

## RocketBoots Signs Global Activation Contract with Tier-One Retailer

### Highlights:

- New ~A\$3.3 million<sup>1</sup> Activation Contract executed for previously announced global SaaS agreement<sup>1</sup>
- Is in addition to the previously announced SaaS contract ~A\$9.1 million ARR<sup>1</sup> (per year revenue) on a 5-year term
- Confirms transition to deployment and revenue generation phase with first invoice to be submitted immediately
- Initial rollout scale ~40% of client's global store network
- Provides RocketBoots with both near-term implementation revenue and long-term recurring SaaS revenue as deployment progresses

**SYDNEY, AUSTRALIA – 30<sup>th</sup> March 2026** – RocketBoots Limited (ASX: ROC) (“RocketBoots” or the “Company”) is pleased to advise that it has now executed the **Activation Contract** associated with its previously announced transformational SaaS agreement with a tier-one multinational retailer (the “Customer”)<sup>1</sup>.

The Activation Contract governs the services required to activate and deploy RocketBoots’ AI-driven loss prevention platform across the Customer’s global store network and represents a key milestone in progressing the agreement toward full commercial rollout.

The Activation Contract operates alongside the SaaS agreement and does not alter the previously disclosed SaaS Annual Recurring Revenue.

Together, these two contracts provide RocketBoots with both near-term implementation revenue and long-term recurring SaaS revenue as deployment progresses.

### Key Terms of Activation Contract

- Total expected non-recurring activation revenue of ~A\$3.3 million<sup>2</sup>
- Revenue associated with the activation of the Company’s SaaS platform across ~40% the Customer’s store network only
- Revenue is separate to the previously announced SaaS Annual Recurring Revenue
- Revenue is expected to be recognised progressively as stores are deployed
- Invoices submitted monthly as stores are deployed with 45 days payment terms (first invoice to be sent immediately)
- The agreement governs commercial terms for future changes to the store network, including site additions, relocations, and modifications to infrastructure. These future activities are expected to generate additional one-off activation revenue over the life of the agreement
- Standard commercial provisions including termination for material breach or insolvency with no termination for convenience before 21 December 2030

---

<sup>1</sup> ASX Announcement 18 December 2025 “RocketBoots Signs Transformational Global Contract with Tier-One Retailer for AI SaaS Solution”

<sup>2</sup> Based on scale contracted pricing, FX rates at the time of the announcement, the customer’s RFP store volumes for rollout, and once rolled out at ~40% of the Customer’s global store network

RocketBoots confirms that it does not consider the identity of the counterparty to be information that a reasonable person would expect to have a material effect on the price. RocketBoots confirms this announcement contains all material information relevant to assessing the impact of the contract and is not misleading by omission.

## Strategic Significance of the Activation Contract

Activation revenue matters because it marks the transition from contracted ARR to realising revenue, while creating a repeatable, non-recurring revenue stream linked to ongoing store expansion and setting the foundation for future ARR growth.

RocketBoots considers that the contract:

- Has a material impact on revenues and cash inflows
- Further de-risks delivery of this transformational agreement
- Confirms the transition from contract award to active deployment phase
- Strengthens confidence in near-term revenue generation
- Demonstrates the Company's ability to sell and deliver complex, multi-region SaaS activation
- Reinforces RocketBoots' position as a global enterprise AI provider
- Provides a reference framework to support conversion of the Company's sales pipeline

## Current Status & Next Steps

RocketBoots is continuing technical integration activities with the Customer and its technology partners.

- Activation activities under the newly executed contract are underway
- Initial deployment in EU is underway
- First US deployments scheduled for June 2026
- Subsequent rollout will occur in phases across the global store network

## Comment from the CEO

RocketBoots CEO Joel Rappolt said:

*"Executing the Activation Contract is an important step forward in delivering this transformational global agreement. It moves us from contract award into full implementation and reinforces the strong partnership we have built with this Customer. In addition to the long-term recurring revenue profile, the activation phase provides meaningful near-term revenue as we commence deployment. We are now focused on executing rollout which we expect will further support conversion of additional opportunities across our global pipeline."*

## Outlook

RocketBoots is focused on progressing deployment of the Customer's global store network. As activation activities advance, the Company expects to begin recognising both activation revenue and recurring SaaS revenue, providing a transition to sustained revenue generation from this contract.

Additionally, the Company continues to engage with a growing number of large enterprise retailers within its advanced sales pipeline. Multiple advanced pipeline opportunities have completed trials and are in scaled deployment contract evaluations, and many of those opportunities are of a similar size to the SaaS and Activation contracts outlined in this announcement. RocketBoots believes this agreement provides a strong reference framework to support further contract conversions. RocketBoots will continue to update the market as material milestones are achieved.

## Forward-Looking Statements

This announcement contains forward-looking statements regarding future events and expectations. Such statements are not guarantees of future performance and are subject to risks, uncertainties and assumptions outside the control of RocketBoots. Actual results may differ materially. Readers are cautioned not to place undue reliance on forward-looking statements.

## Authorised for Release

This announcement has been authorised for release by the Board of RocketBoots Limited.

## ENDS

For further information, please contact:  
Investor Relations – RocketBoots Limited  
Email: [investors@rocketboots.com.au](mailto:investors@rocketboots.com.au)

## About RocketBoots

1. **RocketBoots' mission** is to empower the world's largest retailers & banks to run their large networks of stores & branches with lower operational costs & loss while improving service, sales & loyalty.
2. **We achieve this by** transforming video into performance improvement using Edge AI, cloud computing, simulation, advanced analytics and out of the box user interfaces.
3. **Business critical** trends driving demand for our software:
  - ⇒ Retail shrinkage continues to accelerate globally
  - ⇒ Self-checkout expansion requires loss-prevention technology to scale safely
  - ⇒ Increased interest/hype in adopting AI to optimise margins, reduce operating costs & improve service

RocketBoots AI-powered product offerings directly address these core business trends:

### Adaptive Loss Prevention for Retail

- Reduces self-checkout loss without adding needless friction
- Reduces staff driven loss at checkout
- Reduces margin lost to un-needed staff hours
- Reduces the risk of experience driven sales loss today (abandonment) & tomorrow (loyalty/ lifetime value of a customer)

### Branch Value Optimisation for Retail Banking

- Surgically enables branch/ digital hybrid working
- Lowers branch operating costs
- Speeds up response times across branch & digital channels
- Reveals service bottlenecks that impact NPS

