

# Investor Presentation

**August 2023**

NASDAQ: MOB, MOBBW & ASX: MOB

# Forward Looking Statements



## *Cautionary Note Regarding Forward-Looking Statements*

This presentation of the Company contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act and other securities laws. Words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" and similar expressions or variations of such words are intended to identify forward-looking statements. For example, the Company is using forward-looking statements when it discusses market size forecasts, strategy, market position and ability to compete, anticipated developments in its operations and future financial and operating performance. Forward-looking statements are not historical facts, and are based upon management's current expectations, beliefs and projections, many of which, by their nature, are inherently uncertain. Such expectations, beliefs and projections are expressed in good faith. However, there can be no assurance that management's expectations, beliefs and projections will be achieved and actual results may differ materially from what is expressed in or indicated by the forward-looking statements.

Forward-looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the forward-looking statements including the Company's ability to implement its strategies, its competitive advantages, the development of new products and services, the impact of competitors, changes in laws, rules and regulations, its ability to maintain its product certifications, its ability to maintain good relationships with customers, suppliers and other strategic partners, its ability to protect its intellectual property, its ability to retain key personnel and the absence of material adverse changes in the industry or global economy. For a more detailed description of the risks and uncertainties affecting the Company, reference is made to the Company's Registration Statement on Form F-1 filed with the U.S. Securities and Exchange Commission. Before you invest you should read the preliminary prospectus in that registration statement for more complete information about the Company and the offering.

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 **robust 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 small-sized drones and robotics.



**Multinational  
Corporate**



**Founded in  
2017**



**Listed on  
NASDAQ &  
ASX: MOB**



**16  
Countries**

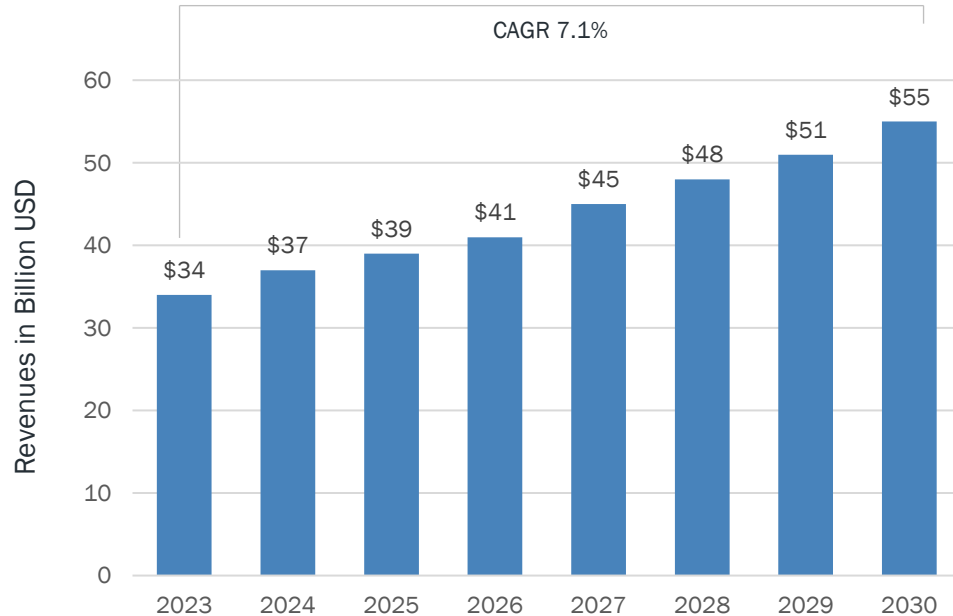


**50+  
Customers**



**34  
Patent Claims  
within  
2 patent families**

# Drone Market Size and Forecast 2021-2026



\*Source: Drone Industry Insights – Aug 2021

NASDAQ: MOB



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.



Mobilicom continues to achieve market share through its numerous “design wins” over the recent years.

## Unique Position as End-to-End 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 **ROBUST SOLUTIONS** INSIDE DRONES & ROBOTICS



### Mobile Mesh Networking

Aerial terminals connecting multiple drones to a fleet & swarm operation.



