

3<sup>rd</sup> December 2021

## Threat Protect Australia partners with icetana

### Highlights:

- **icetana and Threat Protect Australia have signed a Memorandum of Understanding.**
- **The parties have agreed to collaborate on a Proof of Concept and on enhancements to icetana's motion intelligence software, specifically for active monitoring solutions.**
- **The agreement continues to build on icetana's strong presence in the global guarding services market.**

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icetana Limited (ASX:ICE "icetana" or "the Company") is pleased to announce that it has signed a non-binding Memorandum of Understanding with Threat Protect Australia Ltd (ASX:TPS "Threat Protect").

Threat Protect is a leading security company monitoring thousands of customer surveillance cameras across Australia.

The parties have agreed to pursue a Proof-of-concept at an agreed location where Threat Protect provides active monitoring services.

In addition, the parties will collaborate on developing enhancements to icetana's motion intelligence software, specifically for active monitoring solutions.

The agreement forms part of icetana's strategy of specifically targeting the guarding services market, with strong alignment between the icetana solution and the need for guarding services to identify events more effectively and more efficiently. Anecdotal feedback from existing icetana clients in the Middle East and Japan indicates that deploying icetana software leads to reduced requirements for guards, with a net A\$35,000 annual saving for every 100 cameras connected. icetana believes video cameras are the "new frontier" for remote monitoring operations.

For Threat Protect there is a strong focus on developing technology to enhance their offering and provide efficiency gains. Artificial technology approaches to surveillance operations sits firmly within that area of focus.

icetana Chief Executive Officer Matt Macfarlane commented:

"It is always a pleasure to see icetana's Australian built technology being used by an Australian business leader in their field. This collaboration will drive our continued focus on developing solutions for guarding services clients globally and we are excited by the prospect of working closely with Threat Protect."

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Threat Protect Chief Executive Officer John Hallam commented:

“We are excited to be working with icetana to develop and explore further enhancements to our monitoring capabilities, allowing us provide more effective monitoring solutions that can potentially be used throughout our network of approximately 70,000 customers.”

**Material terms of the Memorandum of Understanding:**

Beyond a non-binding Memorandum of Understanding and an agreement to release an announcement, there is no formal commercial arrangement between the Parties and each Party will proceed in good faith to work together towards the stated objectives of the relationship which are summarised in this announcement.

There are no financial terms or expected sales volumes agreed between the Parties.

It is not possible to forecast potential revenues that may result from this arrangement and it is possible that no material revenue materialises from the collaboration efforts.

– ENDS –

Authorised for release by the Board of icetana Limited.

For further information contact:

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**About icetana**

icetana Limited is a global software company providing video analytics solutions designed to automatically identify anomalous actions in real-time for large scale surveillance networks. Our software integrates with customers’ existing video management systems and IP cameras.

Using artificial intelligence and machine learning techniques, the icetana motion intelligence solution learns and filters out routine motion, showing only anomalous or unusual behaviour allowing operators to focus on events that matter and respond in real-time to both precursor activities and incidents. icetana has a broad range of use cases across a growing number of industry verticals. It has been implemented at over 40 sites on four continents, helping clients harness the rich data streams from their existing security networks and turning that data into improved situational awareness and deeper operational insights.

**About Threat Protect Australia**

Threat Protect Limited is a leading Australian owned specialist security monitoring company that provides security monitoring services to approximately 70,000 customers throughout Australia.

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