WORKSPACE MANAGEMENT AND MONITORING PLATFORM

BUILDING A BETTER WORKING WORLD WITH ACTIONABLE INTELLIGENCE & DATA DRIVEN DECISIONS

WHO ARE WE?

- **High Growth SaaS Software Publisher** that remotely manages the Enterprise

- **Deliver Huge ROI** to End Users with remote monitoring and automation in AV (Audio Video), UC (Unified Communications), IOT (Internet of Things) & Smart Workplace technologies

- **World Class References** in Corporate, Education & Federal Government

- **Go-to-Market Strategy** via Global System Integrators & Managed Service Providers in AV (Audio Visual, UC (Unified Communications) & IOT (Internet of Things)

- **$3M ARR (Annual Recurring Revenue)** to Dec 31st 2022 – major increase projected

- **Experienced Management Team** with global expertise in managing Enterprise customers

THE MARKET

Meeting Spaces Around the Globe - 41M

- (*Annual AV Conferencing End User Survey, Futuresource, May 2021*)

Unified Communications as a Service - $29B in 2021 to $70B by 2028* (13% CAGR)

- (*Fortune Business Insights* 2021*)

AVMS (AV Managed Service) Market - $900M in 2021 to 4.5B in 2024 (only 1% covered)

- (*Annual AV Conferencing End User Survey, Futuresource, May 2021*)

Smart Buildings Market - $70B Market in 2021 to 173B* by 2030 (11% CAGR)

- (*Polaris Research* (Feb 2022) , Precedence Research (February 2022) , Fortune Business Insights (March 2022) – market size varies by research*

IOT Market - $300B in 2021 Grows to $650B* (17% CAGR) – Software Largest Segment
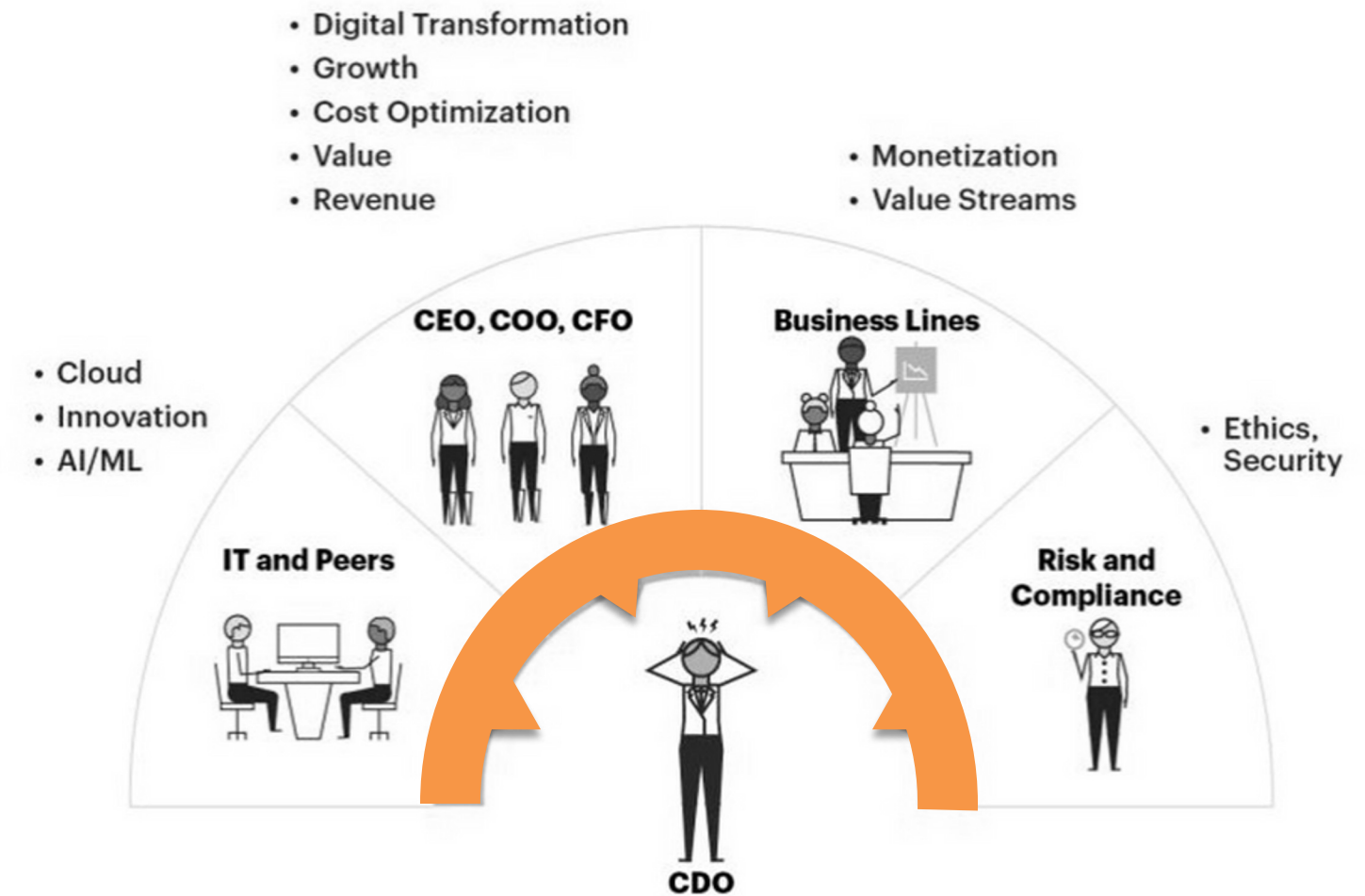
- (*Fortune Business Insights (March 2022) , Market & Markets* (February 2022) , IOT Analytics (March 2022) – market size varies by research*

