

# aeris

INVESTOR PRESENTATION  
MARCH 2023

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Aeris Limited (ASX: AER)

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# Introduction

- **Severe Weather Forecasting**
- **GIS Platform – Weather Data Platform + API**
- **Embargo**
- **Hail Forecasting and Reporting**
- **Climatics**
- **Alerting**
  - Severe Weather Warnings
  - Bushfire Watch & Acts
  - Bushfire Emergency Warnings
  - Hail
  - Rainfall
  - Flood
  - Lightning

# 2022 in Review

- Climatics version 2.0 released
- 26% increase in annual recurring revenue in 1H23FY
- Major new customer wins in Insurance, Rail and Major Retail sectors
- Highest product growth in CY22 from Embargo, Hail and Climatics services
- Demand and subsequent sales pipeline grew over 50% throughout CY22 – rising market awareness of Climate Change and its effects both now and into the future due to increasing major extreme events with Bushfires to Floods
- Established new, class leading hail services exclusive to AeeriS in Australia
- Released new Heatwave Alerting service
- Successful transition of AeeriS system technology to faster, adaptable and secure cloud technology
- Expanded the sales team following recruitment of a new Business Development Manager
- Engaged an external marketing team to assist with messaging and tactical campaigns
- Appointment of Bryce Reynolds as Chairman

# Financials & Revenue

## ➤ FY 2022

- Customer revenue grew 20% to \$2.21m
- No debt
- Cash at bank at 30 June 2022 \$2.73m (FY21 \$1.42m)

## ➤ FY 2023

- 26% increase in annual recurring revenue (**ARR**) to now over \$2.7m. Majority of customers are ARR
- In-depth strategic review completed 1HY23FY with 2-year growth strategy planned and being implemented
- Margins expected to slightly reduce for FY23 due to additional staff and increased focused on strong strategic growth
- Anticipate strong revenue and margin growth for FY24
- Team expansion to lead growth strategy

# Sales



## ➤ Largest Industries

- Insurance
- Rail
- Water
- Telecommunications
- Local Government

## ➤ Core products

- Embargo
- Climatics
- Pre and real-time event data API
- Hail Forecasting and Alerting



# Landscape

## ➤ Artificial Intelligence and Machine Learning

- Initial AI objective – boost sales and revenue through increased business visibility and amplification of EWN subject authority. This will persistently surface EWN product and services to our targeted audience

Business visibility is the degree to which our business is seen and recognized by potential customers, partners, and competitors. Increasing business visibility will attract more customers, generate more leads, and grow revenue. Subject authority is the degree to which our business is seen and recognized as an expert and a leader in our industry. Developing greater subject authority will help attract more customers, increase credibility, and stand out from our competitors



# Market

## ➤ **Climatics**

- Government mandated Climate Risk reporting is coming. The addressable market is large and will continue to grow
- Increased marketing campaigns focused on Major Retail, Auditors, Logistics and Utilities
- One stop shop – Short term trend reporting + long term risk
- Increased sales team size and focus
- Brand recognition through becoming part of the Climate Change conversation

