

# Capital Raise

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Billy Tucker  
Chief Executive Officer





# Global Leader in IoT solutions for Airports and Retail

## Our Platform

AODB	SOCIAL	WI-FI	LIDAR
COMMON USE EQUIPMENT	MOBILE/APP	POS	THERMAL
WEATHER	CAMERAS	SMS	CARPARK DATA
CRM	FIDS	SURVEY	WEB
PEOPLE COUNTERS	BLE	BEACONS	EMAIL

**11 Billion**  
data points processed everyday

**100,000+**  
connected IoT devices

**11,000+**  
venues served

**200+**  
data integrations

## Client Outcomes

**Enabling**  
Operational Efficiencies reduces cost to serve

**Driving**  
Revenue Growth via increased visitor yield

**Transforming**  
Visitor Experiences

## Our Footprint

Beonic is a publicly traded company on the ASX, with clients spanning 35 countries in 11,000+ venues subscribing to the Beonic platform

### Core Verticals:

- Transport (Airports, Transport hubs)
- Retail
- Stadiums & Entertainment
- Quick service restaurants

### Core Regions:

- APAC
- EMEA
- Americas

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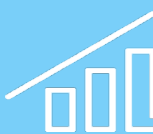
# Executive Summary

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## Equity Raising Overview

- The Company is undertaking a capital raise to appropriately capitalise the business in the context of the available growth opportunities
- The Company is seeking to raise up to approximately A\$5.0 million at A\$0.0220 per share New Share, comprising of:
  - A Two-Tranche Institutional Placement (**Placement**) to raise up to A\$5.0 million; and
  - A Share Purchase Plan (**SPP**) to raise up to A\$0.5 million to existing eligible shareholders.
- New Shares issued under the Placement and SPP will include one (1) free attaching option for every two (2) New Shares issued, exercisable at A\$0.0440, expiring three (3) years from the date of issue (Attaching Options), subject to shareholder approval at a General Meeting.



## Use of Proceeds

- Funds raised will provide Beonic capital flexibility to execute the strategic refresh and accelerate growth
- Funds raised will be used for:
  - Restructuring & staff exit costs
  - Investment in new sales and marketing functions
  - Offshore software development
  - Infrastructure as a service (IaaS)
  - Global partner channel
  - Accelerated product development
- The combination of the funds from the placement will complement the recently secured US\$1.0m debt from Blue Venshures in strengthening BEO's access to capital



## Strategic refresh to drive concentrated growth in key markets

- Capitalise on macro tailwinds that exist in core verticals with the right approach to growth
- Refined product strategy to embrace hardware flexibility, prioritising client satisfaction, scale and standardize products for specific verticals
- Increase utilisation of partner-led distribution model
- Grow existing customer revenues through cross-sell and upsell

# Outlook

## Specific Areas of Focus for the Beonic Team



Focused sales initiatives on core high margin, high growth verticals, specifically airports and retail property



Accelerate roll out of off-the-shelf models to scalable low-touch venues such as QSR, retail and education



Increase utilisation of partner-led distribution model as a complementary growth channel



Deployment of sales teams in key regions to increase the quantum and conversion rate of our already deep \$29m qualified deal pipeline



Right-sized and appropriately positioned headcount to drive cost saving and efficiency



Initial focus to ensure recurring revenue exceeds cost base. Long-term focus to capture opportunities to drive profitability and shareholder value

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# Transformation Strategy

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# FY24-26 Strategic Objectives

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## Clear Path To Breakeven

- ARR >70% of total revenue
- Secure major new contracts in airport and large retail sectors
- Intensive cost out program to right-size operating expenditure
- Transfer certain roles to low cost hubs
- Streamline leadership structure delivering material savings
- Refine product strategy and deprecation of legacy technology (i.e Causely, Blix, etc)
- Qualified Pipeline over \$29m

HORIZON 1

## Rebasing For Growth

- Invest in developers to deliver on product vision also to replace 3rd party software
- Formalise channel partner program to enhance distribution
- Capture “land and expand” opportunities in airport vertical
- Sales initiatives in Americas with incentive structure aligned to ARR
- Standardise products to rapidly deploy across high-volume venues like QSRs, stadiums, and retail (i.e. Self-service)
- Greater focus on customer success to drive upsell and cross-sell
- Sales and engineering to represent >30% of headcount, <20% today
- Cost out initiatives to deliver >\$3.0m per annum of savings

HORIZON 2

## Transition To Profitability

- Target ARR to be greater than 80% of total revenue
- ARR to outpace total operating expenses
- Increase airport footprint by >25%
- Targeting 200+ technology device integrations to accelerate the deployment of SaaS revenues
- Enhanced back-end tooling features to facilitate self-service capability and certified partners
- Partner led revenues at 32% today, over 60% by 2026
- Qualified pipeline to exceed \$50m

