



**ROCKETBOOTS**  
FAST • FOCUS • FUTURE

ASX: **ROC**

## Investor Presentation

December 2025

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- ➔ 1. Executive Summary
- 2. RocketBoots Introduction
- 3. The Opportunity Today & Tomorrow
- 4. Why The Market Needs Us?
- 5. What We Do?





# Executive Summary



## Redefining retail & retail banking performance

1. Lower operational cost & loss while improving service, sales & loyalty
2. **SaaS Business** using edge AI, cloud computing, simulation, advanced analytics & out of the box user interfaces

## Validated business

1. 6 foundation customers
2. **New global deal for approximately \$9.1 ARR<sup>1</sup>**
3. Sales, technology, security, delivery, ROI
4. High customer retention rate

## Why invest?

1. Contracted ARR: Approx. \$9.7M<sup>1</sup>
2. >10X increase to today's ARR once rolled out
3. **Long term ARR contracts**
4. \$2B TAM Addressing critical business challenges
5. **Pipe opportunity exceeds 10X existing contracts**

## Raising \$5M+

1. Establish global teams ahead of roll outs
2. Accelerate software feature release dates
3. Re-platform to a private cloud > increase GP margins
4. Working capital

<sup>1</sup> based on scale contracted pricing, today's FX rates, the customer's RFP store volumes for rollout, and once rolled out

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## Mission

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



## How

**A SaaS solution** that transforms video into performance improvement using hybrid AI, cloud computing, simulation, advanced analytics & out of the box user interfaces



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# The Next Australian Tech Company Delivering Wins Across Global Markets



## Globally Validated Business

- 6 foundation customers
  - **NEW: global retailer**
  - 2 x ASX 20 companies
  - 3 x other large companies (UK, NZ, AUS)
- **Markets:** retail grocery, retail, retail banks
- **Go to market:** Marketing, sales, pricing
- **Commercial rollouts:** UK, EU, US & AUS
- **Business model:** SaaS ARR & Activation Service Fees
- **Rapid global scalability:** Cloud platform enables remote activation of SaaS #no site visits by RB team
- **Unique positioning:** Unified, multi purpose platform

<sup>1</sup> based on scale contracted pricing, today's FX rates, the customer's RFP store volumes for rollout, and once rolled out

## Strong Financial Trajectory

- **Contracted ARR of \$9.7M (Approx)<sup>1</sup>**
- **High YoY** ARR growth rate
- **>10X increase** to ARR once contracts are rolled out
- **Pathway to profitability** in sight
- Activation service contract in negotiation with global retailer
- Pipe opportunity exceeds 10X existing contracts







# Positioned to Capture a Multi-Billion-Dollar Market

- **Trends that drive demand**

- Retail theft and **loss** continue to accelerate globally
- Self-checkout expansion requires loss-prevention technology to scale safely
- Retailers increasing **interest in adopting AI** to optimise operating costs & improve service

- **\$2B+ Total Addressable Market** \*

- Current geographies (UK, US, EU, AUS)
- Current products: AI Loss prevention & AI workforce
- Additional upside from:
  - New regions e.g. Asia, South America
  - Future product expansion

- **Strong Pipeline Momentum**

- **Advanced:** 14 customers that operate 17k sites are trialing, have completed trials and/or are evaluating major rollout contracts
- **Advanced:** recent \$9.1M ARR announcement accounts for only 40% of that customers stores
- **Advanced:** 5 of those customers are similar opportunity size to recently won contract
- **Early** / Pre trial pipeline is also growing: 26 customers operating 32,000 sites
- **Pipe growth** > 40X growth in 3 yrs

\* Sources: Please refer to previously release Investor Presentations dated 20 May 2024 and 4 October 2024



+ Once-off, SaaS activation revenue is also a significant opportunity that hasn't been priced in



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# Market Challenge

Growing shrink is putting pressure on already tight retail margins

- **Staff-driven loss**  
— including unauthorised discounts, under-scanning, and direct till theft — remains a significant and persistent challenge.
- **Self-checkout Loss**  
While self-checkout offers efficiency and customer convenience, many retailers hesitate to scale adoption without effective loss-prevention technology in place.