THE SMART BUILDING MARKET

Gartner's Latest Predictions

- Data and analytics are increasingly critical elements across all industries, business functions and IT disciplines in both the private and public sectors. Most significantly, data and analytics are key to a successful digital business.

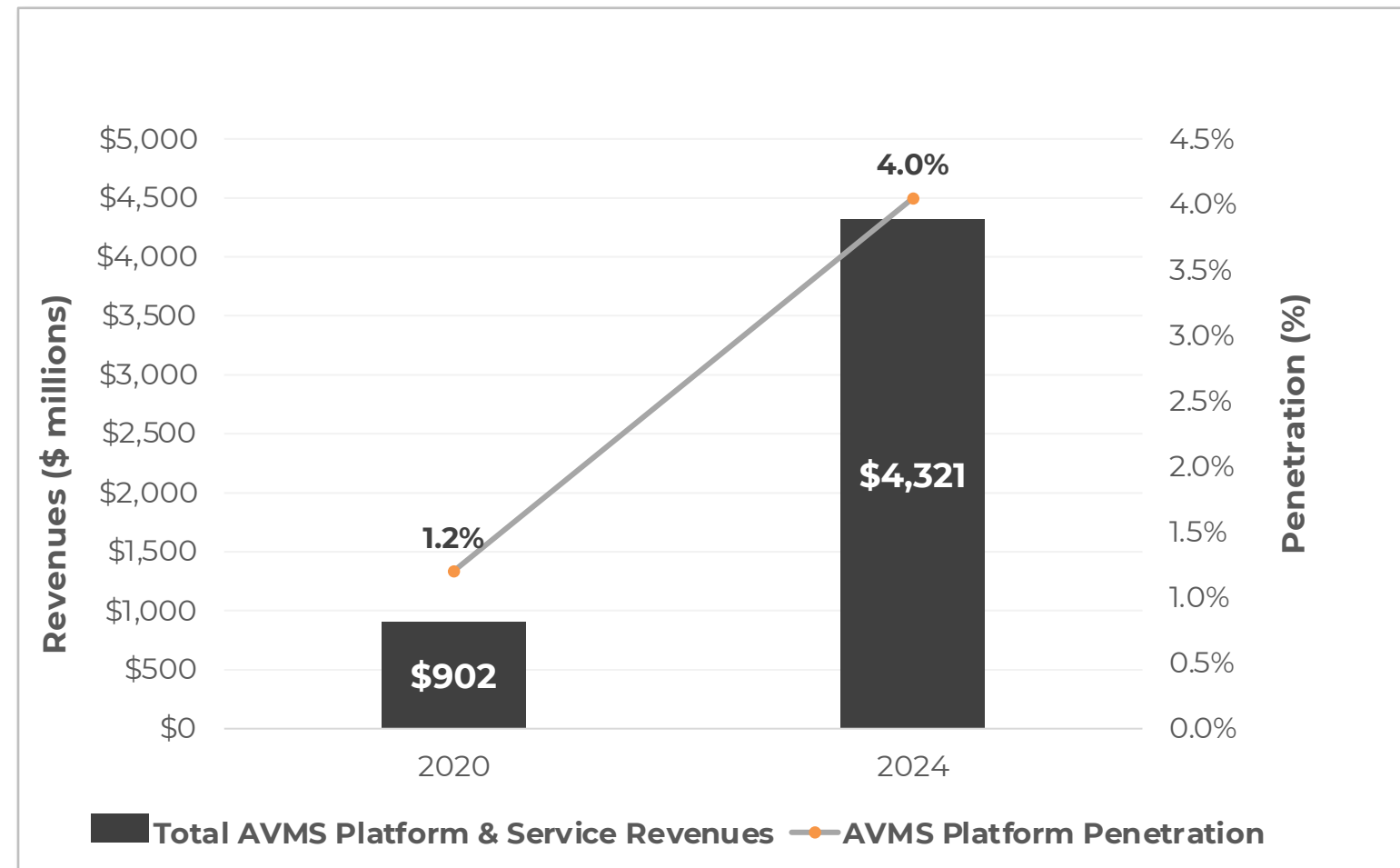## 100 Data and Analytics Predictions Through 2026

