



Melbourne designed and built,
monitored smart cameras, replacing
traditional alarm systems for an
All Australian Security Solution.



INTELLIGENT
MONITORING GROUP

ASX: IMB

Investor Presentation

April 2022

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IMG Overview

Australia's largest independent security monitoring provider with >70,000 connections

- Intelligent Monitoring Group ("IMG") provides **monitored security and IOT solutions** that ensure the safety and protection of Australian businesses, homes and individuals **24 hours a day, 365 days a year**
- 95% of IMG's revenue is subscription based with a **diversified and "sticky" customer base** across government, commercial, residential and personal emergency response
- The Australian security industry remains **highly fragmented**, with no clear market leader, paving the way for IMG to selectively consolidate smaller players at attractive returns
- **Technology change (IOT & Ai)** has created **substantial opportunities** to profitably extend the Company's existing skills into new complementary market areas and customer opportunities, such as high resolution cameras
- The use of smart, high resolution cameras, with monitoring capability will create substantial opportunities for many industries over the coming decade as **cameras are used as alarms**



Board and Executive Team

Committed & Aligned Executive Management Team & Board



Dennison Hambling

Executive Director and Vice Chairman

- Joined Jan 2020, Executive Director August 2021
- Significant experience in direct investment and rebuilding companies
- Former Head of Public & Private Equity 360 Capital Group
- Current Non Executive Director of Cardioscan – a global healthcare monitoring platform

Peter Kennan

Non-Executive Chairman

- Joined Jan 2020, Chairman Effective July 2021
- Founder of Black Crane and has significant experience in investing and assisting turnaround companies
- Current Non Executive Director MMA Offshore Limited (ASX; MRM)

Dimitri Bacopanos

Non-Executive Director

- Joined 2016
- Significant experience in mergers and acquisitions
- Former Executive Director of Transaction Advisory Services at EY

John Hallam

Chief Executive Officer

- Joined Feb 2020, CEO from July 2021
- Deep security monitoring experience across numerous Australian monitoring companies
- General Manager – Telstra Intelligent Monitoring
- Managing Director – UTC Australia Fire, Security & Monitoring Products
- National Sales & Marketing Manager – 3M Australia Personal Safety

About Intelligent Monitoring Group



>70,000

Australia's largest independent security monitoring provider with connections, focused on wholesale distribution



700+

Working alongside resellers across Australia



95%

Revenue is subscription based with diversified "sticky" customer base across government, commercial, residential and personal emergency response with an average customer tenure of 7 years



40%+

Gross margin in FY2021 with strong cashflow generation, high margin and scalable cost base providing strong operating leverage



\$4.3m

EBITDA with the New Executive team growing EBITDA from (\$5.8) million in FY19 to \$4.3 million FY21 since appointment in January 2020



Tech & innovation presenting further opportunities to be more effective and provide economic solutions for security of assets and people



~\$6.5m

Targeting EBITDA on a run rate basis in June FY2022

Business Overview

Provider of Wholesale and Direct Security Monitoring Services

- IMG provides Security Monitoring Services through the following categories:

1) Wholesale Monitoring

- Customer pays third party service provider (reseller) responsible for ongoing sales, installation and maintenance ('white label' offering)

2) Direct Monitoring

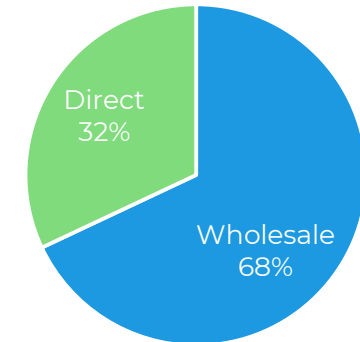
- Servicing (or invoicing) customer directly with a monitoring service
- Customers are typically former customers of IMG's wholesalers who have been "converted" to direct IMG customers over time

- IMG services three core end-use clients:

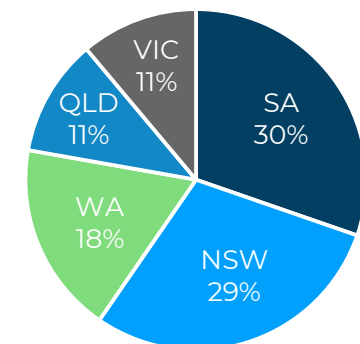
- **Commercial:** Corporate and small business
- **Residential:** Domestic home security
- **Individuals:** Personal emergency response systems (PERS)

- Connections are currently monitored at two Grade A1 monitoring control centres across NSW and SA

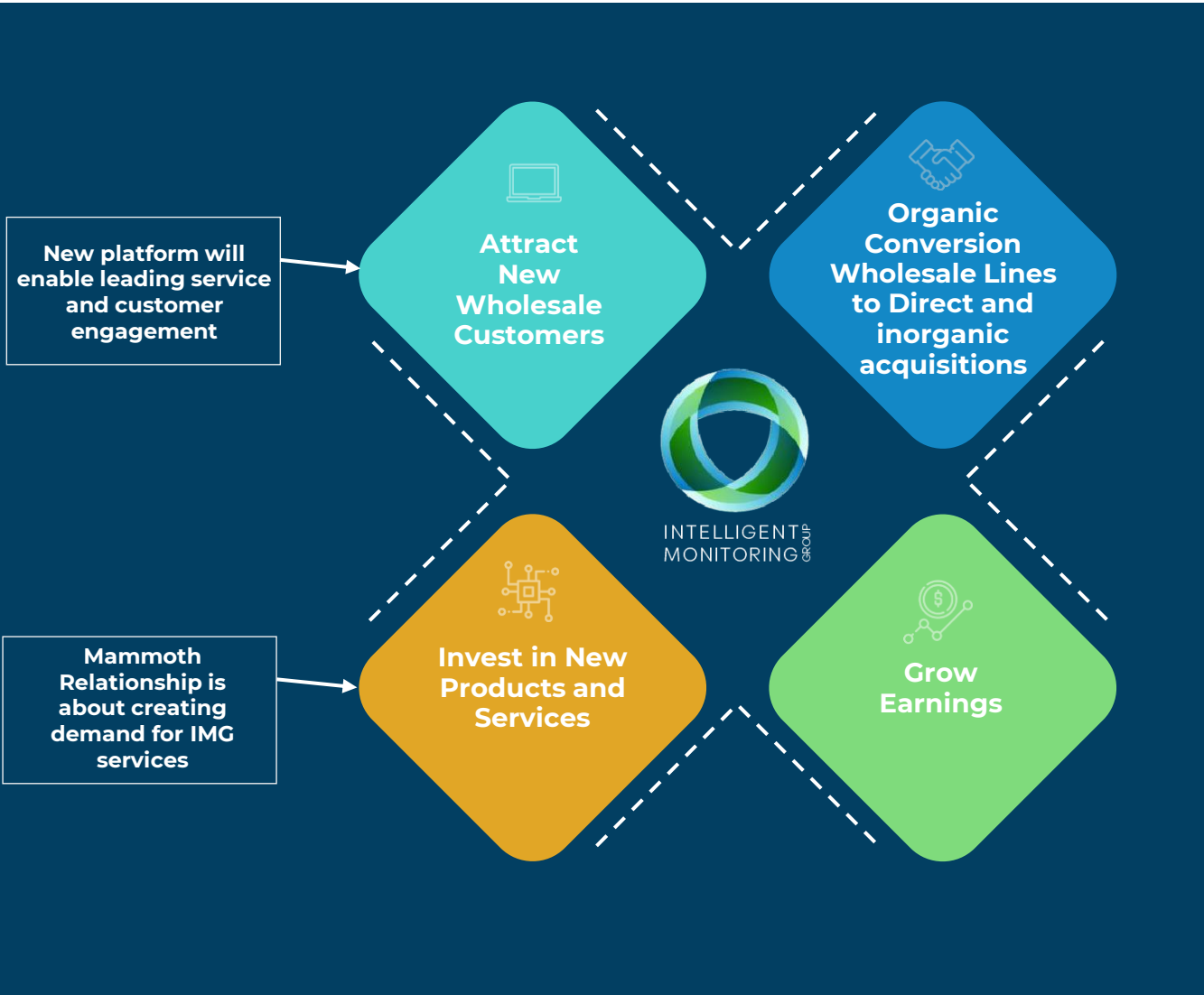
Connection Type



Connection Location



Growth Model



Attractive Incremental Economics

- Incremental Gross Margin of approx. 80%
- Additional operating staffing required for every +5,000 lines/devices
- Target EBITDA Margin >30% by 2025

