ROCKETBOOTS
FAST · FOCUS · FUTURE

AGM Business Update

CEO Presentation

November 2026

ASX: ROC

Non-deal Roadshow

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Highlights

Highlights

01.	**Validated | $9M+ | ARR contracted[1]**	Global, tier 1 retailer. Rollout to be complete over 24 months resulting in strong revenue growth over the rollout period before accounting for any other wins. ***Initial rollout to 40% of global stores***
02.	**TAM of $3.9B a Yr**	For our launch territories and out of the box software. TAM growth achievable through unlocking new markets and diversification of value propositions
03.	**Market AI adoption accelerating**	Businesses are actively looking for AI applications to drive business improvements / ROI
04.	**ROC AI business apps demand up**	In addition to the AI market momentum, cost of living pressures are driving increased theft and a desire for costs efficiencies, resulting in an even greater demand for our software
05.	**Revenue Growth + pipeline upside**	- 24 months of contracted, consistent revenue growth to $9M+[1]. - 5 year contract at $9M ARR - 18 Upsell or Advanced pipeline customer opportunities in total - 6 of those opportunities of similar size to the contract already won.
06.	**We have momentum**	Transformation contract in Dec 2025 & the investment in a global team has put us in a position where accelerated sales & pipeline growth is possible
07.	**Ready to scale**	Key software products, delivery systems, global engineering, operations and go to market teams in place

[1] Based on scale contracted pricing, FX at announcement dates and customer store volumes, once rolled out.

Validated and scaling globally

AUSTRALIAN AI SOFTWARE COMPANY

OUR MISSION

Make essential retail and banking cheaper to run and better for customers at the point of delivery — the store and the branch.

ROI-DELIVERING APPLICATIONS

Market leading software for the world's largest retailers & banks

- Reduce loss at Self Checkout & Registers
- Reduce front of house operating costs
- Lift service, sales, loyalty and lifetime value of customer

Business Model

- Per Site Licence ARR
- Activation Service fees

Signed Ramp

$9M+ ARR
Contracted for 5 yrs [1]
24 months ramp
40% of stores to start

~$3.3M
Global software activation contract[1]
To earn over 2 years

4 Regions
UK, EU, US & ANZ
Contacted rollouts

Repeatable Upside

>10K site
Licence opportunities in the upsell pipeline

13K site
Licence opportunities in the advanced pipeline

>45K site
Licence opportunities in the early pipeline

[1] Based on scale contracted pricing, FX at announcement dates and customer store volumes, once rolled out.

Addressable market overview

We operate in a rapidly growing global market

Adoption of AI is a rapidly accelerating market

Where RocketBoots sits in the AI Stack (4)

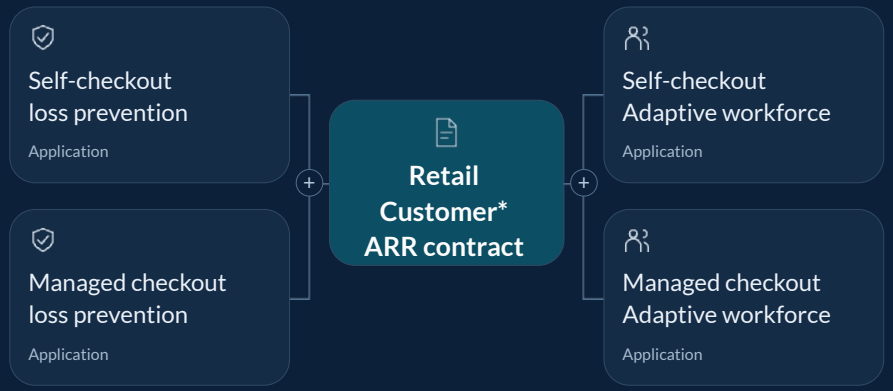
4	**Business applications**	*Where AI creates measurable business value / outcomes*	ROCKETBOOTS FAST · FOCUS · FUTURE, HARVEY, VIC.AI
3	**Tools & platforms**	How people and companies access AI today	ChatGPT, Claude, CURSOR, databricks
2	**Foundation models**	The core intelligence	OpenAI, ANTHROP\C, Google DeepMind
1	**Chips & infrastructure**	Compute, memory, data centres, networking	NVIDIA, tsmc, ASX: BrainChip · NEXTDC · Megaport

Company examples illustrate layers of the AI stack — not commentary on any company's valuation or prospects.

