



SEEING MACHINES

Paul McGlone, CEO

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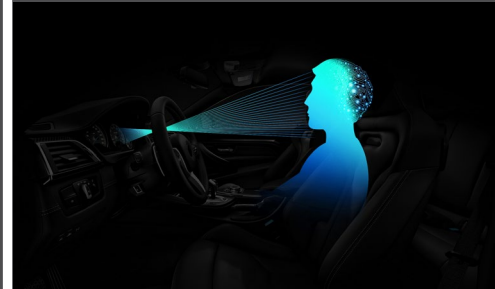
TECHNOLOGY TO DRIVE A SAFER WORLD



Industry leading operator state monitoring technology that enhances transport related safety and operational performance in real time in the real world.



Global and local partnerships and collaborations that underpin industry acceptance and the efficacy of our technology.



Applied Human Factors approach to our current and future technology development and validation.

INVESTMENT HIGHLIGHTS



- **Award-winning DMS technology** with validation from 6 OEMs and multiple Tier 1 automotive suppliers
- **Breakthrough technology** with commercial applications across multiple industries
- **First-mover advantage** with industry proven, validated technology underpinned by 2 decades of deep expertise
- **Market inflection** point for DMS is now
- After-market DMS now connected to more than 23,000* **commercial vehicles in 30 countries**
- **Significant, naturalistic data set** with over 5 billion kms naturalistic driving data
- **Large addressable markets**, strong growth drivers
- **Safety and transport regulation accelerating demand** for DMS across a range of sectors
- **Strong board and leadership team**

THE WHY OF OUR TECHNOLOGY



1.3M

People killed worldwide annually in road accidents



\$836B¹

Vehicle accidents cost 4% GDP in USA per year



3,100

fatal crashes in US in 2016 involved distracted drivers



9%

Of all fatal crashes in the US in 2016 involved distraction



13%

Of fatal vehicle accidents involve large trucks



13%

Of all US trucking accidents caused by fatigue



2x

Global aviation fleet set to double over next 20 years

800K

800,000 new pilots required in next 20 years, fully trained

GUARDIAN



↓ 90%

Reduction in fatigue events



↓ 80%²

Reduction in cell phone use

REGULATION

Industry wide adoption being driven
by strong regulatory tailwinds

- Euro NCAP:
“Roadmap 2025 –
in pursuit of vision zero”
- European Commission:
“Europe on the Move”
- National Transportation Safety
Board in US investigates
automated vehicle accidents
- Point to incentives for safety rating (5-
star) ~ camera based DMS technology
- Multiple strategic workshops with major
global OEMs to determine NCAP
product strategy
- Growing insurance industry advocacy
for driver monitoring



CLEAR TECHNOLOGY LEADERSHIP



COMPETITIVE STRENGTH

Award-winning DMS Technology



Proven system reliability



Driver State roadmap (feature set aligned with industry)



Single camera packaging flexibility – offering reliable optionality



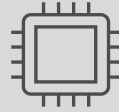
Flexible hardware options



DMS System expertise – algorithms, software, hardware, optical path



Human Factors expertise



STRONG IP

IP built up over two decades:



19 patents on technology



>50 registered trademarks, more in progress



>A\$55 million spend on R&D in past 5 years
~ 120 engineers on staff



DEDICATED ALGORITHM IMPROVEMENT

5 BILLION KILOMETRES
of naturalistic driving data collected



>5.5 million distraction events



137 thousand fatigue interventions in past 12 months

AUTOMOTIVE BUSINESS - STATUS



Europe and North America

Established and validated with 6 OEMs in the region on 9 current automotive programs – revenue potential of A\$200m



Market Share approaching 30%

Strong OEM engagement
Tier 1 strategic partnerships
Unique advantage for NCAP



Expansion in Asia

Japan and Korea opening up with additional opportunities for DMS, Seeing Machines active with in-country staff and strategic Tier 1 engagements