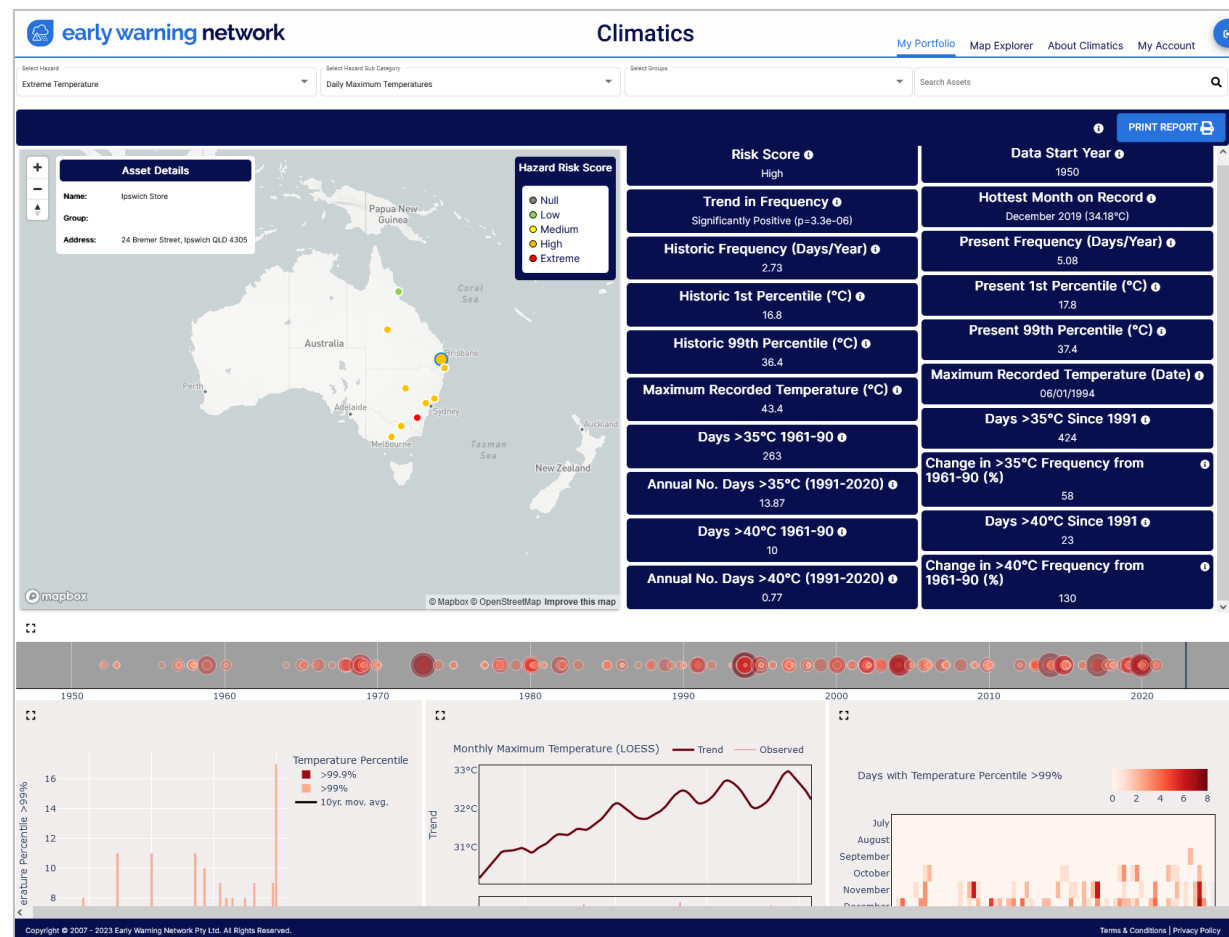
## ➤ **EWN Weather Services**

- Increased marketing campaigns focused on Insurance, Rail, Logistics, Telecommunications, LGA's
- Increased sales team size and focus
- Focus on industry pain point solutions



# Unique Selling Points - Climatics

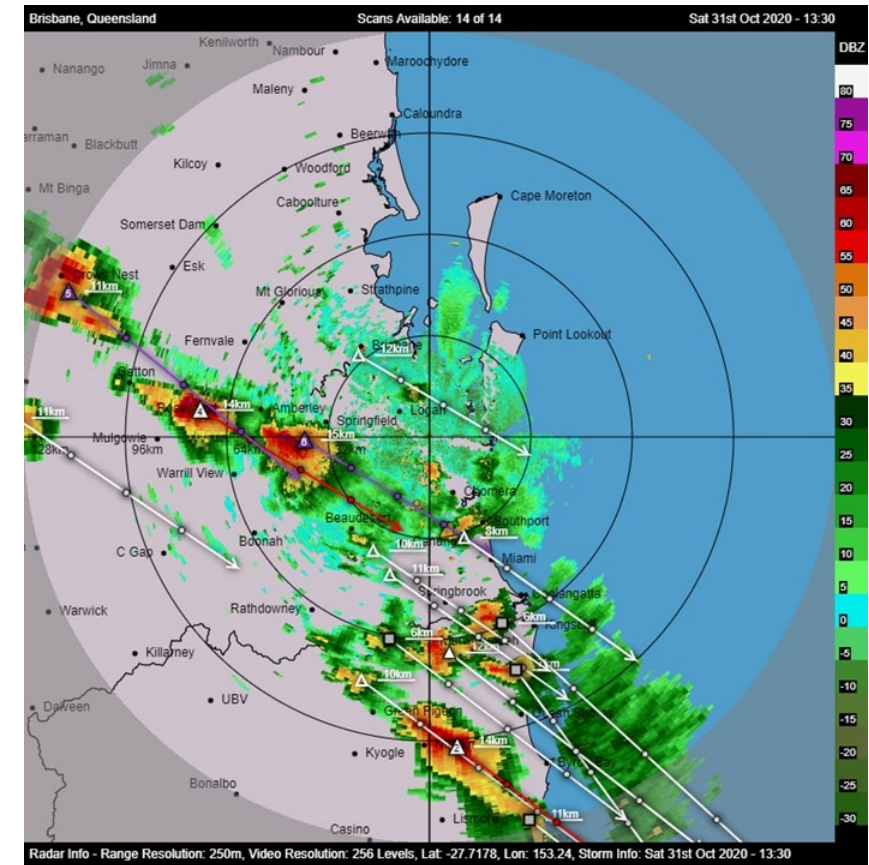
- Only company to use mapped historic alerting and event data providing a higher resolution event trend risk analysis for the next 10 to 15 years
- Recently finalised adding in new CMIP6 long term climate model data into Climatics – now offering a one stop shop