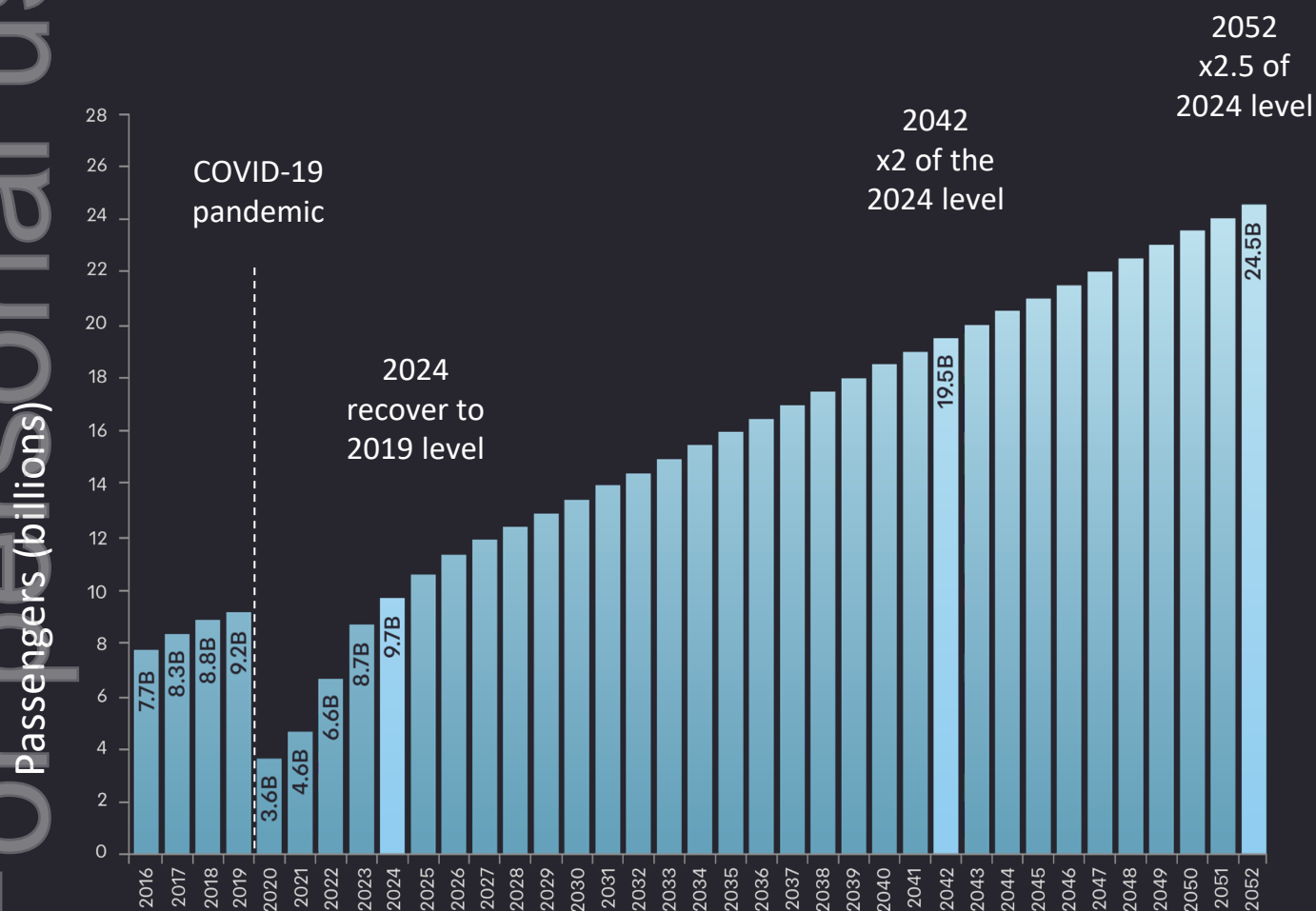
HORIZON 3

# Core Verticals Experience Structural Growth

## Key Trends

### Long-term Global Passenger Traffic

2016-2052

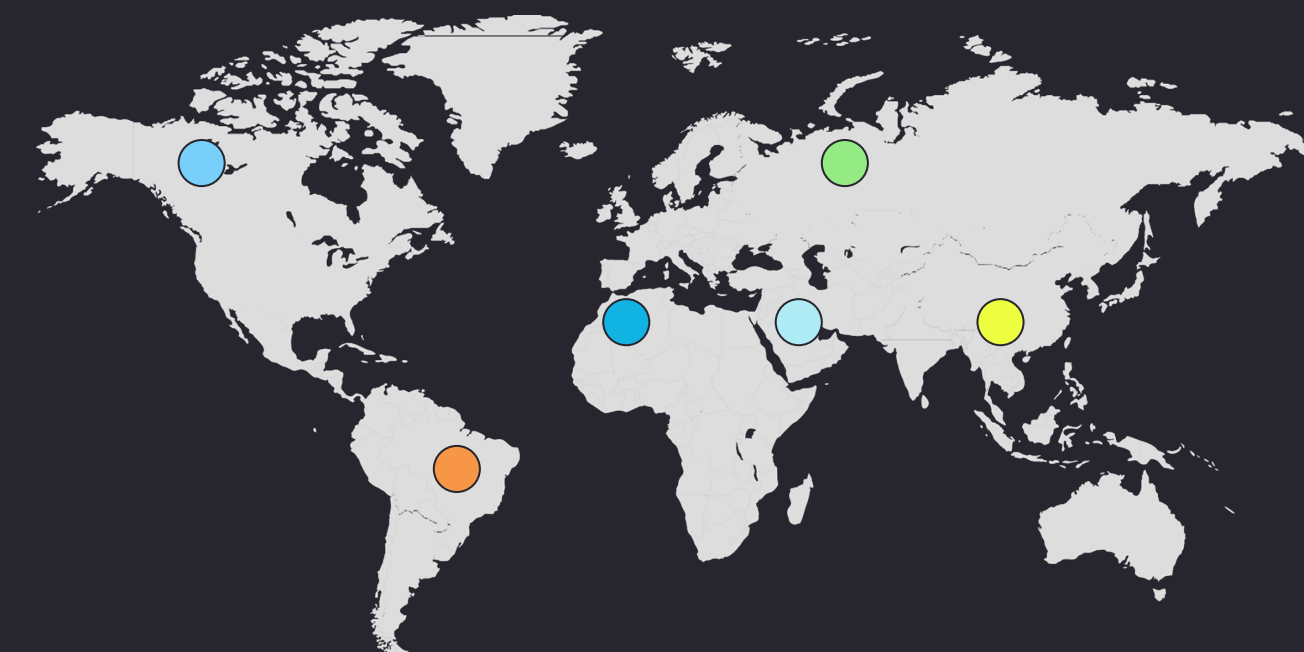


Airport passenger numbers projected to **double** between 2024 and 2042 however much more modest growth in global airport infrastructure

Source: ACI (2024), Oxford Economics (2021)

### Global Airport Capex Required

2021-2040



- US\$ 427bn Europe
- US\$ 32bn Africa
- US\$ 400bn North America
- US\$ 1.3tr Asia-Pacific
- US\$ 94bn Latin America and the Caribbean
- US\$ 151bn Middle East

### Implications of Airport Underinvestment

By 2040, for every 8 weekly flights lost due to airport capacity constraints it impacts the local economy with:



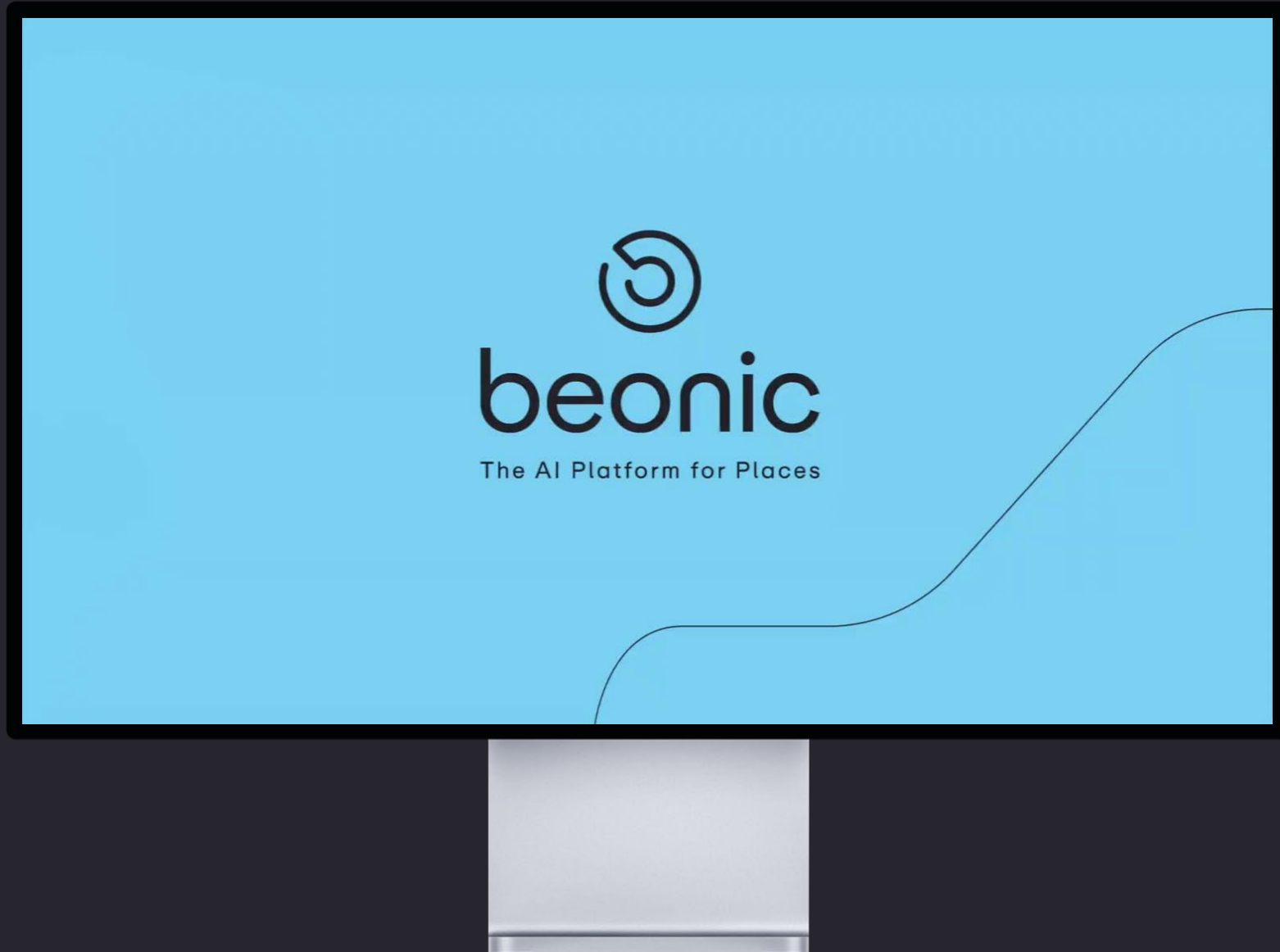
### Beonic's Value Proposition

- BEO solutions are a small component of airport capex
- Recent deployment at ADIA delivered \$5m TCV which represents less than **0.03%** of the total capital expenditure to build the terminal

# 'Land and Expand' Approach

Proven Product Solution in Lucrative Airport Vertical

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## >40%

CAGR of Airport ARR post CrowdVision acquisition in 2021

## >94%

Total ARR growth in airports post Crowdvision acquisition

- Beonic currently has contracts in place with 81 airports globally
- In almost all cases Beonic is delivering a solution to a single part of that airport, often in a single terminal only with a single product
- Successful performance will drive continued cross-sell (Land and expand)
- Recent footprint expansion at Heathrow and JFK are examples of successful execution of the airport strategy
- Over \$80m in implementation revenue and >\$20m of new ARR upside from cross sell opportunities from current Airport footprint within our existing client base

### Our Clients

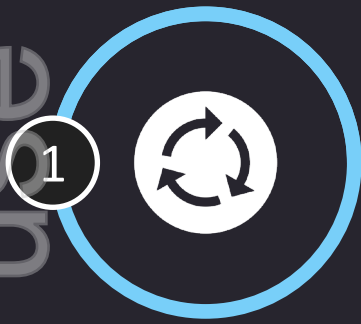




# Client-First Product Strategy

## Driving Innovation

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### Ramp up Integrations

- Become hardware agnostic and integrate with legacy and leading-edge IoT devices to stay ahead and lower adoption costs (ToF, cameras, HVAC)
- Expand 3rd party data feeds (AODB, weather, Smart Bathrooms)
- Enable integration with any presentation layer for seamless connection (wayfinding screens, Power BI)



