

Annual General Meeting - MOBOTIX AG

10th May 2024



BeyondHumanVision

MOBOTIX

WELCOME



Shareholders



Supervisory Board



Guests



Chairman of the AGM

Review of Fiscal Year 2022/2023

Thomas Lausten, CEO



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MOBOTIX – Who We Are and Global Reach

1999

Established

2007

IPO

287 MOBOTIX

25 VAXTOR

Colleagues

Management Board:

Thomas Lausten (CEO)
Klaus Kiener (CFO)
Christian Cabirol (CTO)
Philippos Antoniou (CSMO)

Supervisory Board:

Toshiya Eguchi
Olaf Lorenz
Koji Ozeki



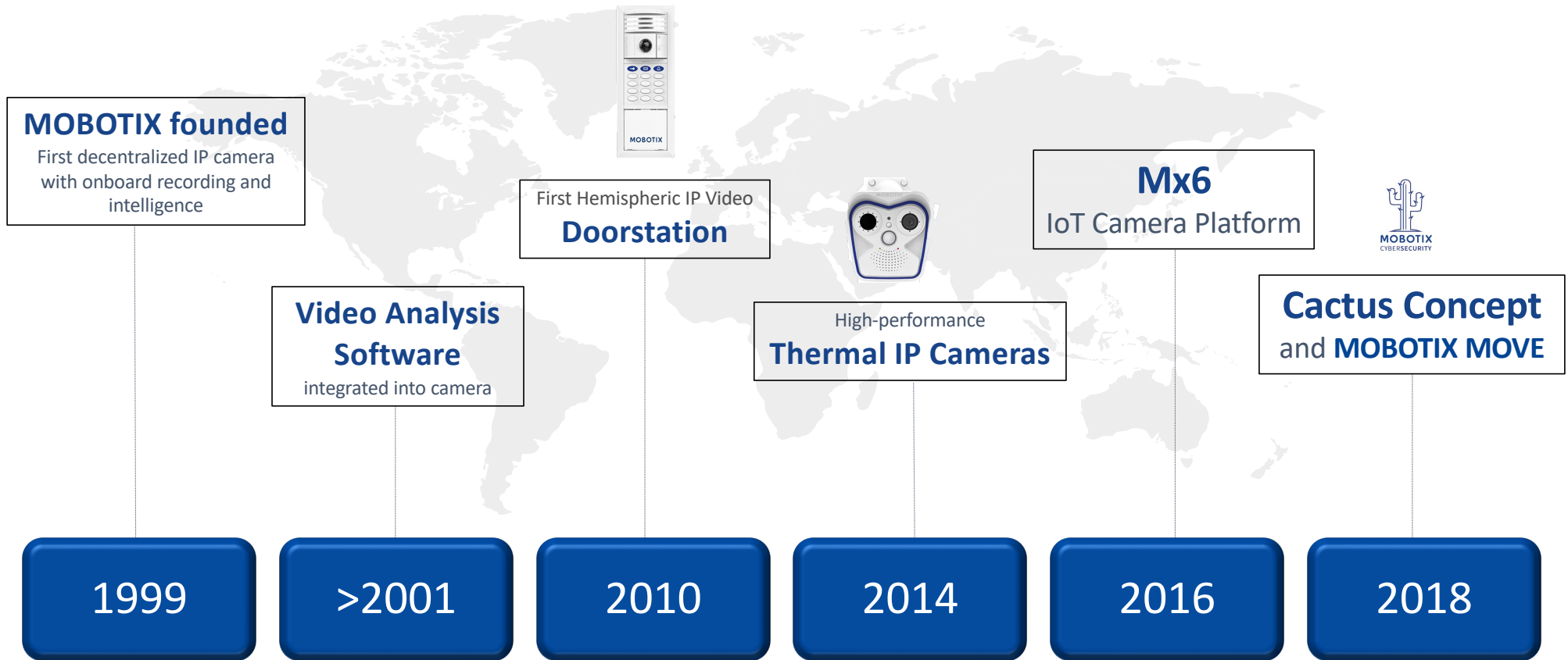
We Create Innovative Solutions Beyond Human Vision



