

# Investor Presentation

**October 2022 – ThinkEquity Conference**

**NASDAQ: MOB, MOBBW & ASX: MOB**

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## 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**



**16  
Countries**

Mobilicom Limited Investor Presentation | June 2022

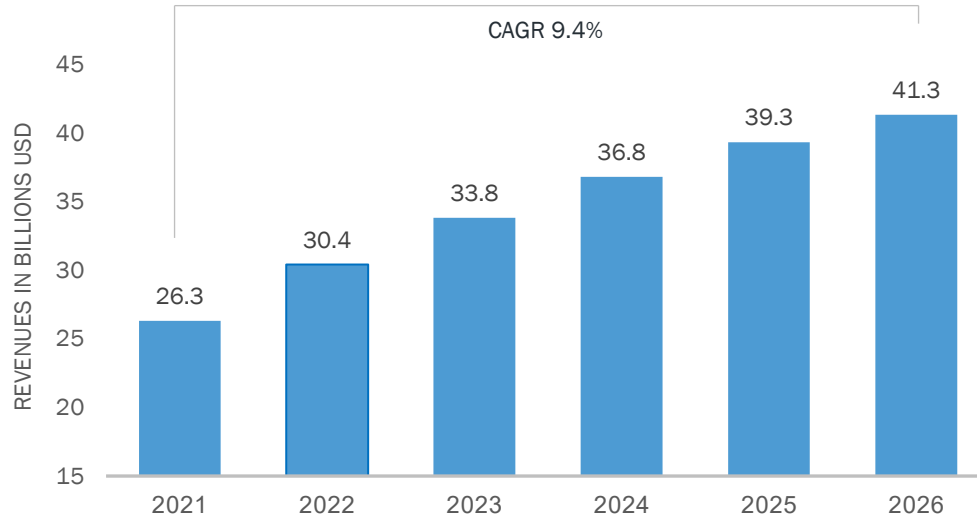


**40+  
Customers**



**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 its numerous “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



