

ASX: ROC 25 January 2024

## RocketBoots – Enters North American market via major retailer trial

RocketBoots (ASX:ROC) is pleased to announce that it has signed an agreement with Albertsons Companies Inc, RocketBoots' first North American customer, to trial RocketBoots' Beehive software. Whilst the value of the trial is not financially material, it is strategically material as it confirms RocketBoots' ability to market, outreach, and engage with customers in the North American market. Details of the agreement are:

1. Installation of RocketBoots software at six Albertsons Companies Inc stores for use at:
  - a. Check-out area
  - b. Self-checkout area
  - c. Starbucks cafe
2. The trial is for an initial period of 3 months with options to extend or terminate by any party at any time.
3. Albertsons Companies Inc operates in the United States of America under multiple brands and has a store network of over 2,200 stores in 34 states and districts (<https://www.albertsonscompanies.com/home/default.aspx>).

The software will be delivered on ROC's existing platform and will provide RocketBoots with the ability to demonstrate some of its newest computer vision-based IP.



**Joel Rappolt, Chief Executive Officer, RocketBoots, commented:**

*"After a successful launch of the UK business, RocketBoots continued to build on its international expansion by consistent investment in market validation and sales activities in the North America market.*

*As we continue to build out our pipeline in North America it is great to get a first engagement under our belt."*

## USA addressable market - retail grocery

RocketBoots securing its first retail pilot in North America acts as a validation for our software in this market. The USA retail market, as a subset of the North American retail market, has over 60,000 retail grocery outlets<sup>1</sup> and 65,000 retail bank branches<sup>2</sup>. This is a significant addressable market for RocketBoots and therefore customer outreach and sales activities continue.

## About RocketBoots

RocketBoots helps retail banks and retailers deliver the best possible customer service at the lowest cost using AI to fill critical data gaps from existing workforce, customer experience and loss prevention management systems. RocketBoots ([www.rocketboots.com](http://www.rocketboots.com)) portfolio of software:

- Retail banking branch & digital channel service optimisation
- Retail checkout service optimisation
- Stemming loss at self checkouts & counter checkouts

## End of Announcement

Authorised for release by the Board of RocketBoots Limited.

For further information contact:

- Joel Rappolt (Chief Executive Officer): [investors@rocketboots.com](mailto:investors@rocketboots.com)

Keep up to date with RocketBoots news and announcements:

- LinkedIn: [www.linkedin.com/company/rocketboots](https://www.linkedin.com/company/rocketboots)
- RocketBoots Investor Centre: [www.rocketboots.com/investors](http://www.rocketboots.com/investors)

<sup>1</sup> <https://www.statista.com/topics/1660/food-retail/#topicOverview>

<sup>2</sup> <https://www.statista.com/statistics/193041/number-of-fdic-insured-us-commercial-bank-branches/>