### Focus on Client Experience

- Put the client at the centre of every product decision
- Create a clear upsell path for clients with ongoing feature development driven by tight feedback loops
- Heighten client stickiness via proprietary in-platform rule setups



### Scale & Standardise Products

- Package products for specific verticals with self-service automation
- Rapidly deploy across high-volume venues like QSRs, stadiums, and retail
- Establish Belfast as the Technology Centre of Excellence for innovation

Category	Vertical	Model	Channel
Core	Airports	Full-Service	Partner-Led
	Retail Property		
Emerging	Retail	Self-Service	Off-the-shelf
	QSR		
	Stadiums		
	Universities		
	Hotels		
Opportunistic	Other		

# Building on Partner-Led Sales Channel

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## 32%

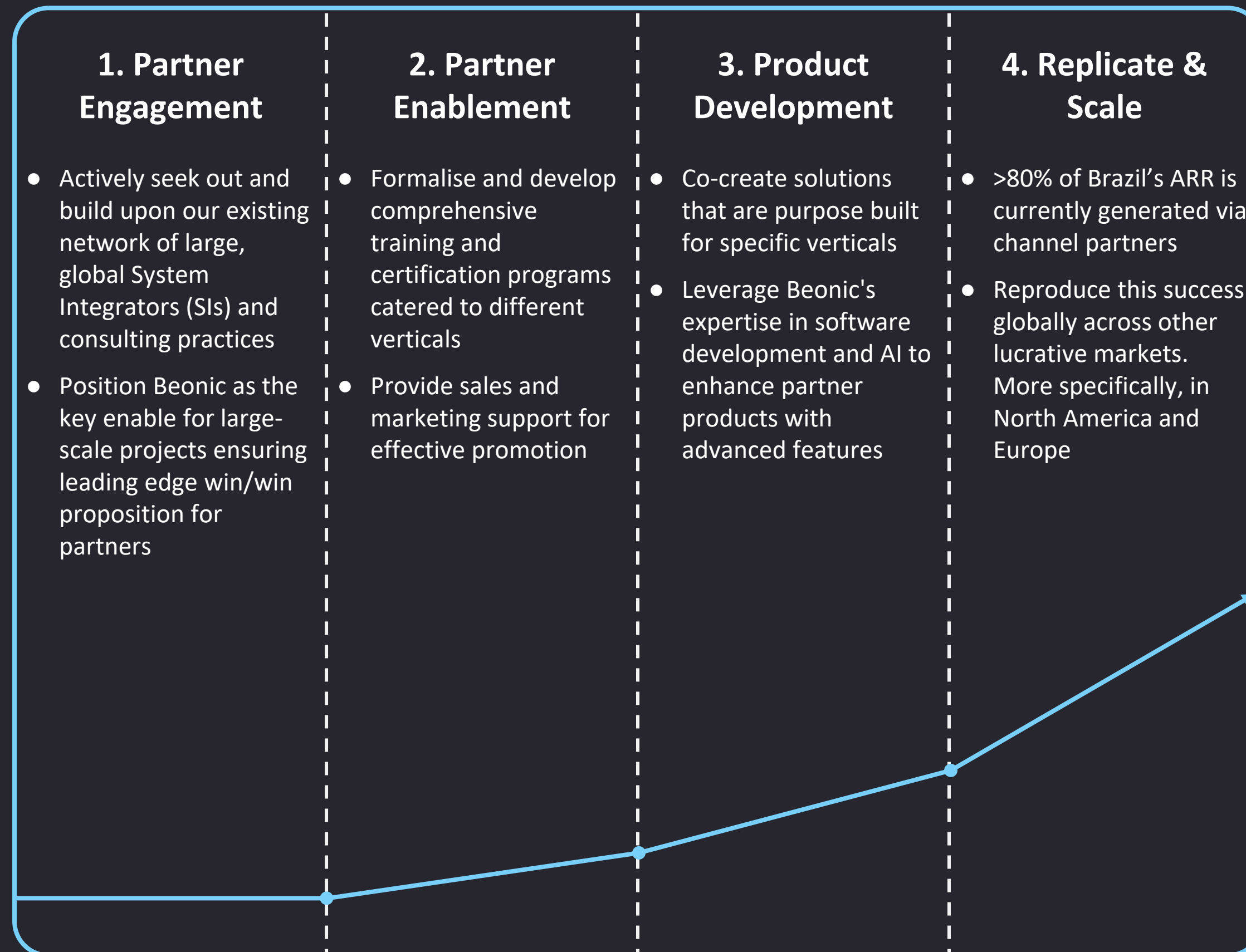
of ARR globally is sourced via channel partners

## 69

Active channel partners

## 48%

of ARR in international markets is generated via channel partners



### Our Partners



### Value-Added Reseller

#### Seal Networks

- Contract secured with Hapvida Intermedicia, largest healthcare provider in Brazil, 26 hospitals, +150 clinics
- Phase I involves deploying Beonic platform across 3,000 WiFi Access Points, US\$400k TCV over 36 months
- Phase II negotiations for an additional 3,500 APs (Aruba & Aerohive) underway, promising significant growth



### Managed Service Provider

#### Verizon

- Signed Master Services Agreement with Verizon in 2022 and attained Gold tier partnership with Verizon Business Group
- Integrated white-labelled solution into Verizon's technology stack - bundling removes customer friction
- Partnership has collectively produced \$2.1m AUD in total contract value (TCV)
  - E.g. Won deal with IKEA for LiDAR checkout queue enhancement
  - Valued at \$167k AUD for 12 months
  - Potential for mass rollout across US



### Authorised Reseller

#### Abu Dhabi International Airport

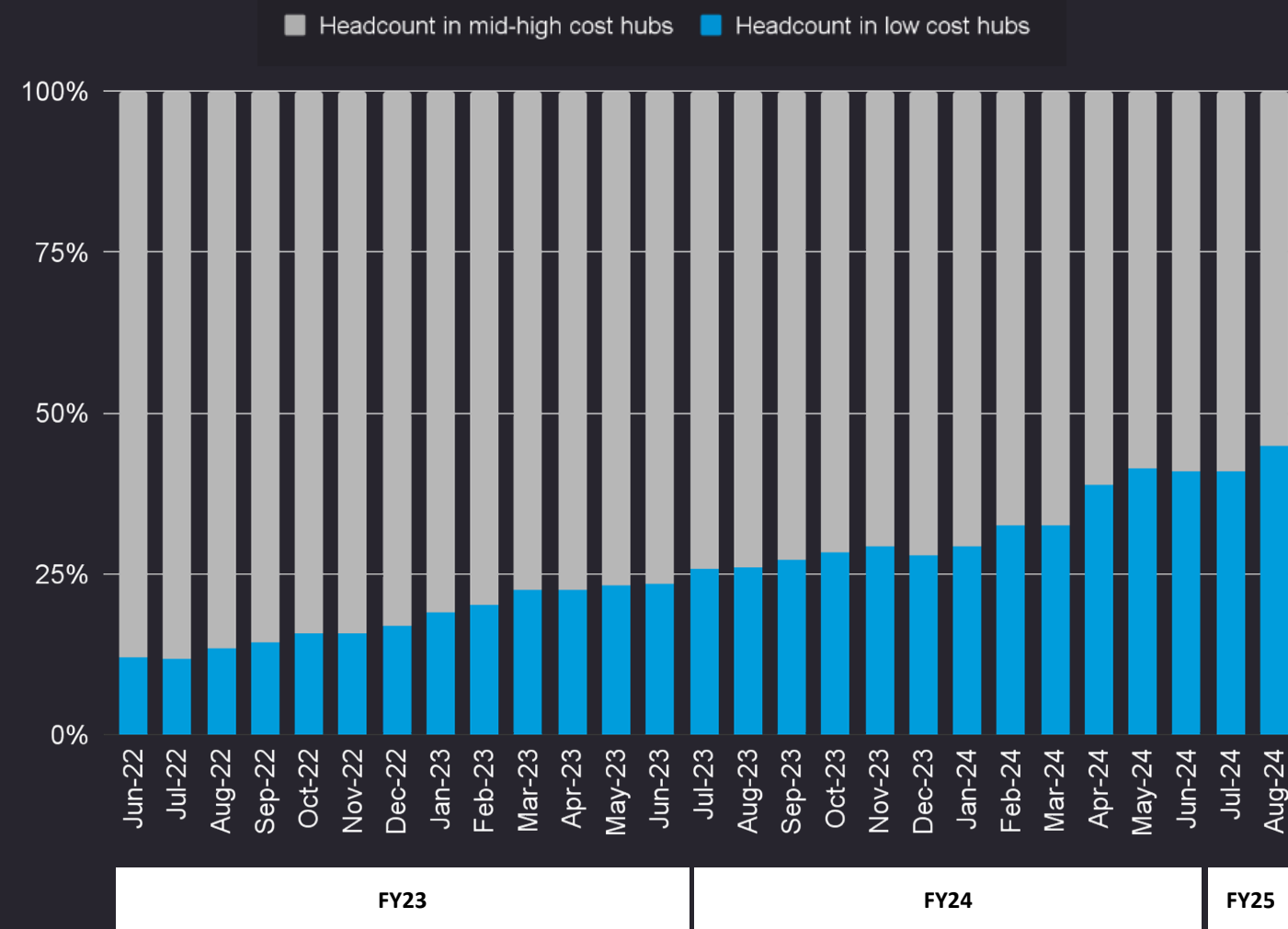
- Secured contract with Next50 for Abu Dhabi International Airport's Terminal A development
- Next50, a leading Abu Dhabi-based Industrial AI company specialising in aviation sector solutions
- Initial three-year contract (with two-year extension option), totaling over \$5m in contract value, including implementation and recurring revenue