## Mobile Mesh Networking

Aerial terminals connecting and relaying between all Drones within the network



## ICE Cybersecurity Suite

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



## Ground Control System (GCS)

Wide range of handheld ruggedized controllers for Drones with various payloads



## Mobile Mesh Networking

Ground Terminals



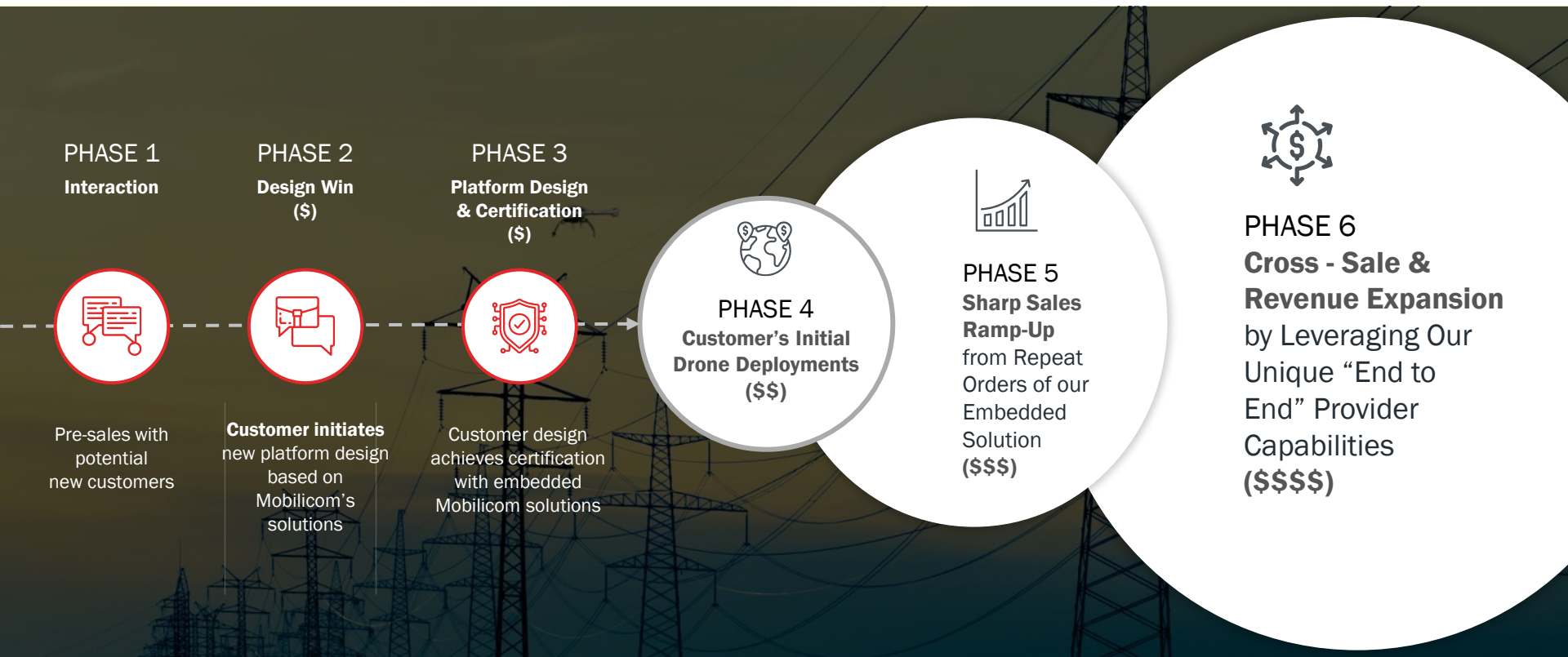
## ControliT

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



# Our Customers Include Top Tier Global Drone Manufacturers



## MOBILICOM Smart Solutions



SkyHopper Datalink



Mesh Networking



Mobile Control Terminals



CONTROLit Cloud Software



ICE Cybersecurity Suite

## Our Customers



## 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



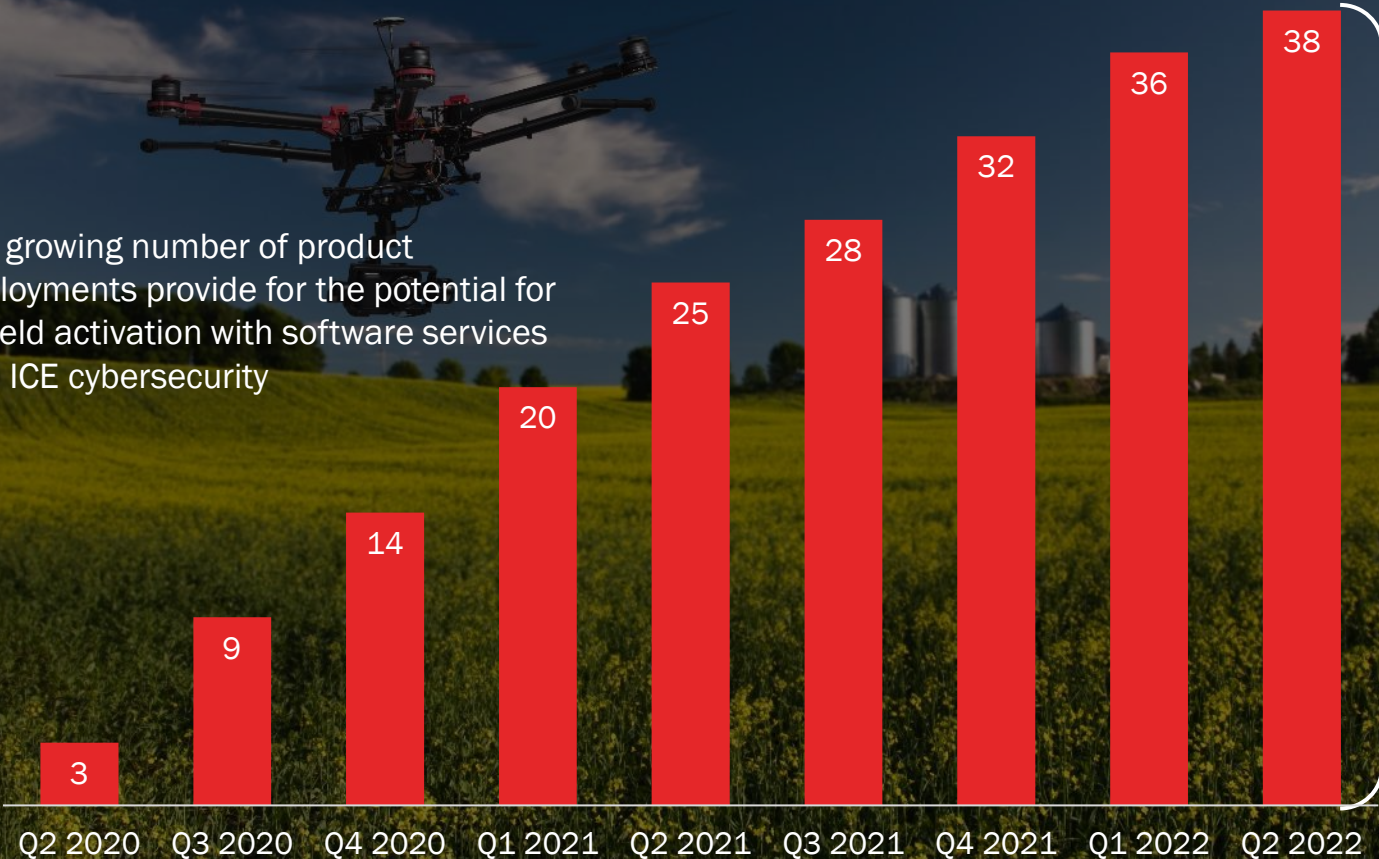
Elbit Systems (NASDAQ: ESLT) is a global leader of drones and unmanned aerial systems.