- Digital Transformation
- Growth
- Cost Optimization
- Value
- Revenue

- Monetization
- Value Streams

- Cloud
- Innovation
- AI/ML

CEO, COO, CFO

Business Lines

- Ethics, Security

IT and Peers

Risk and Compliance

CDO

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Gartner

MARKET TRENDS

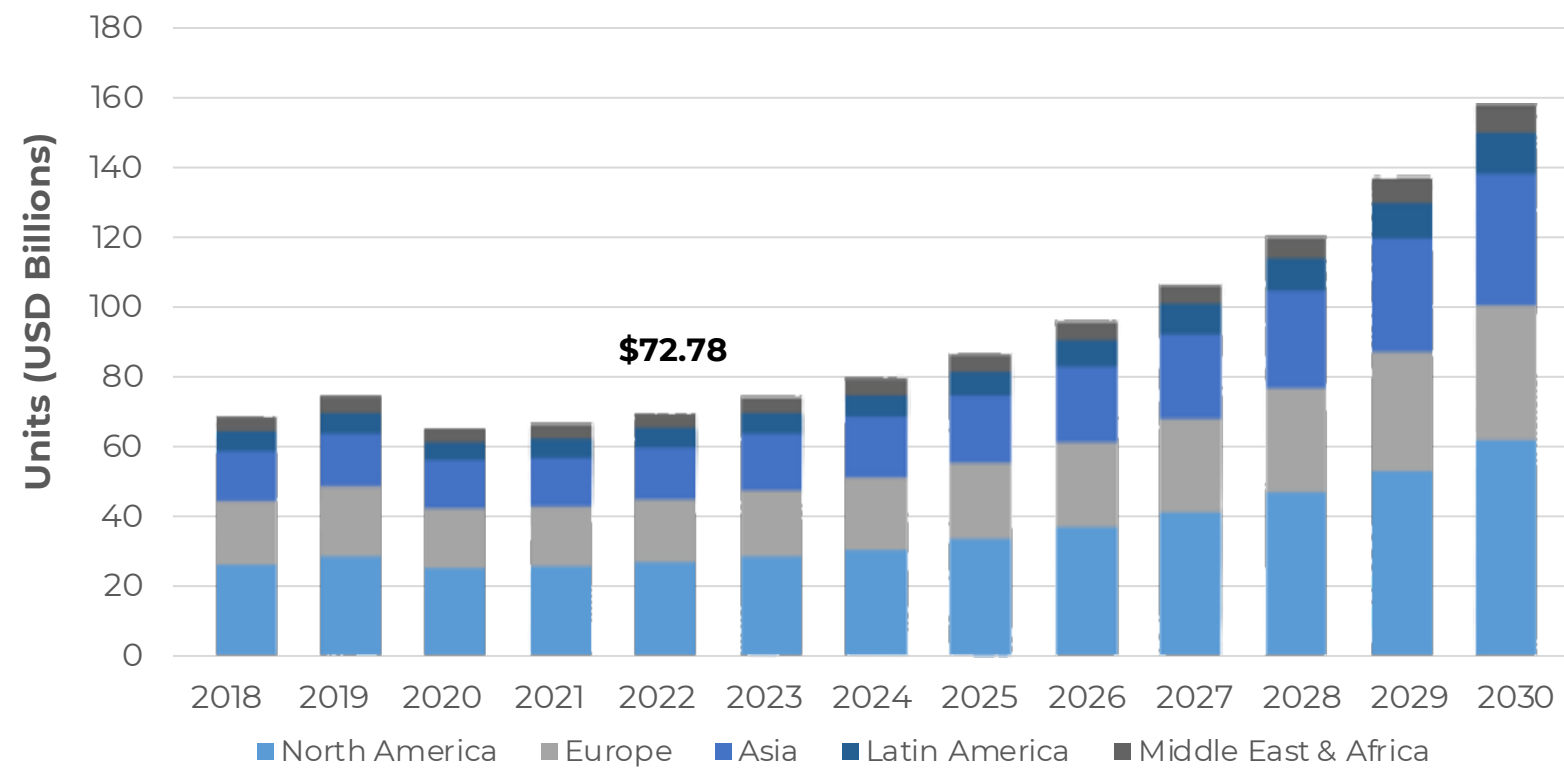## Video Conferencing Hardware Market Forecast Volume and Revenues

Revenues ($ millions) / Penetration (%)

- 2020: $902 — 1.2%
- 2024: $4,321 — 4.0%

Total AVMS Platform & Service Revenues — AVMS Platform Penetration

AVMS Revenue Outlook (Platform & Services Combined)

Units (Thousands) / Revenue ($ millions)