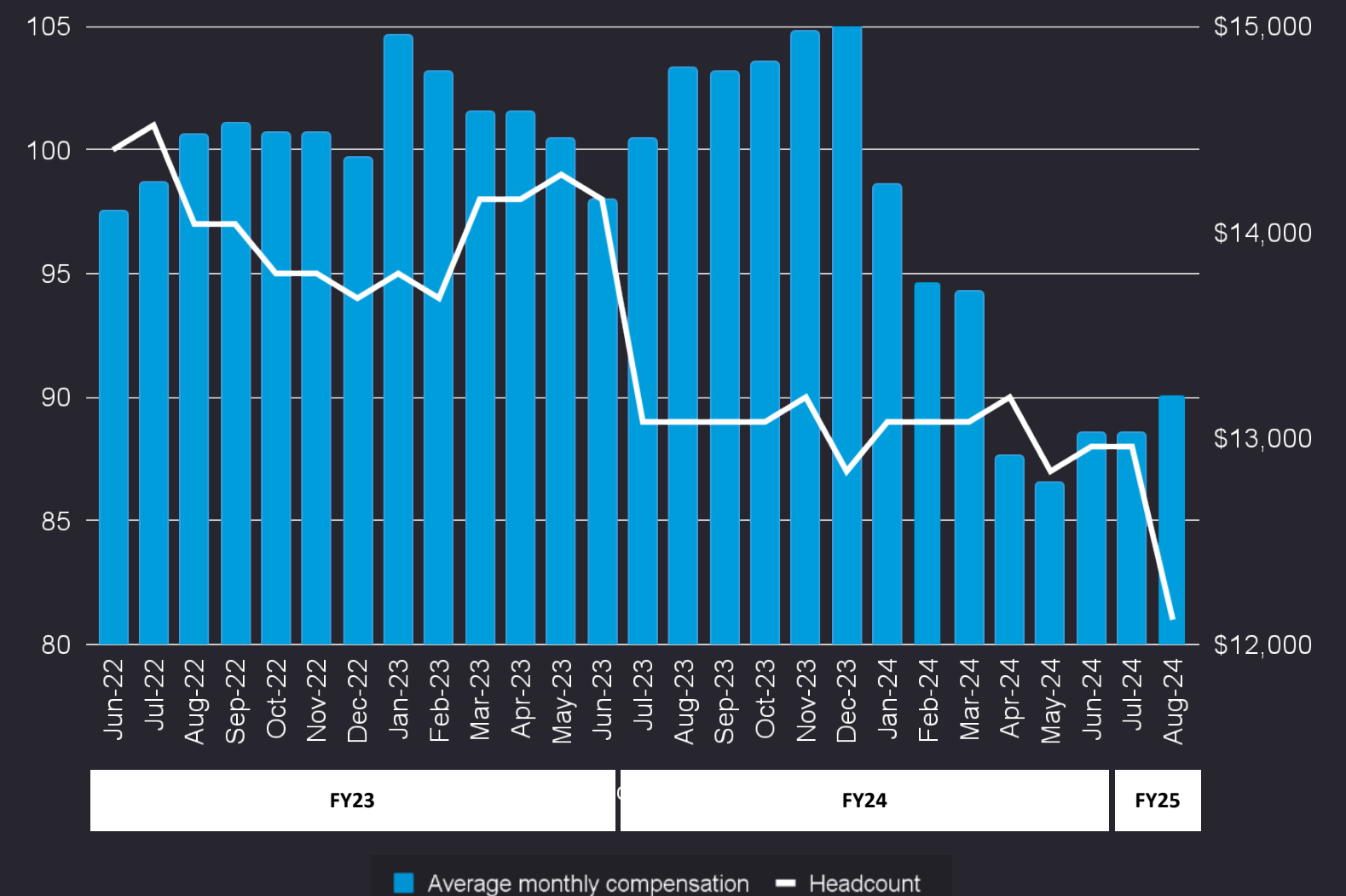
# Delivering Transformational Cost Reductions

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### Building 'centres of excellence' in low cost hubs



### Overhauling leadership structure to reduce average monthly compensation



- Streamlined leadership structure delivering material savings
- Significant operating leverage gained with >40% of labour force to be established in centres of excellence in low cost labour markets
- Total headcount reduction 105 in FY22 to 81 in Aug-24

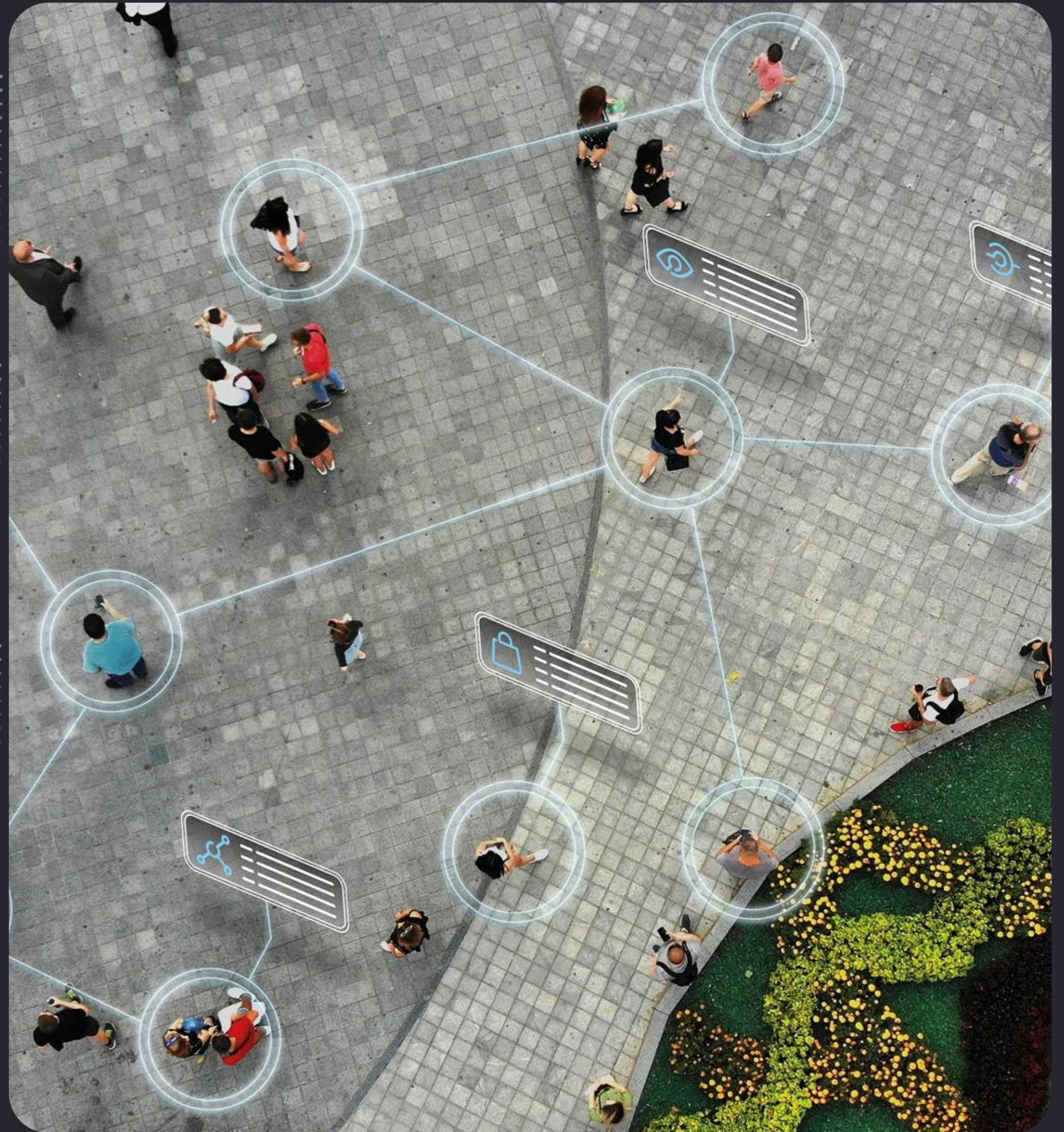
- Over the last 90 days, 9 key hires have been secured, with nearly 80% of roles being essential to either sales or product development
- Average monthly compensation reduction of 13% over a 6-month period (Dec-23 to Jun-24)
- Low cost hubs monthly compensation ranges between 30-50% more cost effective