Efficiently managing loss at self checkout without impacting customer service continues to be a challenge



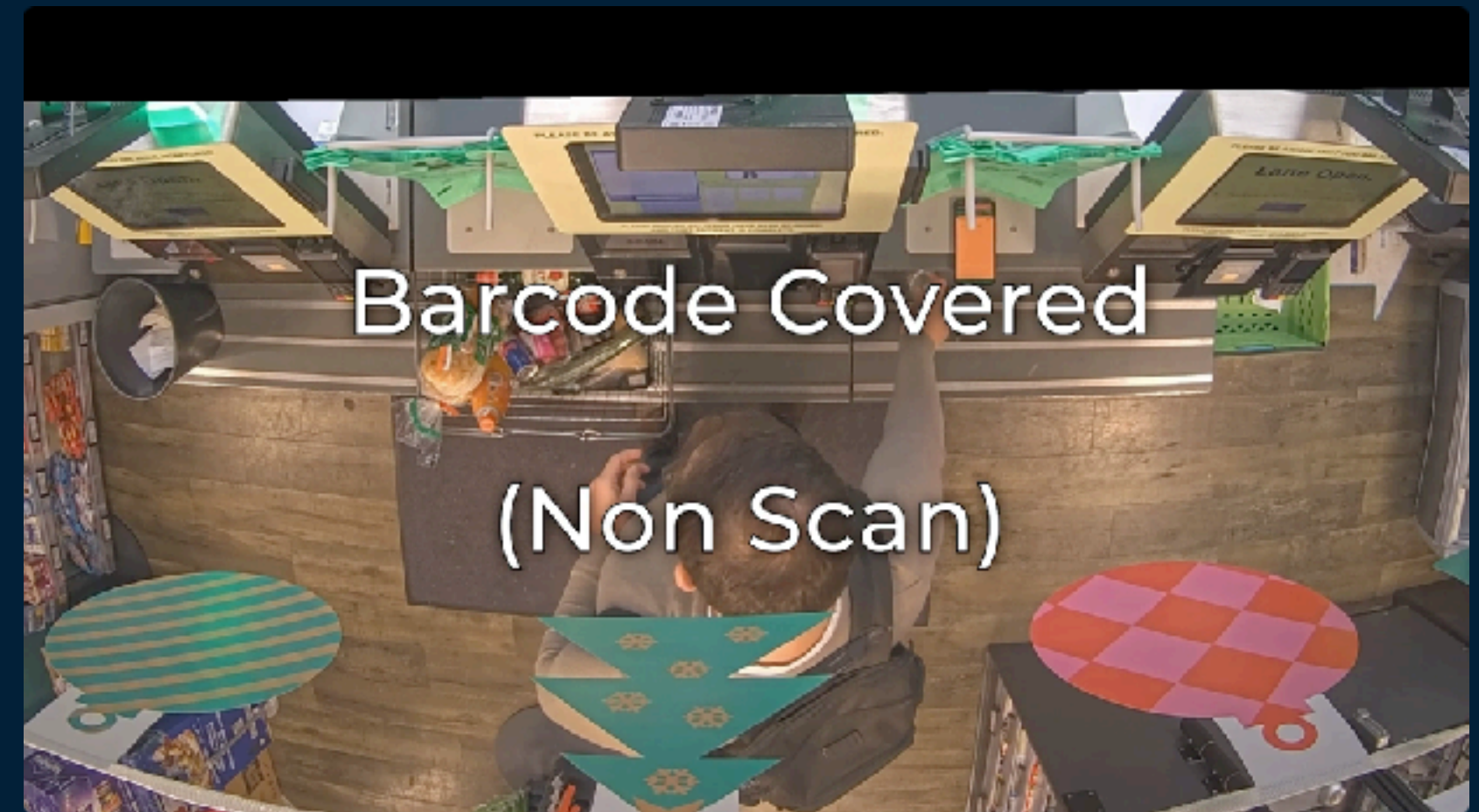


# ROC Solution

RocketBoots AI-powered **loss detection**, protects revenue & accelerates self-checkout expansion.