### ControlIt

Cloud-based network management software solutions for Drone operators



### SkyHopper Datalinks

Bi-directional data links that share & distribute the video and data in real time

### ICE Cybersecurity Suite

AI-based 360° degree protection of drones' platforms, the data and their communication channels



### Ground Control System (GCS)

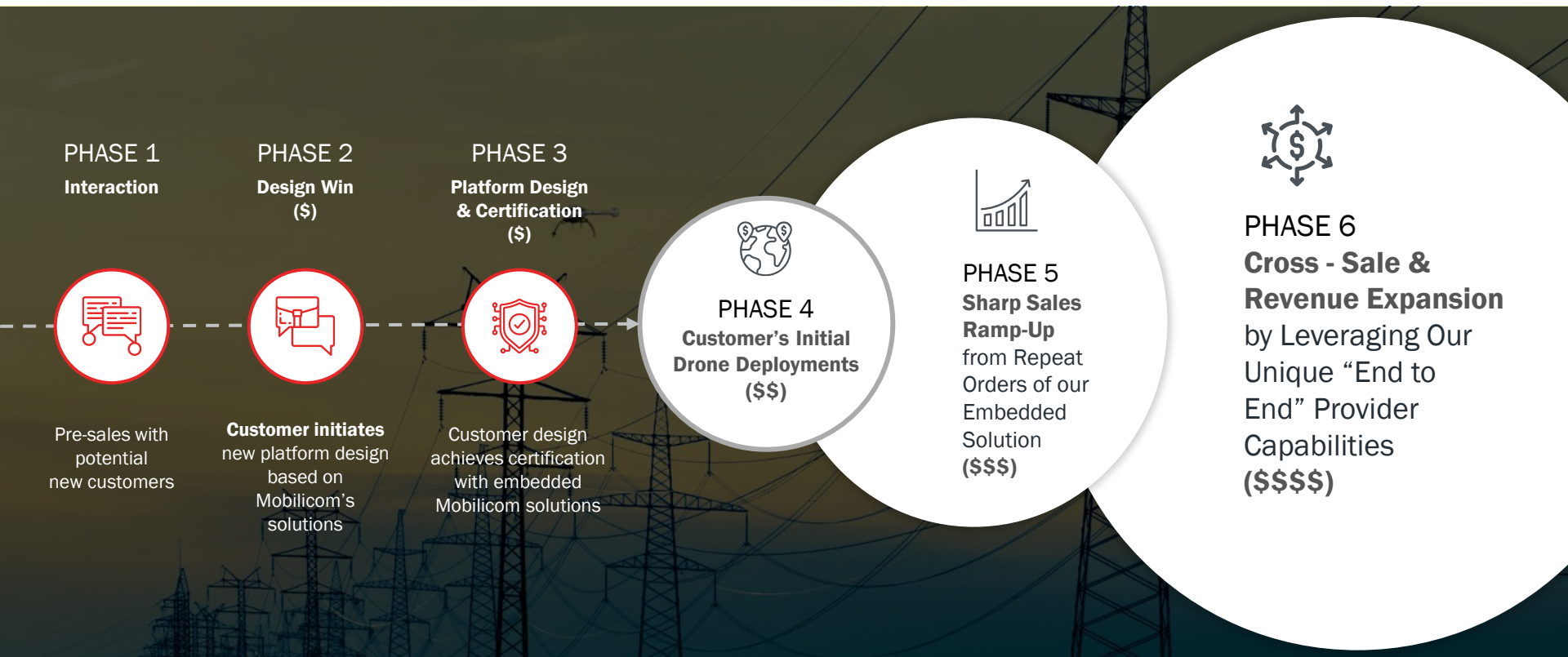
Wide range of handheld ruggedized controllers for Drones with various payloads