Q3 FY24

# Financial & Operational Performance

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# Quarterly Performance Summary

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	Q3 FY23	Q2 FY24	Q3 FY24
<b>Total Operating Revenue</b>	\$6.2m	\$6.5m	\$5.9m
<b>Recurring Revenue</b>	\$4.0m	\$4.1m	\$4.2m
<b>ARR<sup>1</sup></b>	\$16.0m	\$16.9m	\$16.7m
<b>Cash at Bank</b>	\$5.4m	\$1.6m	\$1.2m
<b>Net Operating Cash Flow</b>	-\$0.5m	-\$1.9m	-\$0.5m
<b>Cash Receipts</b>	\$6.0m	\$5.3m	\$6.0m



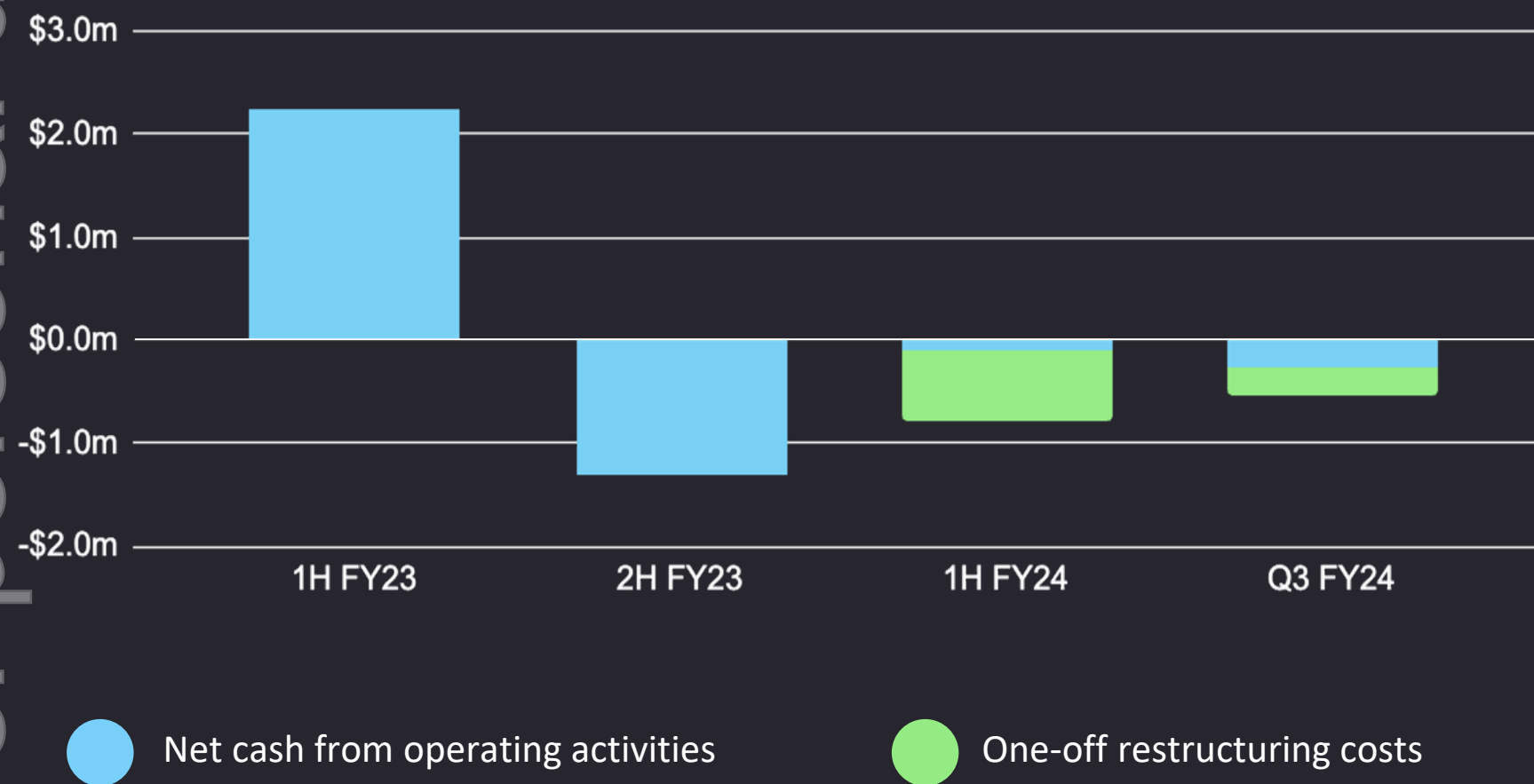
<sup>1</sup> Annual Recurring Revenue (ARR) based on monthly contracted recurring revenues as at 31 March 2024 multiplied by twelve months



# Cashflow and Balance Sheet

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## Operating Cash Flow Analysis



### Net Cash Flow from Operating Activities

In Q3 FY24, Beonic generated operating cash outflow of \$0.53m, which was exclusive of the impacts of capitalisation of employee and contractor and other expenditure attributable to software development. Net Cash Flow for the period was impacted by \$260k for one-off restructuring costs.

The year-to-date operating cash outflow for Beonic was \$1.4m, inclusive of \$1.0m attributed to one-off costs related restructuring, CEO transition and rebranding.

### Cash Position


Beonic has secured total loan facilities ('the Facility') of USD \$3.1m with Blue Venshures SPV 1 LLC ('Blue Venshures').

As at 31 May 2024, BEO had drawn US\$3.1m of the facility and had an unaudited cash position of AUD\$1.83m.


# Recent Wins

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So far in 2024, Beonic has secured several key new contracts, signalling growth and further demonstrating product-market fit:




> In partnership with SITA, Orlando International Airport has committed to an upgrade to a LiDAR-based Queue management solution, covering two major checkpoints. With over 25 million passengers annually, Orlando Airport is the eighth busiest in the US.




> Implementation of a visitor flow system utilising BEO's unique insights and occupancy analytics to We The Curious, a science and arts centre situated in England, attracting over 350,000 visitors each year




> Secured a 5-year contract with Ford Field Stadium in the USA, home of the Detroit Lions to deploy our Crowd Analytics solution which will be the first of its kind at an NFL stadium.



> Luxury Health Spa operator, World Springs will deploy our Crowd Analytics solution.



> In Brazil, a 3-year contract was signed with the leading medical operator, Hapvida Intermedica, spanning 26 hospitals and +150 clinics.



> Hosting over 1m visitors each year, the largest Indoor arena, Spooky Nook has been contracted to deploy our proprietary visitor flow and occupancy solution.