Pipeline

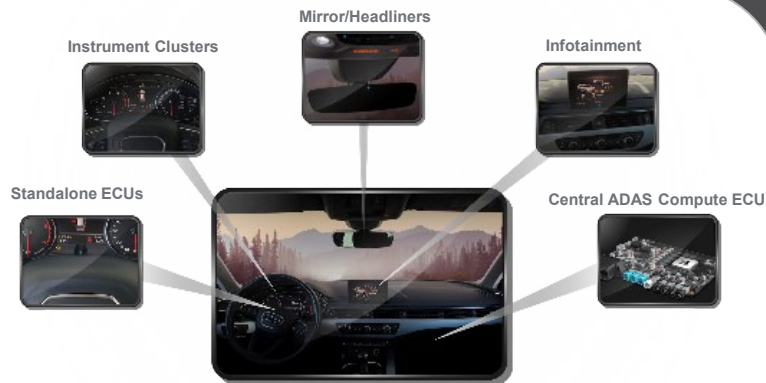
Continued work on RFQs

Range of RFQs continue to be resolved over coming months. More expected out of new and existing geographies.

The Problem



Large **portfolio** of vehicle models and variants
Each model with unique **packaging challenges**



Packaging location really matters for good DMS
Optics location primary constraint (camera and Illum.)
Processing can occur in a number of locations

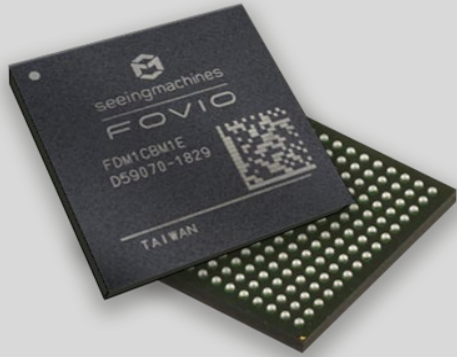


- NCAP Driving towards **full fitment** => Volume high => Cost matters
- NCAP requiring high performance DMS

Challenge for OEMs

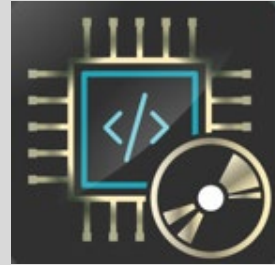
Impossible task to get a single packaging and integration option that covers entire portfolio

AUTOMOTIVE – THREE PILLAR STRATEGY



FOVIO Chip

- Standalone DMS solution (turn-key software binary license)
- Occula™ NPU enabled
- FOVIO driver monitoring Evaluation Kit



e-DME (software)

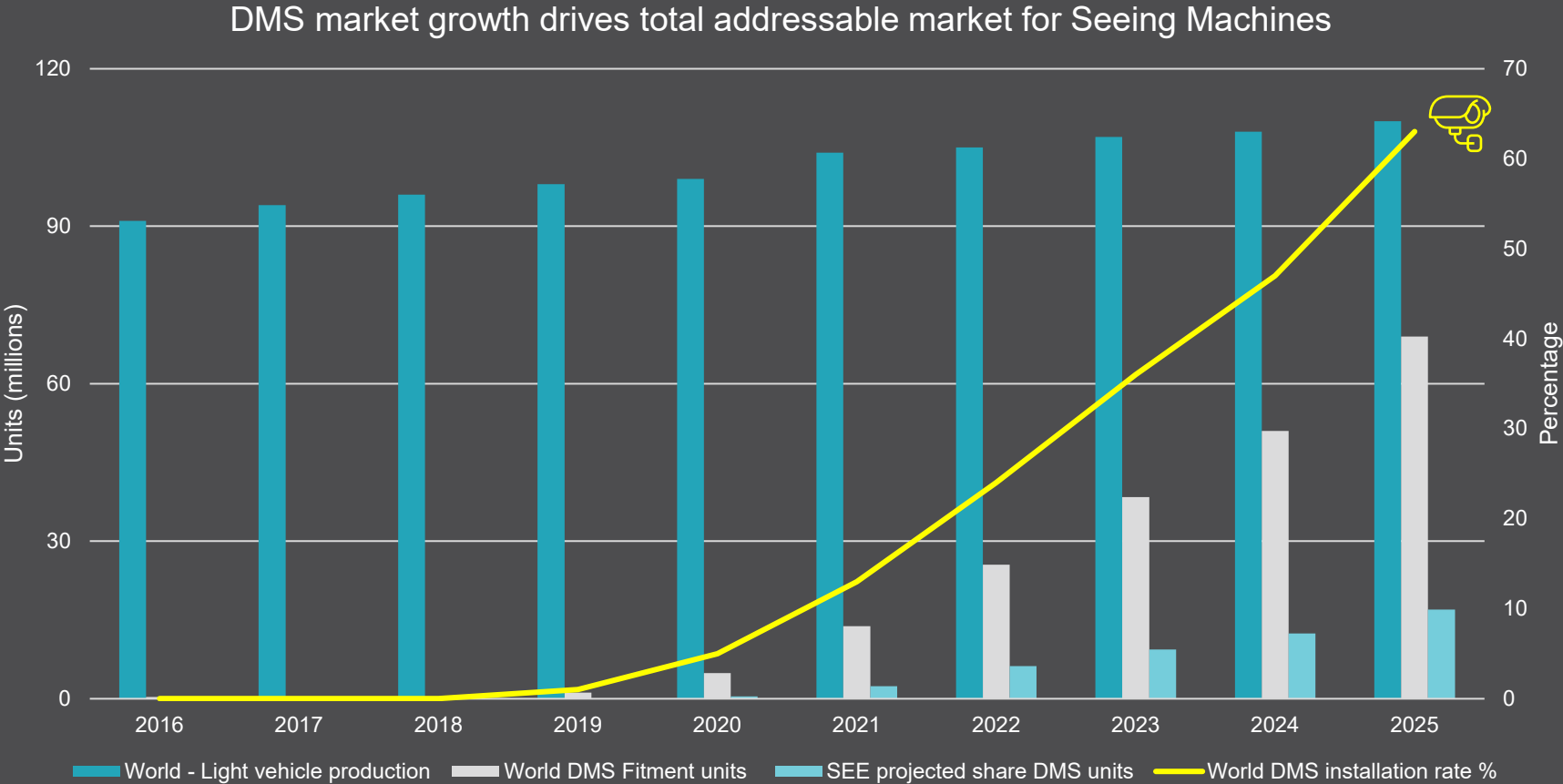
- ARM-only software API option
- Platform specific development kits
- System integration flexibility focused



