



Security AI that lets one operator manage 1,000+ cameras in real time

 \$2.6m ARR  ~90% GM

 19,000+  15+ Years

 **MACNICA** millennium

Starting with AU retail malls → repeatable rollout → partner scale

The problem

The challenge with watching every camera

Limited Monitoring Capacity:



One operator can effectively monitor only ~50 cameras at a time.

Low Situational Awareness:



The majority of footage is never actively watched, increasing the risk of critical incidents being missed.

Human Limitation:



Continuous screen monitoring for hours is not sustainable, attention drops and fatigue sets in.

Higher Staffing Costs:



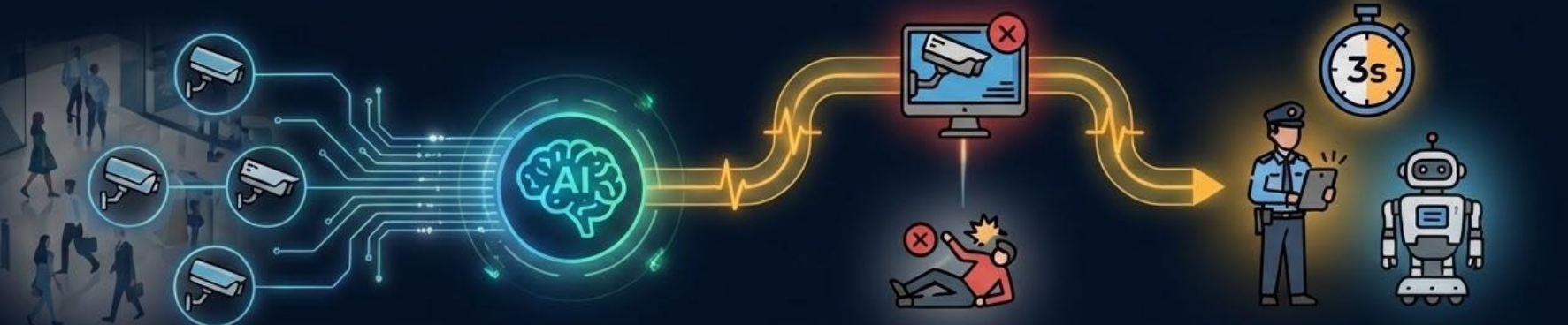
To compensate for monitoring gaps, security providers deploy additional on the ground staff.

What icetana AI does

icetana AI watches the security cameras so people don't have to.

We provide self-learning AI software, that requires no manual configuration, meaning it's easy to install, setup and use across thousands of security cameras.

3-step flow:



1. AI learns normal behaviour

2. Spots unusual activity

3. Alerts humans (or robots) within 3 seconds

We put critical events in front of security teams before incidents escalate, enabling faster responses, safer communities and greater peace of mind.



Proven track record



ARR x3 over 5 year to ~ \$2.6m today.



SaaS model with strong operating leverage (gross margin ~90% in Q3 FY26).



19,000+ cameras under licence (real deployments, not pilots) with sticky customers:

- a. top 10 customers average tenure of 4+ years
- b. largest customer Majid Al Futtaim 10+ years



Over 15 years of innovation

icetana AI has been pushing the boundaries of what's possible in surveillance. Our technology has evolved, but our purpose hasn't: **to give security teams sharper eyes and better insight.**



Global distribution momentum



Rising Crime is Exposing Gaps in Australia's Security Infrastructure

Australia lacks sufficient CCTV coverage



Low situational awareness (~5%) leads to real-world risk



Shopping centres operate with significantly fewer cameras than global equivalents



Even local councils (e.g. Frankston City) are expanding CCTV to improve public safety



Operators can only monitor a fraction of screens at any time with limited attention span and unavoidable breaks



This creates real risk: critical incidents can occur without anyone watching, as seen during the Bondi Junction attack when the control room was reportedly unattended.

Australia is opening their eyes to AI

Retail Australia



Market Size & Revenue Opportunity

~250,000 cameras = \$38M ARR opportunity



Active Enterprise Conversations

Engaging with customers representing 100,000+ cameras



Trials & Early Validation

National mall operator: trial completed successfully

National supermarket brand: Trial expected to begin next financial year



Partner-Led Expansion

Millennium: 50,000 cameras under management with \$4.5M ARR opportunity
Already deployed on 500 cameras

GLOBAL RETAIL: EXPANSION IS THE MODEL

Proven Uplift & Strategic Growth



PROVEN PERFORMANCE AT SCALE

Majid Al Futtaim:

53% ARR Uplift in Latest Renewal



ACTIVE ENTERPRISE CONVERSATIONS

Current Engagements Include:
Local Government Corp (Singapore)
Property Management Co. (Malaysia)



DISTRIBUTION-LED GLOBAL STRATEGY

Expanding via Established Global Distributors
Leveraging Partner Networks for Scalable Rollout
Lower Fixed Cost Expansion Model



Why now



More cameras

more coverage demanded
+ cheaper hardware =
more deployments.



AI is now viable

modern models can
automate triage inside
real workflows.



Automation and outcomes

The market is shifting from
"video analytics" to...
Following our Softbank
Robotics partnership, our AI
now runs on security robots



Security AI becomes a must-have

This is the moment... not a
nice-to-have.

Predictive Security

From detection → triage → prediction → automation



Relay Agent

Automatically routes critical events to the right channels (e.g., WhatsApp/Telegram) to speed up escalation.



Triage Agent

Prioritises and summarises events so operators focus on what matters first, not a flood of events.



Explainability

Adds clear context and visual cues so operators trust the AI and act faster with fewer false positives.



Spillage/Hazard detection

flags safety hazards (like slips/spills) before they escalate, expanding icetana beyond "security" into high-value safety use cases.



Robot Integration

Integrate icetana AI with on the ground robots.

The New Backbone

Antara Core

Private AI engine for modern security operations



Private & Secure Engine



LLM running inside your environment



Designed for **restricted / air-gapped networks**



Supports data sovereignty & governance requirements

Multi-site & Integration



Metadata extraction to enable natural language search



Automated audit trail of who saw what, when and what happened next



Automated reporting, sends reports when required to where required



Integrates with existing VMS, incident systems, communications tools

15 years in AI Surveillance

icetana^{AI}

Competitive Moat



700M+ hours of proprietary CCTV data

Driving superior accuracy and fewer false positives.



AI-first execution

Leveraging AI internally to multiply team output without scaling headcount.



On-premise private AI architecture (Antara Core)

Built for security-sensitive retail and property groups.



This is why we win.

Deeper data, smarter AI, Secure architecture, faster execution



700M+ hours of
proprietary CCTV data

What this raise unlocks

RAISE OBJECTIVE



Convert distribution into ARR, with controlled opex and runway protection

Use of funds (tied to conversion)



Partner conversion engine:

Turn distribution into revenue

- Pre-sales support, packaging, pricing + playbooks
- Joint pipelines → faster closes, larger camera estates



Deployment + Customer Success throughput:

Rollout speed + retention protection

- Reduce time-to-value per site
- Scale onboarding/expansions without expanding headcount linearly



Product outcomes that increase close rate:

Commercial roadmap, not R&D

- Features that reduce operator workload / false alarms
- Enterprise readiness items that unblock procurement & rollout


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