# \$29m in Qualified Deal Pipeline

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## 47%

Of deal pipeline are in North America and EMEA

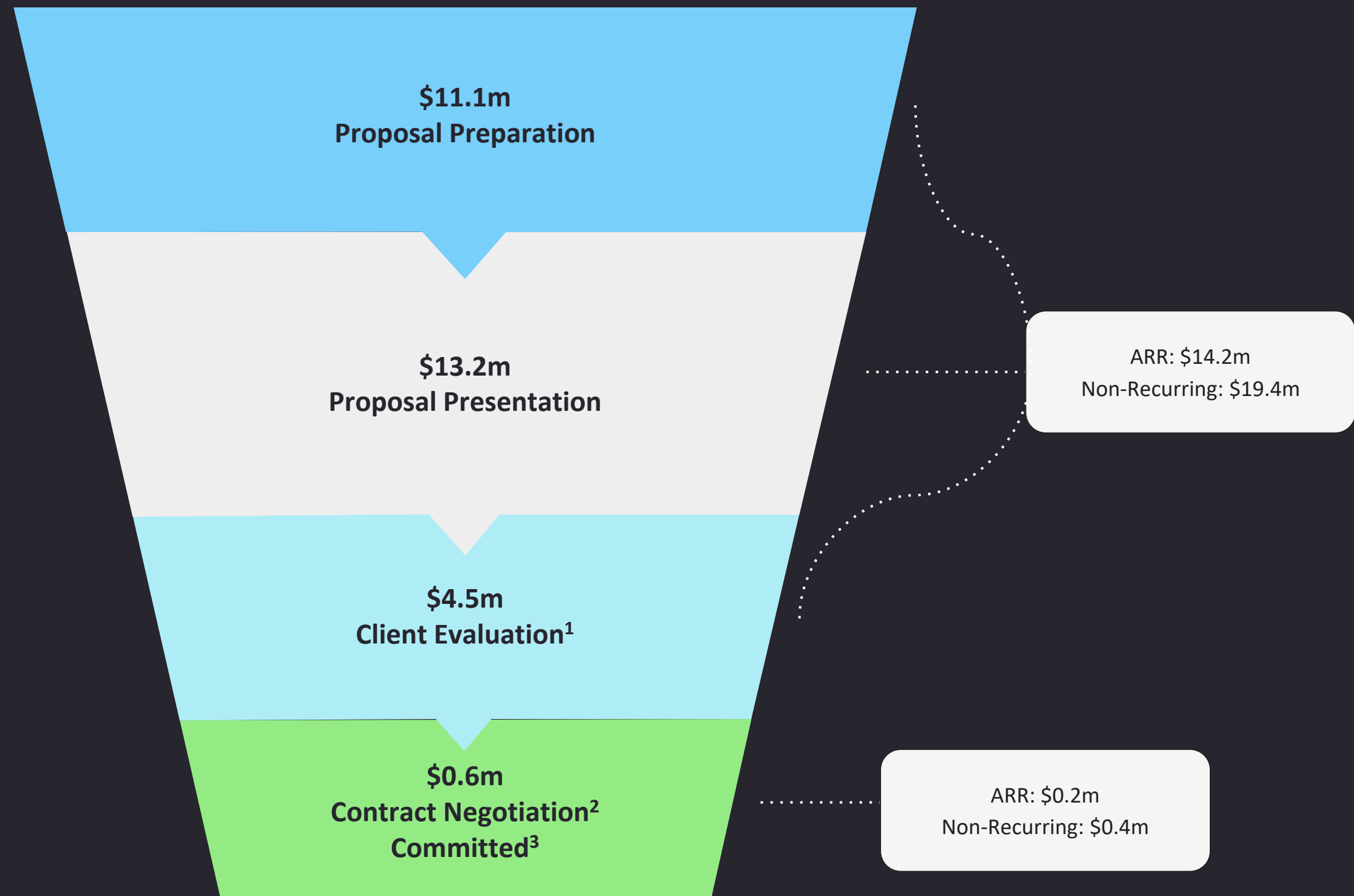
## 35%

Of deal pipeline relate to Airport Vertical

## \$3.6m

In new business TCV converted from deal pipeline during Q3 FY24

### 12-Month Rolling Pipeline



<sup>1</sup> Client Evaluation - a proof of concept, the client understands the value proposition of the offering and is expressing interest to proceed but requires more time to evaluate or requires internal budget approval on the proposal before proceeding any further

<sup>2</sup> Contract Negotiation - sales have firmed up pricing and issued it to the client, the client has provided an indication that they wish to proceed and we are in the process of negotiating the final commercial terms

<sup>3</sup> Committed - the client has committed to the commercial terms in writing but is not ready to be invoiced yet



# Our AI Platform

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The Beonic AI Platform is built for places. It unifies your data in one platform to bring your venue to life and transform it into an intelligent space. It gives you the insights & tools you need to make data driven decisions that enable your venue to respond & adapt to people's needs



## Connect

Allows you to build a holistic view of visitor experiences and the factors that influence them by unifying all your data sources into one platform



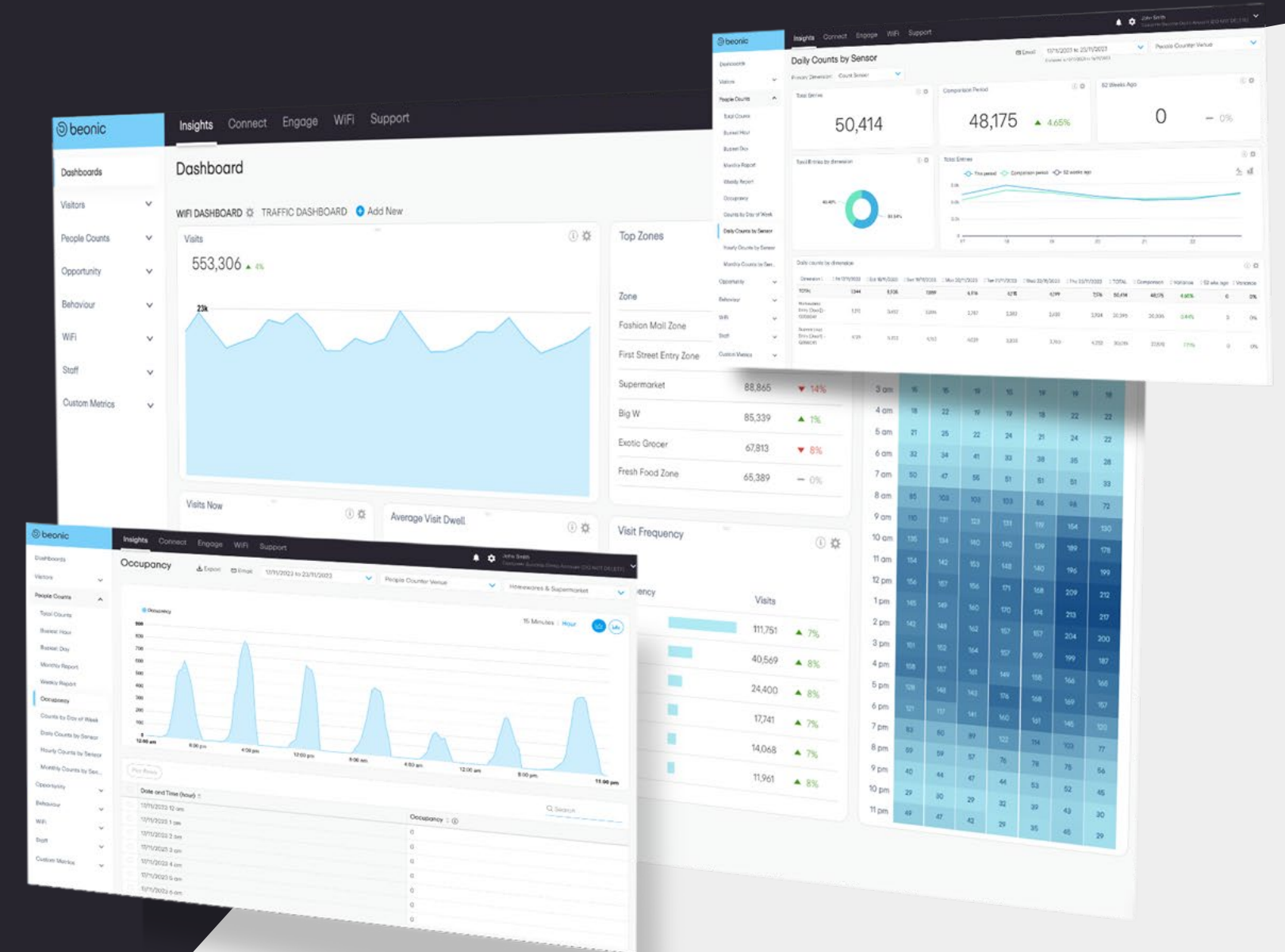
## Insight

An AI-driven data visualization and automation tool that provides the insights you need to make your data actionable



## Engage

An intelligent data-driven marketing and communications tool that allows you to use your data to better engage with both staff and visitors



“Beonic simplifies complex data, allowing us to program each part of the museum for a maximized visitor experience.”

Noah Bartlett  
Chief Administrative Officer at the  
San Francisco Museum of Modern Art



# Product Vision

Enabling the Future of Places

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## Connect

Integration & Automation Marketplace



Integration of intelligent tracking solutions



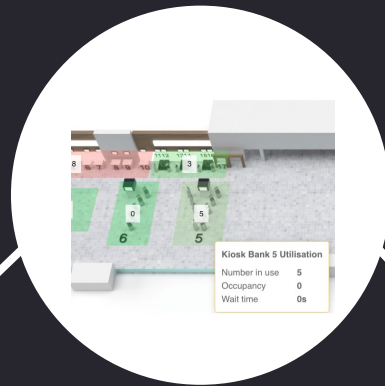
Smart integration & automation UI

## Insight

AI-driven Analytics and Processing Engine



Domain specific AI analytics (e.g. abstractions, simulations, predictions)



High-context spatial mapping tools, e.g. 4D



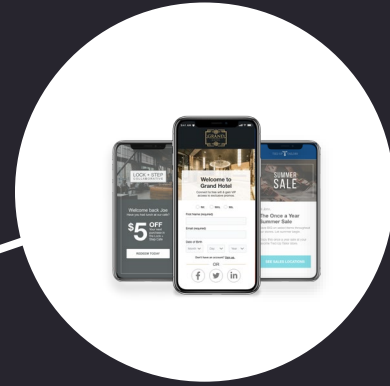
Predictive & prescriptive reports

## Engage

Intelligent Customer Data Platform



Customer Data Platform (CDP)



ML Targeting & Dynamic Content Tools

# Our Blueprint

## Turn-key Business Intelligence

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### Required



#### Technology Solutions

WiFi / People Counting / Cameras / IoT / LiDAR / POS / CRM / BMS etc.

