

ASX ANNOUNCEMENT: Company Presentation to the Small Cap Growth Virtual Investor Conference

RightCrowd Limited (ASX: RCW) provides the attached presentation which was delivered at the Small Cap Growth Virtual Investor Conference at 4:30pm on the 8th of July (Eastern Standard Time).

This is an introductory presentation to RightCrowd for potential US investors following the addition of RightCrowd to the US OTCQB market (RCWDF) on the 1st of July.

The release of this announcement was authorised by the Board of Directors.

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RIGHTCROWD
EVERYONE ON SITE IS RIGHT

Company Presentation

Small Cap Growth Virtual Investor Conference

July 8th , 2021

OTCQB: RCWDF

Company Overview

RightCrowd's mission is to help customers create a safe, secure and compliant workplace, through innovative products that manage the access and presence of people

- Founded in 2004 with global HQ in Gold Coast, Australia
- Listed on ASX in 2017 (RCW)
- Global Presence: 5 Offices in 3 continents
- 150+ Full-time Employees (64 Engineers)

Key Metrics (AUD)¹

~\$16m	~40%	\$8m	~\$90m	5
Projected Revenue (FY21)	Rev CAGR (FY17-FY21)	Projected Annual Recurring Revenue (FY21)	Market Cap on ASX (Jun'21)	Global Top Fortune 100 as Customers

¹ FY21 results are based on Company Guidance issued in Mar'21. Final FY21 audited results will be released to the market at the end of Q1'FY22 (Sep)



Registered on the OTCQB platform as
RCWDF for US investors

OTCQB: RCWDF

Untapped Market Opportunity

RightCrowd is at the forefront of digital transformation in the physical security market



RightCrowd Partners with PACS

Billions of dollars invested in legacy PACS that sit siloed from the enterprise;

RightCrowd is the solution to digitally transforming PACS

\$94B¹



Physical Security Market

- Attractive market full of incumbent systems that lack modern technical infrastructure

\$8.6B¹



Physical Access Control System (PACS) Market

- This market is dominated by multi-national players including Honeywell, Johnson Controls, PACOM and others

\$789M¹



Physical Identity and Access Management Market

- Converging and integrating identity access management across the enterprise has created this market

¹Markets and Markets

Right Market, Right Time, Right Solution

Enterprise demand for RightCrowd is driven by escalating global security concerns



Physical Security

- Terrorism concerns
- Increasing perimeter protection
- Growing insider threats



Health & Safety

- Protection of people, assets and reputation
- COVID contact tracing requirements



Privacy & Compliance

- Need to finely balance security and privacy
- Satisfying increasing regulatory requirements



Commercial Benefits

- Automated contract administration and compliance
- Mitigating risk of litigation



Business Automation

- Reduction in employee expenses
- Enables new business processes

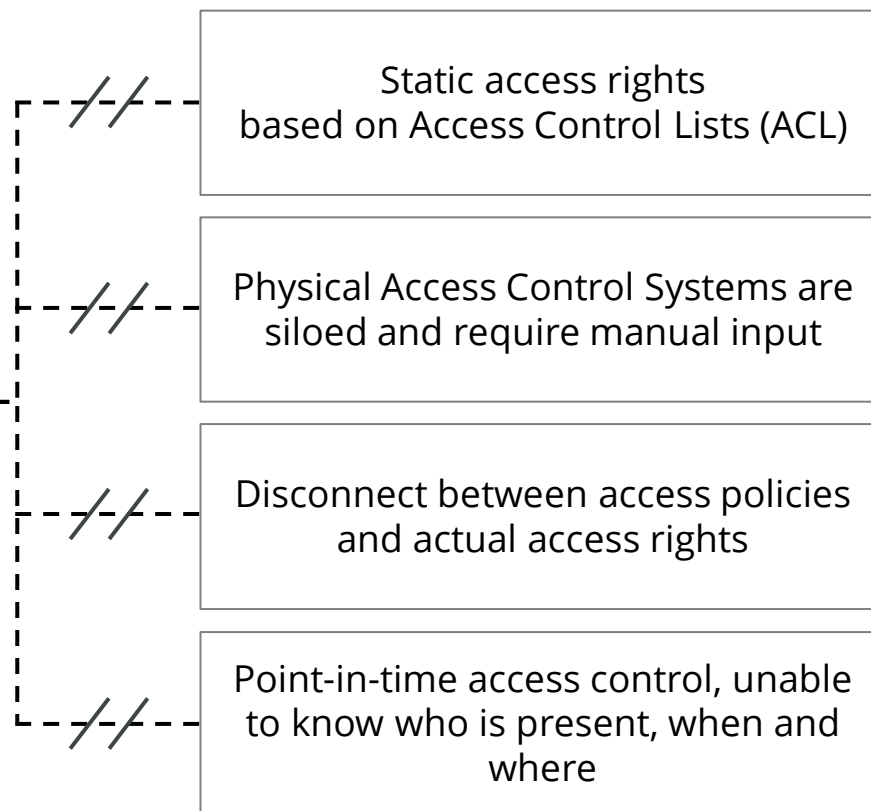
Solving Complex Access Challenges

Enterprises have invested billions into physical access control systems that lack ERP integration

