42'8" Pole Tip

15 kV Insulator



**IKE Investor Presentation** 

# The Pole OS<sup>TM</sup> Company

40'6" XARM 8'

Glenn Milnes, CEO glenn.milnes@ikegps.com August 2021

// Confidential

#### IKE, at a Glance





You collect pole data in the field then measure and manage in the cloud.



#### Analyze Pole Data

Analyze pole data using IKE Office Pro, IK Analyze, IKE Structural and IKE Insight



6M Guy Wire

#### Increase Efficiency & Revenue

Speed construction, make safer networks, and keep stakeholders happy.





## Important Notice & Disclosure

#### Disclaimer

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This presentation has been authorised for release to NZX and ASX by the Company's Board of Directors.







# Introduction to IKE, the Pole OS™ Company

ikeGPS ("IKE") is an innovative developer of technology solutions used for the collection, analysis, and management of electric utilities and communications networks attaching to distribution power poles in North America

- The company has approximately 63 FTE staff today and is headquartered in Colorado, USA
- Its solutions enable electric utilities and communications companies (power, fiber, 5G, phone) to assess and deploy their networks more quickly, cost efficiently, and safely
- IKE has a tier-1 client base including AT&T, Crown Castle, Duke Energy and Exelon Group among >290 enterprise customers in North America
- IKE has a Board and executive team with deep industry experience

# Products that are experiencing organic growth and utilization in the U.S. market

- IKE speeds up the assessment and construction process for network deployments
- IKE products drive customer productivity via less engineering time in the back office and in the field, and with increased quality and safety
- IKE is targeting to take advantage of an expected investment super-cycle of >\$350b investment into fiber network and 5G deployment across the U.S. over the coming 5+ years
- IKE has "first mover advantage" and network effect potential from these large and high-profile tier-1 infrastructure customers

# Attractive revenue model, high gross margins, recurring revenues, and significant operating leverage

- Annual subscription revenue comes from customer access to IKE software (cloud and field software) with high gross margins
- Transaction revenue comes from poles being processed or analyzed using IKE's cloud software platform (charged per pole) with high gross margins
- Upfront revenue comes from IKE field tools and other services (used for capturing pole asset information in the field)
- IKE operates a direct B2B sales and delivery model, currently with 19 sales and delivery related staff
- Customers capture their own data using IKE or other technology - to be sent to the IKE Cloud = low fixed cost base and a scalable front end





# Executive summary

# Strong performance across key metrics in Q1 FY22

- Q1 FY22 Revenue of NZ\$2.6m (+12% on pcp and +30% on a constant currency basis as NZD:USD fx rate shifted from c \$0.60 to c \$0.70).
- Recurring subscription and transactional revenues now comprise approximately 78% of total revenue.
- Q1 FY22 was a record quarter for new contracts closed, at approximately \$6.1m.
   This followed \$5.4m in new contracts won in the quarter to March 2021, translating to new contracts won in the past six month to June 2021 of approximately \$11.5m (against full year revenue of \$9.3m to March 2021)
- Strong gross margins of approximately 68%
- Strong balance sheet with net cash and receivables position of NZ\$11.2m.

#### **Outlook Commentary**

IKE considers that it has emerged in 2021 in the strongest position it has ever been – in terms of talent, an extended product portfolio that allows more value to be delivered to customers across new pole market segments, balance sheet strength, sales run rates and sales pipeline.

Contract wins Q1 FY22 increased >300% on pcp, underpinning confidence in growth for the year ahead, expected to be driven by:

- Increased utilization of the IKE Office Solution by existing customers.
- Additive revenue from the new Al-based IKE Insight solution.
- Targeted customer expansion and new customer wins from a developed sales pipeline.
- Targeted addition of new modules to our platform to drive ARPU – via both internal development and potential acquisition.

#### **Capital raising**

IKE is seeking to raise up to approximately A\$21.3m at A\$0.95 per share comprising:

- A placement of A\$18.3m to new and existing investors under the Company's 15% placement capacity; and
- A Share Purchase Plan expected to raise approximately AS3m

Funds raised will be used to:

- Increase in targeted sales, support, software engineering, and implementation teams due to significant recent customer wins, and targeted future wins
- Provide funding capacity for potential growth opportunities including acquisitions



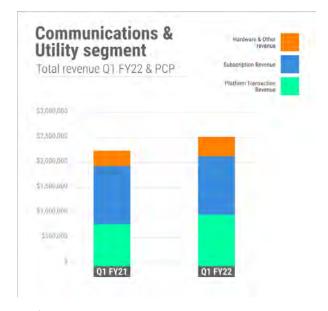


# Key metrics Q1 FY22 performance



#### Takeaway:

>300% growth in new contracts won against pcp provides confidence around the potential for substantial revenue growth in the year ahead.



