



# Corporate Presentation

January 2024

NASDAQ: MOB, MOBBW

## 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 Annual Report on Form 20-F 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.

## Risk Factors



### ***Risks Related to Our Financial Condition***

- We have a history of losses.
- We expect that we will need to invest significant time and raise substantial additional capital before we can expect to become profitable from sales of our products. This additional capital may not be available on acceptable terms, or at all. Failure to obtain this necessary capital when needed may force us to delay, limit or terminate our product development efforts or other operations.
- Shortfalls in available external research and development funding could adversely affect us.
- We may not accurately forecast revenues, profitability and appropriately plan our expenses.
- Exchange rate fluctuations between multiple foreign currencies may negatively affect our earnings, operating cash flow.
- We have recently commenced marketing of our cloud-based software and cybersecurity solutions, which may be marketed and sold to customers using different sales models, including annual or monthly license or software as a service, any of which may not be profitable to us.

### ***Risks Related to Our Business and Industry***

- We expect to incur substantial research and development costs and devote significant resources to identifying and commercializing new products and services, which could significantly reduce our profitability and may never result in revenue to us.
- The COVID-19 pandemic had some negative effect on our business, operations and financial performance, and similar global health crises could have a negative effect on our business, operations and future financial performance.
- We will be affected by operational risks and may not be adequately insured for certain risks.
- The markets in which we compete are characterized by rapid technological change, which requires us to develop new products and product enhancements, and could render our existing products and technologies obsolete.
- Failure to obtain necessary regulatory approvals may prevent us from selling our hardware products.
- We could be prohibited from shipping our products to certain countries if we are unable to obtain Israeli or US government authorization regarding the export of our products, or if current or future export laws limit or otherwise restrict our business.
- Our inability to retain management and key employees could impair our future success.

- A significant growth in the number of personnel would place a strain upon our management and resources.
- We are subject to the risks associated with foreign operations in other countries.
- If critical components or raw materials used to manufacture our products become scarce or unavailable, then we may incur delays in manufacturing and delivery of our products, which could damage our business.
- Our products may be subject to the recall or return.
- If we release defective products or services, our operating results could suffer.
- Our products and services are complex and could have unknown defects or errors, which may give rise to legal claims against us, diminish our brand or divert our resources from other purposes.
- We are a supplier for government programs, which subjects us to risks including early termination, audits, investigations, sanctions penalties and delayed sales.
- Negative customer perception regarding our products could have a material adverse effect on the demand for our products and the business, results of operations, financial condition and cash flows.
- If we fail to successfully promote our product and brand, it could have a material adverse effect on our business, prospects, financial condition and results of operations.
- We may be subject to cybersecurity attacks or electronic communication security risks.
- Our senior management team has limited experience managing a public company listed on a U.S. exchange, and regulatory compliance may divert its attention from the day-to-day management of our business
- Failure to adhere to our financial reporting obligations and other public company requirements could adversely affect the market price of our ADSs.
- If we fail to maintain proper and effective internal controls, our ability to produce accurate financial statements would be impaired, which could adversely affect our operating results, our ability to operate our business and our stock price.
- We are subject to certain Israeli, U.S. and foreign anticorruption, anti-money laundering, export control, sanctions and other trade laws and regulations. We can face serious consequences for violations.

## Risk Factors (Cont.)



### **Risks Related to our Intellectual Property**

- *If we fail to protect, or incur significant costs in defending, our intellectual property and other know-how or proprietary rights, our business, financial condition, and results of operations could be materially harmed.*
- *Obtaining and maintaining our patent protection depends on compliance with various procedural, document submission, fee payment, and other requirements imposed by governmental patent agencies, and our patent protection could be reduced or eliminated for non-compliance with these requirements.*
- *We may be sued by third parties for alleged infringement of their proprietary rights, which could be costly, time-consuming and limit our ability to use certain technologies in the future.*
- *We may not be able to protect our intellectual property rights throughout the world.*