Occula™ NPU

- Key enabler for FOVIO Chip (performance/footprint)
- New tracking & recognition capability
- Strategic license in ASIC form

DMS MARKET GROWTH



Source: Semicast Research (2019 edition)

Note: Company projected market share did not come from Semicast Research

FLEET BUSINESS – INCREASING MOMENTUM



Product

- Quality improvements
- Performance
- Next generation



Cost Reduction

- Guardian hardware cost reduced by 20%
- Cost to serve ongoing focus for continued improvements



Channel Momentum

- Expanding network
- Insurance opportunities
- Global regulatory driven momentum



Recurring Revenue and Cashflow

- Accelerated installation rate to generate ARR faster
- Revised commercial terms to streamline cashflow

AVIATION



SIMULATOR / FLIGHT TRAINING

- +4,000 Full Flight/Mission Simulators
- +800,000 pilots required next 20 years
- Support: pilot training, automation, instructor workload, pilot monitoring



AIRCRAFT / PILOT SUPPORT

- +44,000 **new** aircraft in next 20 years
- +50,000 total commercial fleet size in 20 years
- Support: Fatigue, pilot monitoring,, reduced crew / single pilot operations



CONSOLES / AIR TRAFFIC CONTROL

- More planes, flying closer together, +100,000 ATC seats globally
- Significant reliance on automation, demanding shift operations (24/7)
- Support: passive controller in automated air traffic environment

Transition from product sales to IP license over time

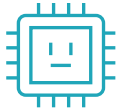
SUMMARY



Automotive market for DMS developing quicker than expected. SEE opportunity accelerating. Three pillar product strategy to support OEM integration challenge with industry leading AI-driven DMS technology and significant, naturalistic dataset



Regulation driving demand across all transport sectors, especially in Europe and North America



FOVIO Chip introduced providing scalable, upgradable delivery of software into high volume markets

NCAP variant launched to address low cost, high performing fast-to-market solution



Focus on profitable recurring revenue

Insurance channel developing fast as move to endorse product for improved risk profile



Significant opportunities in emerging transport markets with key partners



Strategy shift to leverage Intellectual Property asset across transport sectors to expedite mass-market deployment in strategic markets.

Validated, scalable, world-leading DMS technology

A long-exposure photograph of a multi-lane highway at night. The road curves into the distance, and the headlights and taillights of many cars have been blurred into long, bright white and red streaks, creating a sense of motion. The surrounding landscape is dark, with some distant lights visible on the horizon under a deep blue night sky.

SEEING MACHINES

QUESTIONS