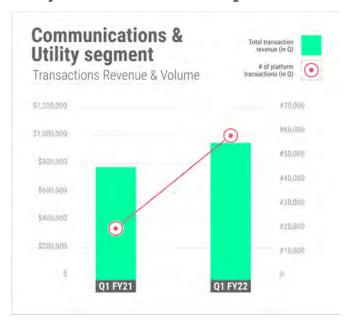
#### Takeaway:

Recurring subscription and transaction revenues have continued to grow in absolute and relative terms (shown by the Green and Blue segments in the chart). Q1 FY22 growth was +12% on pcp and +30% on a constant currency basis as NZD:USD fx rate shifted from c \$0.60 to c \$0.70.





# Key metrics Q1 FY22 performance



#### Takeaway:

Transaction revenue is expected to be the major growth engine for IKE. Approximately 190% higher transaction volume and 23% higher transaction revenue reflects continuing success in shifting to this business model.



#### Takeaway:

Subscription customers also provide the foundation to expand inside existing accounts.



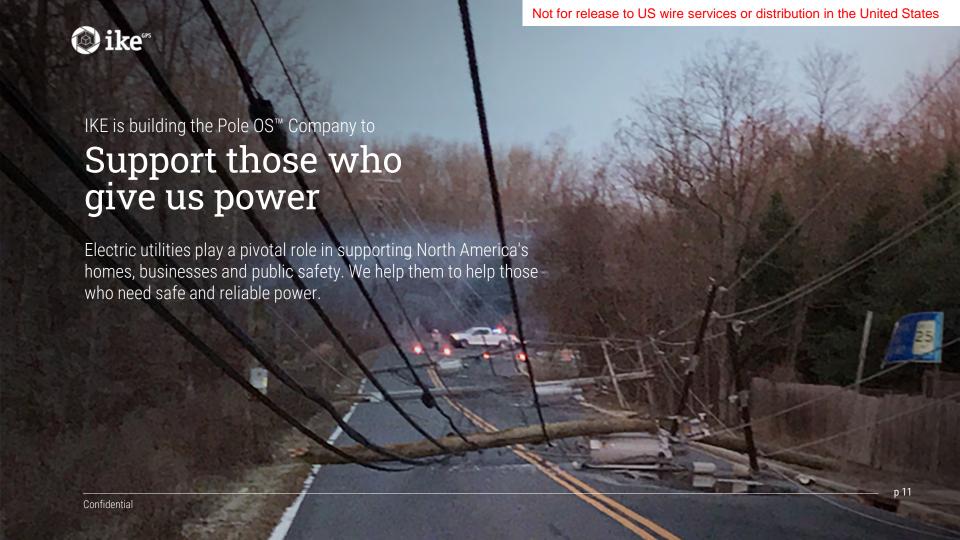


# Key metrics Q1 FY22 performance

Transaction revenue, based on platform usage, is expected to be a core growth driver.

	Q1 FY22	PCP (Q1 FY21)	% Change
Platform Transactions			
# of billable transactions	58k	20k	+190%
Platform transaction revenue	\$0.95m	\$0.77m	+23%
Gross Margin	\$0.50m	\$0.37m	+35%
Gross Margin %	52%	48%	
Platform Subscriptions			
# of enterprise customers	299	270	+11%
Platform subscription revenue	\$1,2m	\$1.1m	+9%
Gross Margin	\$1.1m	\$1.0m	+9%
Gross Margin %	92%	92%	
Hardware & Other			
Hardware & Other revenue	\$0.47m	\$0.40m	+18%
Gross Margin	\$0.22m	\$0.14m	+57%
Gross Margin %	45%	35%	





