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icetana AI and SoftBank Robotics launch US distribution partnership

Highlights:

- icetana AI has signed a distribution agreement with SoftBank Robotics America, Inc., extending the SoftBank Robotics Group distribution partnership to the Americas.
- This latest development marks the one-year anniversary of icetana AI's strategic partnership with SoftBank Robotics Group, executed in June 2025.

icetana Limited (ASX:ICE "icetana AI" or "the Company"), a company building self-learning security AI software designed for large-scale surveillance networks and Security Operations Centers, is pleased to report the execution of a distribution agreement with SoftBank Robotics America, Inc. ("SoftBank Robotics America"), extending the Company's strategic partnership with SoftBank Robotics Group ("SoftBank Robotics" or "SBR") into the Americas.

The agreement represents the fifth regional distribution agreement signed under the broader partnership with SBR, following agreements covering Japan, Australia and New Zealand, the broader Asia-Pacific region, and the UAE and Saudi Arabia.

Americas expansion demonstrates growing global distribution network

The agreement with SoftBank Robotics America expands icetana AI's access to one of the world's largest security technology markets through the SoftBank Robotics global sales network.

The Company believes the agreement represents a significant milestone in the continued global expansion of the partnership and further validates SoftBank Robotics' commitment to commercialising icetana AI's technology across multiple regions.

CEO Comment

Chief Executive Officer Kevin Brown said:

"One year ago, we signed what was then our most significant strategic partnership. Looking back, the pace at which SoftBank Robotics Group has activated that partnership globally is genuinely impressive — five regional distribution agreements, a pipeline of new customers across Japan and APAC, and now traction in the Americas.

"The breadth of what SoftBank Robotics Group brings — deep customer relationships in enterprise and public sector markets across Japan and increasingly across the world — continues to open doors for icetana AI at a scale and speed we could not achieve independently. We look forward to building on this foundation in year two."

Strategic context

SoftBank Robotics Group is a global leader in AI-enabled robotics and automation, with operations across 21 locations in 9 countries. The group's parent, SoftBank Group, has recently been reported by major financial media as exploring the creation of a new AI and robotics company, Roze, potentially targeting a US listing. While icetana AI makes no comment on the plans of its partner or its parent, the Company notes that the broader momentum within the SoftBank Group around AI and automation is consistent with the strategic rationale for the partnership with icetana AI, and the Company continues to see its technology as well-positioned within the group's evolving AI ecosystem.

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Authorised for release by the Board of icetana Limited.

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About icetana AI

icetana AI develops self-learning security AI software designed for large-scale surveillance networks and Security Operations Centers. Its advanced AI technology continuously learns what is normal for every individual camera and automatically detects, highlights, and reports unusual or potentially dangerous events in real time.

Traditional security monitoring requires human operators to watch thousands of video streams, an overwhelming and inefficient task. icetana AI replaces much of this manual effort by providing autonomous, real-time event detection, significantly reducing security risks while lowering personnel requirements.

Built for scale, icetana AI eliminates the need for manual rule configuration or camera stream setup. Its self-learning approach adapts dynamically to each environment, making it ideal for complex, multi-site deployments such as retail, hospitality, public safety, transportation, education, and enterprise infrastructure.

Today, icetana AI's technology operates globally, deployed across 70+ sites, 17,000+ cameras, and in 15+ countries, providing continuous, intelligent monitoring that empowers organisations to stay secure, proactive, and efficient.

Forward-looking statements

This announcement may contain forward-looking statements. Forward looking statements include those containing words such as: "anticipate", "believe", "expect", "estimate", "should", "will", "plan", "could", "may", "intends", "guidance", "project", "forecast", "target", "likely", "continue", "objectives" and other similar expressions within the meaning of securities laws of applicable jurisdictions and include, but are not limited to, certain plans, strategies and objectives of the Board and other matters. Any forward-looking statements, opinions and estimates provided in this announcement are based on assumptions and contingencies which are subject to change without notice and involve known and unknown risks and uncertainties and other factors which are beyond the control of icetana and its officers, employees, agents, associates and advisers. Forward looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. Readers are cautioned not to place undue reliance on forward-looking statements. Actual results may differ materially from those expressed or implied in such statements. Except as required by law or regulation (including the ASX Listing Rules), icetana undertakes no obligation to update these forward-looking statements or to provide any other additional or updated information whether as a result of new information, future events or results or otherwise.

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limitation, liability for negligence). There can be no assurance that actual outcomes will not differ materially from these forward-looking statements.

The forward-looking statements are based on information available to icetana as at the date of this announcement.