Gartner®

“Physical Access integration with other business systems is the top buyer pain-point in security”

Today's Physical Access Control



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Attribute-Based Access & Presence Control

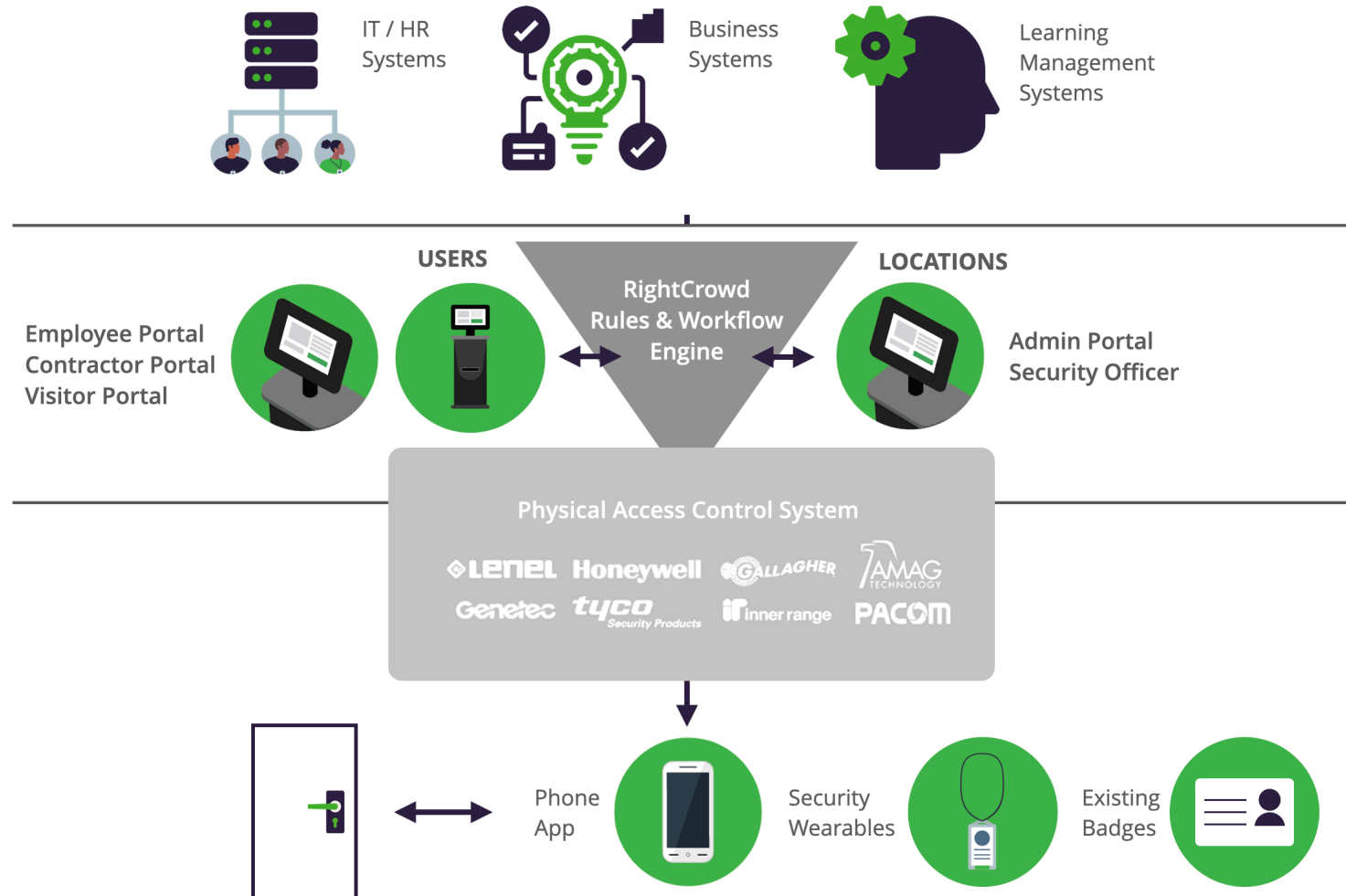
Business System Integration & Workflow Automation