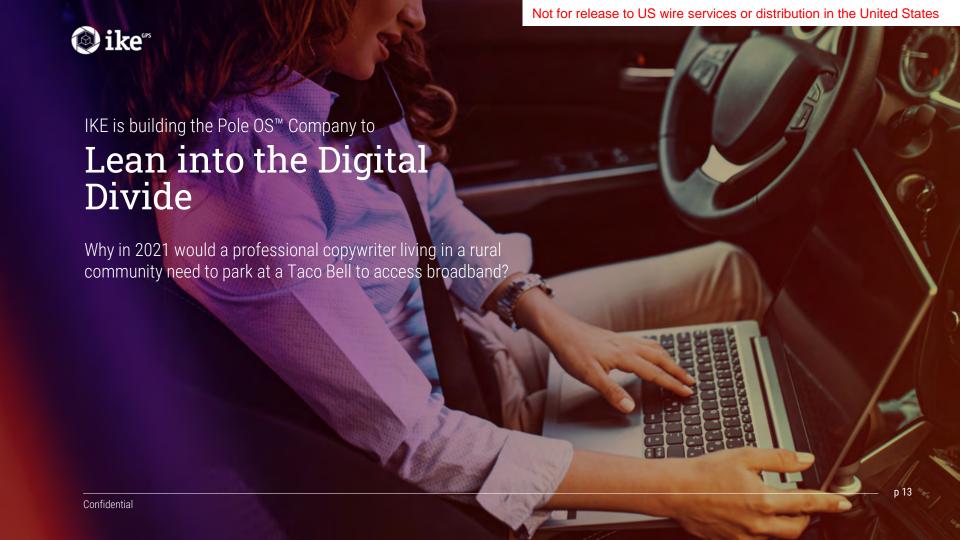


Electric Utility Market macro

# A large market opportunity across the U.S. electric utilities segment

- > 3,200 electric utilities across the U.S. facing common challenges.
  - > 220M distribution poles in North America.
    Requiring constant and repeating assessment, design and management to avoid:
    outages from aging infrastructure, potential catastrophic consequences, increased O&M
    costs, environmental clean-up costs, significant legal liability, and to meet regulatory and
    engineering code compliance.
- > 1,000 Engineering Service Providers serving these network owners.

IKE materially improves the engineering design and maintenance process.





Communications Market Macro

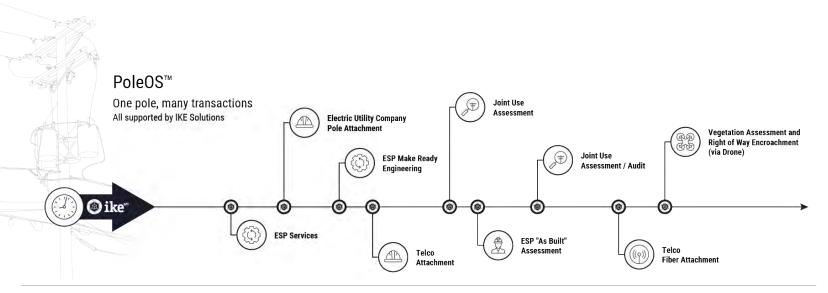
# Addressing a large market opportunity across the U.S. Communications segment

- >\$300B expected investment into fiber network development in the U.S over next 5+ years.
- >\$50B expected investment into 5G network development in the U.S. over the next 5+ years
- >\$50B expected investment into rural broadband development
- >200 Communications companies competing to build a networks and win underlying customers
- >1,000 engineering service providers supporting network development

IKE dramatically speeds up aspects of the network assessment and deployment process.



# A perpetual requirement to assess and engineer distribution poles And the requirement to seek solutions to drive efficiency, such as IKE's Pole OS™







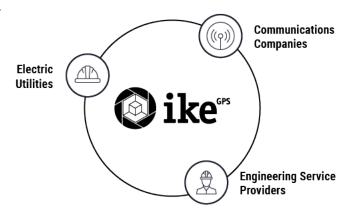


# An opportunity to leverage network effects

#### Electric Utilities in the U.S. market

- > 220M distribution power poles in the U.S.
- Network owners are mandated to share their distribution poles for 'joint use' for items such as fibre deployments
- Facing increased regulatory scrutiny
- Facing high legal liability risk for network failures
- An ageing workforce
- Aging infrastructure risks
- Natural monopolies who share best practice across the industry

Seeking trusted partners & solutions to help deliver safe & reliable power & projects



#### Communications groups in the U.S. market

- >200 communications companies in a race to build their network first
- A nationwide roll out of fibre both urban and rural, and with and estimated 5-7 years to run in this investment super-cycle
- >800,000 5G small-cell sites to be engineered and built. Much of it attaching to poles.