Features include:

- Detect of self-checkout loss (real time incorrect scanning)
- Detect staff driven loss (e.g. fraud, sweethearting, discounting)



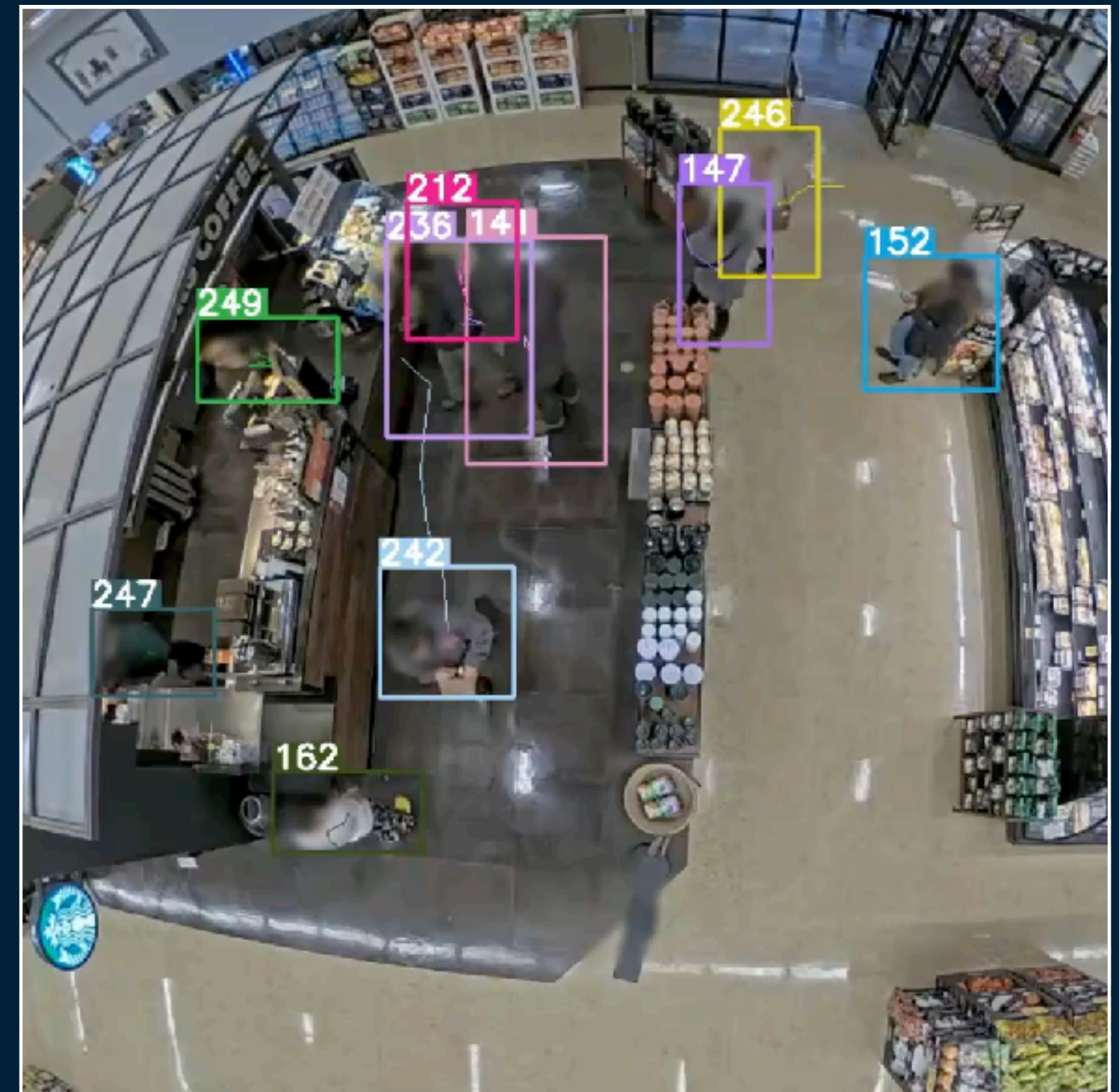


# Market Challenge

Un-needed staff hours result in  
lost margin



Poor customer experience risks losing sales  
today (abandonment) & tomorrow (loyalty)