Total addressable market $3.94B / Yr & growing

Land with any app then upsell others

Retail Applications Example



Platform and Support Options

- Activation services (once off)
- Private cloud subscription
- Software support
- IT environment support

Retail

Region	Sites
North America	60,375
EU-27	140,000
United Kingdom	12,000
Australia	4,500
New Zealand	500
Total	**217,375**

Banking

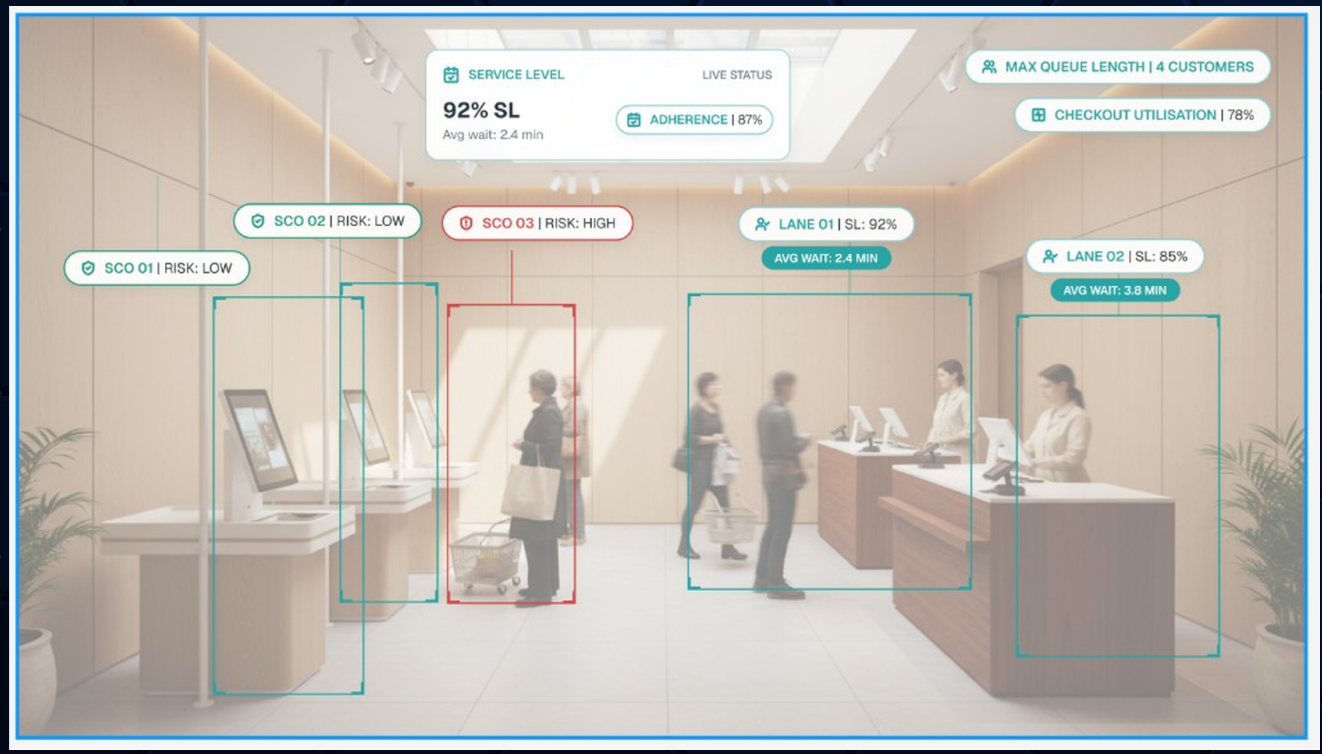
Region	Sites
North America	86,175
EU-27	126,952
United Kingdom	4,302
Australia	3,205
New Zealand	600
Total	**221,234**

- Banking also has 2 apps
- This revised TAM from $2B was a result of multiplying site numbers x 4 applications for retail and 2 for banking.
- TAM growth potential from:
  - Expanding to new regions
  - Product diversification

What we do

RocketBoots Business Applications

We turn video into measurable business outcomes for the world's largest retailers and banks



