

Investor Presentation

September 2022

NASDAQ & ASX: MOB

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Forward-looking statements speak only as of the date the statements are made. The Company assumes no obligation to update forward-looking statements to reflect actual results, subsequent events or circumstances, changes in assumptions or changes in other factors affecting forward-looking information except to the extent required by applicable securities laws. If the Company does update one or more forward-looking statements, no inference should be drawn that the Company will make additional updates with respect thereto or with respect to other forward-looking statements.



Who is Mobilicom

Aiming to be the end-to-end provider of the **“smart solutions”** that operate drones and robotics.



What Do We Provide

Proprietary software and hardware solutions that power, connect, guide and secure drones and robotics.



Unique Market Position

We aim to be the leading **“end-to-end”** technology & solutions provider to global manufacturers of drones and robotics.



**Israel
Headquarters**

with presence in USA,
EU, AUS



**Founded in
2017**



**Listed on
NASDAQ &
ASX: MOB**



21M USD

Market Cap
(as of 31/8/2022)

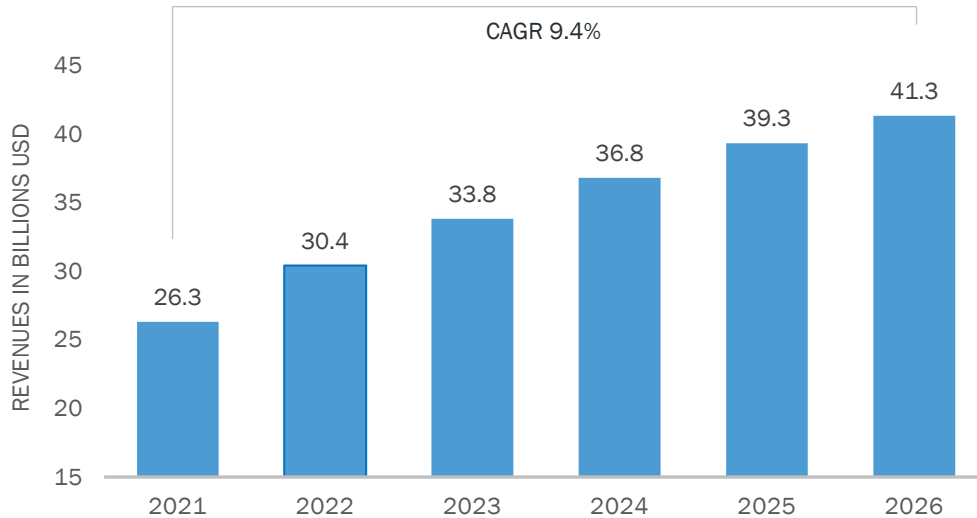


41
Customers
15 Countries



34
Patent Claims
within
2 patent families

Drone Market Size and Forecast 2021-2026



Mobilicom is focused on the rapidly growing **Defence & Commercial** drone Hardware and Software market.



Mobilicom has the opportunity to capture market leadership as the leading “end to end” solutions provider to global manufacturers of drones.



Mobilicom is built to capture leadership in a TAM expected to reach \$8.5 billion by 2026 value (TAM).



Mobilicom continues to achieve market share through it's 36 “design wins” during the last two years.



Aiming to be the Industry's End-to-End Solutions Provider

Benefits of being an "End to End" Provider

- ✓ Enhanced Performance
- ✓ Bundled Solutions means Better Pricing
- ✓ Enhanced & Comprehensive Cybersecurity
- ✓ Faster Time To Market
- ✓ Enhanced System Compatibility
- ✓ Trusted, Certified and Proven in the Field of Battle



Mobilicom's Solutions Working Together



OUR FAMILY OF PRODUCTS ARE THE “**SMART SOLUTIONS**” INSIDE DRONES & ROBOTICS



MCU-30 Lite

Mobile Mesh Networking



ICE Cybersecurity Suite

AI-based 360 degree protection of drones and their network communication channels



ControlIT

Cloud-based network management software solutions for Drone operators



SkyHopper Datalinks

Bi-directional data links that support line of sight, non-line of sight and urban area transmissions

Ground Control System (GCS)

Wide range of handheld ruggedized controllers for Drones with various payloads



Mobile Mesh Networking

Terminals connecting and relaying between all Drones within the network

PHASE 1
Interaction



Pre-sales with potential new customers

PHASE 2
Design Win
(\$)



Customer initiates new platform design based on Mobilicom's solutions

PHASE 3
Platform Design & Certification
(\$)



Customer design achieves certification with embedded Mobilicom solutions


PHASE 4
Customer's Initial Drone Deployments
(\$\$)



PHASE 5
Sharp Sales Ramp-Up
from Repeat Orders of our Embedded Solution
(\$\$\$)



PHASE 6
Cross - Sale & Revenue Expansion
by Leveraging Our Unique "End to End" Provider Capabilities
(\$\$\$\$)

Our Customers Include Top Tier Global Drone Manufacturers



MOBILICOM Smart Solutions



“SkyHopper” Datalink



Mesh Networking



Mobile Control Terminals



Cloud Software



ICE Cybersecurity

Our Customers



משרד הביטחון
MINISTRY OF DEFENSE

Drone & Robotic Platforms





PHASE 3



(NYSE: TDY) a leading manufacturer of drones & robotics for both defense and commercial markets.