### **Risks Related to Israeli Law and our Operations in Israel**

- Political, economic and military instability in Israel and the Middle East may impede our ability to operate and harm our financial results.
- We may become subject to claims for remuneration or royalties for assigned service invention rights by our employees, which could result in litigation and adversely affect our business.
- We received Israeli government grants, from the Israeli Innovation Authorization, or IIA, for certain of our research and development activities, the terms of which may require us to pay royalties and to satisfy specified conditions in order to manufacture products and transfer technologies outside of Israel. If we fail to satisfy these conditions, we may be required to pay penalties and refund some grants previously received.
- We may be subject to the risks associated with the Israeli Law for the Encouragement of Industrial Research and Development 5744-1984, or R&D Law.

### **Risks Related to our ADSs**

- The market price and trading volume of our ADSs may be volatile and may be affected by economic conditions beyond our control.
- An active trading market for our ADSs may not develop or be liquid enough for you to sell your ADSs quickly or at market price.
- You may be subject to limitations on transfer of our ADSs.

- As a foreign private issuer, we are permitted and we expect to follow certain home country corporate governance practices in lieu of certain Nasdaq requirements applicable to domestic issuers. This may afford less protection to holders of our ADSs.
- As a foreign private issuer, we are permitted to file less information with the SEC than a company incorporated in the United States. Accordingly, there may be less publicly available information concerning us than there is for companies incorporated in the United States.
- We are an emerging growth company as defined in the JOBS Act and the reduced disclosure requirements applicable to emerging growth companies may make our ADSs less attractive to investors and, as a result, adversely affect the price of our ADSs and result in a less active trading market for our ADSs.
- If we fail to establish and maintain proper internal financial reporting controls, our ability to produce accurate consolidated financial statements or comply with applicable regulations could be impaired.
- ADS holders may be subject to additional risks related to holding ADSs rather than ordinary shares.
- If we are classified as a “passive foreign investment company,” then our U.S. shareholders could suffer adverse tax consequences as a result.
- Our Constitution and Australian laws and regulations applicable to us may adversely affect our ability to take actions that could be beneficial to our shareholders.
- You will have limited ability to bring an action against us or against our directors and officers, or to enforce a judgment against us or them, because we are incorporated in Australia and certain of our directors and officers reside outside the United States.
- Australian companies may not be able to initiate shareholder derivative actions, thereby depriving shareholders of the ability to protect their interests.