LOSS PREVENTION

RETAIL WORKFORCE OPTIMISATION

BRANCH VALUE OPTIMISATION

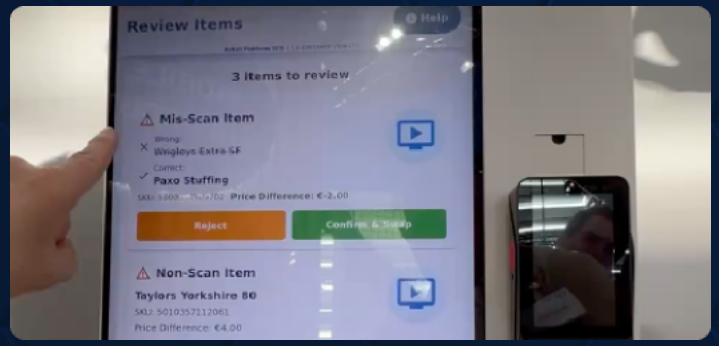
RocketBoots AI Business Applications

The current cost of living crisis and economic environment has driven even more demand for our applications

#increased loss #cost cutting

RETAIL

Loss prevention at SCO & Registers

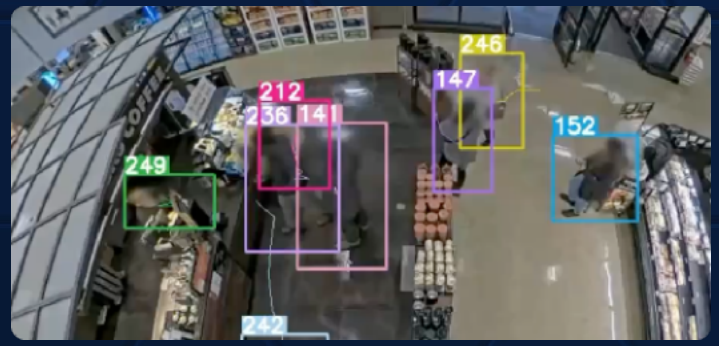


Protect margin.
Confidently scale self-checkout.

Reduce loss with minimal customer and staff friction.
Goodbye “unidentified item in the bagging area”

RETAIL

Workforce & Customer Experience

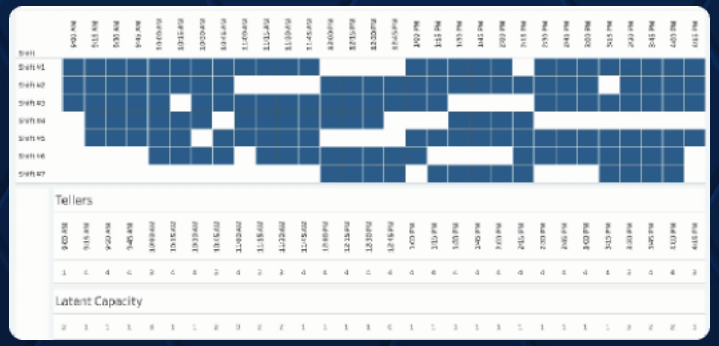


Optimise costs and productivity.
Drive sales.

Reduce staffing costs, queues, service quality, and drive loyalty and lifetime value of the customer.

BANKING

Workforce & Customer Experience



Optimise operating costs.
Protect lifetime value of customer

Unlock hybrid working and faster responses across both branch and digital channels to improve lifetime value

Ready to scale using globally proven delivery model

All sites can be remotely activated and operated with no sites visits required by RocketBoots — making execution easy

PILLAR 01

Onsite Data Collection





Computer Vision using Cameras & Computer
Each site has RocketBoots computer vision software installed on a dedicated in-store computer that uses camera feeds.

Time & Motion Studies automated
Automated measurement of queue times, checkout durations, and service flow patterns.

Customer Systems
Direct integration with existing customer systems

PILLAR 02

Cloud Intelligence

Data Infrastructure

AI Model Training

Intelligence & Simulation

Operations Support

Processing Core Uses computer vision collected data for use in simulation and advanced operational modelling to automatically generate new prescriptive datasets or real time alerts

PILLAR 03

User Interfaces & Output





Dashboard Views
Command centre UI delivering service diagnostic metrics & staff/store schedules directly to managers and executives.

Out-of-the-Box ROI Mapping
Concrete business value calculations are built into our deliverables

APIs & Integrations
Direct, developer-ready data pipelines connecting processed metrics to BI tools and customer systems e.g. Self Checkouts

Execution of global contract

We said we would scale globally in 2026.
Here is exactly where we are — progress & timelines

Global contract - global team - global momentum

DEC

$9.1M ARR[1]

5 Yr ARR contract with a tier-one multinational retailer

$7M Capital Raise complete

MAR

$3.3M

(once-off)
Activation contract with multinational retailer

AUG

Quarterly roadshow
Business update

SEP

Contract extension
With NZ bank & Mexico Banking trial success

OCT

First US installs
For multinational retailer contract

$5 million
Debt facility to support the global rollout

NOV / DEC

Global engineering & sales team expansion

Global rollout preparation, customer identified gaps in their operational capabilities, request ROC assistance.