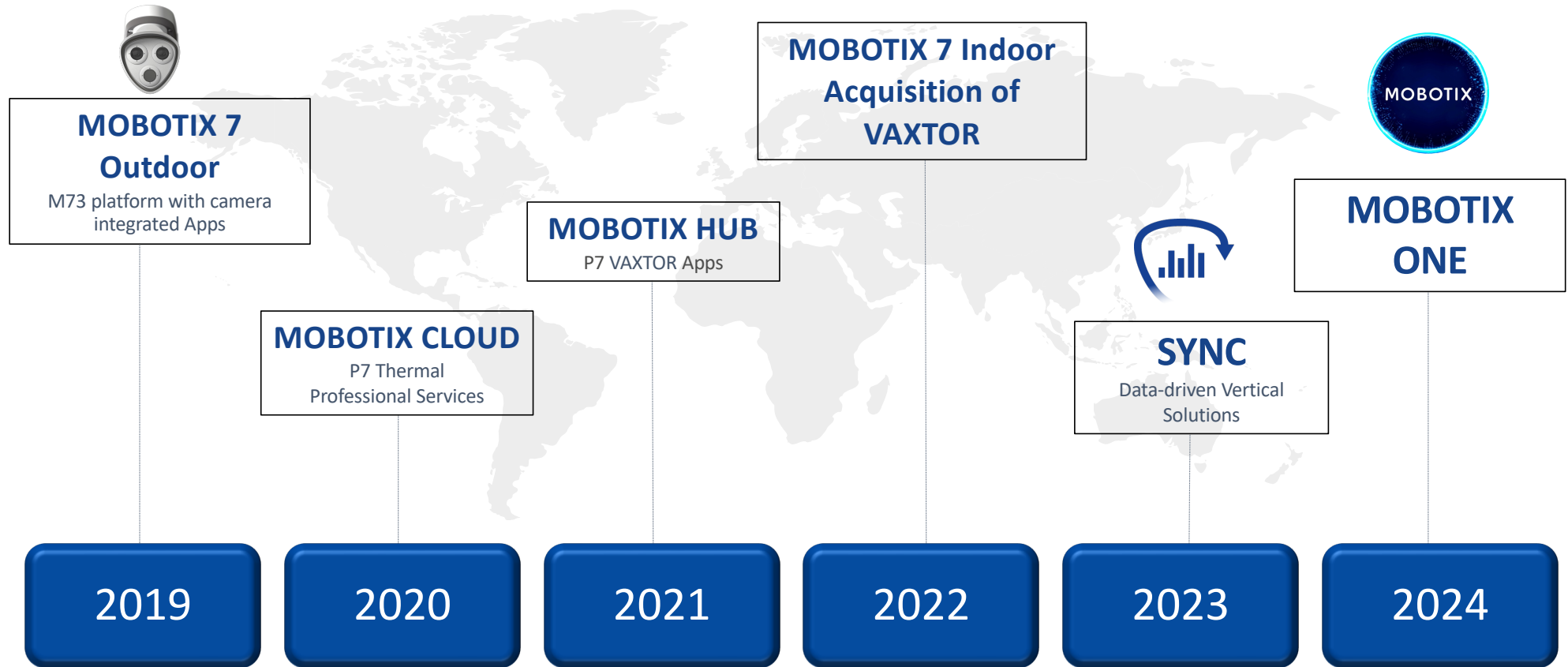
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MOBOTIX – From Product Manufacturer to **Offering Full Solutions**