Seeking trusted partners with deep domain expertise, and new technology, that can help to get their network deployed faster

#### **Engineering Service Providers (ESP's)**

- >1,000 ESP's supporting these network owners
- Tend to work across multiple asset owners

Seeking solutions to extend their margins (typically thin) and to meet the quality or standards requirements of the asset owner





# IKE is partnering with the largest communications & utility companies in the U.S.

IKE currently has approximately 299 enterprise subscription customers across North America.

Growth is expected from expanding inside these existing infrastructure customers, and from winning new accounts.....





## IKE is building The Pole OS™ Company for the North American market

A trusted platform of four Solutions, delivering compelling productivity and intelligence into distribution network businesses & projects



#### **IKE Office Solution**

#### Revenue model

Platform Subscription plus, Transaction fees for assets processed plus, Upfront hardware revenue



IKE Structural Solution
Revenue model

Platform Subscription & Maintenance



# IKE Insight Solution Revenue model

Transaction fee per insight processed (can be multiple insights per asset)



### IKE Analyze Solution

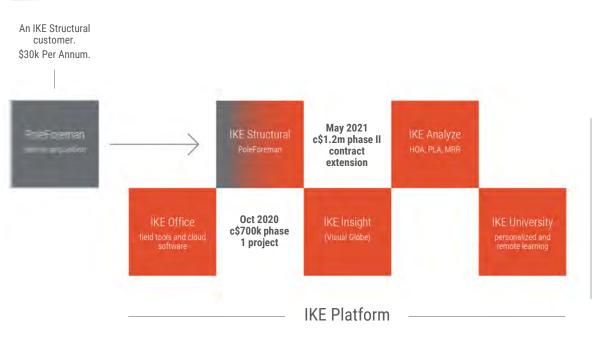
#### Revenue model

Transaction fee for each asset processed on the platform



# Example customer upsell opportunities across the IKE Solution Ecosystem

Fortune-100 Electric Utility Group



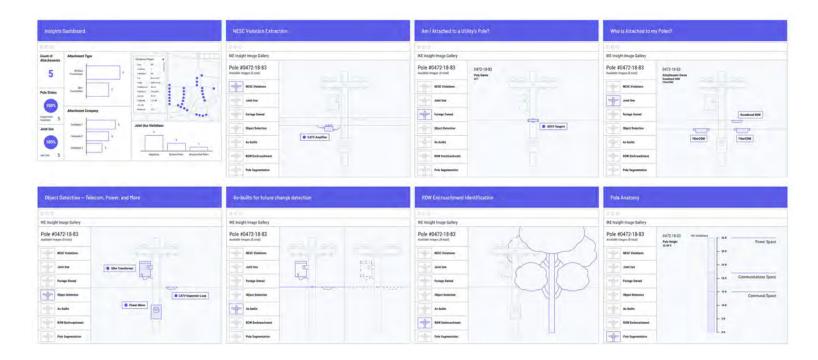
#### Cross-sell, upshot

- In FY22 IKE is processing approximately 350k poles for one application for this customer
- There are >1.3m poles within this one entity
- There are five similar entities within this Fortune 100 Electric Utility Group. All currently use IKE Structural
- The ESP that is assisting this specific asset owner, has now introduced IKE into a IOU Electric Utility group to support a separate, large five-year program.



# New addressable market segments via AI acquisition, called IKE Insight

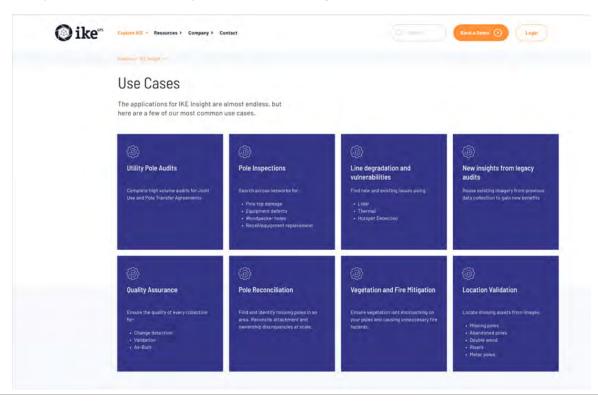
Bulk data processing using Al built for poles. A low-code Al and Machine Learning engine to gain pole insights, at scale





