

MOBOTIX AG

BeyondHumanVision



We create innovative solutions BeyondHumanVision



1999
Established



2007
IPO



More than 350
Specialists



Annual Production Quantity
> 100.000 cameras



Made in Germany
Since 1999

Seven sites worldwide

Headquarters in Germany, 67722 Langmeil



Global Management Teams

Management Board:

Thomas Lausten (CEO)

Klaus Kiener (CFO)

Hartmut Sprave (CTO)

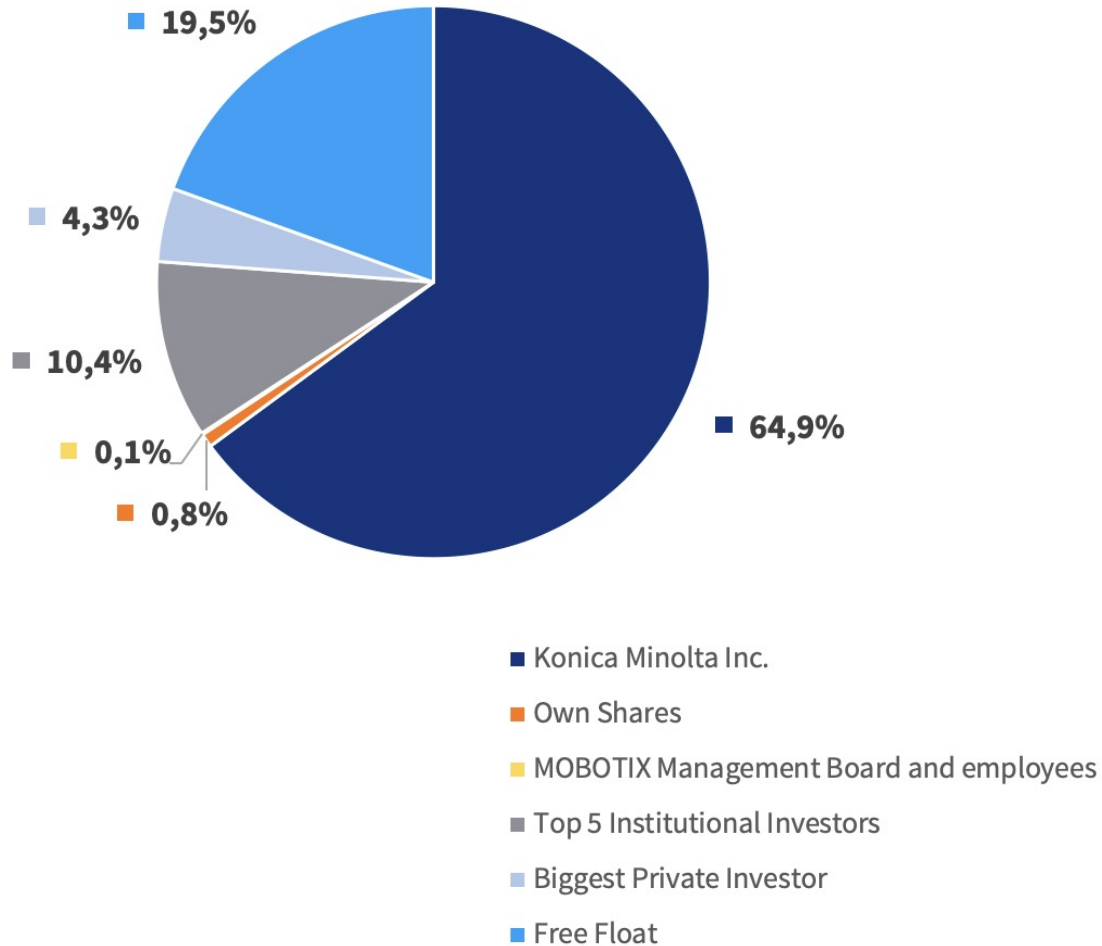
Supervisory Board:

Toshiya Eguchi

Olaf Jonas

Koji Ozeki

Ownership structure



Key facts

ISIN	DE0005218309
Share Price	4,86 EUR
Market Capitalization	EUR 64 million
Number of Shares	13.3 million
Market Segment	Open Market Frankfurt, Basic Board
Dividend	2019/20: 0,04 EUR per share

Leading provider of high-resolution digital, **network-based video security systems**

The DNA of our core IoT product portfolio is characterized by:

- decentralized architecture
- integrated intelligence
- excellent image quality
- modular design
- quality and reliability
- end-to-end cyber security
- Made in Germany

Entire value chain from hardware and software development, procurement, production, quality management to distribution is **covered by MOBOTIX**.