2025 Goal

Target 150,000 Customers

- 50,000 Wholesale lines
- 50,000 Direct lines
- 50,000 Devices

150,000 Total Customers

EBITDA

FY21	June-22 run-rate	June-25 Target ¹
\$4.3m	\$6.5m	\$15.0m

¹ Assumes \$50m revenue and 40% gross margins

FY22 Key Milestones

IMG has made significant progress in FY22 as it continues to pursue growth opportunities

Approved a significant investment to enhance IMG's core monitoring platform

- Provides IMG with the ability to leverage AI within its operations and further enhance its monitoring capabilities
- Platform enhancements are expected to realise a range of efficiencies which are anticipated will be material to FY23 profit

Completed a transformative recapitalisation

- Raising approximately \$32m and restructuring its debt obligation, repositioning IMG for growth

Continued organic growth strategy

- Through significant recent customer wins

Continued M&A activity

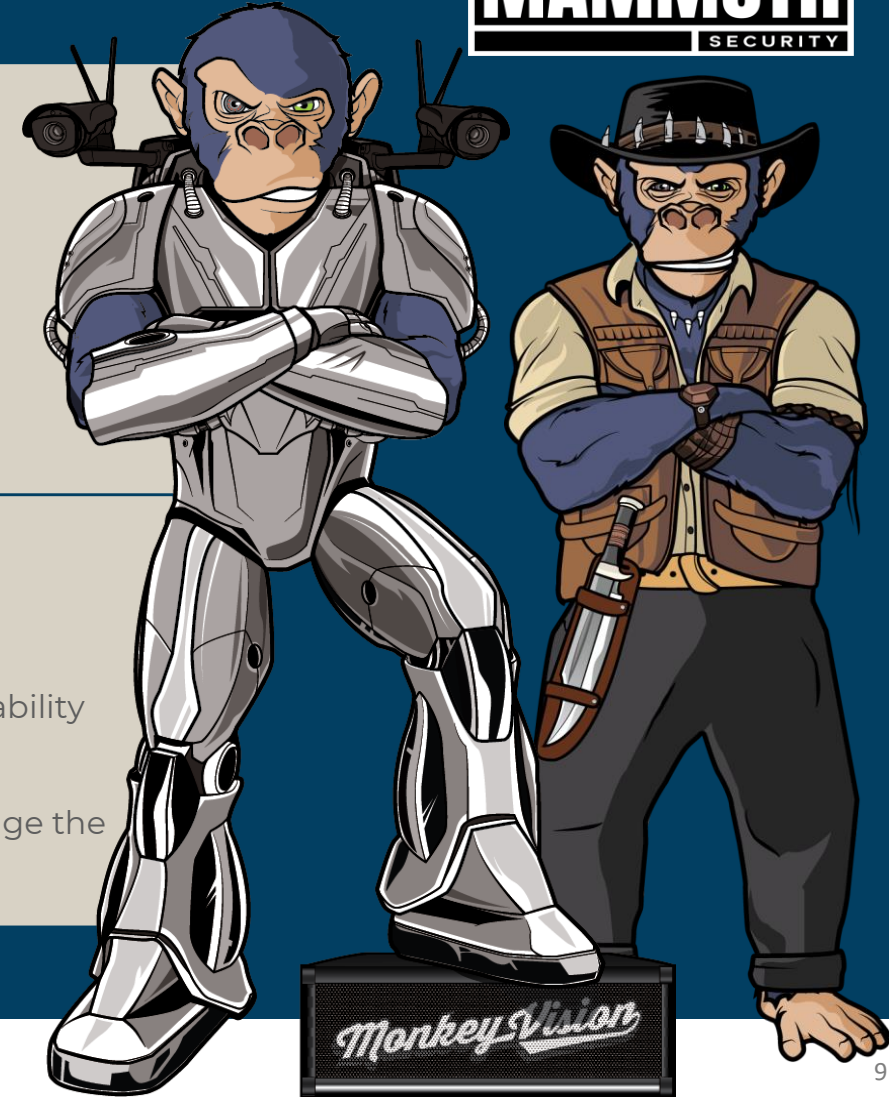
- Entered into a binding commitment to acquire 100% of a NSW regionally based Integrated Security Business for \$5m at an attractive market valuation
- Signed an MOU with Mammoth Technology Group, to offer its considerable range of security and IOT related products across IMG's 700-reseller client base