# New addressable market segments via AI acquisition, call IKE Insight

Multiple new use cases to expand inside of existing customers



Rolling 12 Quarter Execution Plan



# IKE's M&A strategy, and track record, is tied to its strategic swim lanes

Creating differentiation and competitive advantage as The Pole OS™ Company

- Swimlane #1: Excellence in field data collection technologies and products as relate to distribution assets
- + Swimlane #2: Excellence in software technology and products for the analysis and management of distribution assets
- Swimlane #3: Customer Experience excellence as relates to delivering distribution asset products and projects







# A Board with deep industry experience

#### Board of Directors

#### Rick Christie / (MSc (Hons) Chemistry)

Chairman and Independent Director

Rick Christie is the former Chairman of Ebos Group, where he was Chair through much of its growth to become a >\$3B business today. He has experience on a number of other major boards, including TVNZ. Rick was previously CEO of investment company Rangatira Ltd and had 20 years' executive management experience in the international oil & gas industry.

#### Eileen Healy (BS Electrical Engineering)

Independent Director (recent appointment)

Serial entrepreneur of two high-tech startups addressing the U.S. communications market including Healy & Co, the provides outsourced engineering to the U.S. utility market. Customers include AT&T Mobility, T-Mobile, Vodafone, Verizon Wireless, Frontier Communications, and FirstNet.

#### Mark Ratcliffe

Independent Director

Mark joined IKE most recently from Chorus, where he was its CEO leading the deployment of New Zealand's national fiber network. Prior to Chorus Mark was CIO and COO of Spark (formerly Telecom NZ). His other governance roles include as non-executive director of 2Degrees Mobile and as Chairman of First Gas.

#### Glenn Milnes (MBA (Dist.), BSc (Hons), BPhed)

CEO & Managing Director

Glenn Milnes is the CEO and managing director at ikeGPS, where he is accountable for the company's overall strategy, performance, and growth. Prior to leading ikeGPS, Glenn previously held senior executive, strategy and corporate development positions in the Communications industry with Cable & Wireless International, and with No. 8 Ventures.

#### Alex Knowles

Director

Alex has investing and operating experience with international companies in the information technology and transportation industries. Based in Los Angeles, He was formerly Chief Operating Officer of the largest international freight forwarder and small parcel consolidator in the U.S.

#### Fred Lax / (MSEE and BSEE)

Independent Director

Fred Lax is an executive leader with extensive global experience in the telecommunications industry and related technologies. Based in California, he is a former director of NASDAQ listed Ikanos Communications Inc. (acquired by Qualcomm Atheros), and former Chief Executive Officer and President of NASDAQ listed Tekelec Inc.



# A direct sales, delivery, and customer experience model

Meet some of the IKE team. Pole experts, headquartered in Colorado, USA









# Capital raising details

IKE is raising up to approximately A\$18.3m via a Placement, with a Share Purchase Plan of approximately \$3m to follow

Placement	<ul> <li>Institutional Placement of New Shares to raise up to approximately A\$18.3m</li> <li>Up to approximately 19.3m New Shares to be issued under the 15% Placement capacity</li> </ul>
Pricing	<ul> <li>The offer price of A\$0.95 per share ("Offer Price") represents a discount of:</li> <li>14.4% to the last close on ASX of A\$1.11 on Friday 6 August 2021; and</li> <li>a discount of 13.0% to the 5-day VWAP of A\$1.109 up to and including 6 August 2021</li> </ul>
Share Purchase Plan	<ul> <li>IKE intends to offer eligible shareholders an opportunity to subscribe for up to NZ\$15,000 of new Shares under a Share Purchase Plan ("SPP") at a price per Share equal to the Offer Price</li> <li>The SPP is expected to raise approximately A\$3 million, with the ability to accept higher levels</li> </ul>
Ranking	New Shares issued under the Placement will rank pari passu with existing Shares from their date of issue
Lead Manager, Bookrunner and Underwriter	Bell Potter Securities Limited





# Use of funds & pro-forma balance sheet

- IKE will have pro-forma net cash of approximately A\$27m after completion of the Offer
- Funds raised will be used to increase sales, support, and implementation teams due to significant recent customer wins, and potential future wins being targeted
- Funds raised will provide balance sheet flexibility to execute on potential acquisition opportunities, subject to the EV of the target

