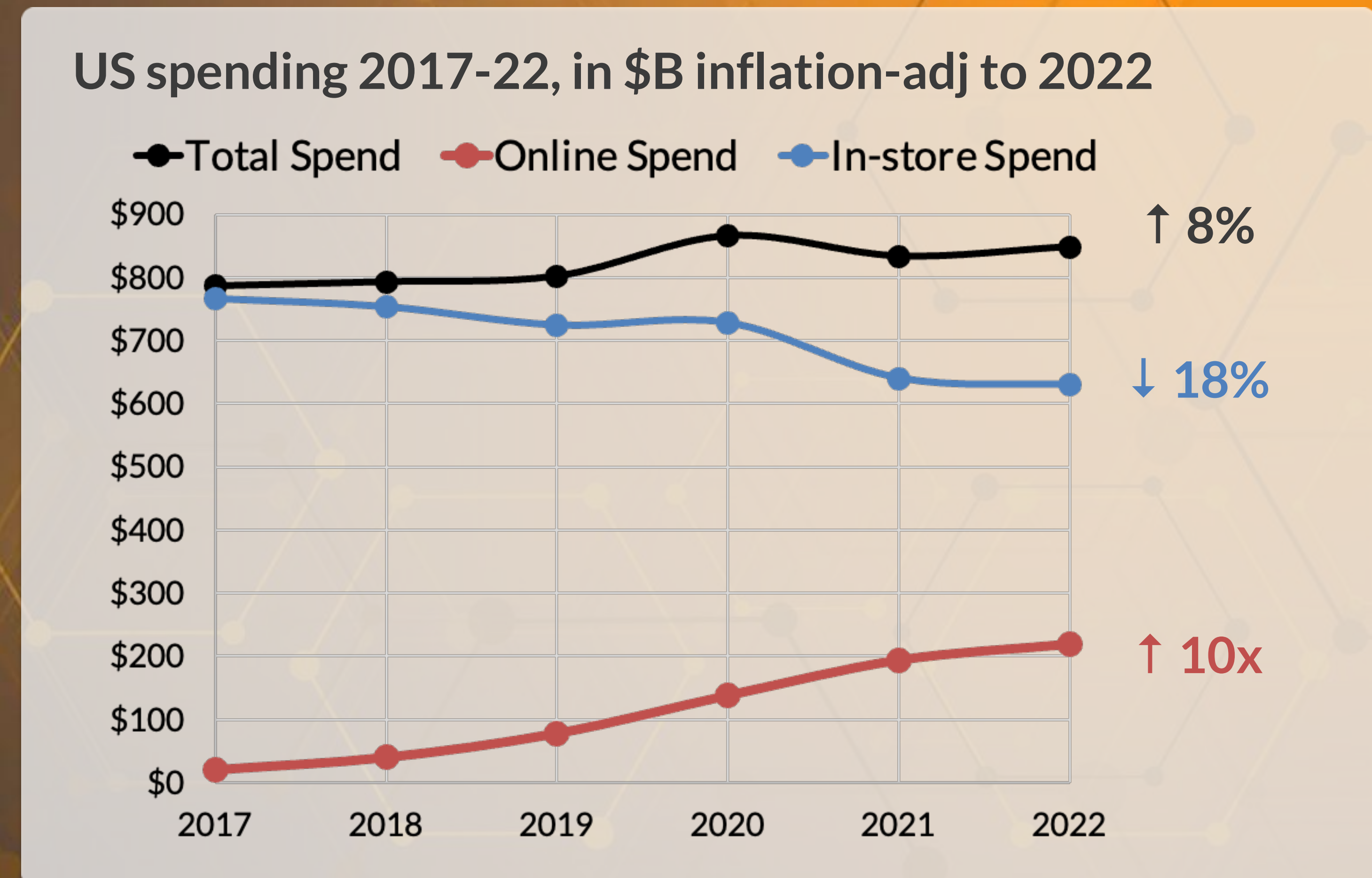
## Bank Branches are Closing



### How to continuously drive cost efficiencies & reduce customer churn to neo banks ?

- Countries have statutory limits to closures (UK, Australia) = can't reduce costs
- Approx. 50% of branches are minimally staffed = no staff layoffs possible
- Neobanks challenging market share

## Grocery Spending is Moving Online



### How to continuously protect & increase margins & loyalty ?

- Long waits for check out hurts loyalty
- Hourly wages are at a record high squeezing margins
- Self-checkout increases theft – offsetting some staffing cost reductions
- Results in store margins under ongoing pressure

# ROC provides a SaaS platform that enables businesses to continually adapt their In-Person channels to rapidly changing customer behaviour to maximise margins