# ROC Solution

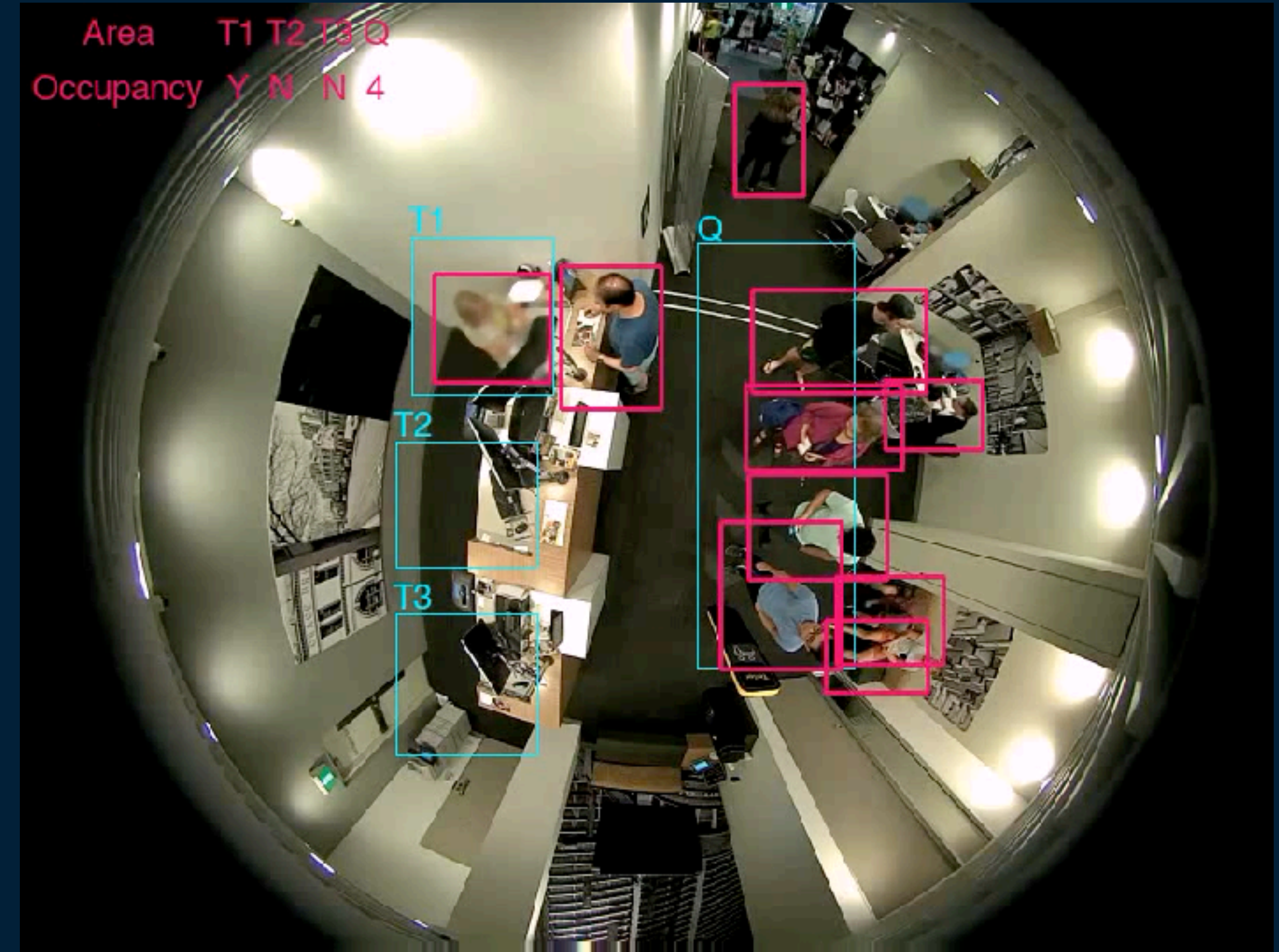
RocketBoots' AI powered workforce & customer experience software **reduces** un-needed hours without risking lost sales & loyalty.