Use of funds	
Increase of sales and implementation teams	Up to A\$4m
Funding for potential acquisition opportunities	Up to A\$12m
Working capital	A\$4.0m
Approximate costs of the Offer	A\$1.3m
Total	A\$21.3m





# Timetable

Event	Date (AEST)
Trading halt	Monday, 9 August
Record Date for SPP	7.00pm Tuesday, 10 August
Placement announced and Shares resume trading	Wednesday, 11 August
SPP opening date	Monday, 16 August
Settlement of Placement Shares	Wednesday, 18 August
Allotment and normal trading of Placement Shares	Wednesday, 1 September
SPP closing date	Thursday 26, August



# Key Risks

This section describes the key risks that IKE has identified in connection with the equity raise. IKE considers it important that these key risks, and their potential effect on the future operating and financial performance of IKE and IKE's share price, are specifically highlighted to investors in the context of the equity raise. Like any investment, there are risks associated with an investment in IKE shares. This section does not (and does not purport to) identify all of the risks related to the future operating and financial performance of IKE, an investment in IKE shares, the equity raise, or general market, industry, regulatory or legal risks. Some risks may be unknown and other risks, currently considered to be immaterial, could turn out to be material.

Investors should be aware that Covid-19, its effect on the global economy and the actions taken in response by governments, including restrictions on international and domestic movement, and the effects on the domestic and global economy, may have a material adverse effect on IKE, its financial performance and share price. It is not currently clear when and to what extent these effects might abate. There may also be further adverse impacts as Covid-19 continues to affect the world. IKE will continue to respond to the challenges facing it based on the best information available to it at the time, but there is no certainty as to the severity or likelihood of such impacts arising, nor whether any response by IKE will be effective or can be taken.

In light of the Covid-19 pandemic, extra care should be taken when assessing the risks associated with investment. The changing Covid-19 situation is bringing unprecedented challenges to global financial markets, and the economy as a whole. Capital markets have seen equity securities suffer from spikes in volatility and significant price decline.

Before deciding whether to invest in IKE shares, you must make your own assessment of the risks associated with the investment, including the inherent risks from investing in shares and the uncertainties due to the impact of Covid-19 noted above, and consider whether such an investment is suitable for you having regard to all other publicly available information, your personal circumstances and following consultation with your financial and other professional advisers.





# Key Risks

	IKE's market experienced a substantial slow-down in activity in March and through April 2020 and then October 2020 through January 2021 due to the uncertainty created by COVID-19. IKE expects its customers and their operations to be less impacted than many other industries in the medium term but there is no guarantee that COVID-19 will not adversely affect activity by IKE customers and potential customers, which may adversely affect IKE's operational financial performance.
Effect on operations	Despite the availability of the vaccine, the U.S. may continue to be significantly affected by the COVID-19 pandemic. IKE's primary operations and business premises are in the US. Any shelter-at-home type orders across the U.S. continue to exempt companies deemed "Critical Businesses" that include IKE. However, there is no guarantee that restrictions on IKE's operations and premises arising as a result of COVID-19 will not adversely IKE's financial and operational performance in the future.
Access to capital	IKE considers that the IKE group has sufficient access to capital. However, if the impacts of COVID-19 result in more adverse outcomes for IKE than currently expected, there is a risk that IKE may have insufficient capital to meet its financial and operational requirements. In that scenario, IKE would likely look to access additional equity, or take other measures, to address its expected financial requirements. Taking such steps could have a further adverse effect on IKE's financial performance, and the performance of IKE's share price.
9	IKE's business strategy involves it continuing to seek growth opportunities, either through its existing operating businesses or direct growth opportunities. The capital raise is designed to position IKE to access these opportunities. However, market volatility would exacerbate the risks in respect of executing on growth opportunities, including conducting due diligence, managing regulatory consents, reaching agreement on valuations and integrating growth opportunities into existing businesses. Growth opportunities may also be more challenging to execute within normal timeframes and normal budgets in the current environment.



# Thanks...

Dedicated to Serving
Communications
Companies, Electric Utilities, and
Engineering Service Providers.