Core drivers:

- from product provider to solution provider
- new camera platform with high-performance processors
- monetization of software applications
- expansion of complementary MX MOVE product line
- recurring revenues through software sales and professional services

We create innovative solutions BeyondHuman**Vision**



Deliver
multipurpose,
high-end solutions



Continue to be
an Innovation
Leader



Establish
Recurring
Revenues



Grow Market
Shares
Worldwide



Foster Social &
Enviromental
Responsibility



Camera IoT Products

Outdoor, Indoor, Thermal



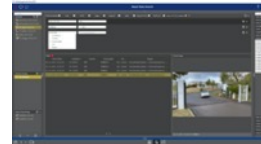
Apps

Certified and Optimized for Various Industries



MOVE Camera Products

Centrally Managed ONVIF Cameras



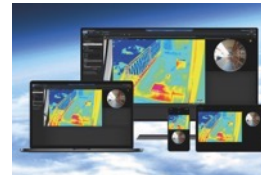
VMS

Powerful MOBOTIX Video Management System



Access Control

Individual Access Solutions of All Sizes



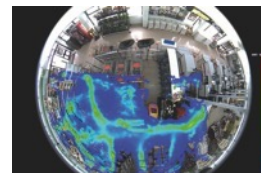
HUB

New Video Management System



CLOUD

Access Your Video Systems from Anywhere



Video Analysis

Collect statistical behavioral data on people & objects



**Government/
Public Sector**



**Industry/Mining/Waste
Management/Energy/Oil**



Manufacturing



Education



Retail



Healthcare

Healthcare — A Success Story: BG Unfallklinik, Ludwigshafen (Germany)

BG Klinik Ludwigshafen in southwest Germany is an outstanding center of expertise for accident, hand, plastic and burns surgery with a 500-bed capacity

Challenge

Detection of persons with an abnormal body temperature in sensitive areas

Solution

MOBOTIX thermal radiometry cameras

Proven in Practice – An example of success: Keeping an Eye on Charging Stations with the MOBOTIX CLOUD

CITYWATT, which is a member of “PRAML Group — The Energy Family” develops and operates custom 360° charging station concepts for its clients throughout Europe.

For CITYWATT, the simple scalability of the system is important. If the company chooses to expand its network of charging stations, it is able to add an almost unlimited number of cameras. Likewise, the storage capacity in the MOBOTIX CLOUD can be expanded as needed. All whilst providing a high level of cybersecurity, as data transmitted to the CLOUD is encrypted.



Federal, State & Local Government — A Success Story: Westchester County Police Department, USA

Westchester County has a population of around one million and is immediately adjacent to New York City. The "Real Time Crime" (RTC) police unit consists of 100 investigators in 38 departments.

Challenge

Traffic and license plate analysis even in poor lighting conditions

Solution

154 MOBOTIX AllroundDual
33 MOBOTIX DualFlex



Strategic Alliance

MOBOTIX and KONICA MINOLTA



KONICA MINOLTA

MOBOTIX

BeyondHumanVision

Faster access to new product areas

(e.g. IoT Platform, Deep Learning Framework)

Portfolio expansion with access to additional business opportunities

(e.g., AI-based analytics, 3D LiDAR technology)

Synergies for faster innovation in the current market environment

Cybersecurity and Certifications

One of the most secure systems in the world

Cybersecurity is one of MOBOTIX's core areas of development

Encrypted end-to-end security concept

MOBOTIX IoT systems are regularly audited by external parties (e.g. SysS certification)



From Product
Manufacturer ...

P6 HiRes IP-Cameras



Proprietary VMS

IP-Video
Doorstation

... to Solution
Provider!