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Vision and Mid-Term Plan

Thomas Lausten, CEO



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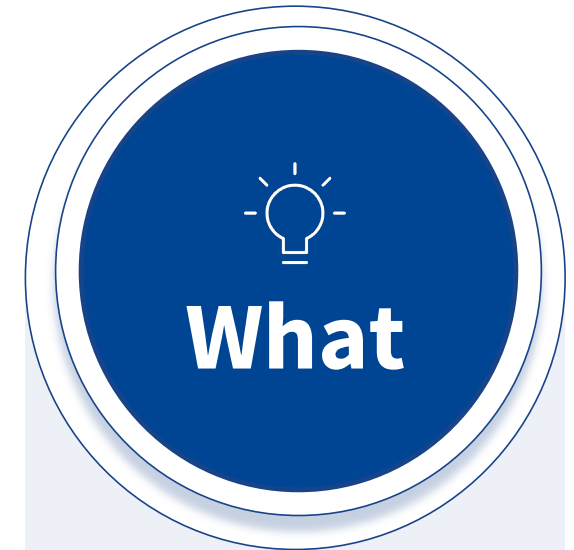
Why

We create innovative solutions
Beyond Human Vision



How

By focusing on **selected vertical applications** where we can provide added value and return on investment for customers, e.g. healthcare and industry



What

Develop solutions based on **German quality** and own hardware/software integrated and developed with key technology partners



With the launch of the new **MOBOTIX ONE** video platform, MOBOTIX will focus on our **core competencies** based on de-centralized architecture, hardware quality, cyber security, fire protection solutions and integrations with technology solution partners



We will in parallel invest in **scalability of VAXTOR software solutions and growth of VAXTOR AI technology** based on the achieved results past years and months leading to **further synergies** with MOBOTIX core business



MOBOTIX will meet the **increasing competition** in the global mass market for video technology by focusing on selective, sensitive and critical infrastructures and vertical applications which can be applied across multiple opportunities, which could be described as niche markets, but with **significant market potential** with a higher value proposition for **increased return on investment**



The focus will be on **healthcare, industry utilities, the public sector and transportation**




The Real Strength of MOBOTIX – our Colleagues



 **MOBOTIX family culture**
United by a shared mission which is part of everyone's thinking. Strong values, solid DNA.

 **At the core of MOBOTIX**
Innovating and re-inventing at individual and company level.

 **Respect**
Diversity (colleagues from 15 countries) and inclusion. One for all, all for one.

15 colleagues with more than **20** years at MX
129 colleagues with more than **10** years at MX

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Product Strategy

Christian Cabirol, CTO



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August 23



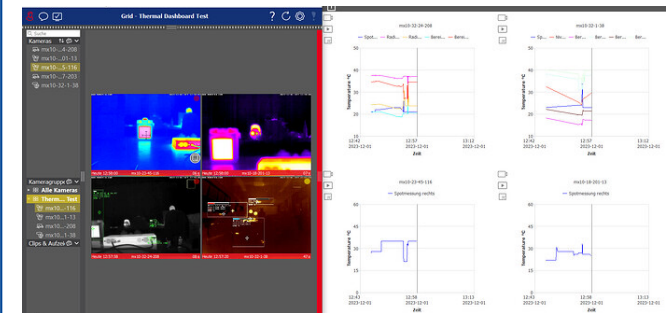
- MOBOTIX MOVE Vandal Multisensor Camera 4x5MP
- MOBOTIX MOVE PTZ SpeedDome Cameras
- VMS Updates (MOBOTIX HUB, LIVE App, CLOUD)