# Market Challenge

## Retail Banks Lose Time, Money & Customers

- Banks face rising labour costs
- High customer expectations across branch & digital channels creating increased staffing pressure
- Un needed branch staff hours result in overspending
- Slow branch & digital response times create risks for sale conversion & loyalty / lifetime customer values



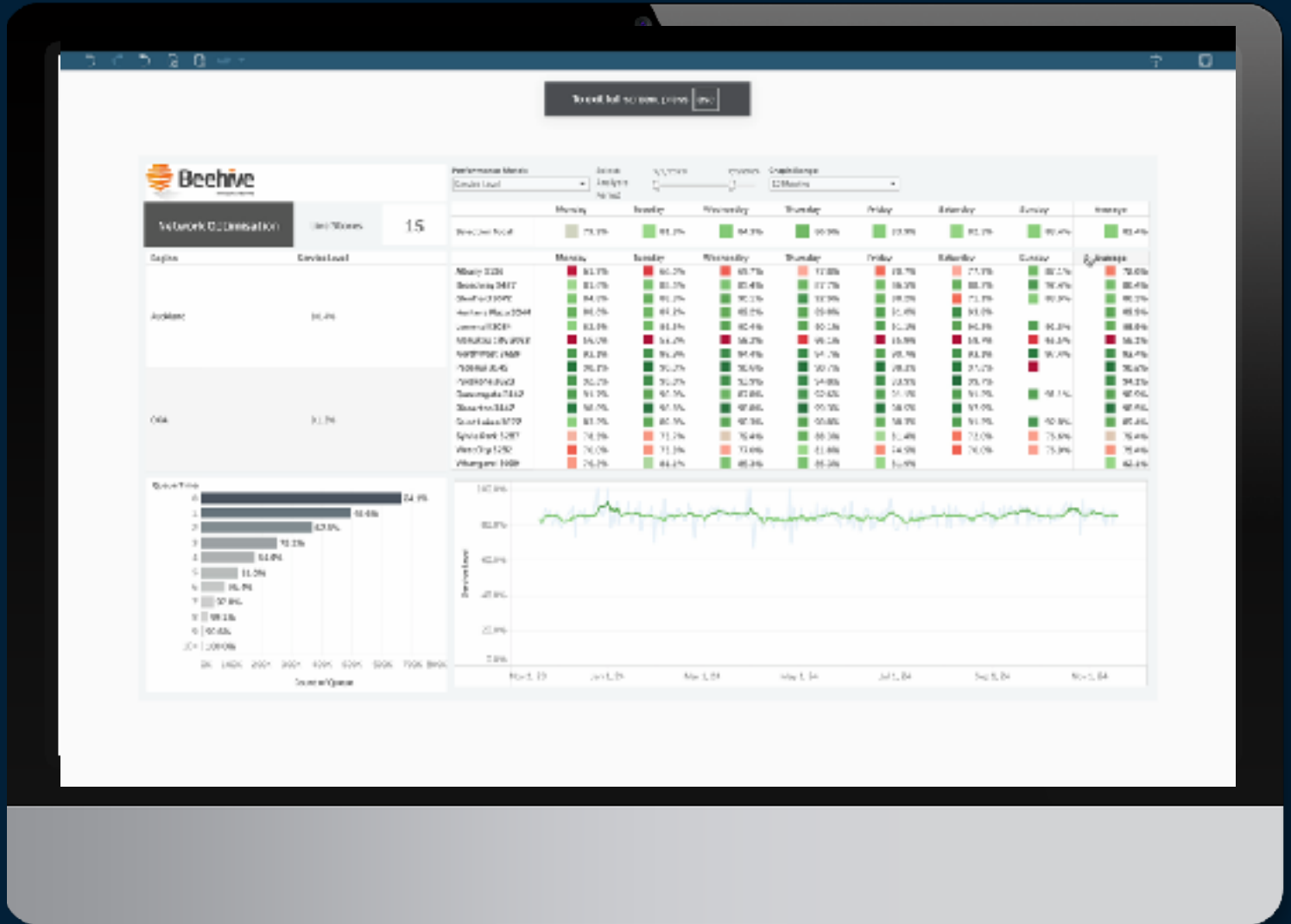


# ROC Solution



## RocketBoots' AI powered workforce & customer experience software enables:

- Hybrid branch/digital channel working
- Lowers branch staffing costs
- Speeds up customer response times to improve sales
- Reveal and resolve service bottlenecks