## Mobilicom at a Glance



### 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:  
MOB, MOBBW**



**18  
Countries**

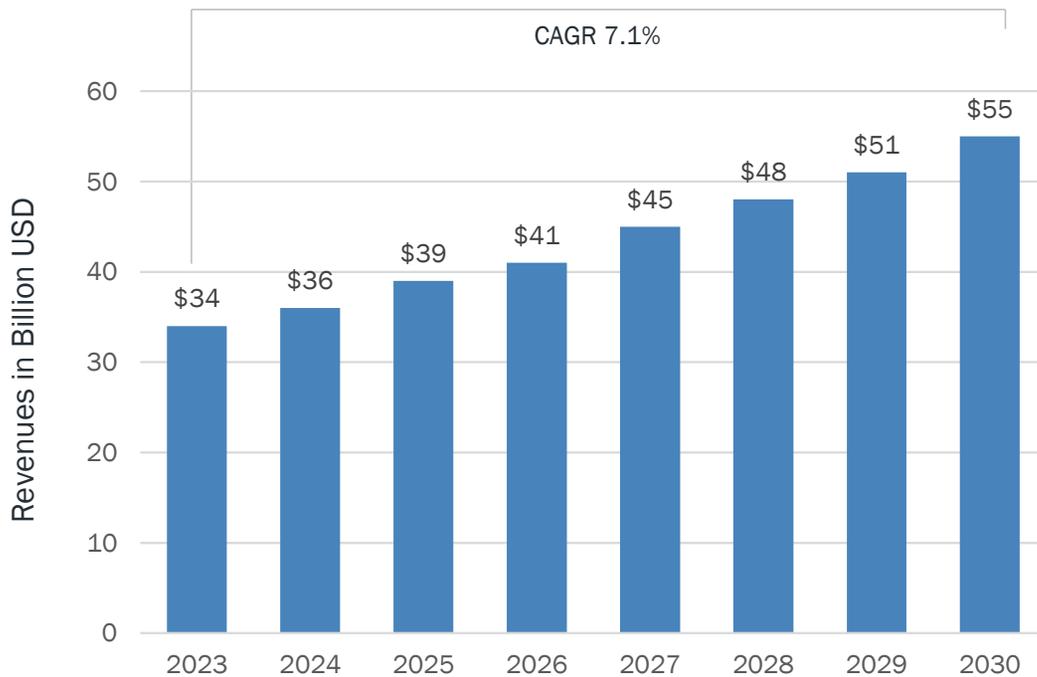


**50+  
Customers**



**34  
Patent Claims  
within  
2 patent families**

## Drone Market Size and Forecast 2023-2030



\*Source: Drone Industry Insights – Aug 2023

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 **MOBILICOM**



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.



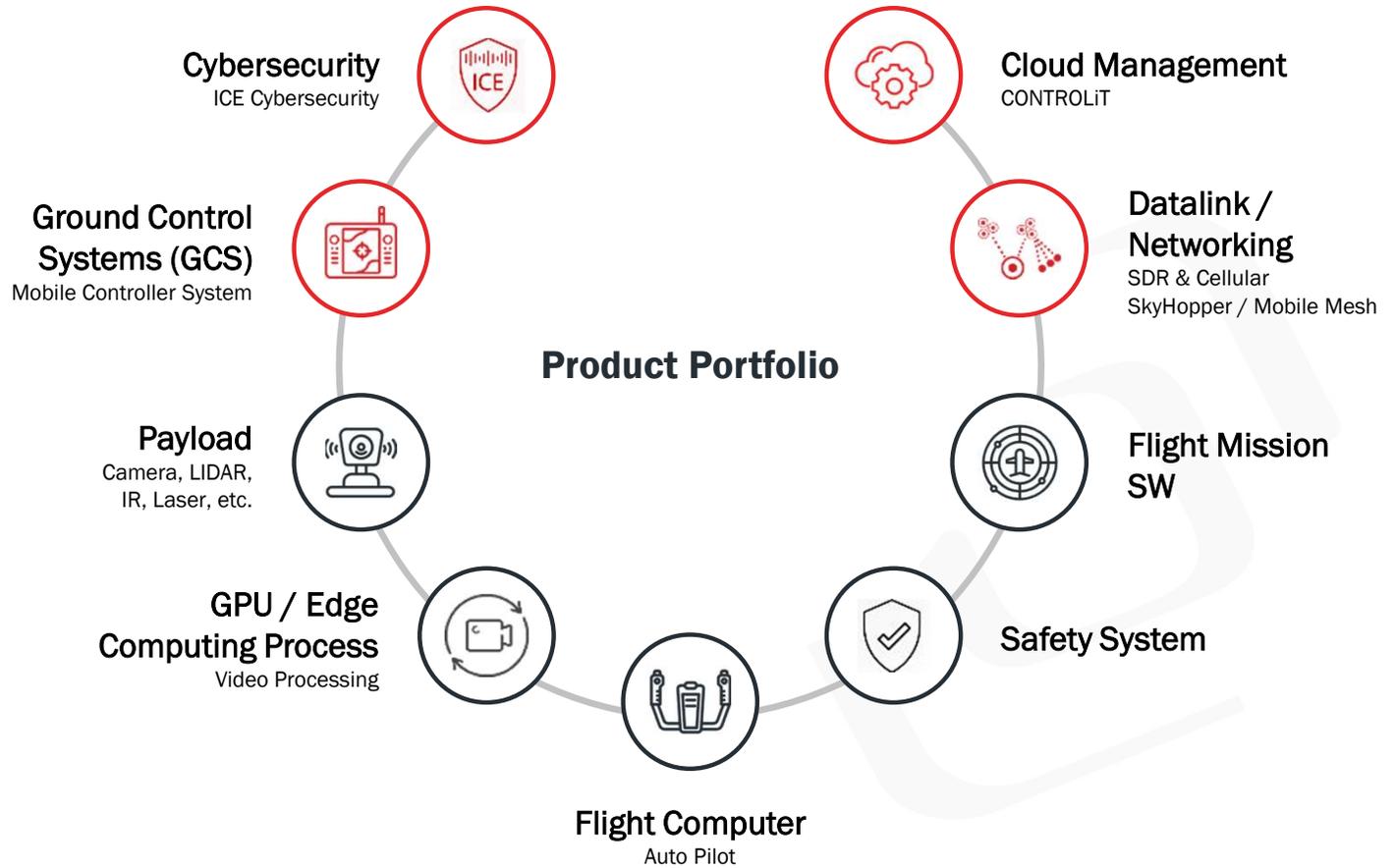
Mobilicom continues to achieve market share through its numerous “design wins” over the recent years.