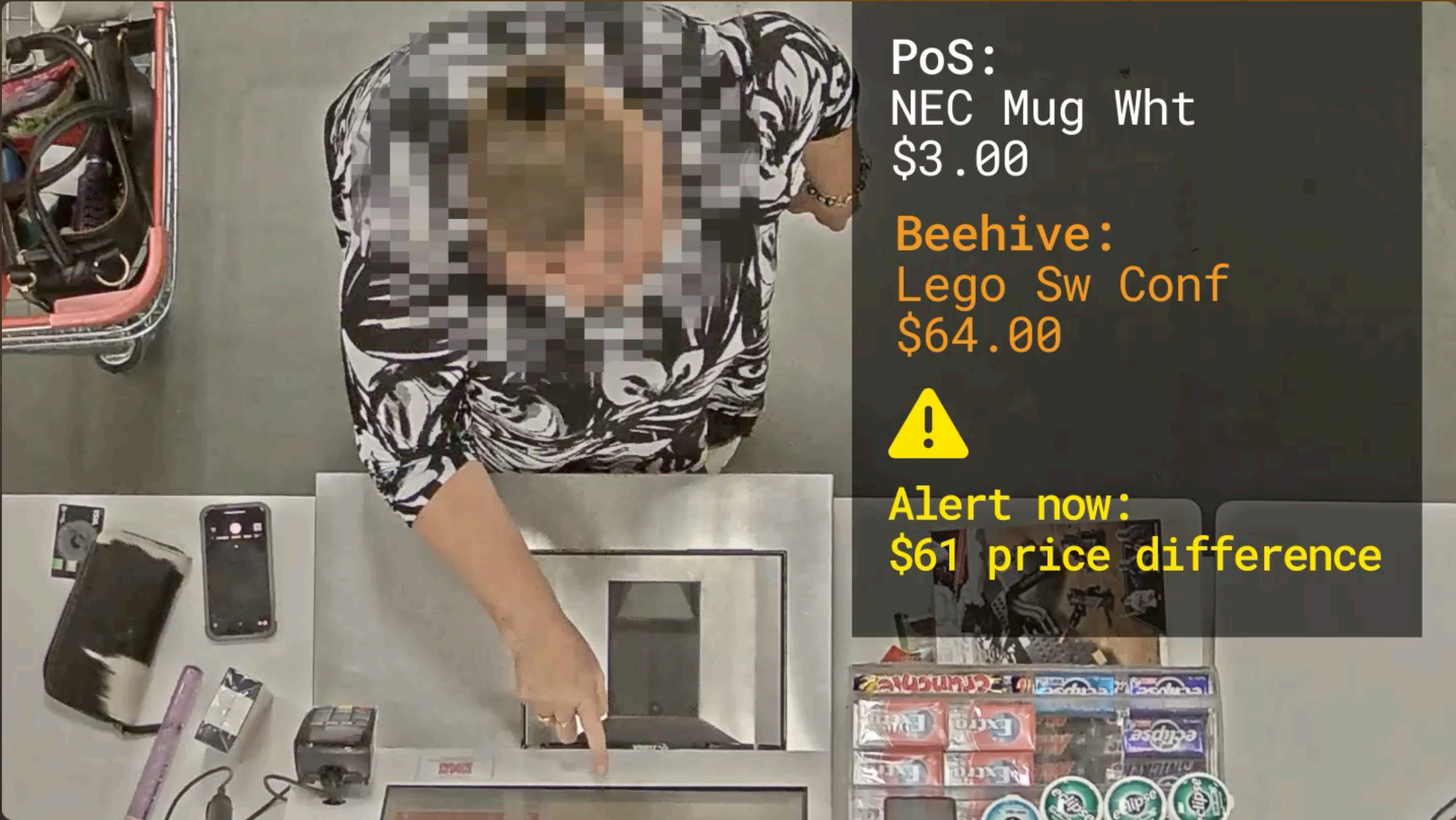
## Adaptive Workforce Planning

Reduce staffing costs whilst improving customer service, loyalty & NPS