- Teledyne's Newest Drone includes our Embedded *SkyHopper Datalink* Solution.
- Teledyne is currently in the testing , demonstration and marketing phase and has already placed multiple purchase orders with Mobilicom.

PHASE 4



Censys Technologies is a leading US-based commercial drone manufacturer for agriculture, infrastructure monitoring, disaster relief and public safety sectors.

- Censys' Recent Commercial Drone platform includes our Embedded *SkyHopper Datalink* Solution.
- Censy continues to increase their purchase orders as they move from initial deployment to full market rollout.

PHASE 5



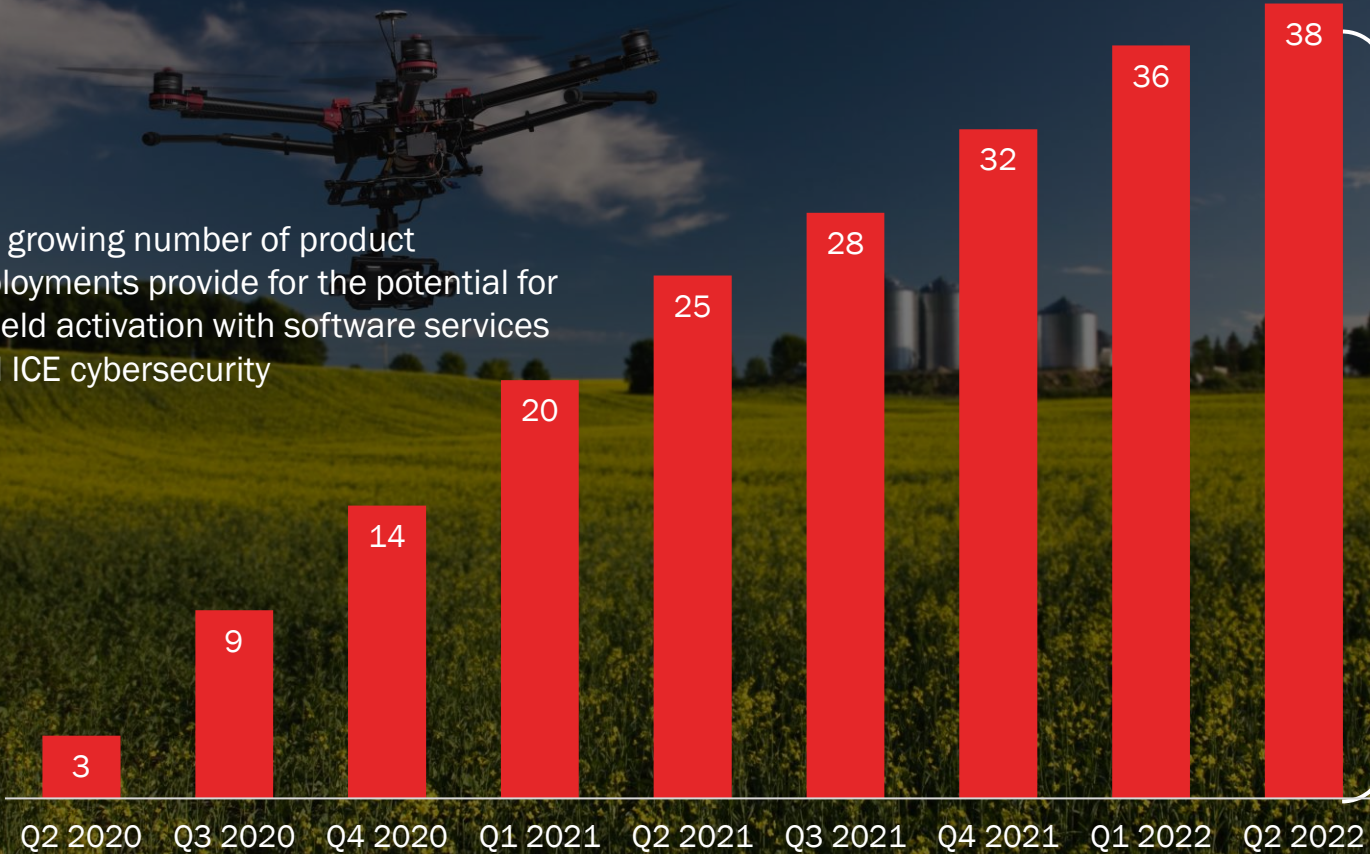
Elbit Systems (NASDAQ: ESLT) is a global leader of drones and unmanned aerial systems.