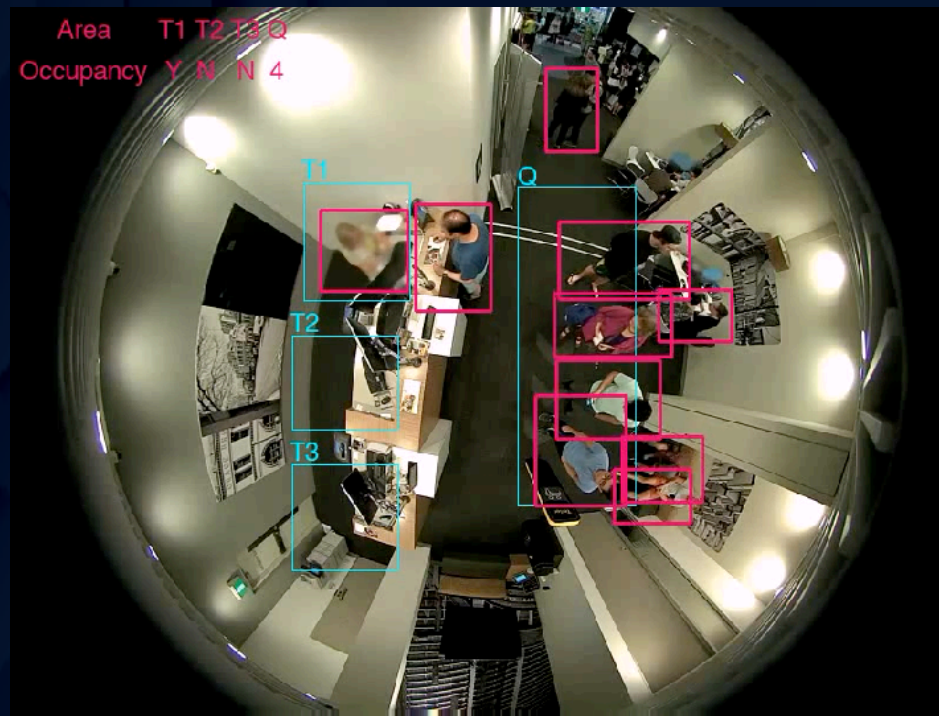
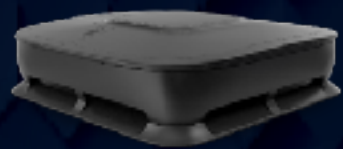




# Hybrid Cloud Platform live globally at hundreds of locations

Software managed centrally with no customer site visits by RocketBoots staff

In Store  
Hardware  
& CV  
Software



Cloud Ops &  
Intelligence  
Platform



Data



ML  
Training



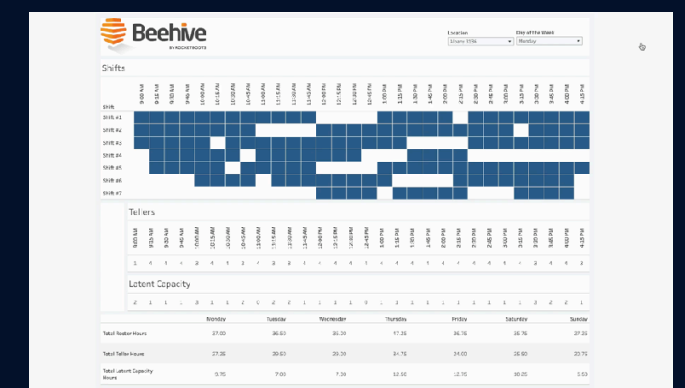
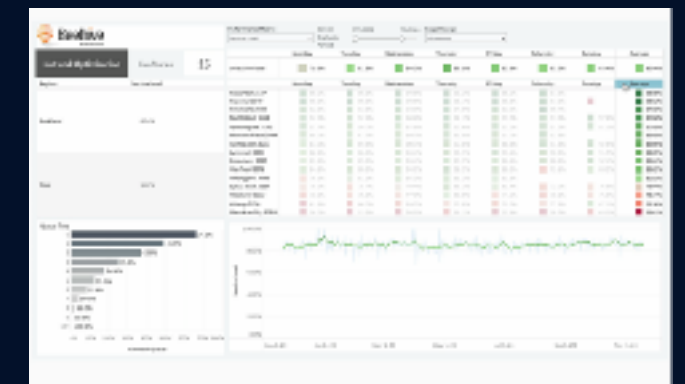
Intelligence