## Adaptive Loss Prevention

Preventing loss and *Needless* friction at checkout



Reduce or redeploy staff spending  
> **50 FTE p/day**/ per 100 sites\*



Reduce what customers care about - service shortfalls ~ 30%\*

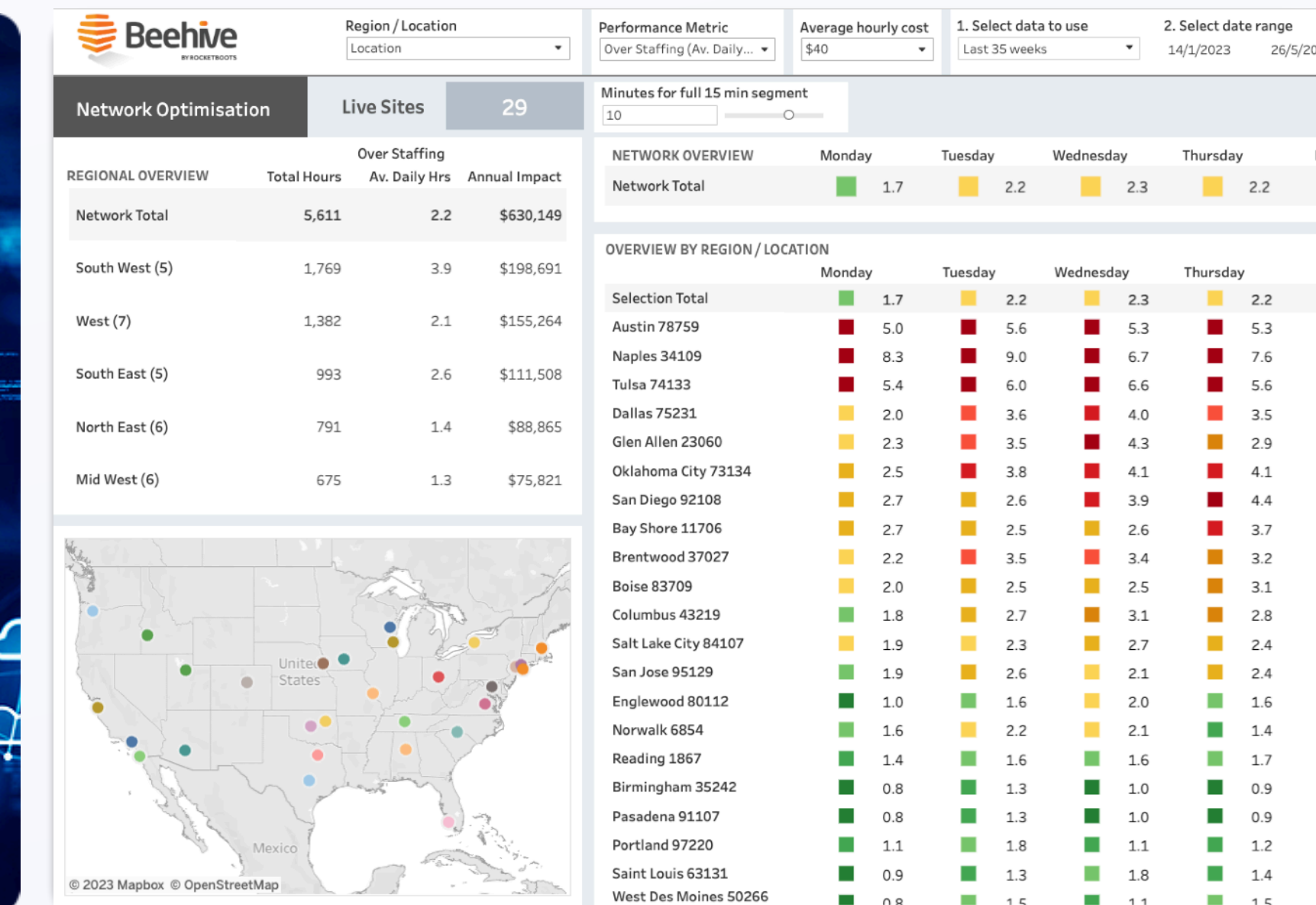