- 2020: 2,838 — $5,504
- 2025: 8,283 — $13,256

Volume — Revenue

5
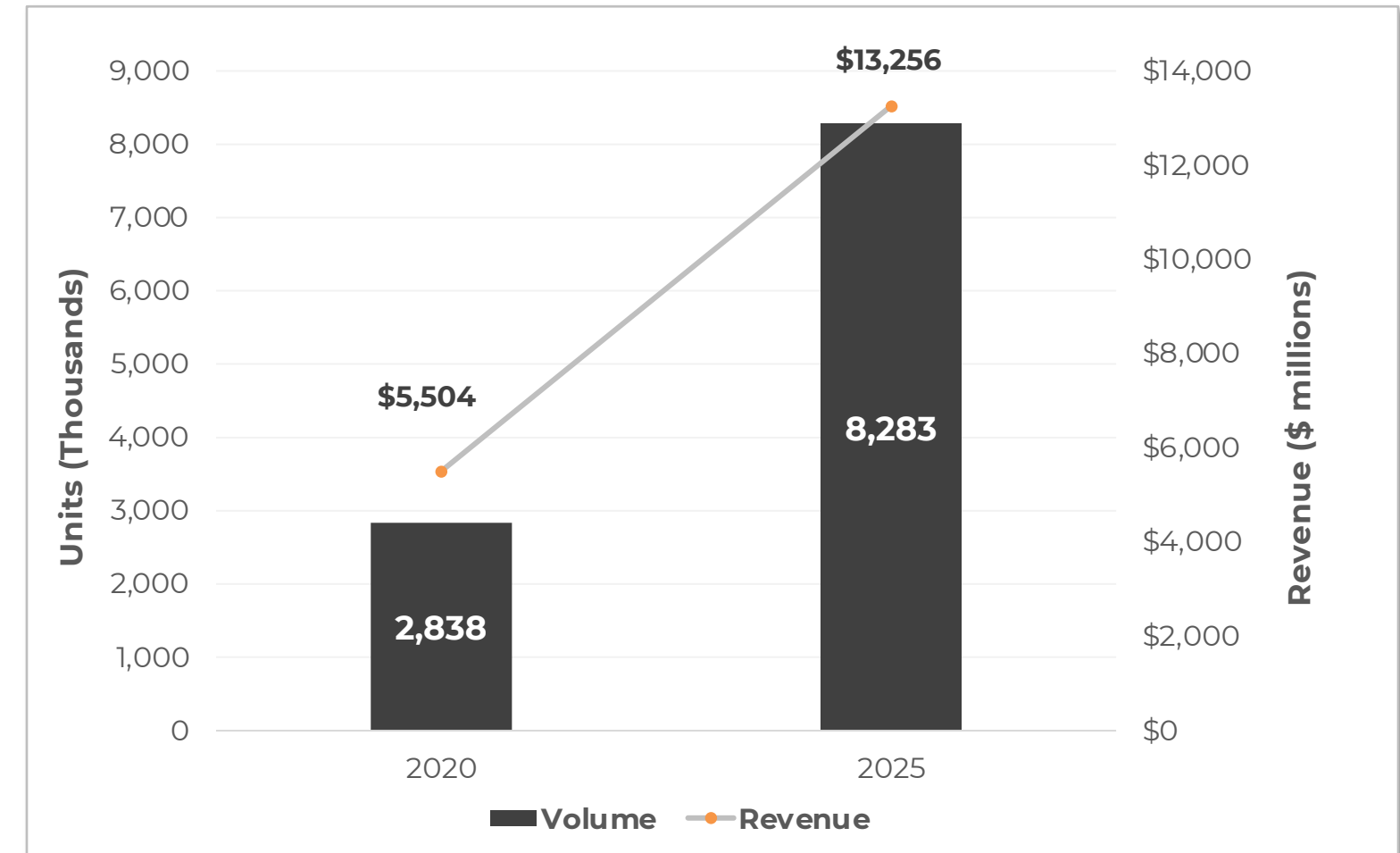
MARKET TRENDS

Smart Buildings Market Size By Region, 2018-2030

Units (USD Billions)

$72.78

■ North America ■ Europe ■ Asia ■ Latin America ■ Middle East & Africa

Global Spending on Enterprise IoT Market, 2019-2027

IOT ANALYTICS

Units (USD Billions)

2019a	115	+12%
2020a	129	+22%
2021a	158 (4%, 35%, 36%, 26%)	+23%
2022f	194	
2023f	240	
2024f	295	+22%
2025f	361	
2026f	437	
2027f	525	