- Elbit has already incorporated our solutions into several of their platforms including Mobilicom's Mobile GCS and Mesh Networking Solutions
- Elbit has already sold more than 700 hundreds Drones to its military customers with Mobilicom embedded solutions.

Growth in Design Wins Will Drive our Revenue



Our growing number of product deployments provide for the potential for in-field activation with software services and ICE cybersecurity



Positioned to leverage existing design wins for cybersecurity and software sales

Building revenue through sales of hardware, software and professional services & support

Embedded Hardware

in our customer's drones grants us deep proprietary understanding of cross-sell opportunities.



De-Risked Growth Potential

Mobilicom grows as our partners grow, without need for future significant sales efforts and marketing spent.

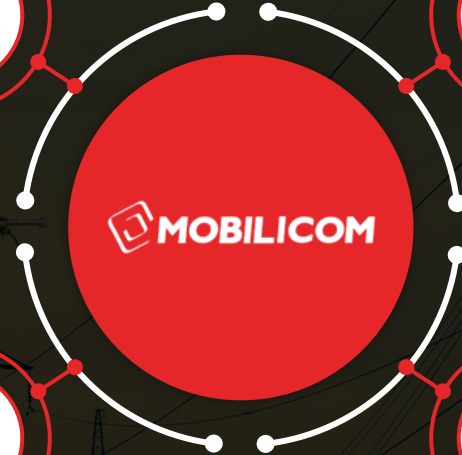


Bundled Solutions

with multiple hardware, software and service revenue streams achieved while providing flexible pricing while maintaining gross margins.



Barrier to Entry



Industry Recognition

“Mobilicom is well regarded across the defence industry, winning multiple awards and increasingly attracting media focus”



Industry Awards



Won Space Florida 2020-22 Innovation Program



Mobilicom won 8 Israel Innovation R&D Grants Programs

Certifications

USA Certification



EU Certification



TELEC Certification



Media Appearances



Recent Events

Secures \$390,000
order from existing
leading US customer

September 2022

\$13.3 million
NASDAQ raise (IPO)

August 2022

Awarded new
\$290,000 Space
Florida grant

August 2022

Secures \$380,000
in new orders from
Tier-1 customers

July 2022

Won First
Cybersecurity
Contract

January 2022

Post-IPO Capitalization Table



As of August 31, 2022

<u>Mobilicom Ltd.</u>	Ordinary Shares	ADS Equivalent⁽¹⁾
Shares Outstanding	1,331,279,666	4,841,017
Options	36,885,379	134,128
Warrants	870,122,598	3,164,082
Fully Diluted Shares Outstanding	2,238,287,643	8,139,227

1. Each ADS represents 275 of our ordinary shares

Experienced Leadership Team



Oren Elkayam

CHIEF EXECUTIVE OFFICER & CO-FOUNDER

- CEO - Sortech (Nano-materials)
- VP Bus Dev -Runcom,
- Israel Air-Force Officer of R&D Unit.



Yossi Segal

VP, RESEARCH & DEVELOPMENT AND CO-FOUNDER

- CTO of Runcom.
- Member of International Wireless Standards Committee (IEEE and ETSI)



David Fagelston

VP, GLOBAL SALES

- VP Sales & Marketing - Accubeat. (Solutions provider to Defense Industry),
- Previously held roles at ECI, Foxcom Wireless and Starhome –



Liad Gelfer

DIRECTOR OF FINANCE

FCFO - Supercom (NASDAQ: SPCB)
Controller - Compugen (NASDAQ: CGEN).



Ofer Laufer

CHIEF OPERATING OFFICER

COO - Friendly Robotics



Steven Sarfati

VP, US SALES

Former VP sales and marketing at US homeland security, public safety and video systems companies with more than 20 years' experience selling to Fortune 500 customers.



Boaz Pick

VP, MANUFACTURING

VP Production – (Verifone)



Pinhas Reich

VP, BUSINESS DEVELOPMENT

Extensive senior global managerial experience across sales, business development and marketing in telecom and consumer sectors

What to Expect in the Next 12 Months



The Ukraine-Russia conflict is expected to accelerate demand for our products



Proprietary Technology Solution

Our unique software and hardware solutions facilitate reliable connection confidence everywhere



Nascent First Mover Market Advantage

As the unmanned industry is rapidly evolving, Mobilicom is in a great position to become industry-standard for our technology solutions



Product Validation

“Design wins” with multiple Top Tier Global Drone Manufacturers – the company is at the tipping point for growth



Multiple Growth Engines

Scalable, repeat transactional hardware & software sales plus recurring managed services revenues

Thank You