Support

Enables RB to cost effectively configure, deploy, maintain & support software at every customer site globally without significant scaling of staff / remotely from its offices

User  
Interfaces



**Secure** – Information security reviews approved by the worlds largest banks and retailers #GDPR #SOC2

*Multiple software licences can be sold per site, deployed to the same hardware*



# Team To Deliver

## Management



### Joel Rappolt

#### Chief Executive Officer

Joined RocketBoot in 2007, 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



### Maria Phillips

#### Chief Financial and Operations Officer

Maria has worked in public, private and global markets. Her positions have included Group CFO for Nine Entertainment Co, CFO at PE backed Velocity Frequent Flyer, roles at Telstra, SingTel Optus & Time Warner

## Operations



### Engineering

#### 10+ 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

## Board



### Roy Mckelvie

#### Independent Chair & Non-Executive Director

- Chairman of Encompass Corporation, Wagesafe Limited and Infocus Wealth Management
- Former CEO Transfield Holdings, CEO Gresham Private Equity, MD and Asian head of Deutsche Bank Capital Partners in Hong Kong
- Former Director of 3i plc



### Lew Starita

#### Non-Executive Director

40 years' experience working in the information and communications technology (ICT) field, sector, across varied public and private roles



### David Willington

#### Non-Executive Director

30 years' experience in the funds management, investment banking and corporate finance industries focusing on the technology sector.



### Cameron Petricevic

#### Non-Executive Director

20+ years' in the financial industry, an experienced Board member of both private and public companies with extensive capital markets experience coupled with growing early stage companies.

# Capital Raise of \$5M+



## Use of funds

- 1. Establish our global support teams ahead of contract start date
- 2. Accelerate feature release dates for contract
- 3. Migrate from AWS to private cloud to increase GP margins
- 4. Working capital

## RB Metrics:

- 5. ARR contracted approximately \$9.7M\*
- 6. 5 yr contract with +1 auto renewal,
- 7. High ARR YoY growth

ASX: ROC	Share Price \$0.265 <sup>1</sup>	Shares on Issue 171,313,384
Market Capitalisation \$45.39M <sup>1</sup>	Cash at Bank \$1.1M (30.09.25)	Options / Performance Shares 23.8M

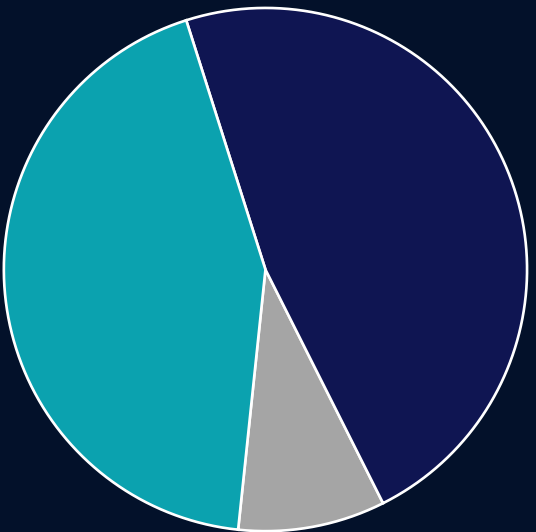
<sup>1</sup> at 19 Dec 2025

## Share Price



## Shareholder Distribution

- Board & Management
- Other Investors
- Institutional/Strategic



<sup>1</sup> as at 19 December 2025 (close of market)  
\* based on scale contracted pricing, today's FX rates, the customer's RFP store volumes for rollout, and once rolled out



# In Conclusion



## Redefining retail & retail banking performance

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