- 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

# Our Business Model.... a Key Competitive Advantage



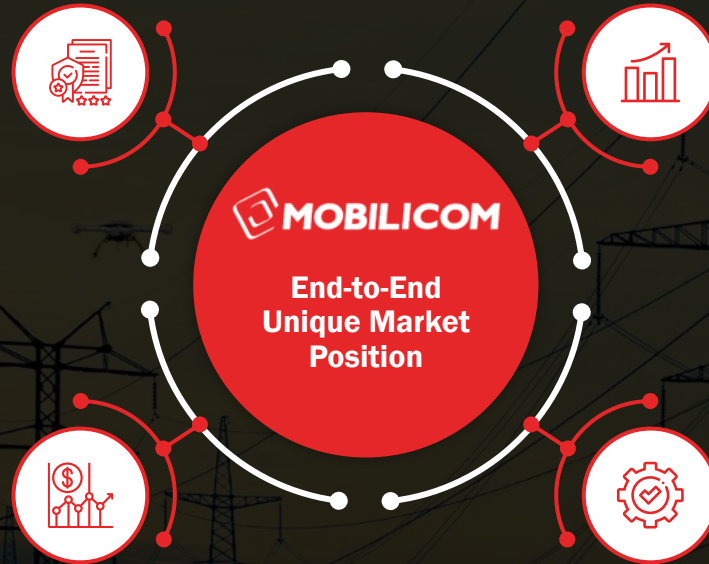
Building revenue through sales of hardware, software and professional services & support

## Embedded Hardware

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

## Bundled Solutions

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



## De-Risked Growth Potential

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

## 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  
Innovation R&D  
Grants Programs

## Certifications

USA  
Certification



EU  
Certification



TELEC  
Certification



## Media Appearances





## Recent Events

January 2022

Won First  
Cybersecurity  
Contract  
\$200,000

July 2022

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

August 2022

Awarded new  
\$290,000  
Space Florida  
grant

August 2022

\$13.3 million  
NASDAQ raise  
(IPO)

September 2022

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

October 2022

Launched new  
product designed for  
mass deployment of  
small drone fleets

October 2022

Israel MOD  
selected SkyHopper  
Combo for its small-  
drone fleet project



## Post-IPO Capitalization Table



As of August 31, 2022		
<b><u>Mobilicom Ltd.</u></b>	<b>Ordinary Shares</b>	<b>ADS Equivalent<sup>(1)</sup></b>
<b>Shares Outstanding</b>	1,331,279,666	4,841,017
<b>Options</b>	36,885,379	134,128
<b>Warrants</b>	870,122,598	3,164,082
<b>Fully Diluted Shares Outstanding</b>	<b>2,238,287,643</b>	<b>8,139,227</b>

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





### 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