# Unique Selling Points – EWN Weather Products



- Only organisation to have hail detection and size scanning technology with our Hail Alerts product. Others provide “hail alerts” are Severe Thunderstorm Warnings where hail may or may not occur
- Largest range of weather data available via API. Companies are moving more and more to using their own platform. We are well placed to provide value added data (includes Climatics)
- Only meteorological company to provide a dedicated Embargo service and team ensuring insurance companies’ needs are covered before, during and after an event
- New in 2023 – Radar Derived Rainfall Alerts (**RDRA**). Existing rain alerts are provided courtesy of a manual weather station at a fixed location meaning there are large gaps between each one. RDRA fills those gaps and provide entire coverage across the Australian weather radar network
- Customisable Alerts and Forecasts – we work with our clients to provide alerts based on their thresholds and pain points including 24/7 support service. Each alert is checked and filtered by humans to minimise false alarms
- Human engineered forecasting - we don’t rely on computer forecasts as they don’t always provide accurate forecasts during severe weather events. Our forecasters are the best in the business and provide more accurate forecasts for our clients

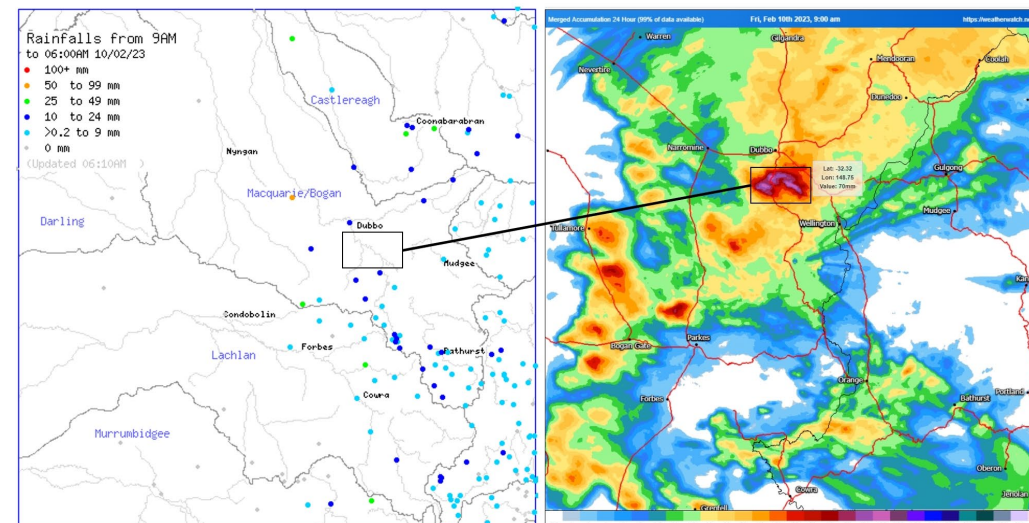


# Strategy

- High level strategic review of the business undertaken in January
- Generation of solid future profitable foundation through the addition of new strategic resources
  - Engagement of new Account Manager to manage and grow of existing clients allowing the Business Development Manager to focus on signing new clients
  - Addition of Marketing Resource to focus on creation, implementation and ongoing management of strategic industry specific marketing tactical campaigns on
    - Climate Change – Climatics All-in-one Solution
    - Pre event and real time weather data – Insurance, Rail, Logistics, Government
  - Creation of new Product/Partnership Management. Focusing on
    - New partnerships
    - Targeting new industries and countries
    - Product review, product technology development and product revenue growth
    - Working with existing large clients to understand and plan for future needs

# Strategy Continued

- Product Management and future technology planning & implementation
- Product Focus
  - Climatics – including new long term climate model report functionality and enhanced Climatics reporting outputs based on customer demand
  - Hail Services
  - New and enhanced weather and hazard API data
  - Alerts - including new radar derived rainfall alerting product with 100% coverage compared to sporadic traditional rain alert products
- Renewed expansion into New Zealand market
- AI research and development





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This presentation has been approved by the Aeris board

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