Upgrade in annualised EBITDA guidance

- Upgraded from \$6.1m to \$6.5m due to the significant number of new contract wins, and subsequent confidence in the growth profile of IMG*
- June FY22 revenue run-rate of \$28.0m

* Subject to the successful completion of the AIS acquisition by the end of May 2022

Mammoth Security / Monkey Vision



1

Australian designed customer centric products

- Founded by Rob Hilton in 2019
- An experienced marketer and entrepreneur, with a strong focus on customer outcomes
- Mammoth brings together the science of marketing and the technology of security to reimagine the best customer experience with cost effective products
- Designed, serviced and supported in Australia

2

Monkey Vision Range

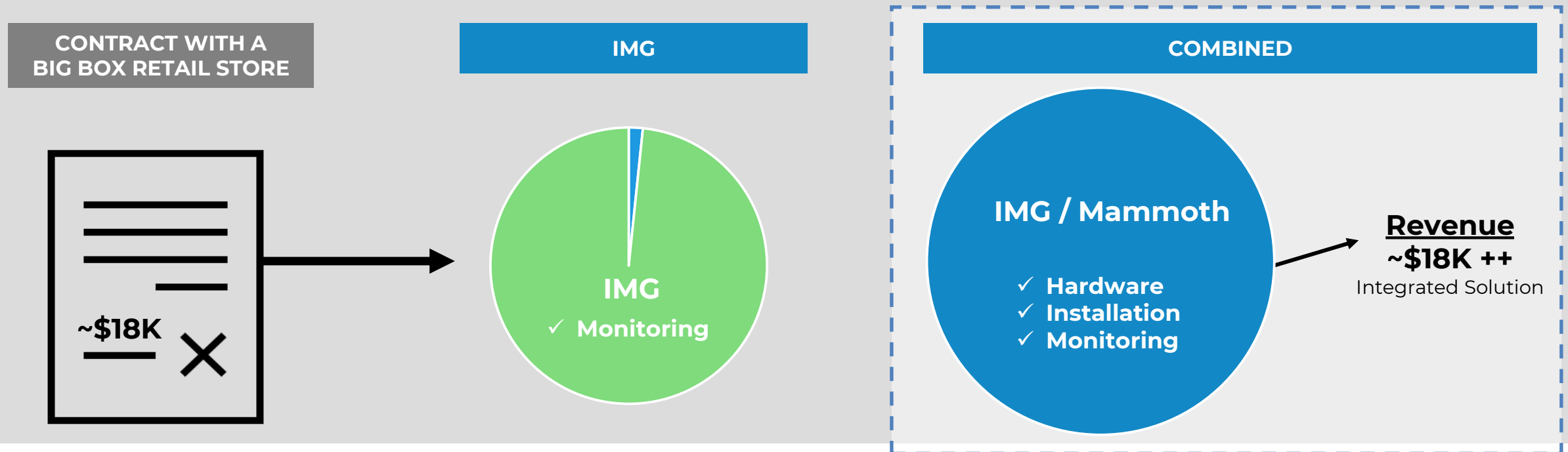
- IMG has signed a memorandum of understanding to:
- Review and evaluate Mammoth's product portfolio
 - Implement pilot sites with channel partners to evaluate the portfolios suitability with its monitoring platform
 - Explore other business development opportunities and models that leverage the core activities of each organisation