October 23

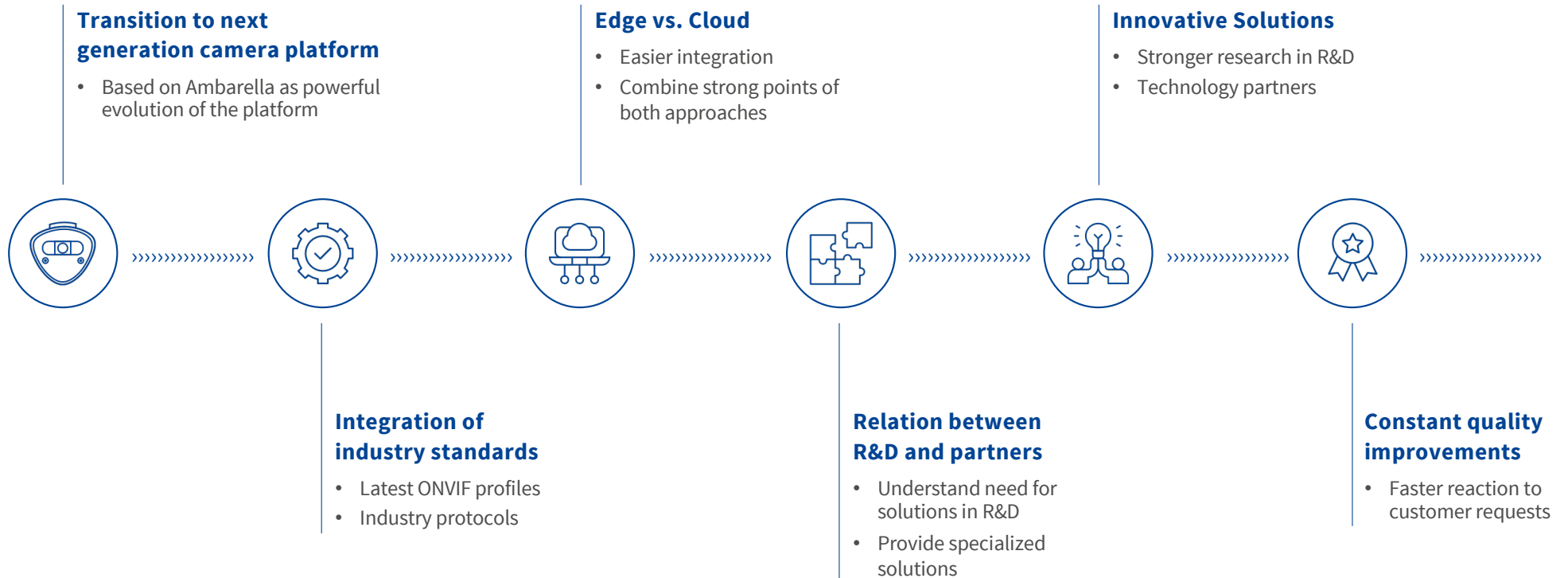


- MOBOTIX c71 NurseAssist - powered by Kepler Vision Technologies
- MOBOTIX MOVE Vandal Multisensor PTZ Combo 20+2MP
- MOBOTIX CLOUD Updates
- Milestone XProtect Plug-Ins
- MOBOTIX NAS Updates
- MOBOTIX 7 Firmware and App Updates, MOVE Software Updates

January 24



- MOBOTIX ManagementCenter 2.8 with Thermal Dashboard PlugIn
- MOBOTIX MOVE Vandal Turret Cameras 2MP & 5MP
- MOBOTIX c71 NurseAssist: Integration in MOBOTIX HUB
- Software Updates: MOBOTIX HUB 2023 R3 and MOBOTIX SYNC
- MOBOTIX 7 Firmware Update incl. Irisity Anonymization App
- MOBOTIX MOVE NVR 8/16 with doubled RAM