## 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



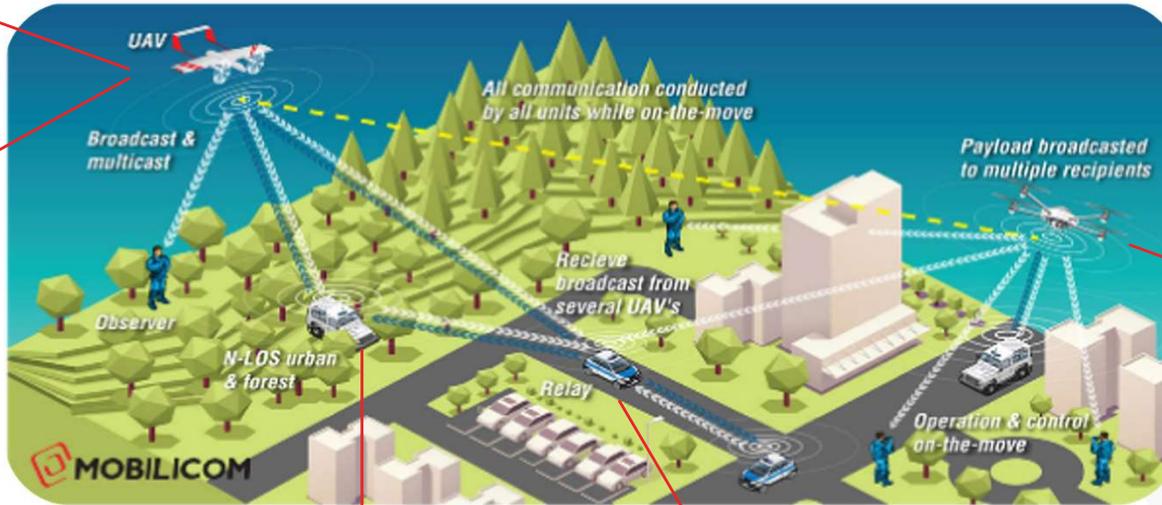
\*ResearchGate\_ Block-diagram-of-a-typical-UAS