Continuous Analytics & Policy Validation

Continuous Presence Authentication & Authorization

RightCrowd: Link previously siloed business systems with PACS

Deliver enterprise-wide people presence with RightCrowd



Competitive Positioning

RightCrowd product suite addresses a wide range of security concerns



Current Status Quo

- Physical security teams manually manage access control processes
- Deploy niche solution that only solves one of the many problems
- Automate a single issue that remains siloed from rest of security infrastructure.
Examples:
 - Standalone visitor management
 - Standalone RTLS solution
 - Mobile Credential Solutions

Targeted Innovation

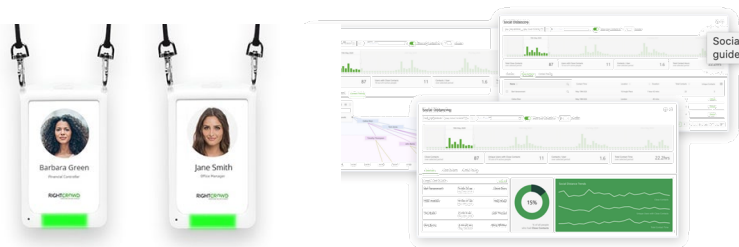
- ✓ **Deep integration with leading PACS**
- ✓ **Security business process automation**
- ✓ **Enterprise configurability**
- ✓ **Granular contact tracing / presence control**
- ✓ **Solutions proven and operating at scale**
- ✓ **Continual innovation – extension of use-cases for Presence Control and Access Analytics**
- ✓ **Global 24/7 presence**
- ✓ **Continual product evolution guided by market leading customers across wide range of industries**

Intelligent Product Suite

RightCrowd solutions enable smarter systems and dynamic access and presence control

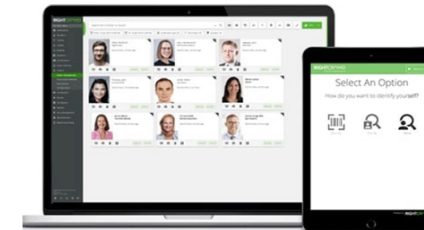
Presence Control

Enforcing safety, health and security policies and enabling presence control through security wearables that leverage existing access badges



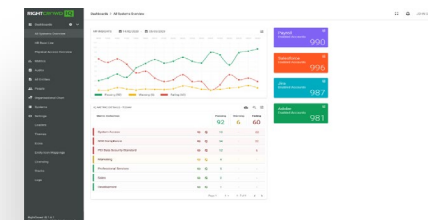
Workforce Access

Automating physical access control rules and workflows based on input from HR and business systems and pushing the resulting access rights dynamically into the existing Physical Access Control System (PACS)



Access Analytics

Governance of workforce access compliance and proactive analytics of identify anomalies and security risks



RightCrowd is led by Experienced Industry Veterans



Peter Hill

Founder and CEO

- 17+ years of experience building RightCrowd
- Successfully sold RightCrowd to SAP and lead the GRC physical security team



James Stewart

CFO & COO

- 20+ years experience leading teams across the IT and Banking industries
- Last 10 years spent in senior leadership roles
- Prior experience at Wolters Kluwer and ABN AMRO



David Oller

VP, Sales & Alliances

- Experienced Sales Executive hired into organisation in May 21 to drive revenue growth
- Based on West Coast USA



Bart Vansevent

General Manager – New Products Business Unit

- Former co-founder and CMO at Ticto
- Over 20 years of cyber product management experience



Fred Rey

General Manager – Core Business Unit

- Been with RightCrowd for over 9 years
- Strong focus on cornerstone customers and global channel partners



David MacKenzie

VP, Engineering

- David has over 20 years experience with enterprise software, delivering security integration software solutions



Founded:
2004



HQ:
Gold Coast, AUS



Employees:
150+

RightCrowd is a Strategic Opportunity

- Strong product-market fit across multiple markets
- Repeatable sales process that can “plug into” a partner sales channel
- List of blue-chip customers that continue to expand RightCrowd solutions
- Low churn and large opportunity to grow internationally
- Robust, secure and scalable technology infrastructure
- High-quality leadership and global technical teams
- Innovative product portfolio enabling the future of Physical Access Control
- Successful capital raise of A\$12.5m in March 2021 to execute this strategic opportunity

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Authorised for release by the Board of RightCrowd

OTCQB: RCWDF