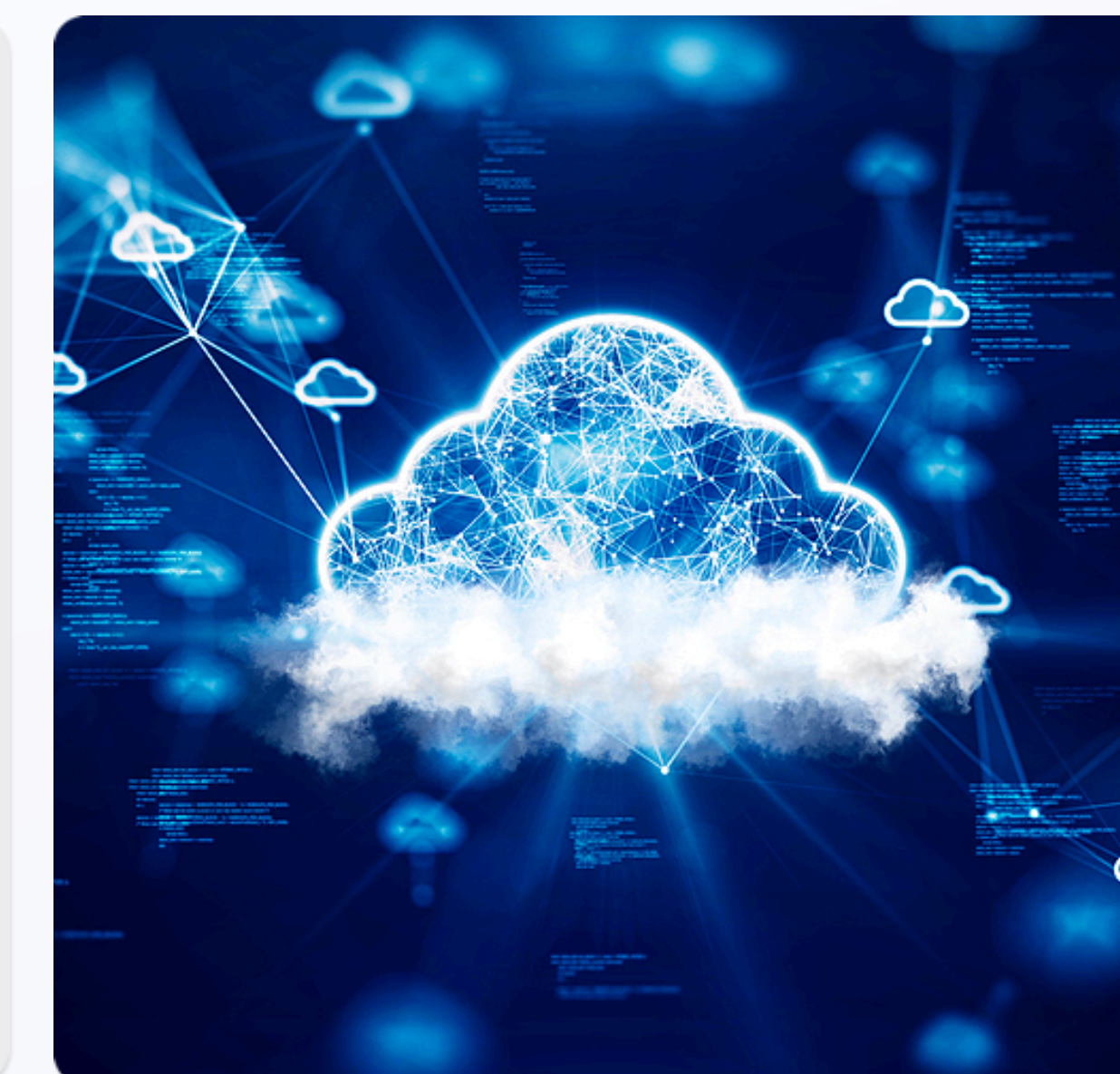
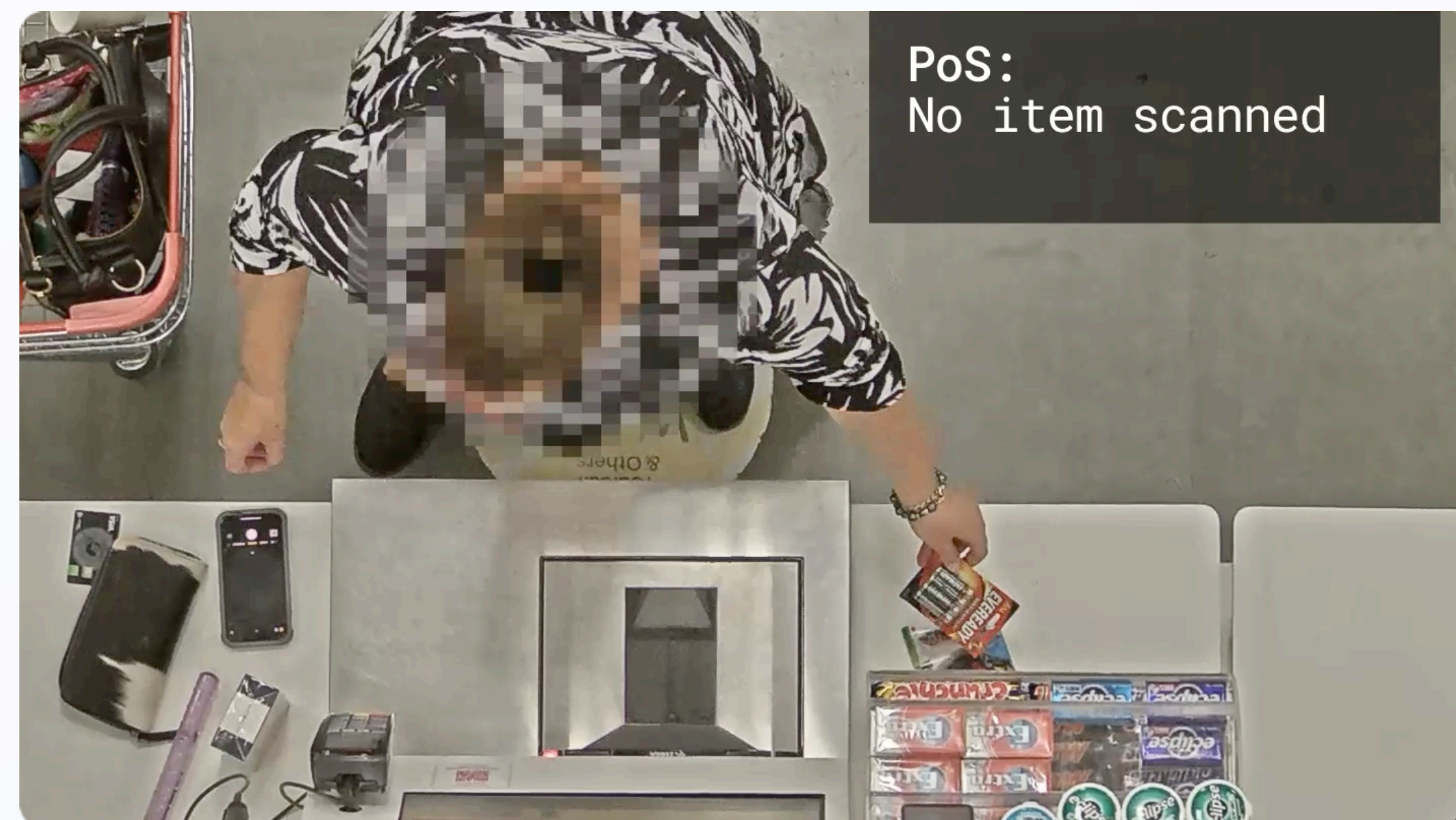
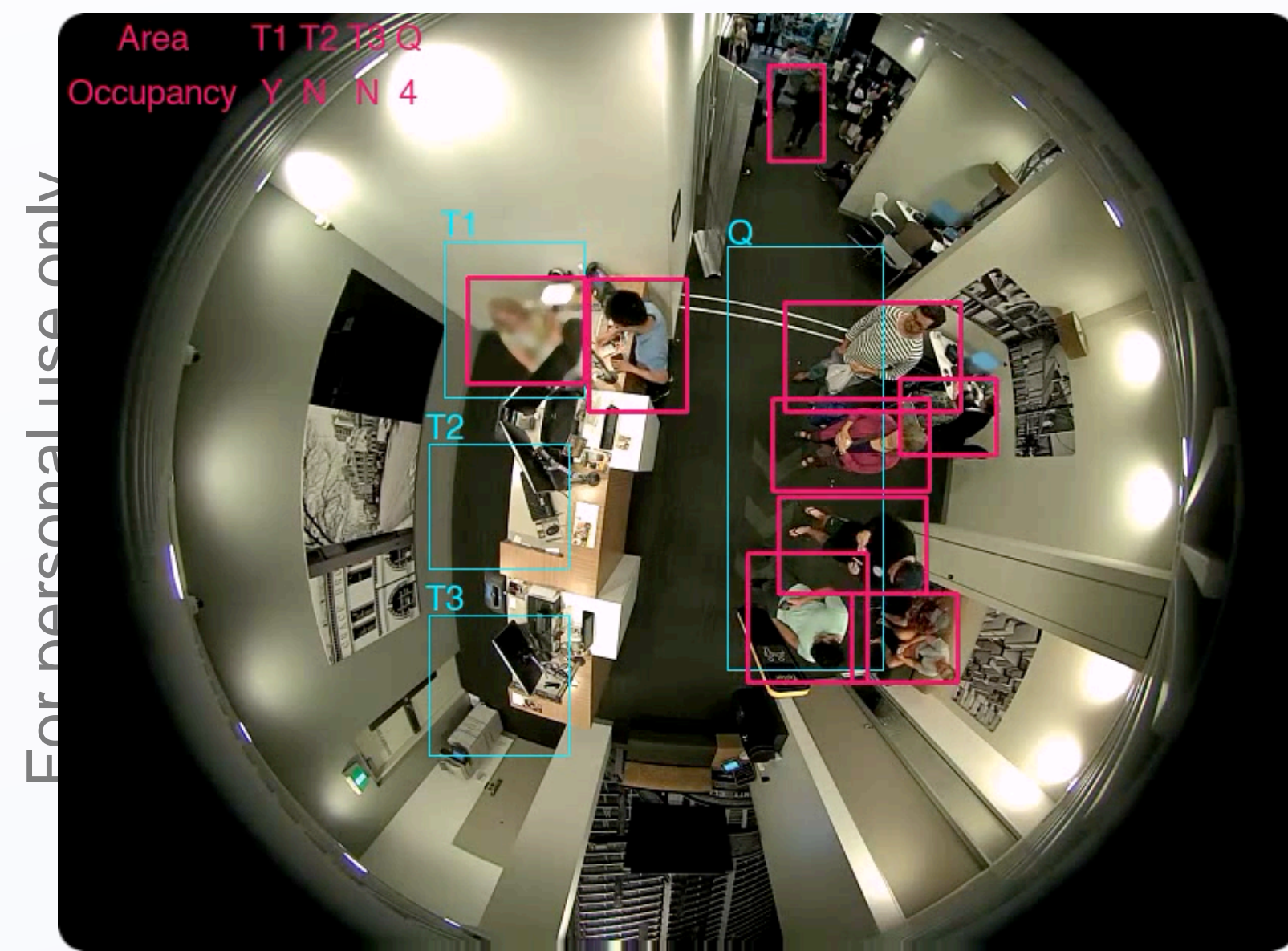