### Mobile Mesh Networking

Rugged Ground Terminals





# Our Customers Include Top Tier Global Drone Manufacturers



## **MOBILICOM** Robust Solutions



SkyHopper Datalink



Mesh Networking



Mobile Control Terminals



CONTROLit Cloud Software



ICE Cybersecurity Suite

## Our Customers

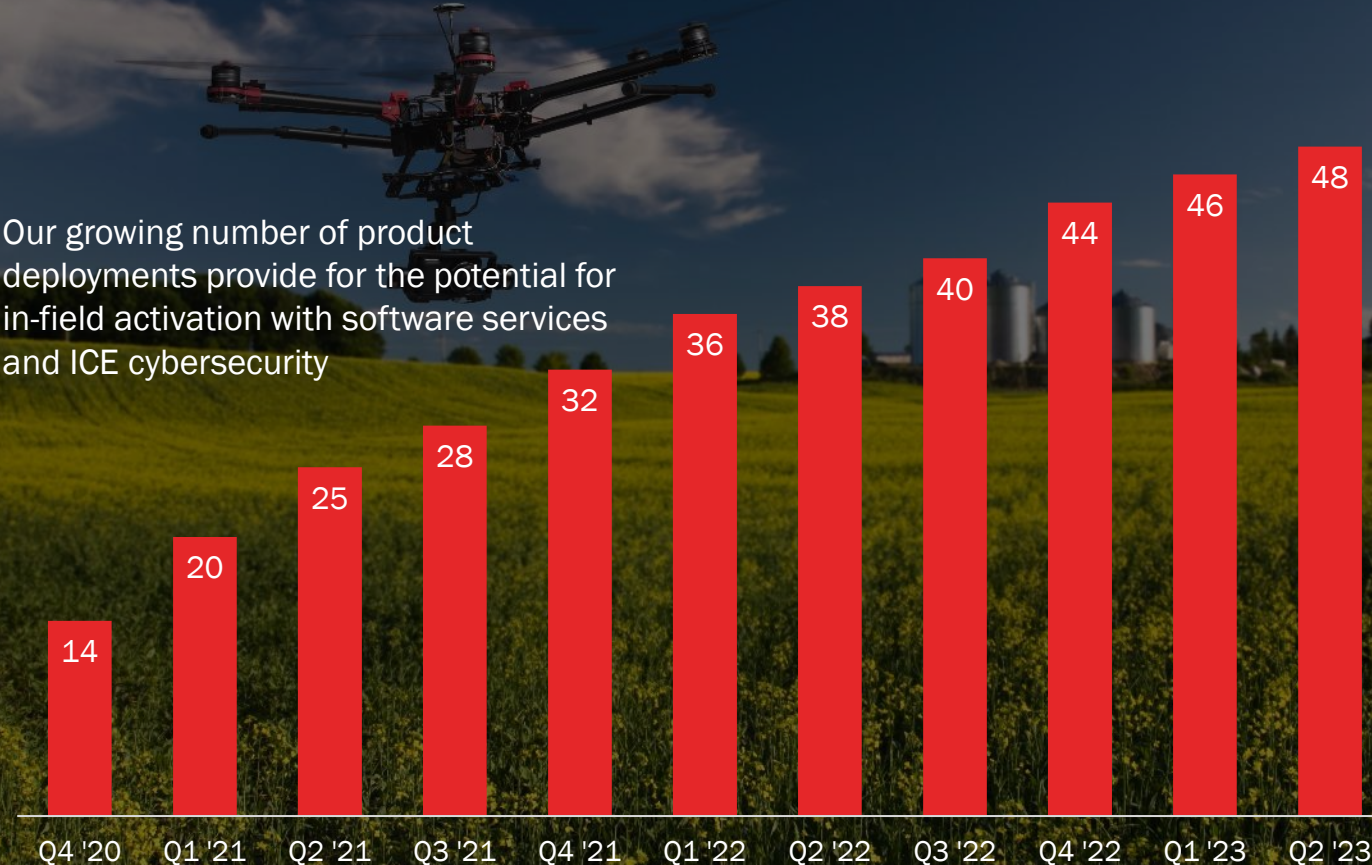


## Drone & Robotic Platforms





# 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



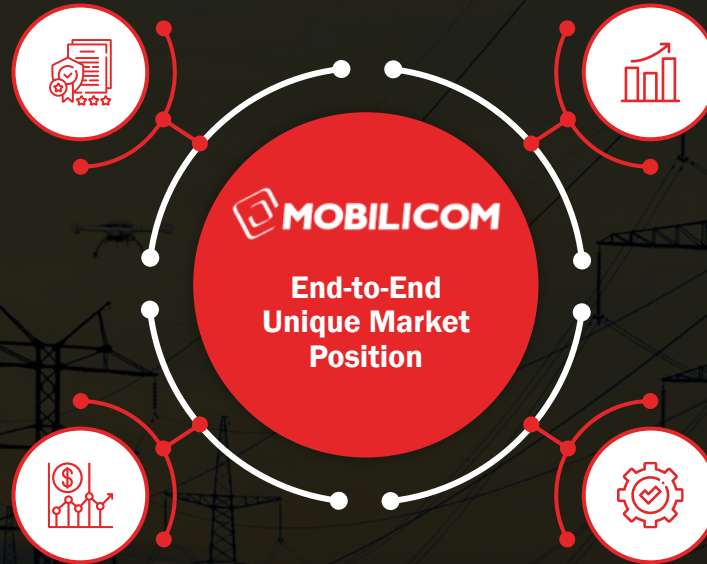
Building revenue through repeat hardware sales with high gross margins, as well as software & cybersecurity SaaS recurring revenues

## 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

As an early mover in the industry, embedded hardware and bundled solutions create barrier to entry for potential competitors