P7 IoT Range

Partner Apps

Artificial Intelligence

App Development

Custom Apps

Full ONVIF
Integration

MOBOTIX NAS

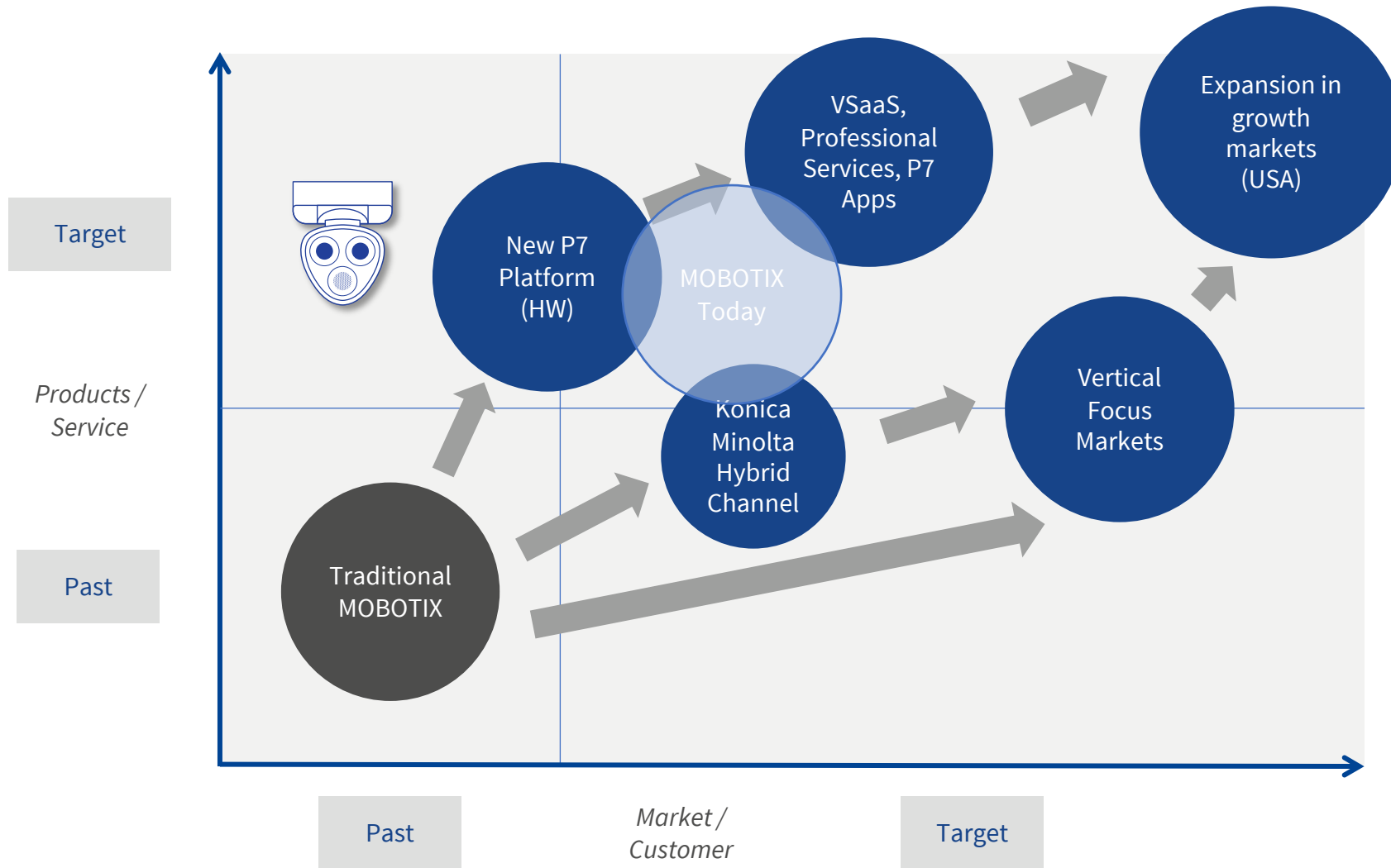
MOBOTIX HUB VMS

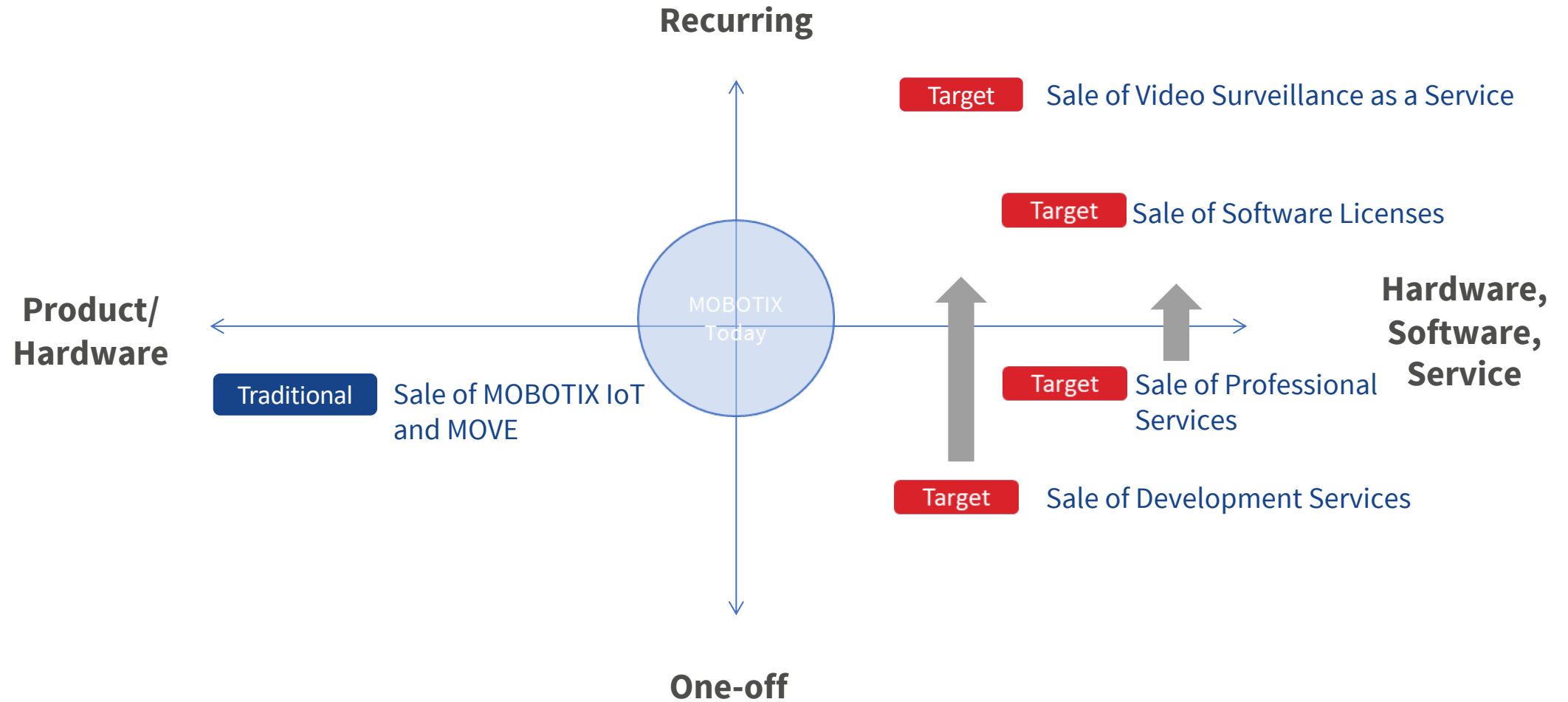
MOBOTIX MOVE / MOVE+

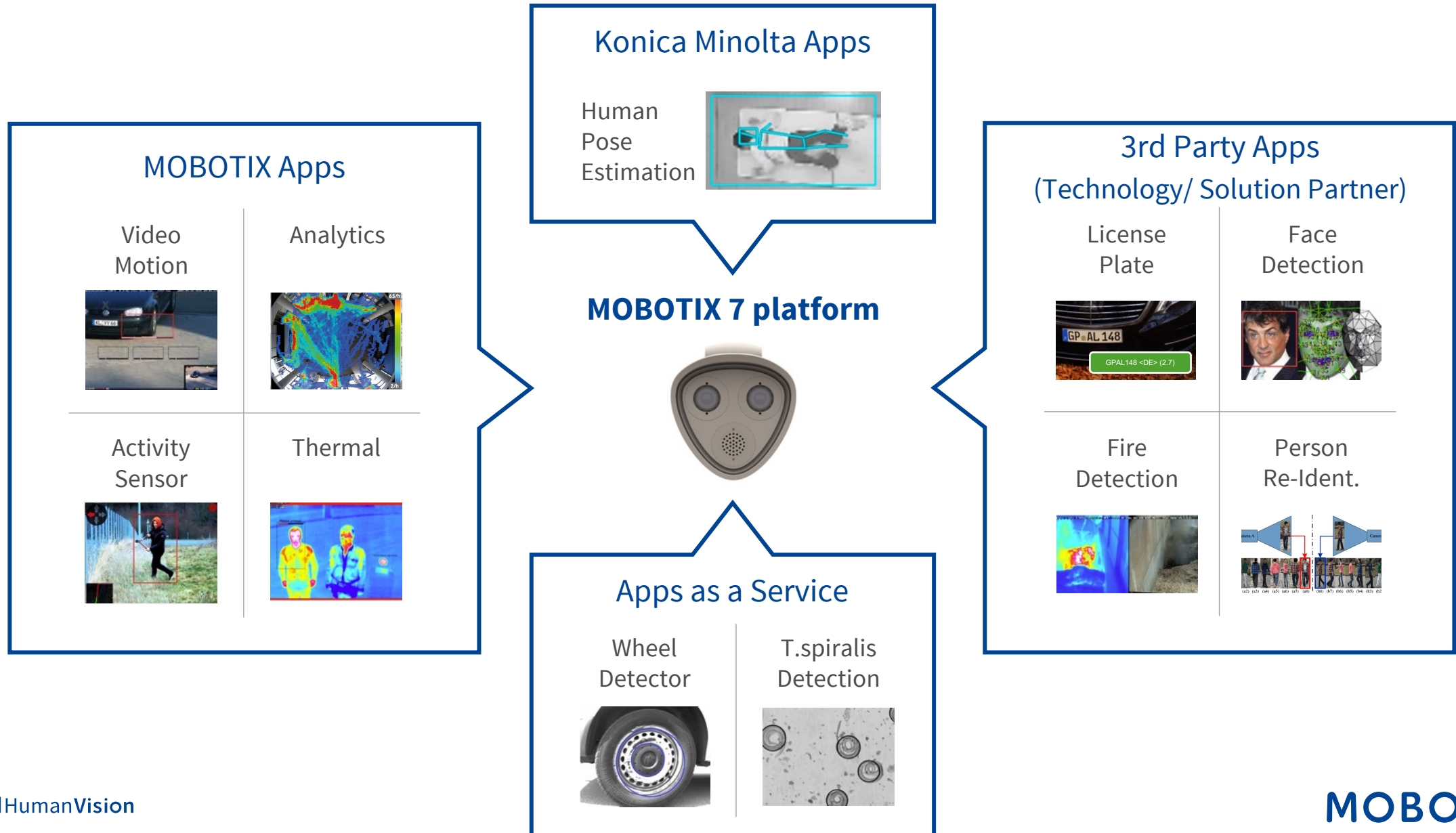
Technology & Solution
Partner Integrations

Professional Services

MOBOTIX CLOUD







Queue management
Shop analysis
Limitation of people qty



Pose based counting



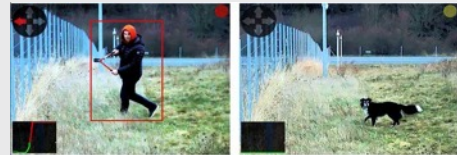
Pedestrian analysis



Behavior analysis



Improved perimeter surveillance



Improved people
Counting including
Social Distancing (COVID-19)



Object recognition
and tracking/
Traffic analysis / LPR



Mood detection
analysis



Thermal analysis
Elevated body temperature
(COVID-19)



Face and mark detection/
recognition