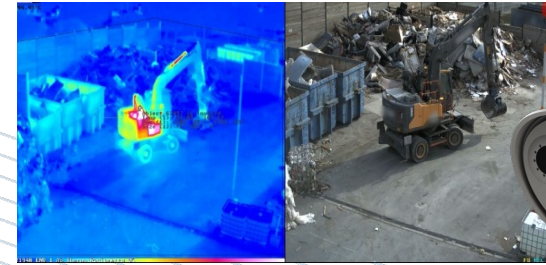


Vertical Solutions Strategy

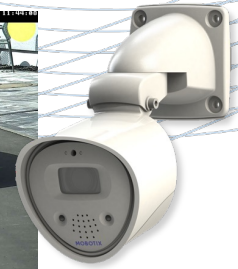
- German engineering and production for IoT cameras for vertical applications
- Technology partnerships for complimentary camera lines from other camera manufacturers
- Camera hardware optimized for vertical applications
- Enhance ease of use for focus vertical applications
- Bundle for vertical application with additional software licenses
- Focus internal app development on thermal applications
- VAXTOR solutions for traffic



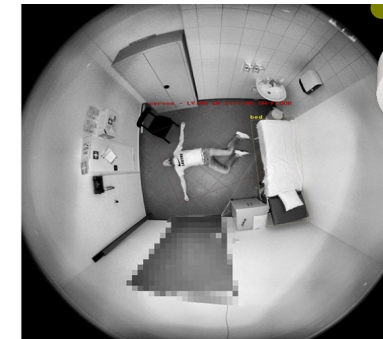
Thermal



Traffic



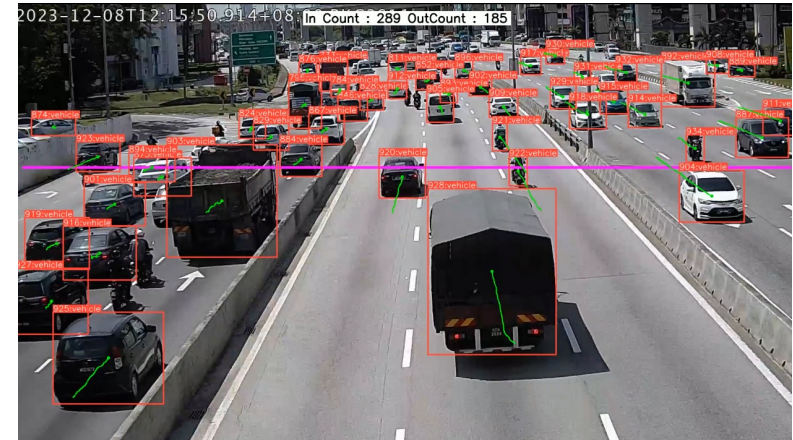
Health Care



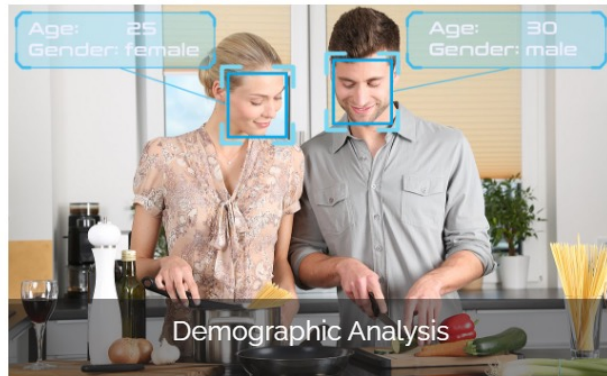
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Success and Growth of VAXTOR – Increased Investments Planned

- Acquisition of VAXTOR Technologies in 2022
- VAXTOR becoming a leading player in AI technology
- AI and deep learning-based Apps are main parts of the MOBOTIX future earnings drivers