□ IoT Security
■ IoT Hardware
■ IoT Services
■ IoT Software
■ Total

CAGR
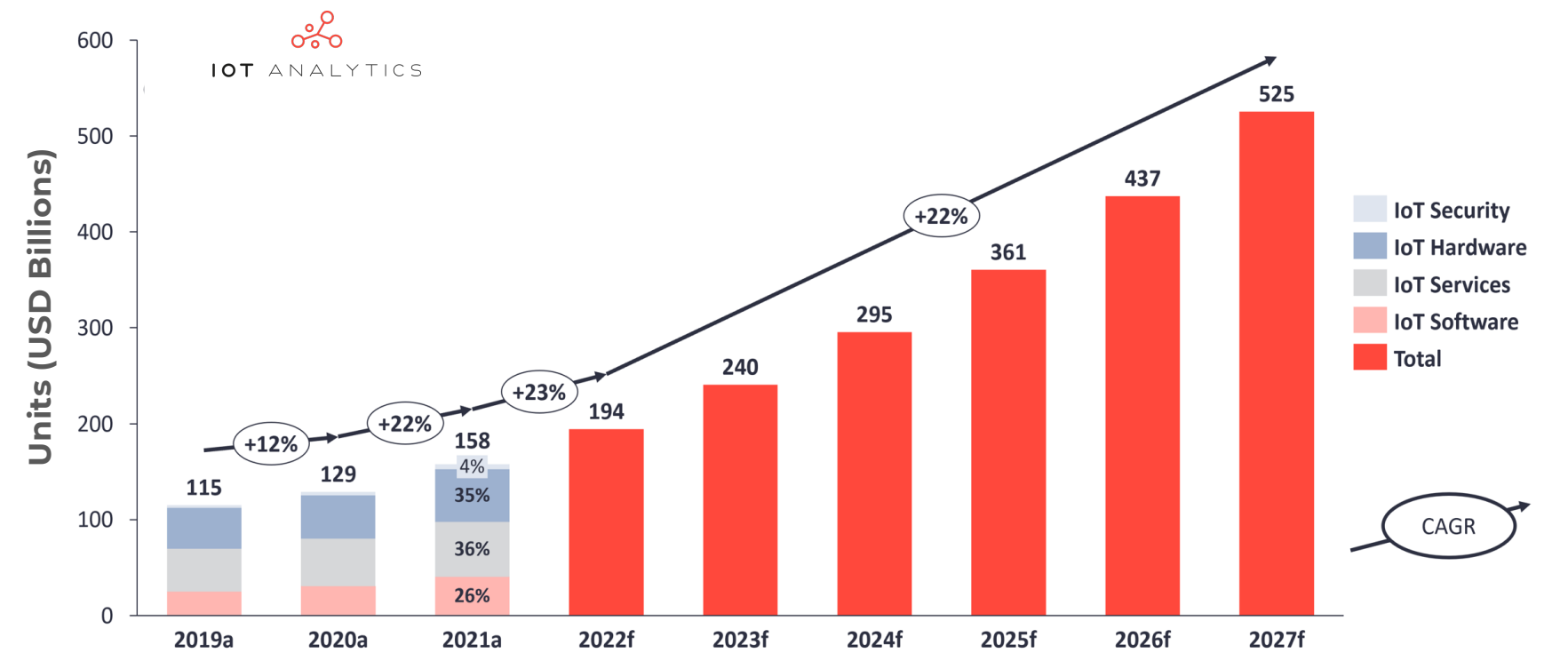
WHY ARE WE GETTING A SEAT AT THE TABLE?

- ITIL Based Service Methodologies

- Agnostic To Hardware and Software

- Huge Cost Savings

- Actionable Insight

- Single Pane of Glass for the Enterprise

MANAGE, MONITOR, AND ANALYZE

Report & Record

- Report device statistics: locations, utilization, occupancy, performance

Manage

- Manage your whole estate, provide asset data, software/firmware updates, warranties etc.

Monitor

- Alert and send notifications when devices are not behaving as expected. Real time updates and scheduled checks

Control

- Remotely control devices, run test scripts, in room control

WHAT VALUE DO WE DELIVER?

Installation

- Increase Installation Speed
- Scalability
- Remote Configuration
- No Travel Costs
- Better Project Control

Cost of Operations

- Reduce Staffing Levels
- No Programming Costs
- No Travel Costs
- Narrow Fault Isolation
- Centralized Information Management

Usage Insights

- Room Booking Insights
- Equipment Utilization
- Space Optimization
- Utilization Trends

Asset Management

- Track Assets
- Manage Software Updates
- Warranty Statements

Improve Meeting Start

- Proactive Room Checks: U-automate

Automatic Alerts & Notifications

- Self-healing

END USERS

- **Primarily Corporate, Government & Education** although increasing number of vertical markets

- **Sales Cycle Shortening** as references build - Normal 6 months (including Infosec)

- **Standard 36 Months SaaS Contracts** – Will support shorter periods for strategic co-term

- **Direct MSAs (Master Services Agreements)** quite normal due to importance of product

- **Significant Engagement With End Users** - Voice of the Customer

- **Increasing Number of Customers Purchasing Direct** – Currently transacting through the channel

CHANNEL PARTNERS

- **40+ Global Partners** signed

- **AV Systems Integrators** with technical competence & dedicated service strategy