#### Who are focused on:

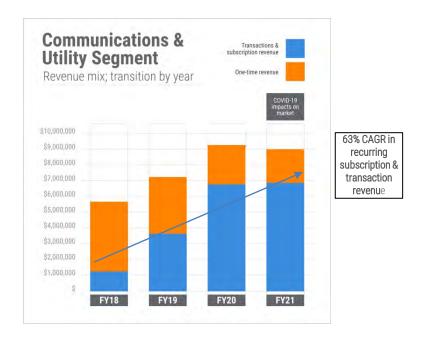
- Faster network deployments.
- Improving network and data quality.
- Keeping crews out of harm's way.
- Meeting the demands of regulators.

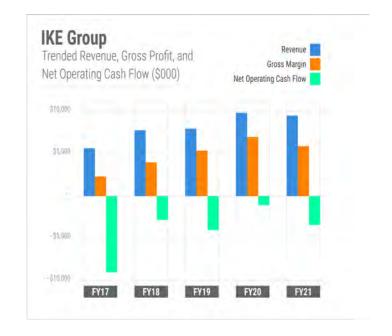




### Overall financial momentum

IKE's revenue mix has shifted materially, with increasing levels of revenue expected from recurring subscription and transaction sources in FY22 (shown by the blue bar in the chart). This is an important and continuing trend in terms of increasing revenue quality and predictability to underpin growth.







# FY21 Year in Review.

- + Far-reaching impacts of COVID-19 across North America in calendar 2020. A period of challenge and high uncertainty for our business and our customers.
- + IKE adopted a 'front foot' plan throughout the pandemic.
- + Important strategic objectives were executed by IKE through the 2020 calendar year, including a key acquisition.
- + Enabling IKE to now bounce forward as our market and our customers have come back strongly since January 2021.
- + Our view is that IKE has emerged in 2021 in the strongest position it has ever been in terms talent, an extended product portfolio that allows more value to be delivered to customers across new pole market segments, balance sheet strength, sales performance run rates and sales pipeline.
- + We are excited about the growth potential for FY22.





# FY21 Results Highlights (unaudited)

- + Total recognized revenue in the year of approximately \$9.3m (pcp of \$9.8m).
  - + Approximately flat revenue from the core Communications & Electric Utility segment at approximately \$9.0m reflecting a solid outcome in the context of Q1 and Q3 periods being disrupted by COVID-19 impacts on customers and associated pole projects across North America.
- + Key metrics within Operating Revenue
  - + \$4.6m of subscription revenue.
  - + 284 enterprise subscription customers.
  - + \$2.3m of transaction revenue.
  - + 53,000 billed pole transactions.
- + Gross margin of approximately \$5.9m (PCP of \$6.9) with a gross margin percentage of approximately 64% (PCP of 71%).
- + Net cash flow from operating activites of approximately (\$3.5m) against PCP of (\$1.1m).
- + Operating loss after tax for the year of approximately (\$7.5m) against PCP operating loss of (\$6.1m).





# FY21 Results Highlights cont.

- + Transition to the Platform Subscription plus Transaction business model was continued in FY21.
  - + Approximately 75% of FY21 revenue was generated from recurring subscription or transaction sources.
- + IKE's focus remains on two large markets, specifically speeding the assessment and construction process in the Communications and Electric Utilities segment in North America.
  - + Market timing is optimal.
- + Multiple new customer proof points.
  - + With account acceleration opportunities.
- + Strong operating momentum since January through June 2021.
  - + New contract wins of approximately \$11.5m. Momentum across sales pipeline, brand, customer experience, and process efficiencies.
  - + The right people.
    - + Leadership, pole expertise, and governance in place to lead our niche.









# Photo-Verifiable Accuracy via the IKE Platform

Many utilities have little visibility as to the condition of poles in the field.

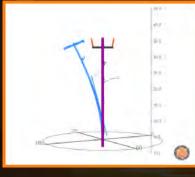


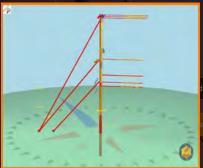
Pole Loading Structural integrity Clearance Analysis **NESC** compliance



# Pole Loading Analysis

IKE's PoleForeman product is one of four accepted standards for pole analysis as used by the owners of power poles in the U.S.









# **Enabling Faster Permitting**

Speed of network deployment is the most crucial aspect to customers investing in 5G or Fiber network construction. Our automated Attachment Permit Applications eliminate manual input errors & dramatically speed time to approval.