Nasdaq:MOB

# 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



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### Mobile Mesh Networking

Rugged Ground Terminals

# Go-To-Market Strategy



## Design-Win Phases

## Commercialization Phases

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 Robust Solutions



SkyHopper Datalink



Mesh Networking



Mobile Control Terminals



CONTROLiT Cloud Software



ICE Cybersecurity Suite

## Our Customers



## Drone & Robotic Platforms

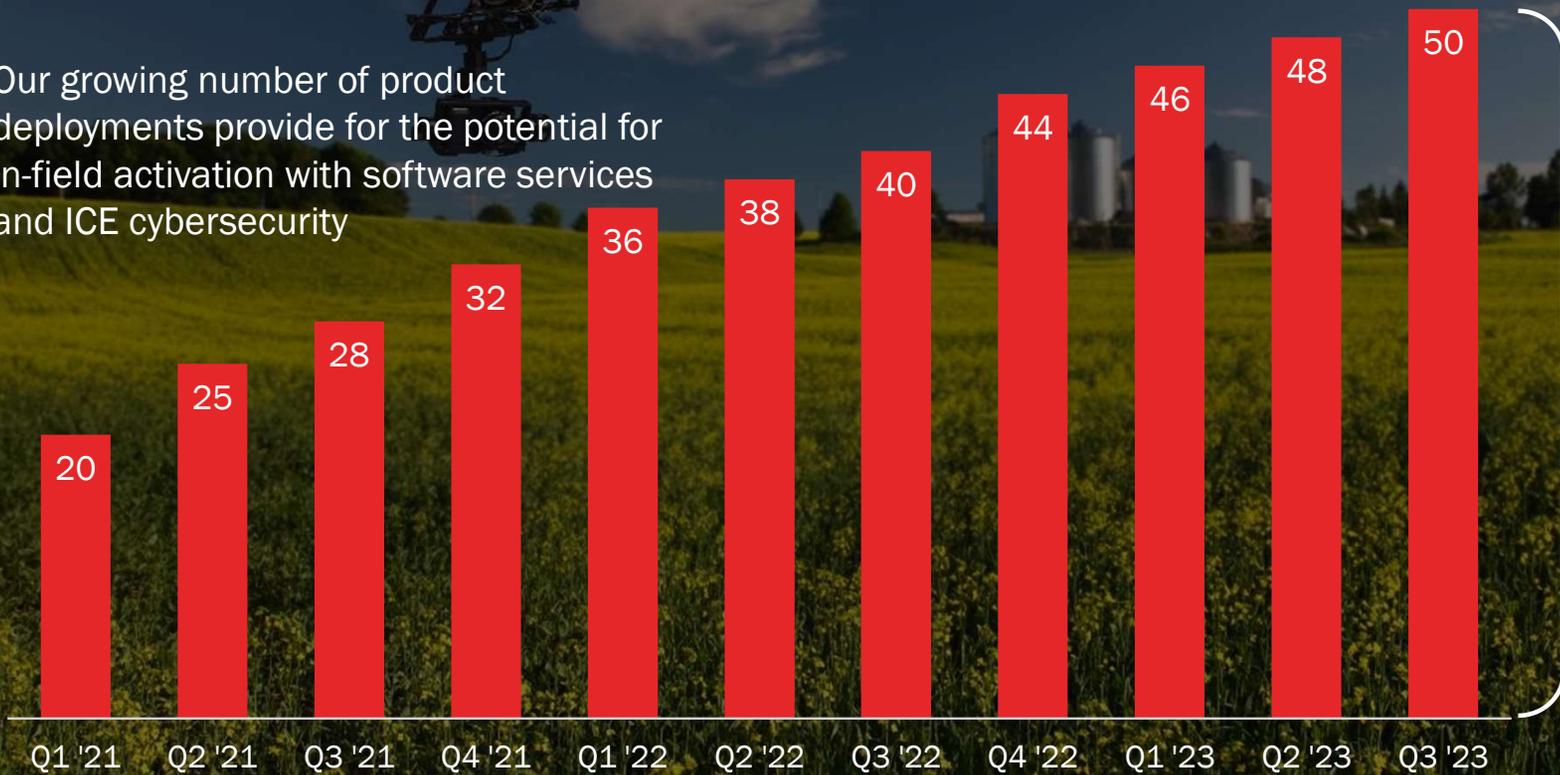


Nasdaq:MOB

## 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



### High Gross Margin Revenues from Repeat Hardware Orders and SaaS Software & Cybersecurity

#### **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**

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 additional Space Florida Innovation Program for 2023-2024