- Solution Design
- Project Management
- Systems Integration
- Managed Services

**Right Data**

#### AI-Driven Business Intelligence

Cloud based Software-as-a-Service

- Historical, Realtime and Predictive Analytics
- AI Powered Automation & Alerting
- Data Driven Marketing

**Scalable & Secure Data**

### Optional



#### Professional Services

Enhancing our clients use of our SaaS platform

- Digital Strategy
- Data Strategy
- Data Science
- Digital Marketing

**Data Domain Expertise**

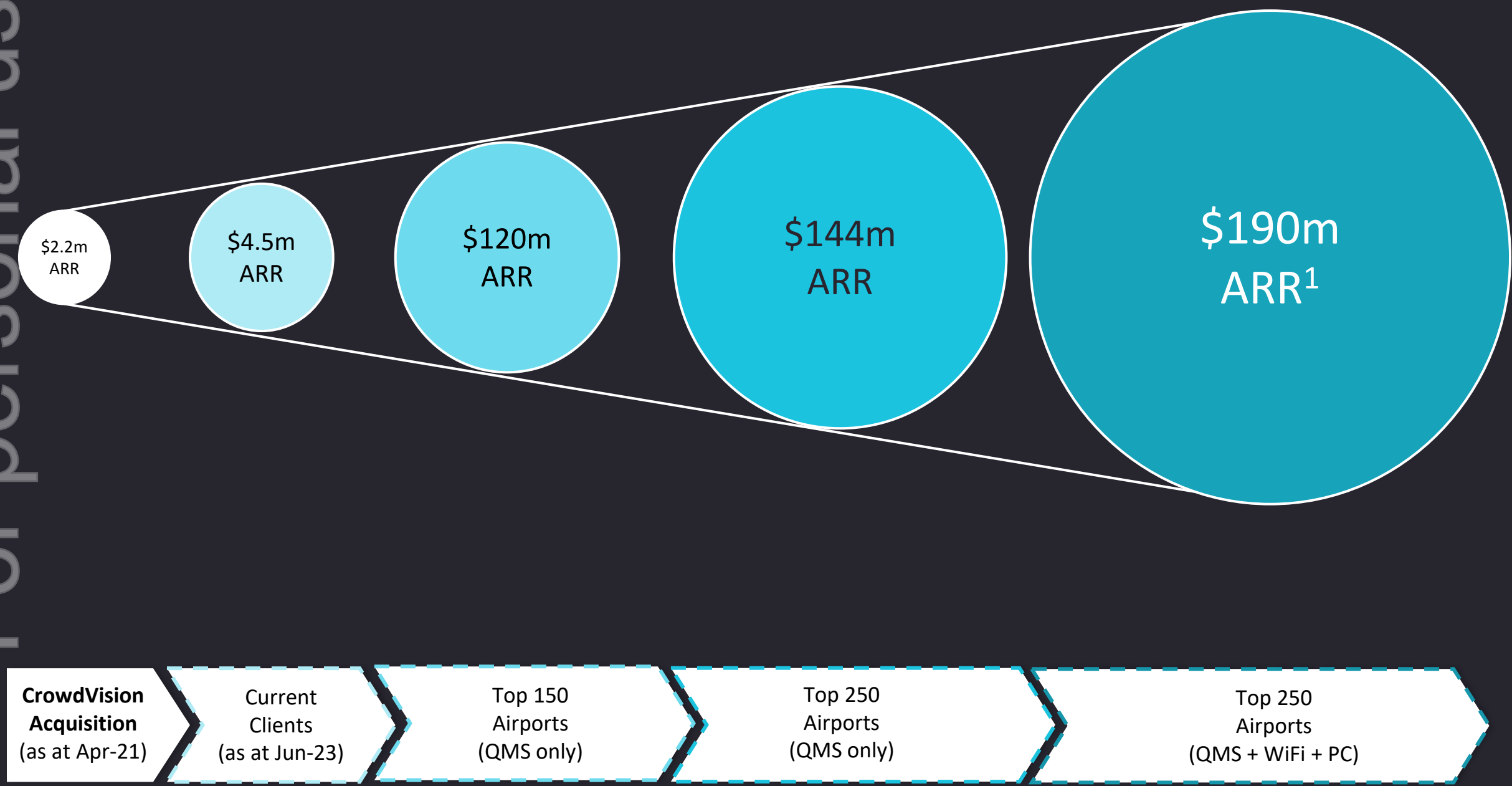




# Growth Opportunities

## Airport Vertical - Large Addressable Market

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### The Opportunity<sup>2</sup>

- Airports continue to expand Beonic's Queue Management solution (QMS) into some of the world's largest airports
- QMS represents a business critical requirement for airports
- Significant expansion opportunities within existing airport partners (+80 airports)
- Revenue potential is not limited to ARR, with ~\$350m in non-recurring revenues, generating meaningful gross profit

<sup>1</sup> Annual Recurring Revenue (ARR) based on monthly contracted recurring revenues multiplied by twelve months  
<sup>2</sup> Addressable market assumptions based on average revenue generated by airport by terminal extrapolated out on a per passenger basis

# Growth Opportunities

## Retail Property Vertical - Strong Cross-Sell Opportunity

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\$14k

Avg. ARR per shopping mall globally

+17%

ARR growth FY23 vs FY22

51%

Of venues under contract have PCs

\$2b

Total Addressable Market (TAM)<sup>1</sup>

### Commentary

Established presence in the Retail Property sector in ANZ, poised for further expansion:

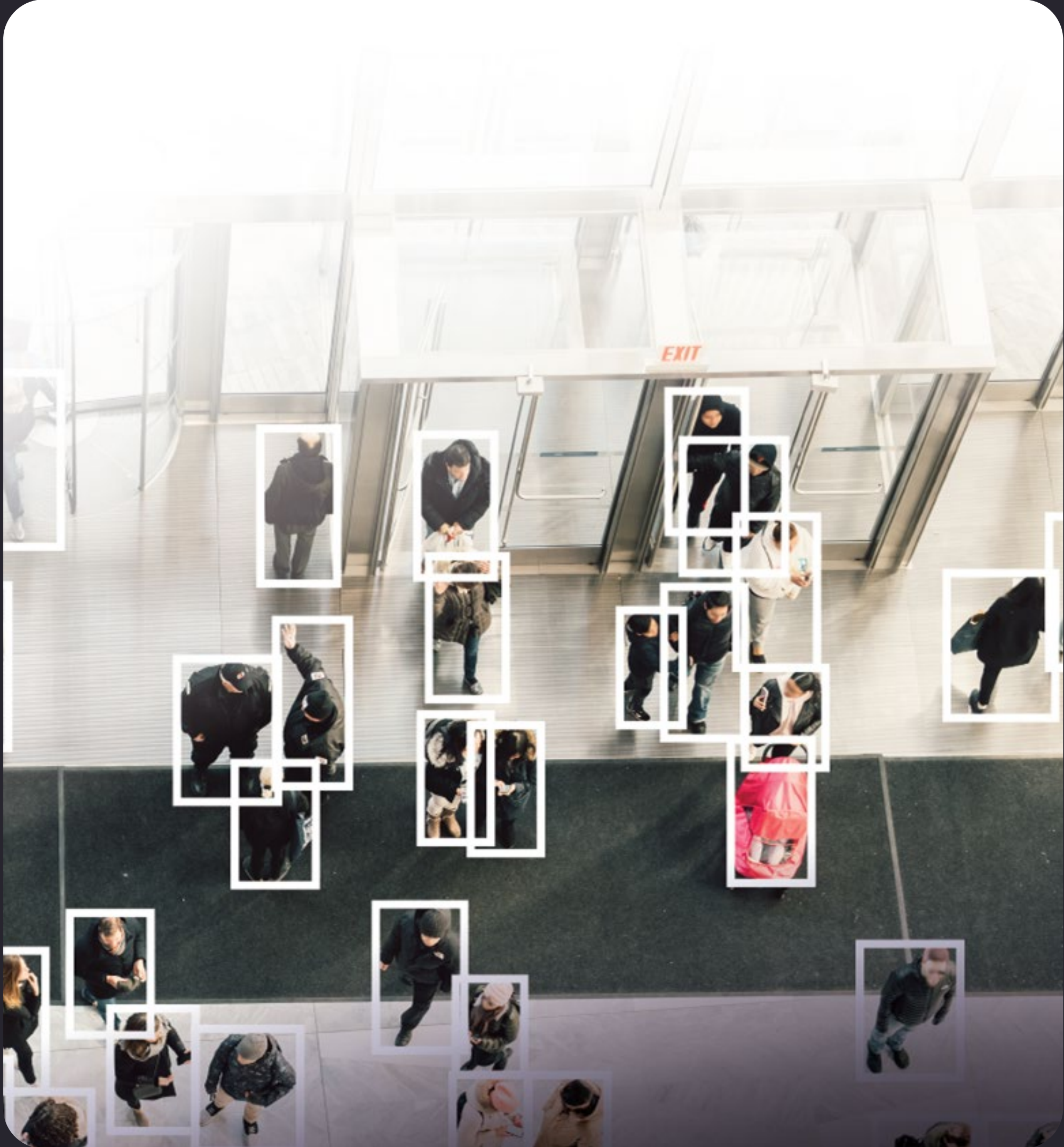
- Blue chip retail property clients under contract (GPT, Dexus, McArthur Glen, etc)
- 51% of retail property clients under contract have People Counting solutions, however, they only represent 20% of total retail property ARR
- A significant cross-selling potential exists, given that merely 18% of venues have adopted multiple Beonic products