# Industry Recognition

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



## Industry Awards



Won Space  
Florida 2022-23  
Innovation Program



Won 8 Innovation R&D  
Grants Programs

## Certifications & Standards



USA  
Certification



EU  
Certification



Japan TELEC  
Certification

## Industry Leadership



Association for Unmanned  
Vehicle Systems International

Joined AUVSI's U.S.  
Cybersecurity Working Group  
to Set Industry Standards



Meetings with U.S. Congress  
to Advocate for Drone  
Cybersecurity

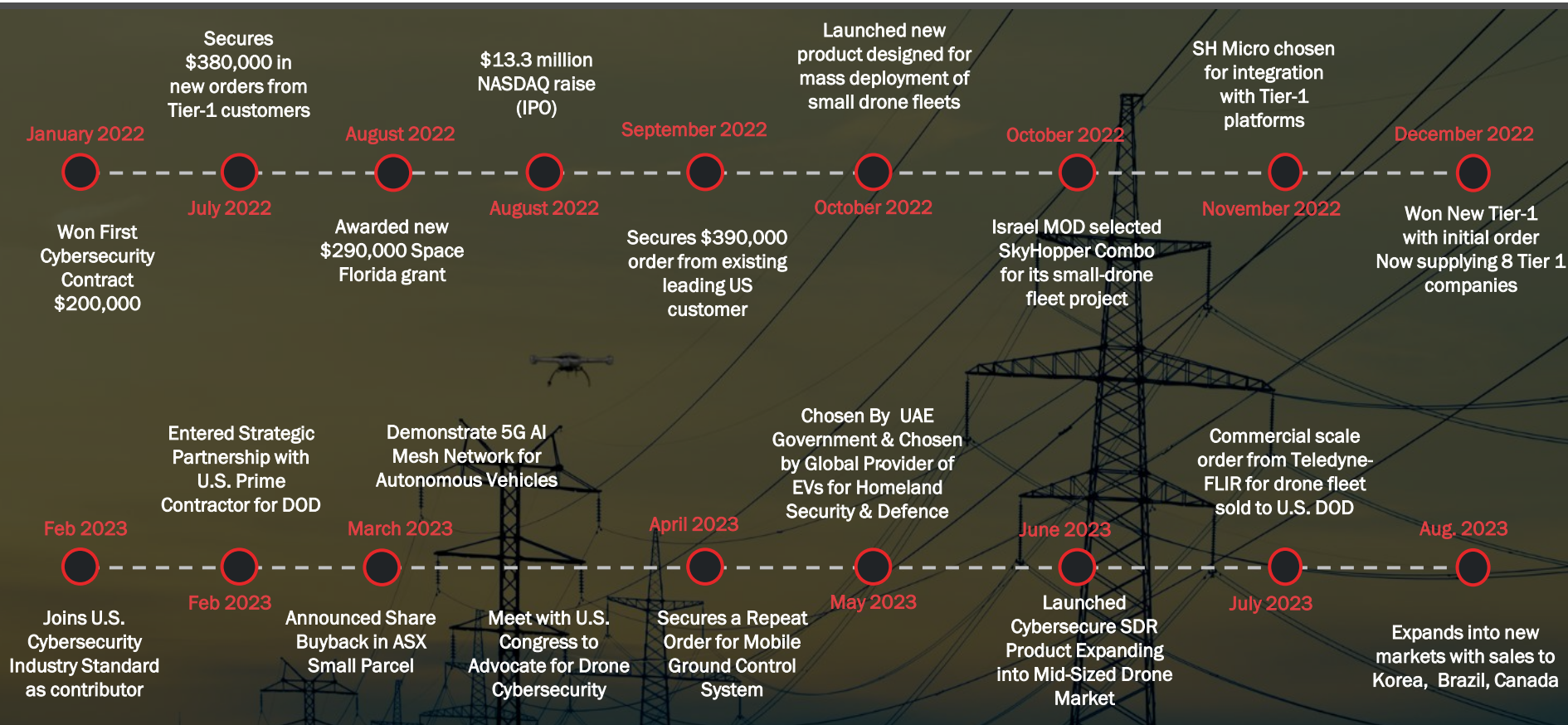
## Media Appearances







## Key Recent Events



## 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)



### Udi Altshuler

GENERAL MANAGER MOBILICOM ISRAEL

- Chief Operating Officer of GuardKnox
- Previously held roles at Elbit Systems, RADA Electronic Industries, BVR Systems, and Cyberbit.
- Israeli Air Force as a fighter jet pilot



### Liad Gelfer

DIRECTOR OF FINANCE

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



### David Fagelston

VP, GLOBAL SALES

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



### 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)



### Danny Lev

HEAD OF PRODUCT MANAGEMENT

SafeRide - AI-based vehicle health management and fleet analytics.

Polycom - Product Line Management



## Equity Highlights



Nasdaq: MOB	\$1.73 as of August 23, 2023
Shares Outstanding (ADS)	4.8 M as of August 23, 2023
Up Over 70% Year to Date	\$1.01 to \$1.73 January 3 to August 23, 2023
Trading Volume (90-day Avg.)	~1.65 M as of August 23, 2023
Market Cap	~\$10.2 M as of August 23, 2023
Cash	~\$10.6 M as of June 30, 2023



### 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 revenues plus software & cybersecurity recurring revenues

# Thank You