Case Study Example

Big Box Retail Store – Direct Business

CCTV, Alarm & Access Control

1. Mammoth and IMG have worked collaboratively to win a contract with a big box retail store customer who has **over 200 stores** across Australia
2. Demonstrates the ability to jointly sell products to generate complementary revenues for both IMG and Mammoth
3. On a combined basis, this provides both parties with access to a larger segment of the industry
4. IMG's national coverage of security installers proved that we could service a large national account, providing a win win for IMG's wholesale customers & Mammoth



Experienced team and history of disruption

Rob Hilton



About

After building and growing his first business TPF (The Promotions Factory) in 1988 into a multi-million dollar global company, Rob is using his vast experience in innovation, marketing and product development to disrupt industries in need of a good shake up

History

A sales and marketing veteran of over 30 years, Rob has built promotional strategies and executed global award winning campaigns for the biggest brands in Australia and around the world. An ideas man with the career hardened skills to implement, Rob is now building his own brands

Introduction to Mammoth Technology Group

Established in 2018

Why

- Born out of a personal real-life problem encountered in 2018
- A great business opportunity existed to disrupt the market
- Clear gap in the Camera Security Technology Market
- Existing camera products were all built on the same model with little or no innovation or smarts
- Existing camera security products in the market had a consumer built brand focus
- A 'Go To' reputable Aussie market brand did not exist with customer loyalty

What

- The need to start from the ground-up, on a mission to create a brand for everyday Australians
- Using the best components available, design and build an industrial grade range of cameras
- After many overseas trips visiting manufacturing plants, months of research, engineering, product testing and proto-typing - **Monkey Vision** was launched in November 2019

How

- Rob Hilton backed himself and the product by investing \$3 million of his own capital to make his vision a reality

An Australian Customer Network and Partnerships

Some of our Customers and Partners



CFMEU



GLENVILL



MULTIPLEX

Customer Example - AGUSHI

Strong branding presence built on the work site



Pro Series Industrial Grade Product Range

4G, WiFi & POE Cameras Sold To Direct Customers & Security Installers



- Vertically integrated supply chain
- Plug & Play intuitive App
- Australian Designed, Supported & Built (some models)
- Unique eco-system allows multiple camera types and locations to be connected together on a single App
- Over 2,000 cameras installed over the past 3 years
- Cameras installed across Building sites, Factories, Retailers, Offices, Homes & Farms
- New 'Built in Australia' range is first to market, providing an alternative to China manufactured products
- IMG's 700 + security installers will be an additional sales channel
- Connecting cameras to the control room will provide additional monitored revenue streams for IMG



AUSSIE BUILT



SPIDER PTZ
WIFI/PoE



Consumer Self Install (DIY) Battery Powered WiFi Product Range

Huge Category Growth Potential

Simple.
BY *Monkey Vision*



- The fastest growing camera segment is DIY, expected growth of 80% by 2024¹
- Competitive pricing & packed with best in class features
- Australian designed & supported
- Focussed on licensed opportunities to grow category (*example image ONLY)
- Currently in discussions with major retailers; Bunnings, JB Hi-Fi and other major retailers
- Sponsoring Miss Universe 2022 (250 contestants promoting and supplying content via social media)