Execution & sales running in parallel

Key progress updates

First site installs, customer forecast for Q1 CY26

First sites delay due to customer processes & rollout preparations

First sites installed in early October

- Next 25 sites planning complete
- New timeline Q2 27CY
  - 150 sites/month speed

Historical milestones: announcement chart supplied. November signings: user-supplied.

[1] Based on scale contracted pricing, FX at announcement dates and customer store volumes, once rolled out.

The Team

Experienced business & technical management, deep capital-markets and governance experience on the Board — and the engineering bench to ship globally.

MANAGEMENT



Joel Rappolt
Chief Executive Officer

Experienced technology entrepreneur applying emerging technologies to hard business problems; leads RocketBoots' global scaling.



Robin Hilliard
Chief Technology Officer

Founded RocketBoots in 2004; has grown the technology from consultancy roots to a global SaaS product platform.



Maria Phillips
Chief Financial & Operations Officer

Former Group CFO of Nine Entertainment Co and CFO of Velocity Frequent Flyer; senior roles at Telstra, SingTel Optus and Time Warner.

Engineering, Operations and Sales — Team of 18,
PhDs in computer vision & ML , software engineers, support & Go-to-market — global team across AUS, UK, EU & US

BOARD



Roy McKelvie
Independent Chair

Chairman of Encompass, WageSafe, Pathify and Infocus Wealth; former CEO of Transfield Holdings and Gresham Private Equity, MD & Asian head of Deutsche Capital Partners.



Lew Starita
Non-Executive Director

40 years' experience in information and communications technology across public and private roles.



David Willington
Non-Executive Director

30 years in funds management, investment banking and corporate finance, focused on the technology sector.



Cameron Petricevic
Independent Non-Executive Director

20+ years in capital markets; chair and board member of ASX-listed and private companies.

Revenue growth and pipeline



Contracted revenue growth & pipeline upside

01 / CONTRACTED REVENUE RAMP

Two years to $9.5M ARR

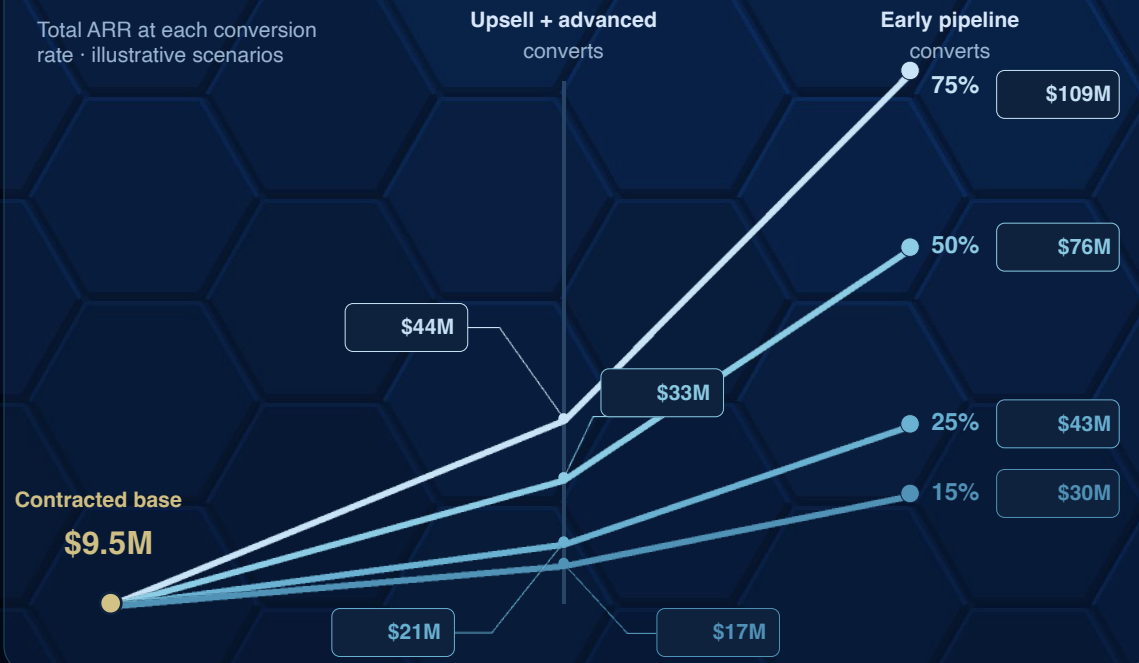
≈19× the starting ARR
customer target rollout plan