Reduce loss  
±1% of self checkout sales

\* based on ROC managements observations of customers ROI analysis

# Proven ability to deliver its software internationally at scale through a hybrid onsite & cloud architecture

**Secure** – Rigorous security reviews approved by top 5 banks & retailers across all regions



## Onsite - Computer Vision

- **Privacy** – Blurring / no PII's collected or stored
- **Accuracy** – Multiple customers have confirmed accuracy
- **Cost** – SaaS solution works with commodity hardware

## Cloud

- **Scale** – Centrally manage 1,000's of sites
- **Power** - leverage compute power when its needed
- **Localise** – Security / GDPR-compliant
- **Integration** – Data via dashboards, Web UI & API











# Over the past 18 months, ROC has validated demand & pricing for its software & ROI across verticals & geographies

Unit Economics	Per Site	Margin
One-time Activation Fee*	\$1,500	40-60%***
Annual / Per Site SaaS License	\$3,500	75-80%
Year-1 Contract Value	\$5,000	
Total Value of 3 Year Contract **	\$12,000	

\*Customers incur additional one-time costs per location for 3rd-party installation & hardware

\*\*Example of a discounted total contract value per site as a result of customers pre-paying a 3 year contract

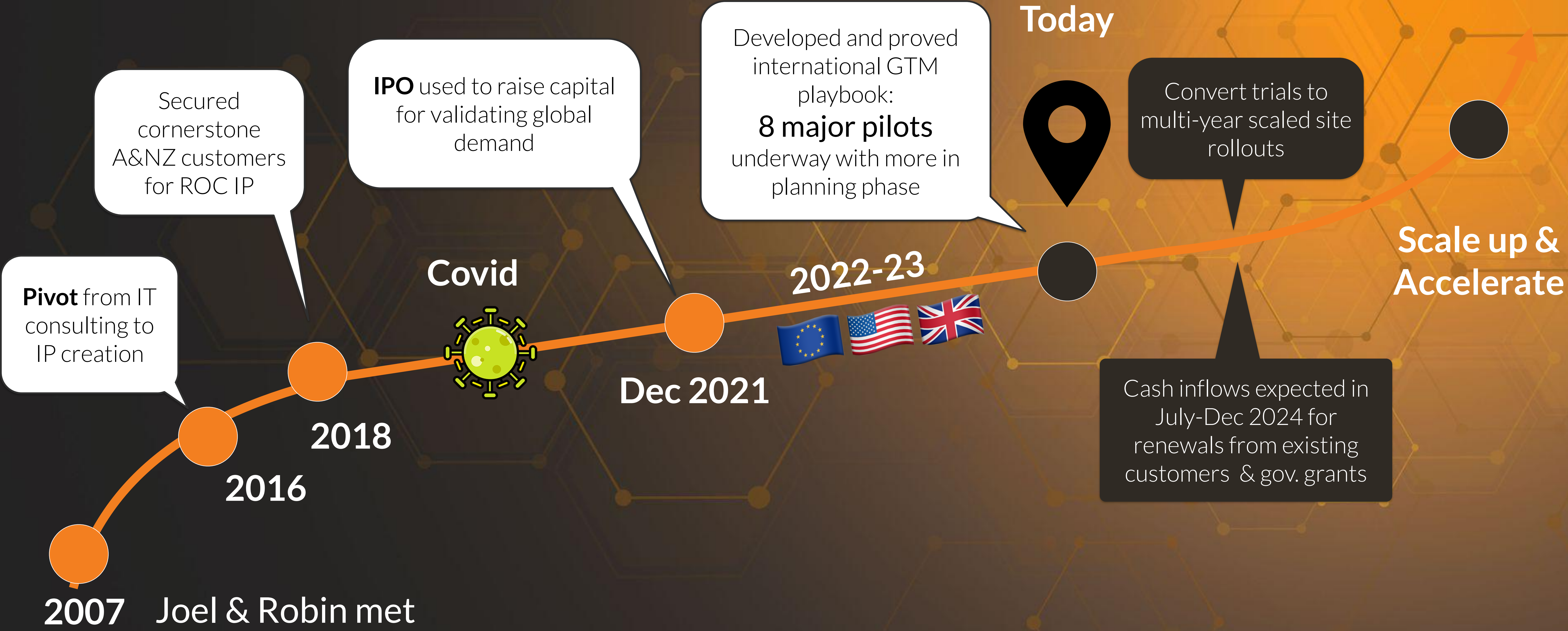
\*\*\* Pending the complexity of the install environment

		Verticals:			
		Branch Banking	Retail: Grocery	Retail: Hardware	Fast Casual Dining
Product/Licenses:	Workforce (WFM) & CX Optimisation • ROI = 3-7x				
	Self-Checkout (SCO) Loss Prevention (LP) • ROI = 2-10x				
	Cashier/Teller Fraud Prevention				
	License-plate Recognition & ORC Prevention				
	Property Optimisation				

Each software licence subscribed to creates revenue for ROC & can be activated on the same hardware i.e. Customers can subscribe to one and then add additional licences in the future.