- **Major MSPs (Managed Service Providers)** in the Unified Communications space

- **White-labelled versions** in-market & several OEM discussions underway

- **Remote Management Market Growth** evident as Channel Partners respond to global tenders

- Many **End Users Maintain A Self-service Approach** to remote management of their facilities
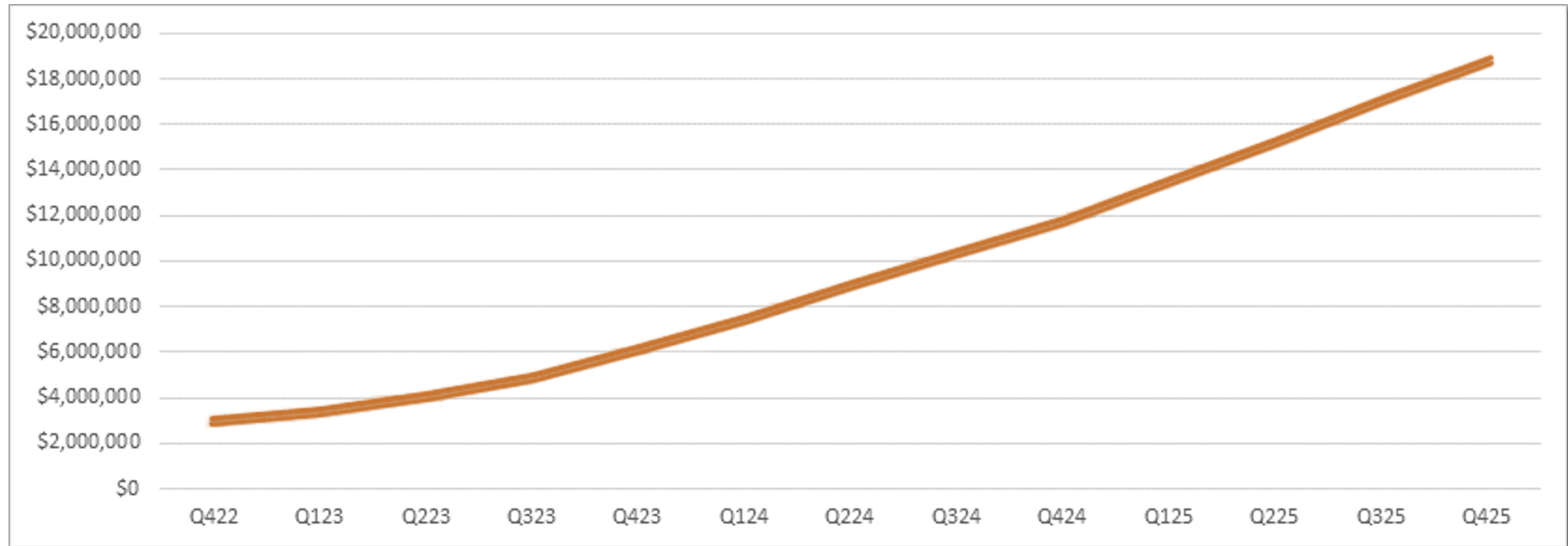
FINANCIALS

NOTES TO FORECAST

- **Proven Model** Forecasted to double the size of the company & valuation year-on-year over next 2 years

- **Robust Pipeline & Renewals** in deferred entering 2023

- **Several Opportunities in POC** (proof of concept) stage could be significant for the company in 2023

- **Solid Upside** when technology stacks from M&A are combined in 2023 to increase revenue forecasted for IOT side of the business

- **Major Revenue Generator in 2023** with major construction company and software

- **Churn @ 4%. Actual < 1.5%** due to service providers losing the business rather than the product

THE NEED & USE OF PROCEEDS

Capital Requirement Up to $5M

- **Major Global Clients** support

- **Support, Customer Service & Development** headcount resources

- **Customer Success** headcount in resources in North America & EMEA

- **New Business & Channel Development** headcount in EMEA & North America

- **Experienced Software Engineers, DevOps & QA** resources

- **Build Advanced Testing** facilities & QA environment

2022 – 2025 ARR
(ANNUAL RECURRING REVENUE)

THANK YOU