02 / PIPELINE UPSIDE

Opportunity off the $9.5M base

Total ARR at each conversion rate · illustrative scenarios



Progress highlights

- **15% advanced-pipe was converted in the last 12 months, resulting in $9.1M+ ARR;**
- **Momentum in execution and sales** after global team growth
- **Acceleration in sales**: Validated, first sites increases, time to revenue reductions
- **Six X $7.5M+ ARR advanced opportunities:**
  1) Existing-client upsell 2) Existing-client site scale 3) Two top-5 US supermarkets (trials complete) 4)Japanese global retailer (trial complete) 5) One north American bank site scale
- **Pathway to cashflow positive** even after global scaling of the operations team

	Addressable market	Early pipe	Advanced pipe	Upsell pipe
Customer opps.	–	35+	12	6
Site opps.	438K	45K+	12K	14K
Activities	Marketing	Qualify · trial proposal	TrialING · ROI contracts	Existing-client app upsell

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Contracted growth. Repeatable upside.

Why RocketBoots. Why now.

SIGNED

The growth is signed.

~$9.1M[1]

- A tier-one global retailer.
- Five-year contract
- Rolling out over 24 months
- Further upside from pipeline conversion

REPEATABLE

A proven template.
More in motion.

6

- Advanced opportunities above $7.5M ARR
- 18 upsell / advanced opportunities in total
- $3.9bn annual launch-market TAM
- 35+ early pipeline opportunities
- Recent pidpeline momentum

GROWING MARKET

TAM

$3.9B

- Enterprise adoption of AI
- Increasing demand in ROC applications
- TAM rebased from $2B to $3.9B due to upsell opportunities

Own the signed ramp. Participate in the repeatable upside.

[1] Based on scale contracted pricing, FX at announcement dates and customer store volumes, once rolled out.
[2] Based on recent contract expansion win

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References & Sources

Addressable Market Sources

FMI / NielsenIQ (2024) — North America supermarket counts
https://www.fmi.org/our-research/food-industry-facts
https://nielseniq.com/global/en/

FDIC (2024) — United States bank branch counts
https://www.fdic.gov/news/press-releases/2024/fdic-releases-results-summary-deposits-annual-survey

CNBV (end-2024) — Mexico bank branch counts
https://www.gob.mx/cnbv

EBF / ECB (end-2024) — EU & UK bank branch counts
https://ebf.eu/facts-figures
https://www.ecb.europa.eu/press/pr/date/2025/html/ecb.pr250612_1~6afb2dc0f9.en.html

IBISWorld / IGD (2025) — UK, Australia & New Zealand supermarket counts
https://www.ibisworld.com
https://www.igd.com

APRA points of presence (Jun-2025) — Australian bank branch counts
https://www.apra.gov.au/news-and-publications/apra-releases-latest-points-presence-statistics-authorised-deposit-taking-1

Company & market data

ASX market data — share price, shares on issue and market capitalisation, updated at publication date
https://www.asx.com.au/markets/company/ROC

RocketBoots ASX announcements

Transformational contract announcement (18 Dec 2025) — ~$9.1M ARR, 5-year term
https://announcements.asx.com.au/asxpdf/20251218/pdf/06th6gtptwvqj8.pdf

Global activation contract announcement (30 Mar 2026) — ~$3.3M
https://announcements.asx.com.au/asxpdf/20260330/pdf/06xy8866zbrk5q.pdf

Quarterly Activities Report & Appendix 4C — December 2025 quarter
https://announcements.asx.com.au/asxpdf/20260130/pdf/06vr7mv95r8m87.pdf

Quarterly Activities Report & Appendix 4C — March 2026 quarter
https://announcements.asx.com.au/asxpdf/20260430/pdf/06z33xqkkbshvc.pdf

Quarterly Activities Report & Appendix 4C — June 2026 quarter
https://announcements.asx.com.au/asxpdf/20260730/pdf/0727hqqb4371l8.pdf

Historical commentary

References to past technology cycles (railways, electrification, the internet era and its aftermath) and the companies named in them are illustrative observations from public market history, reflecting the Company's opinion. They are not sourced forecasts and imply no prediction of comparable outcomes for the Company.

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