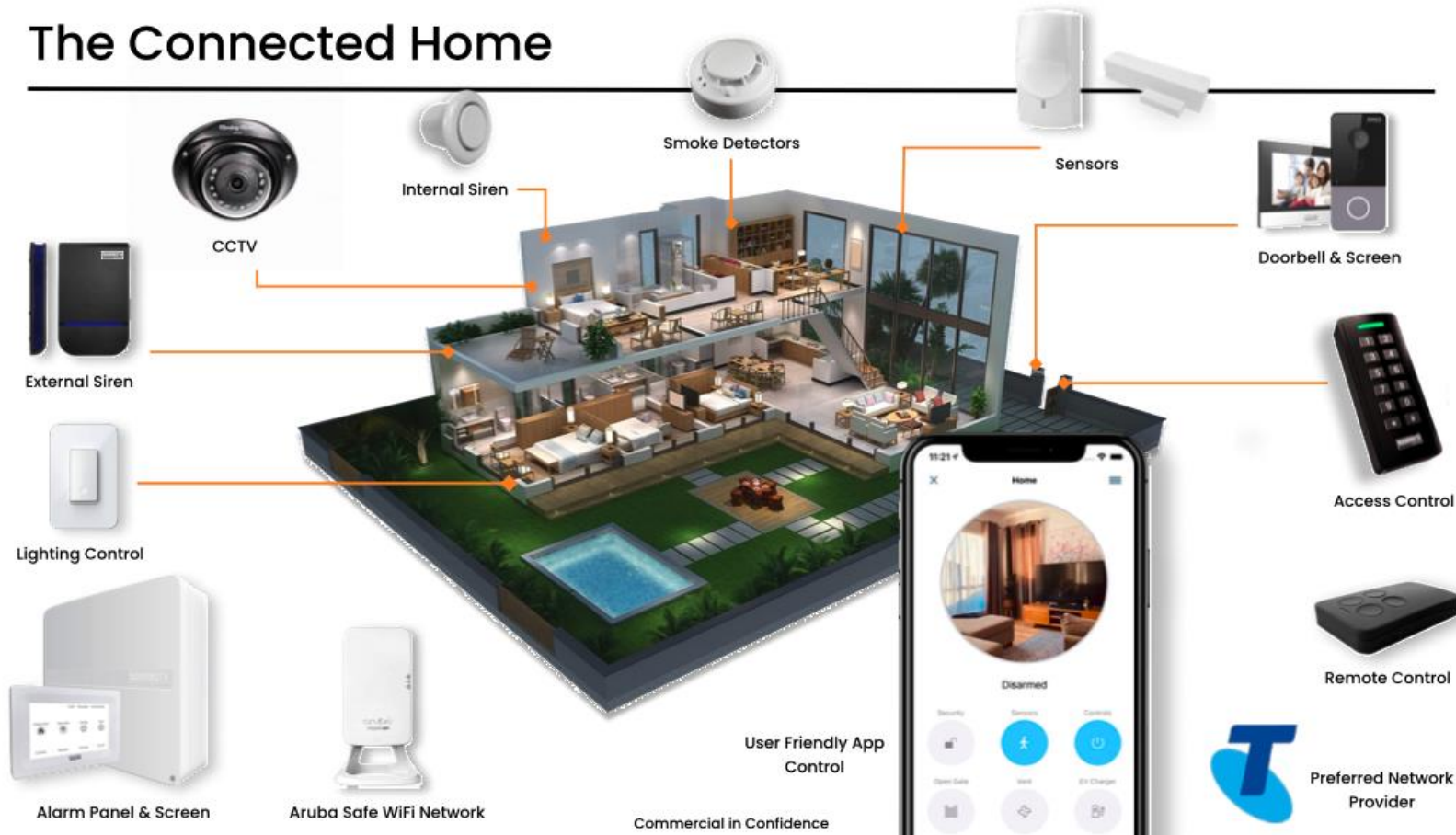
*STAR WARS CONCEPT ONLY

¹Source: securityinfowatch.com

Customer Solutions & Installation for Smart Living

The connected home – Australian factory built alarm systems

The Connected Home



ACCORDING TO MASTER BUILDERS AUSTRALIA'S (MBA) LATEST FORECAST. "176,000 NEW HOMES ARE FORECASTED TO BE BUILT IN AUSTRALIA IN 2023"