- **Leading** Artificial Intelligence (**AI**) based video analytics provider, specializing in Optical Character Recognition (**OCR**) and **Deep Learning** technologies
 - Spanish HQ with global sales coverage
 - Currently 19 Staff
 - based in Europe, US & APAC
- **MOBOTIX Technology Partner** and **Certified App** Provider for last 2 years
 - Automatic License Plate Recognition (ALPR) - incl. Make, Model, Color
 - Identification and Tracking of:
 - Dangerous Goods Vehicles
 - Shipping Containers
 - Railway carriages
 - Aircraft Tail Numbers

- **Technology**

- **AI** is a high-growth market – Applications and Meta Data (Big Data) are becoming **critical success factors**
- Vaxtor current product portfolio matches our focus Vertical markets - **OCR** capabilities is an **enabler** to develop and expand into **new Vertical**
- **Competitive Advantages** - ability to run Apps 'on the Edge' and higher performance and accuracy levels than competition

- **Commercial**

- **ALPR** market alone is forecast to grow Globally by \$1.5Bn to **\$3.8Bn by 2025**
 - Vaxtor has expertise, network and good reputation in this market
- Vaxtor is a profitable business with growing Revenue numbers
- Has a strong market position incl. sales agreements with some direct competitors – Honeywell, Pelco (others in negotiation)
- Preferred ALPR provider for majority of Axis Partners

- **Synergies**

- **Increased Market Share** opportunities - customer base is from Installer to End User, majority unknown to us = **new business potential**
- **Joint Development** - Advanced Deployment Processes can help us in **optimizing** release **processes**, time-to-market and quality of our SW
 - Vaxtor is **specialized** in Big Data Generation and Advanced Scraping & Labelling **techniques**

