

## DECEMBER 2024 QUARTERLY ACTIVITIES REPORT

### Highlights

- SaaS contract extended with major Australian retailer, which continues a 5+ year foundation partnership across hundreds of stores
- Advanced discussions continue with a number of international enterprise customers across a growing sales pipeline, with the Company focused on progressing a number of qualified opportunities who are currently trialling RocketBoots technology. The sales pipeline has increased credibility with large multinational retailers currently conducting live trials.
- Experienced investor and growth company specialist Roy McKelvie appointed as Chairman
- RocketBoots successfully raised \$1.5 million during the quarter over two tranches with new and existing sophisticated investors that will support the Company's international expansion strategy.

Artificial Intelligence software company **RocketBoots Limited** (ASX:ROC) (**RocketBoots** or the **Company**), is pleased to provide an update on activities for the quarter ending 31 December 2024 (the **Quarter**) focused on delivering its AI & cloud based SaaS platform to enable enterprise retail and retail banking businesses to continually adapt their In-Person channels to rapidly changing customer behaviour. The platform enables these businesses to fundamentally transform their performance in workforce management, customer service, and loss prevention.

### Key Customer Contracts Won

#### Major Australian Retailer

RocketBoots confirms a contract extension with a major Australian retailer, as released to the ASX on 6 December 2024, which continues a 7-year partnership providing critical software across its Australian locations. Over this time, the Company has established opportunities to optimise operations, as well as integrate RocketBoots technology with other retailer systems further enhancing the customers ability to leverage value across its operations.

Importantly, RocketBoots has continued to demonstrate a sustainable return on investment that underpins its commercial model where the Company is now building momentum and scaling the business to secure a share in the billion-dollar global retail, grocery and banking markets.

Key contract terms include:

- The continued provision of RocketBoots' software across its store network;
- Prepayment of contract value of \$339K, up 5% from previous;
- Contract term of 1 year, with the option to extend in 1-year increments; and
- Either party may terminate the agreement at any time, however contract prepayment is non-refundable.

### Sales Pipeline

The sales pipeline continues to strengthen as a result of successful ongoing outreach campaigns, word of mouth, partner introductions and the growing acceptance in our target markets that vision AI can enable retailers and retailer banks to run their stores & branches with less OpEx & loss while improving service, sales & loyalty. Of particular interest is that RocketBoots now has 3 large multinational customers in its pipeline.

There are 10 customers in our Advanced Pipeline, customers at this stage have accepted proposals to trial and are in the process of evaluating our software value propositions and the business cases for scaled contracts

across their network of operating sites. These customers operate >10K sites where if successful, RocketBoots vision AI solutions could be deployed.

We now have 25 customers in our Early Pipeline. At this stage we have qualified that the customers have the problems that our software solves for and we are in ongoing discussions as we pursue trial opportunities. Of these, 4 are currently awaiting approval for trials. These customers operate >25K sites.

## Corporate

### Appointment of new Chairman, Mr Roy McKelvie

The Company confirmed the appointment of Mr Roy McKelvie as Independent, Non-Executive Chairman on 18 December 2024, who replaced Mr Hugh Bradlow. Mr McKelvie's experience both investing in and leading growth phase businesses will be crucial to RocketBoots as it enters a major scaling phase with large customer contracting decisions approaching.

Mr McKelvie is well placed to provide corporate and public markets support during the Company's next phase of international expansion, having over 25 years' experience in private equity and financial markets in the US, UK, continental Europe, Asia and Australia. He has worked and consulted to companies across multiple sectors including financial services, resources, retail, business services and FMCG.

Mr McKelvie is currently Chairman at WageSafe, Pathify Holdings Inc, Infocus Wealth Management and Encompass Corporation. Prior to this, he was CEO of Transfield Holdings, MD and CEO of Gresham Private Equity, and MD and Asian Head of Deutsche Bank Capital Partners. He was previously on the Board of ASX listed Broadspectrum until it was taken over by Spanish multinational Ferrovial.

He has a BSc in Production Engineering from the University of Strathclyde and an MBA from the University of Edinburgh Business School.

RocketBoots Board of Directors would like to express their deep gratitude to Mr Bradlow for his services to the Company and as founding Chair. The Board thanks him for his substantial contribution taking RocketBoots to this point as we approach a material growth phase.

### Successful Capital Raisings Completed

During the quarter, RocketBoots completed placements to raise \$1.5 million in total.

\$1 million at \$0.10 per share (before costs) was completed in a well-supported placement to new and existing sophisticated and professional investors.

10,000,000 fully paid ordinary shares were issued under the Company's existing ASX Listing Rule 7.1 and 7.1A capacity. These shares ranked pari passu with the Company's existing fully paid ordinary shares.

The placement issue price of \$0.10 per share represented:

- 20% discount to the closing price of ROC shares on 9 October 2024; and
- 1.8% discount to the 15-day volume weighted average price (VWAP).

As a part of the appointment of Mr Roy McKelvie, the new Chairman also led a second placement investing \$200k alongside other sophisticated investors raising \$500k (before costs). 5,882,352 fully paid ordinary shares were issued under the Company's existing ASX Listing Rule 7.1 capacity. These shares ranked pari passu with the Company's existing fully paid ordinary shares.

The placement issue price of \$0.085 per share represented:

- 2.3% discount to the closing price of ROC shares on Friday, 13 December 2024 (\$0.087); and
- 0.3% discount to the 15-day VWAP.