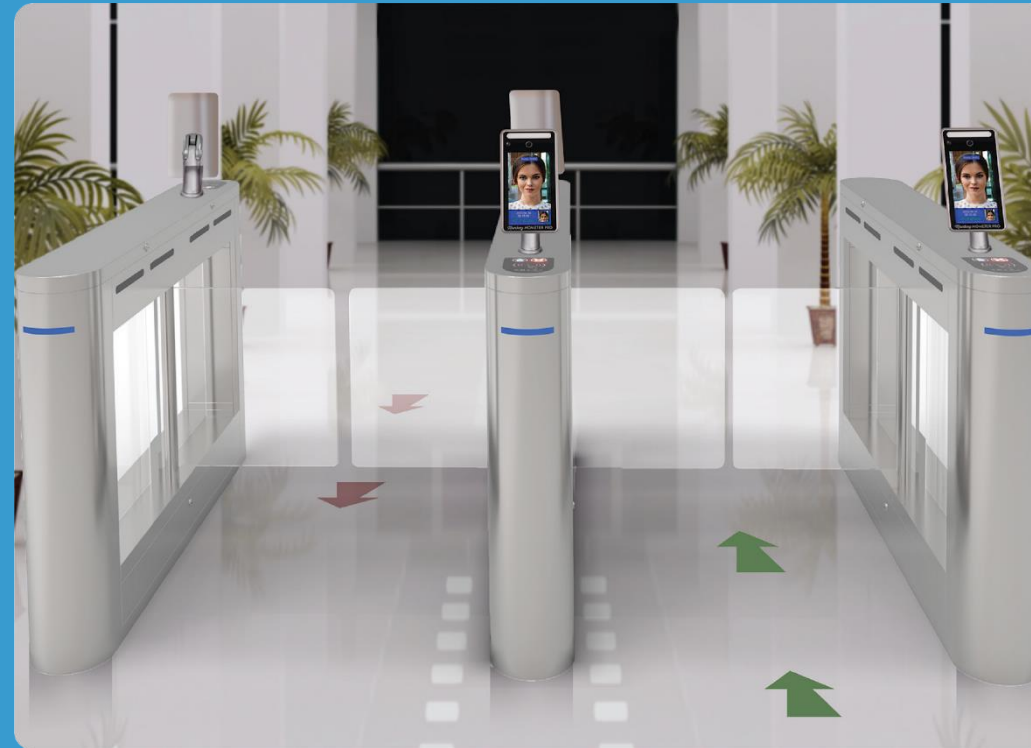


- We have curated an experience where the customer walks into their new home with a fully integrated, ready to go smart-property system
- A luxury hotel check in experience backed by impeccable, long-term local support
- We've simplified security and smart-property with commercial grade Australian tech, creating an unrivalled customer experience for their new home
- We understand the points of frustration, and have streamlined everything for the customer and builder to provide the best long-term experience for the new home buyer
- This concept will be installed into 24 Glenvill Town Homes in late 2022, with the aim of rolling out across other volume builders

Safety, Security & Governance

Facial Recognition, Staff & Visitor Management Systems For A New Covid World

- Australian designed & supported software with Australian voice commands
- Over 300 Monkey Mometer systems have been installed across major builders, factories & offices
- IMG's 700 + security installers will be an additional sales channel
- Connecting IOT devices to the control room - providing the services required for unmanned receptions



GATEKEEPER PRO

MONKEY MOMETER

THE CONCIERGE



Strong Market Growth

The number of active households is expected to amount to **5.1m** users by 2026

Market revenue is projected to reach **AUD\$657m pa** in 2022

Household penetration is expected to hit **44.9%** by 2026

Post Covid there has been an overall crime increase of 2.3% nationally and rising, with frontline police numbers falling

Police Association figures showing there are now fewer uniform officers despite the population increasing

Market revenue is expected to grow at an annual rate of **9.06%** with a projected market volume of **AUD\$928m** by 2026


Market Overview

The **Camera Market** continues to grow and expand into different applications from security to smart cities creating a more connected world.

The **Connected Smart Home Market** continues to grow rapidly with smart camera solutions driving take-up in both the residential and business segments. Professional grade security systems are forecasted to grow at a solid 13%+ annually

Resellers and installers 'brands of choice' are Hikvision and Dahua which are both currently Chinese manufactured. There is a **significant opportunity to leverage consumers' desire to buy Australian made security products and services**

Integrated Mammoth / IMG solution

						
Integrated Solution	✓	✓	✓	✗	✗	✗
CCTV Manufacturer	✓	✗	✗	✗	✗	✗
Installation	✓	✓	✓	✓	✓	✓
24/7 Monitoring	✓	✓	✓	✗	✓	✓
Australian Made Product	✓	✗	✗	✗	✗	✗

Source: Company Analysis

IMG and Mammoth Technology Partnership



Questions?



Dennison Hambling

Executive Director and Vice Chairman
Intelligent Monitoring Group
(ASX:IMB)



Rob Hilton

Founder and CEO
Mammoth Technology Group Pty Ltd