The video surveillance market worldwide (excluding China) in 2020 and the years to 2025, figures for selected regions and subsectors,

Market	Region	Revenues 2020 (\$ bn)	% of market (ex China)	CAGR 2020-25
Total Video Surveillance (Hardware + Software)	EMEA	3,251.5	29.9%	5.7%
	Americas	4,954.2	45.5%	8.4%
	Asia ex China	2,671.2	24.6%	5.9%
Total Video Surveillance (Hardware + Software)	World ex China	10,876.9	100,0%	7.0%
Analog HD cameras (Hardware + Software)	World ex China	737.0	6.8%	-9.2%
Analog HD recorders (Hardware + Software)	World ex China	586.7	5.4%	-12.1%
Thermal cameras (1 or 2 sensors)	World ex China	295.9	2.7%	12.4%
NVRs	World ex China	1,248.2	11.5%	7.5%
Explosion proof	World ex China	78.5	0.7%	4.3%
Deep Learning	World ex China	383.5	3.5%	66.1%
Total Network cameras (Hardware + Software)	World ex China	4,861.6	44.7%	9.6%

Largest growth in sales of Network, Thermal and Deep Learning cameras

Largest growth in sales in Americas

Source: Novaira Insights; World market for video surveillance hardware and software; 2021 edition; September 2021

- Largest CAGR growth projection outside China
- The US market accounted for 75.8% of revenues in the Americas
- The US market declined in 2020 as the knock-on effects of the pandemic, lockdown and economic slowdown impact spending on video surveillance equipment
- Recovery is forecasted in 2021 with high growth of 8.3%
- Another year of strong growth is forecasted in 2022 with 8.4%
- Predicted US market potential in 2025: USD 7.4bn
- Competitive advantage driven by regulatory environment (NDAA)



Source: Novaira Insights; World market for video surveillance hardware and software; 2021 edition; September 2021

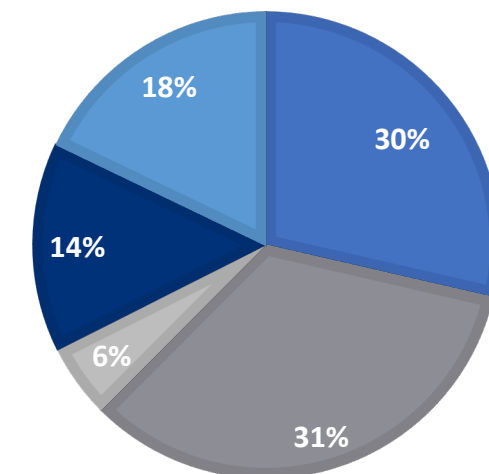
Revenue and Profit in FY Comparison

	2017/18	2018/19	2019/20	2020/21	2022/23e*
Product Revenue	62,1	61,5	67,3	61,0	
Total Revenue	66,3	69,6	69,5	62,4	100
EBITDA	3.2	4.3	8.8	3.1	
EBITDA-Margin (in %)	4.8	6.0	11.9	5.0	
EBIT	1.0	2.0	6.2	0.2	12.0
EBIT-Margin (in %)	1.6	2.8	8.4	0.4	12.0
Net Profit	0.4	0.9	4.7	-0.1	
Operating Cash Flow	-0.9	1.4	-0.5	3.1	
Equity Ratio (in %)	51.4	49.4	48.6	42.7	
R&D costs / revenue (in %)	***	***	8.7	12.9	
R&D employees (PO)	68	68	75	87	
Dividend (in EUR per share)	0.04	0.04	0.04	0.04	

all figures in EUR mil, except Margins, Equity Ratio, R&D Ratio, Employees and Dividend

* subject to review; ** proposal; *** not comparable

Break-down of Sales 2020/2021



- DACH
- Other Europe
- APAC
- MEA
- Americas

Why Invest in MOBOTIX? Our Unique Selling Points



Pioneer of IP cameras

Decentralized system/dual thermal



Technical expertise

Technical and project support/MOBOTIX
Creator/Professional Services



Strong Technology Partners and Solution Partners

Unique community



Reliability

In the market for over 20 years



Presence in the area

Regional sales representatives



Certified Cybersecurity

Cactus Concept



Fitting Solutions

From request to completion



Quality – Made in Germany

Since 1999

Thank you

BeyondHuman**Vision**

MOBOTIX

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