<sup>1</sup> Addressable market assumptions based on average ARR generated by existing client shopping malls multiplied by total shopping malls globally



# Capital Raising Overview

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# Capital Raising Overview

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<p><b>Placement</b></p>	<p>A Two tranche Institutional Placement (<b>Placement</b>) to raise approximately A\$5.0 million, comprising:</p> <ul style="list-style-type: none"> <li>- Tranche One of the Placement to raise approximately A\$1.4 million using the Company’s Listing Rule 7.1 placement capacity through the issue of 63,674,241 new fully paid ordinary shares in Beonic (<b>New Shares</b>)(<b>Tranche 1 Placement</b>); and</li> <li>- Tranche Two of the Placement to raise approximately A\$3.6 million through the issue of 163,598,487 New Shares, subject to shareholder approval that will be sought at a General Meeting expected to be held in July 2024 (<b>Tranche 2 Placement</b>).</li> </ul>
<p><b>Offer Price</b></p>	<ul style="list-style-type: none"> <li>• The Offer Price of A\$0.0220 per share represents a:             <ul style="list-style-type: none"> <li>- 15.4% discount to the last closing share price of A\$0.0260 per share on Friday 14 June 2024</li> <li>- 20.5% discount to the 5-day VWAP of A\$0.0277 per share;</li> <li>- 17.6% discount to the 10-day VWAP of A\$0.0267 per share; and</li> <li>- 17.8% discount to the 30-day VWAP of A\$0.0268 per share.</li> </ul> </li> </ul>
<p><b>Share Purchase Plan</b></p>	<ul style="list-style-type: none"> <li>• The Company intends to offer eligible shareholders the opportunity to participate in a Share Purchase Plan (<b>SPP</b>) and apply for up to A\$30,000 of New Shares, raising up to approximately A\$0.5 million.</li> <li>• The SPP will be offered at A\$0.0220 per New Share, being the Offer Price under the Placement.</li> <li>• The Company reserves the right to scale back applications under the SPP if it is oversubscribed above A\$0.5 million.</li> </ul>
<p><b>“Related Party” Participation</b></p>	<ul style="list-style-type: none"> <li>• “Related parties” proposing to participate in the Placement are Billy Tucker (CEO, Director), Kirsty Rankin (Director), Michael McConnell (intended Director) with a total investment of approximability \$375,000.</li> <li>• All “related party” participation will be subject to Shareholder approval .</li> </ul>
<p><b>Attaching Options</b></p>	<ul style="list-style-type: none"> <li>• New Shares issued under the Placement and SPP will include one (1) free attaching option for every two (2) New Shares issued, exercisable at A\$[0.0440], expiring three (3) years from the date of issue (<b>Attaching Options</b>).</li> <li>• All Attaching Options will be subject to shareholder approval at a General Meeting.</li> </ul>
<p><b>Ranking</b></p>	<ul style="list-style-type: none"> <li>• All New Shares issued under the Offer will rank equally with existing BEO shares from the date of issue.</li> </ul>
<p><b>Joint Lead Managers</b></p>	<ul style="list-style-type: none"> <li>• Canaccord Genuity (Australia) Ltd and Alpine Capital Pty Ltd.</li> </ul>

# Source and Use of Funds

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Sources Of Funds	Amount (AUD) <sup>1</sup>
First Tranche : Issue of up to 64 m million ordinary BEO shares (represents 15% of our fully paid ordinary securities)	\$1.4m
Second Tranche	\$3.6m
Share Purchase Plan	Up to \$0.5m
Use Of Funds	Allocation (AUD) <sup>1</sup>
Restructuring & staff exit costs	\$1.7m
Investment in new sales and marketing functions	\$1.0m
Partner Channel development	\$0.3m
Working capital for Infrastructure as a Service (IaaS)	\$1.0m
Augment offshore software development, replacing costly 3rd party software	\$1.0m
<b>TOTAL</b>	<b>\$5.0m</b>

Note 1) Additional funds raised under the SPP will be allocated between these categories as determined by the Board.

# Timetable

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Event	Date
Trading Halt	Monday, 17 June 2024
Record Date for entitlement to participate in SPP	Tuesday, 18 June 2024
Trading Halt lifted and announcement to ASX of the Offer	Wednesday, 19 June 2024
Settlement Date of New Shares Issued under Tranche 1 of the Placement	Tuesday, 25 June 2024
Allotment of New Shares Issued under Tranche 1 of the Placement	Wednesday, 26 June 2024
Dispatch Notice of Meeting (NoM)	Friday, 28 June 2024
Extraordinary General Meeting (EGM) to approve Tranche 2 Placement Shares and the Attaching Options	Monday, 29 July 2024
Settlement Date of New Shares Issued under Tranche 2 of the Placement	Thursday, 1 August 2024
Dispatch SPP Offer Documents and SPP Opening Date	Thursday, 1 August 2024
Allotment of New Shares Issued under Tranche 2 of the Placement	Friday, 2 August 2024
SPP Offer Closes	Friday, 23 August 2024
Allotment of New Shares Issued under SPP Offer and Granting of all Attaching Options	Thursday, 29 August 2024
Commencement of trading of New Shares issued under the SPP	Friday, 30 August 2024



# Board and Senior Management\*



**Bob Alexander**  
Chairman & Non-Executive Director  
Joined: 2022

Bob Alexander is an experienced non-executive director, previously holding board and advisory roles in the technology, intellectual property and digital media and advertising industries. Bob was previously a non-executive director and chairman of the Audit & Risk Committee for former ASX-listed software company, The Citadel Group Limited.



**Kristy Rankin**  
Non-Executive Director  
Joined: 2021

Ms Kirsty Rankin is an experienced senior executive in the data driven digital marketing sector. Kirsty was most recently Senior Vice President Product Development, Data and Services for Mastercard, based in New York. Prior to Kirsty's 6 years at Mastercard, she was co-founder and joint-CEO of Pinpoint Pty Ltd. Kirsty is a Member of the Australian Institute of Company Directors and currently sits on the Boards of Flight Centre, Stone & Chalk and Azupay as a non-executive director.



**Mark Devadason**  
Non-Executive Director  
Joined: 2022

Mark Devadason has more than 30 years of international banking and leadership experience across corporate, private banking and broad-based sustainability work. Mark's experiences include CEO and leadership roles in wholesale banking across Oceania and Asia Pacific. Mark is also a Non-Executive Director of Melbourne based mutual bank, Bank First and an executive coach and mentor with Stephenson Mansell Group.



**Billy Tucker**  
Chief Executive Officer & Executive Director  
Joined: November 2023

Billy is an experienced leader and transformation specialist. Billy was most recently CEO of marketplace business Oneflare. Oneflare saw a threefold growth in revenues before being sold to Airtasker (ASX:ART) late in 2022. Prior to Oneflare, Billy spent almost a decade as a global executive in product and corporate development roles within Microsoft. Billy was a long-term advisor to Kmart and various retailers.



**John Rankin**  
Chief Operating Officer  
Joined: 2016

John has over 18 years' experience in the Technology media, retail and property industry, 12 of which were spent in senior and executive leadership positions. Prior to joining Beonic, John worked at GPT Group where he held two Director-level positions. Prior to GPT, John spent five years in the United Kingdom at out-of-home media company EYE as General Manager. John is a graduate and member of the Australian Institute of Company Directors.

\*Michael McConnell is an experienced Company Director based in Colorado, USA, he was nominated as a candidate for a Board role and invited to join the Board as an Observer in November 2023; Michael will be invited to join the Board as a Director prior to the 2024 AGM, as such he will be required to resign and then stand for election at that AGM.

^In June, Mark Devadason formally shared with the Beonic Board his plan to step down at the upcoming 2024 AGM, resigning his role as Director of Beonic Ltd

Company

**Billy Tucker**

Chief Executive Officer, *Beonic*

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