Won 9 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

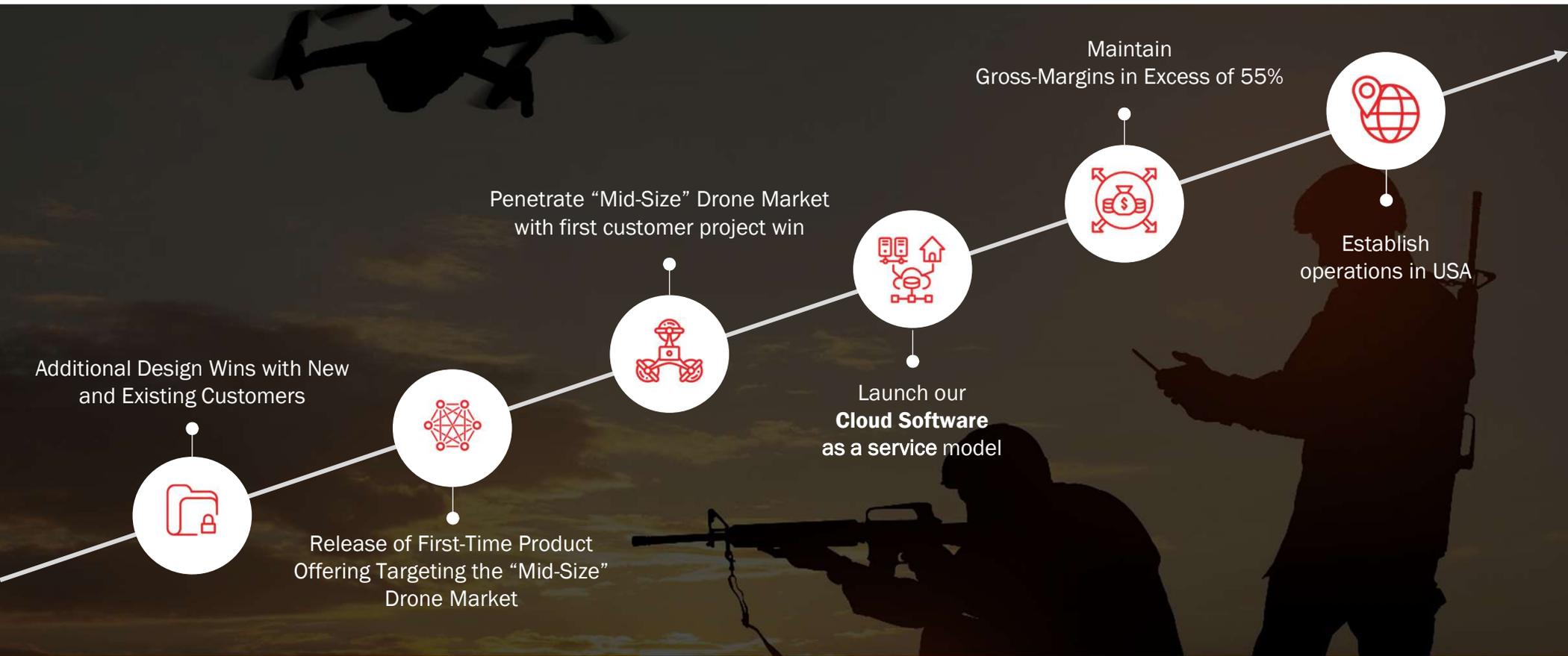


Meetings with U.S. Congress to Advocate for Drone Cybersecurity

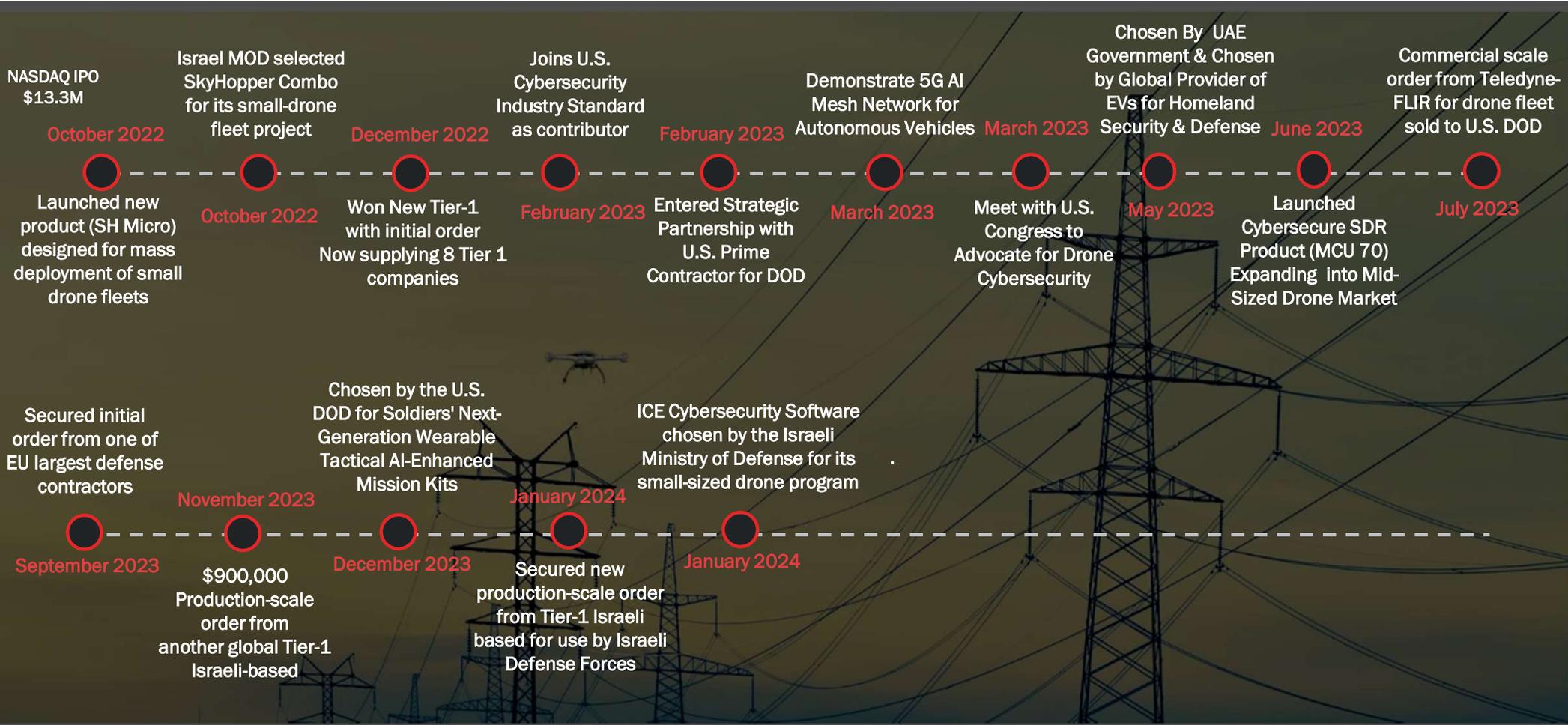
## Media Appearances



## Post IPO (September 2022) Goals



## Post IPO - Key Recent Events



## Recent Geopolitical Events Accelerate Demand



For the first time, drone of various sizes and capabilities are being widely deployed in multiple conflict zones. Autonomous systems are emerging as a key component of modern warfare. Mobilicom's solutions are an essential part of these systems.

### Ukraine – Russia

- Small-sized drones are widely used for reconnaissance & intelligence gathering
- Loitering (kamikaze) munitions, designed for one-time use upon attack are widely used
- Russia deploys cyber-attack stations on frontline, taking down 10,000 drones a month  
([Source](#))

### Israel - Hamas War

- Increased demand for defense solutions, including drones & loitering munitions
- Expedites adoption of solutions that include technologies from Mobilicom

## 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

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## Our Winning Formula



### 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

 **MOBILICOM**