AGE & GENDER RECOGNITION



Sales and Marketing Strategy

Philippos Antoniou, CSMO



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German-made Quality



Real Distributed Architecture without single point of failure



Connected Technology



Cybersecurity



Scalable Feature Set for future proofing solutions



Leading Fire Protection Solution



Leading Healthcare Solution

Different by Choice BY 2023/24

Provide information through video not just images and recordings

Multiple use cameras with optical, thermal and environmental views

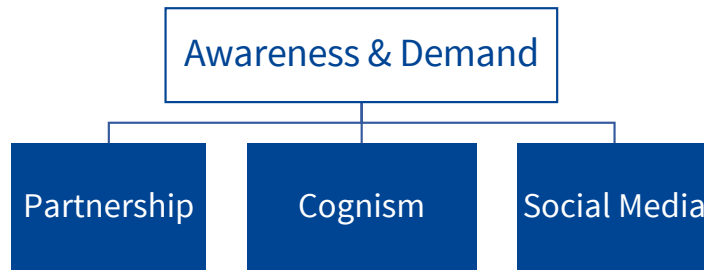
Market Trends and Changes from today



Information analyzed with smart interfaces, Apps and using edge, server and appliances-based installations

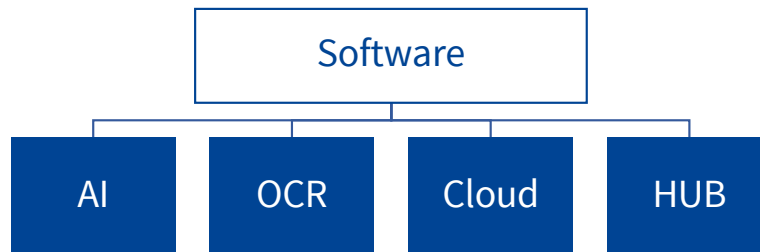
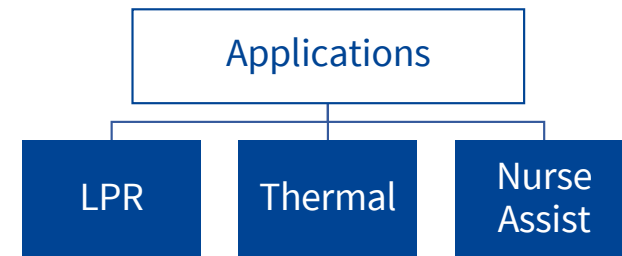


Marketing, Message & Focus

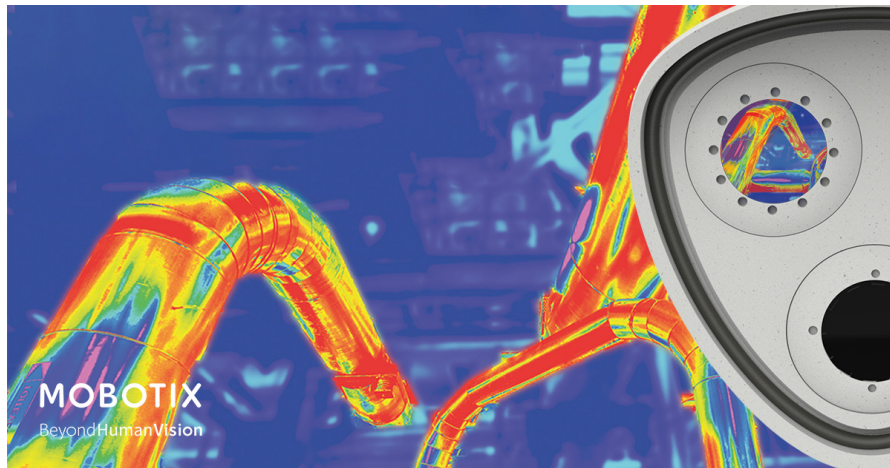


Use partner events and exhibitions as well as Cognism, the real time lead and project platform, to generate new opportunities

Provide application designed solutions for new markets based on MOBOTIX core strengths and unique selling points



Software solutions positioned into applications within the MOBOTIX channel and increased VAXTOR positioned opportunities





**Trusted Quality
Made in Germany**



Applus⁺



TAA Compliant



End User Awareness in DACH & International BY 2023/24



National Roadshows

8

Partner Events

7

Exhibitions

12



Roadshows

17

Partner Events

6

Exhibitions

16



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