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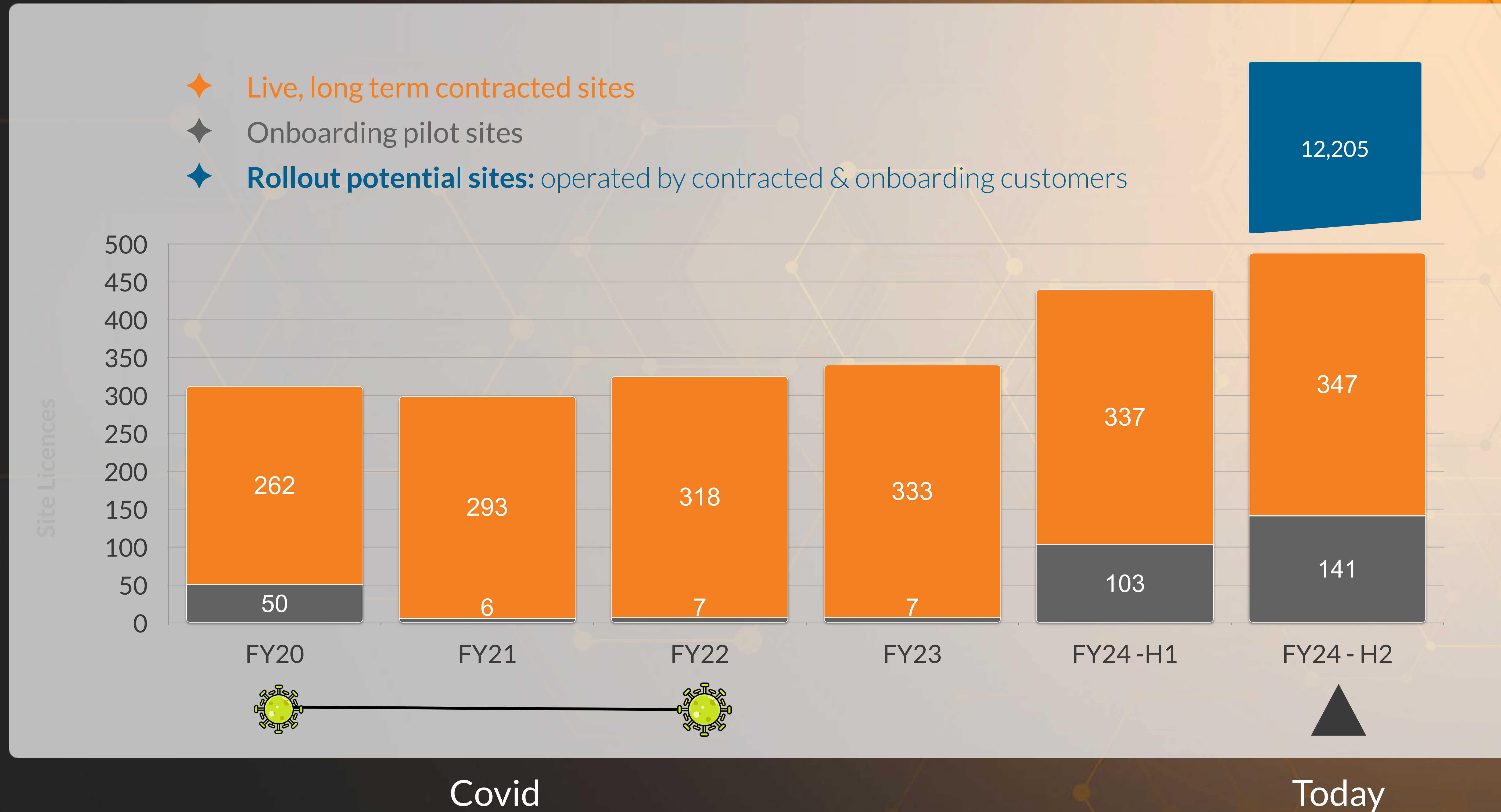
# ROC began international outreach in June 2022 & has successfully won trial customers in the UK, EU & USA with tier one businesses and multinationals



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# ROC's growth can be exponential not just incremental

Traction is clear & the potential is in sight





# 8 global trials could convert to multi year rollout contracts this calendar year

#	Current Trial to Contract Opportunities	Total customer sites operated	Trial Activate	Evaluate ROI	Evaluate Contract
1	Major UK Retail Bank	450			In Progress
2	UK Retailer 1	180		In Progress	
3	UK Retailer 2	150		In Progress	
4	UK retailer 3	200	In Progress		
5	Multi National Retailer	1000's	In Progress		
6	NZ Retailer	100			In Progress
7	NZ Retail Bank	70			In Progress
8	Top 5 US Grocery Chain	1000's		In Progress	

- First international marketing campaign complete with a good response resulting in our first international trial customers
- No international trial has been cancelled or lost to date
- It has taken time, but ROC has significant opportunity to realise
- Any one of these contracts, if won, would provide references and case studies that will assist drive more sales at a faster pace
- Reseller network expanding & more opportunities already arriving through these channels

# Opportunity: Banking + Grocery

Serviceable Addressable Market for economically & culturally comparable regions: A&NZ, UK, EU & US

	US	UK	EU	A&NZ
<b>Retail Grocery – Total Locations by Region</b>	60,000	13,500	150,000	19,000
<b>Bank Branches – Total Locations by Region</b>	65,000	6,500	133,000	4,500
Total Locations by Region	125,000	20,000	283,000	23,500
Potential WFM Licences (Banking + Grocery)	451,500			
Potential SCO LP Licenses (Grocery only)	242,500			
<b>Total Potential Banking &amp; Grocery Licenses</b>	<b>694,000</b>			
Annual SaaS License Fee / Location	x A\$3,500			
<b>Potential ARR – Banking + Grocery Alone</b>	<b>A\$2.3 Billion</b>			

- <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%20highes%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.>

These estimates exclude:

- All Non-grocery Retail Locations
- All additional License types

# Team



## Joel Rappolt Chief Executive Officer

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

- Since 2007, instrumental in growing RocketBoots' original consultancy business to seven-figure revenue serving some of Australia's top brands
- Bilingual in Japanese
- MSc in International Business from U. of Sydney



## Robin Hilliard Chief Technology Officer

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

- Expert in web & edge applications, system architecture, computer vision and digital security
- Experienced pilot & UAV operator



## Hugh Bradlow Independent Chair & Non-Executive Director

- 22+ years at Telstra, Australia's leading telecom provider, including 3 yrs as Chief Scientist & 8 as CTO.
- Named one of the 100 most influential global telecommunications executives by Global Telecom Business



## Karl Medak Non-Executive Director

- 40 years in ICT, including at Telstra, Ericsson Australia & Lend Lease Communications
- Seasoned entrepreneur, founding member of The Frame Group (Frame) in 2000



## Cameron Petricevic Non-executive Director & CoSEC

- 20 years in finance & capital markets, including at Acorn Capital
- Expert in valuations, M&A, & portfolio management
- Partner at Lucrum Ventures

## Anastasia Levenkova Computer Vision & Machine Learning Engineer

- PhD in Computer Vision & Machine Learning
- Broad skillset & experience in variety of industries, including automatic disease identification, retail service level measurement and fraud identification.