Funds will be utilised for general working capital purposes (including the costs of the Offer), which will support sales and customer initiatives with respect to executing the Company's international expansion strategy.

#### Appendix 4C

1. The cash balance at 31 December 2024 was \$534k.
2. Cash inflows were \$377k from existing customer contract extensions and new trial activations.
3. Cash outflows were inline with forecasts (including \$144k of one-off or single annual payments, such as legal fees associated with the capital raisings, insurance and advertising fees).

As per item 6.1 of the attached Appendix 4C, payments to related parties of the entity and their associates, **totals A\$78k, relate to fees and salaries paid to executive and non-executive Directors during the quarter.**

**This announcement has been authorised for release by the Board of RocketBoots Board.**

- Ends -

For more information:

**Joel Rappolt**

Chief Executive Officer

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### About RocketBoots

RocketBoots superpowers in-person service by using vision AI on video to drive operational improvement.

We enable some of the world's largest retailers & banks to run their stores & branches with less OpEx & loss while improving service, sales & loyalty.

RocketBoots unified loss prevention, customer experience and workforce management platform empowers customers to:

1. Prevent loss at SCO without adding needless friction
2. Identify & recover fraud & cash theft at registers
3. Reduce staffing OpEx with no impact on customer experience
4. Identify & stop excessive queueing to lift sales, loyalty & NPS

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## Appendix 4C

### Quarterly cash flow report for entities subject to Listing Rule 4.7B

Name of entity		
RocketBoots Limited		
ABN	Quarter ended ("current quarter")	
83 165 522 887	31 December 2024	
Consolidated statement of cash flows	Current quarter \$A'000	Year to date (6 months) \$A'000
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	377	728
1.2 Payments for		
(a) research and development	-	-
(b) product manufacturing and operating costs	(375)	(629)
(c) advertising and marketing	(69)	(87)
(d) leased assets	-	-
(e) staff costs	(462)	(1,177)
(f) administration and corporate costs	(180)	(356)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	-	-
1.5 Interest and other costs of finance paid	-	(7)
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	-	304
1.8 Other (provide details if material)	-	-
<b>1.9 Net cash from / (used in) operating activities</b>	<b>(709)</b>	<b>(1,224)</b>
<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire or for:		
(a) entities	-	-
(b) businesses	-	-
(c) property, plant and equipment	-	(1)
(d) investments	-	-
(e) intellectual property	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
	(f) other non-current assets	-	-
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	-	-
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>-</b>	<b>(1)</b>

<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	1,300	1,300
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	-
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(78)	(96)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	-	-
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>1,222</b>	<b>1,204</b>

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (6 months) \$A'000
<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of period	21	555
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(709)	(1,224)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	-	(1)
4.4	Net cash from / (used in) financing activities (item 3.10 above)	1,222	1,204
4.5	Effect of movement in exchange rates on cash held	-	-
<b>4.6</b>	<b>Cash and cash equivalents at end of period</b>	<b>534</b>	<b>534</b>

<b>5.</b>	Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts	Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	534	21
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other – Term Deposit <sup>1</sup>	-	-
<b>5.5</b>	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>534</b>	<b>21</b>

<b>6.</b>	Payments to related parties of the entity and their associates	Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	78
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-

*Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.*

7.	Financing facilities <i>Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	Total facility amount at quarter end \$A'000	Amount drawn at quarter end \$A'000
7.1	Loan facilities	-	-
7.2	Credit standby arrangements	-	-
7.3	Other (please specify)	-	-
7.4	<b>Total financing facilities</b>		-
7.5	<b>Unused financing facilities available at quarter end</b>		-
7.6	Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		

8.	Estimated cash available for future operating activities	\$A'000
8.1	Net cash from / (used in) operating activities (item 1.9)	(709)
8.2	Cash and cash equivalents at quarter end (item 4.6)	534
8.3	Unused finance facilities available at quarter end (item 7.5)	-
8.4	Total available funding (item 8.2 + item 8.3)	534
8.5	<b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>	0.75
	<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6	If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1	Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
	Answer: The entity expects to improve its net operating cash flows by receiving cash renewals of existing contracts in the next quarter as well as decisions on roll-out contacts, which are currently being negotiated following a period of trial. Furthermore specifically, the entity expects to begin receiving revenue for its recently announced \$1.8m contract win in the UK shortly <a href="https://cdn-api.markitdigital.com/apiman-gateway/ASX/asx-research/1.0/file/2924-02853023-2A1548619">https://cdn-api.markitdigital.com/apiman-gateway/ASX/asx-research/1.0/file/2924-02853023-2A1548619</a>	
8.6.2	Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
	Answer: The entity does not currently propose to raise further capital and additionally to its recent announcement (below) the Company expects a further \$200k investment from its Chairman post shareholder approval at the Company's EGM in very early March as part of the recent capital raising announcement <a href="https://cdn-api.markitdigital.com/apiman-gateway/ASX/asx-research/1.0/file/2924-02896471-2A1569322">https://cdn-api.markitdigital.com/apiman-gateway/ASX/asx-research/1.0/file/2924-02896471-2A1569322</a>	



8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?

Answer: Yes, the entity believes it has cash to meet business objectives as outlined above

Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.

## Compliance statement

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: 31 January 2025

Authorised by: By the Board  
(Name of body or officer authorising release – see note 4)

## Notes

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.