## Engineering Team

Has worked together for years:

- Over 10 years – Justin, John, Brian, Corentin
- Over 5 years – James, Marija, Kalani, Anastasia, Max
- Multiple members hold PhD's in computer vision/ machine learning

## Global GTM Leads



**Andrew** – over 20 years helping new & established technology businesses, including Motorola, to expand in Europe & the UK



**Joshua** – 15+ years helping AI & data-intensive businesses find product-market fit & scale in the US; MSc from the London School of Economics

## Global GTM Partners

- Management consulting businesses x 2
- System integrators x 2
- Nvidia, Dell & AWS

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# CAPITAL STRUCTURE

As at 17 May 2024

Unrestricted ordinary	42,293,500
Restricted ordinary*	28,500,000
Deferred ordinary*	19,000,000
Total ordinary (fully diluted)	89,793,500
Free float	51%
Options (\$0.20-\$0.30, Expiry 24/25/27)	2,307,500

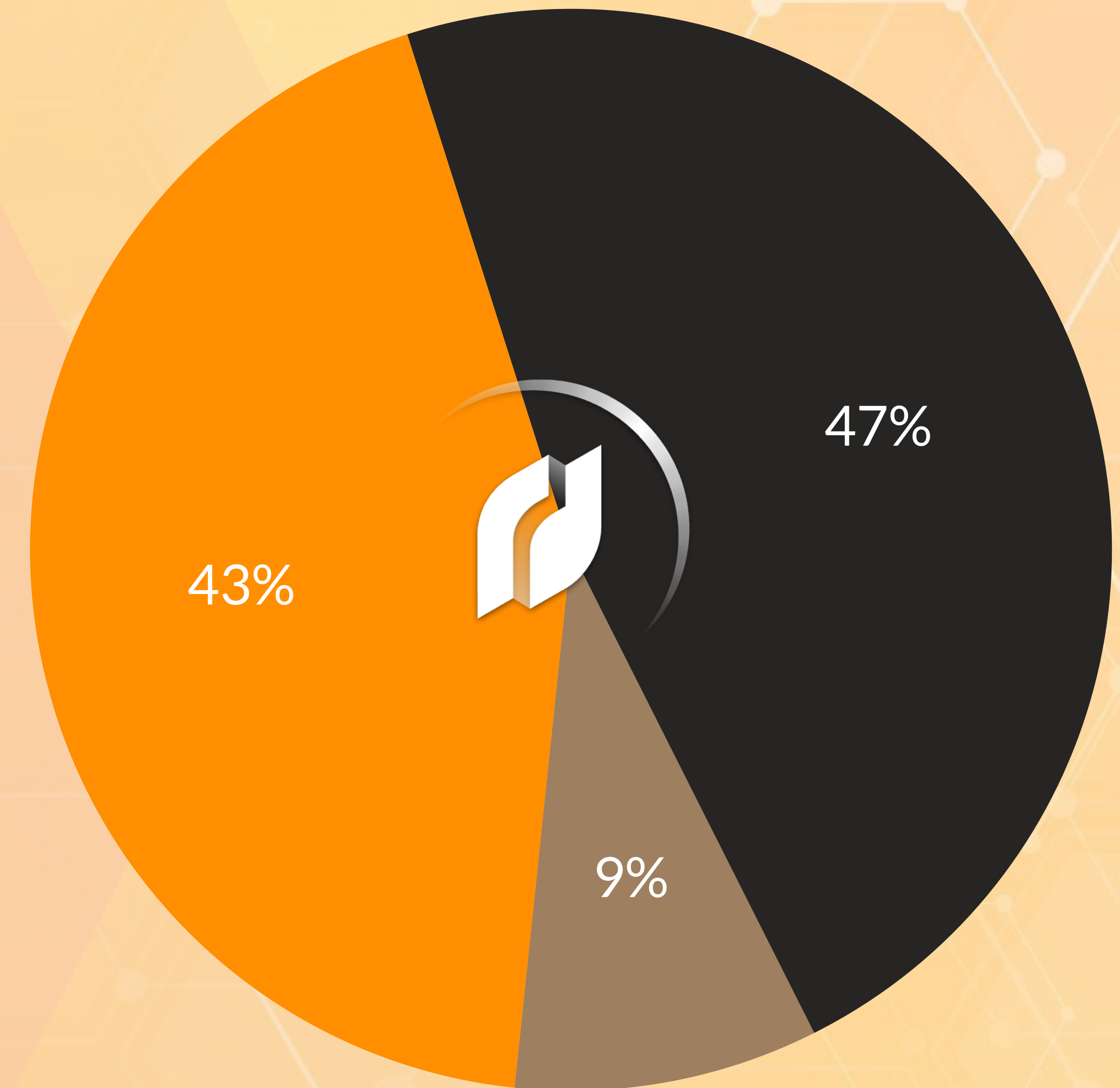
\*To be issued/released from voluntary escrow post 30 June 24

## METRICS

Current Share Price (\$)	\$0.105
Total debt	NIL
Market Capitalisation (fully diluted)	\$9,428,318

\* to be issued July 1 2024

# SHAREHOLDER DISTRIBUTION



- Board & Management
- Other Investors
- Institutional / Strategic