



# CORPORATE PRESENTATION

**MAY 2025**

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

Provider of robust cybersecure end-to-end solutions for drones and robotics.



## WHAT DO WE PROVIDE

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



## UNIQUE MARKET POSITION

Operating at the intersection of cybersecurity, AI autonomy, and drones and robotics



**MULTINATIONAL  
CORPORATE**



**FOUNDED IN  
2017**



**LISTED ON  
NASDAQ  
MOB  
MOBBW**



**50+  
CUSTOMERS**



**18  
COUNTRIES**



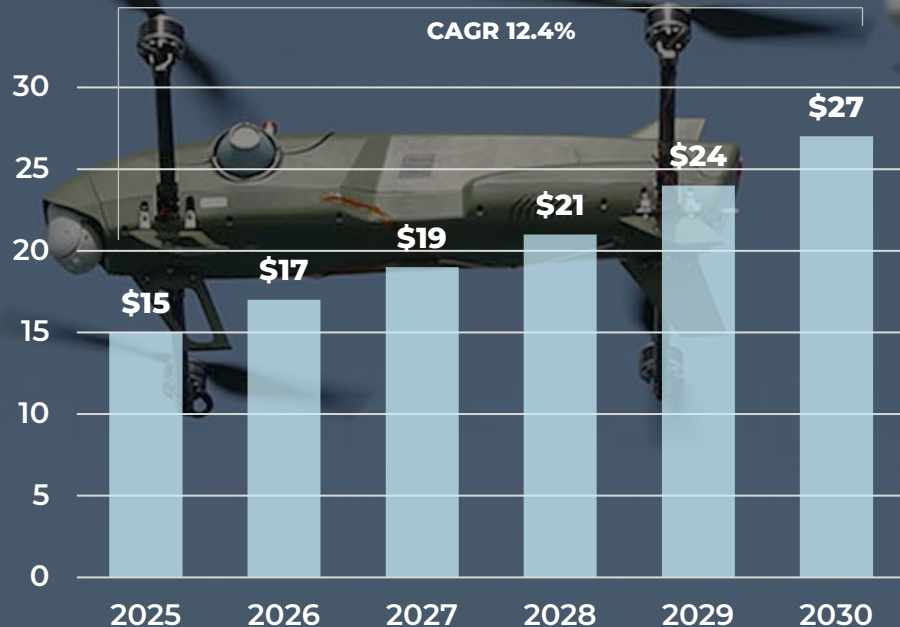
**34  
PATENT CLAIMS  
WITHIN  
2 PATENT  
FAMILIES**



# SMALL UNMANNED AERIAL VEHICLES (SUAV) MARKET SIZE AND FORECAST 2025-2030



REVENUES IN BILLION USD



\*SOURCE: ResearchAndMarkets.com's- Dec 2024



Mobilicom is focused on the rapidly growing **Defense & Commercial** drone Cybersecurity, Software and Hardware 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 \$5.4 billion by 2030.



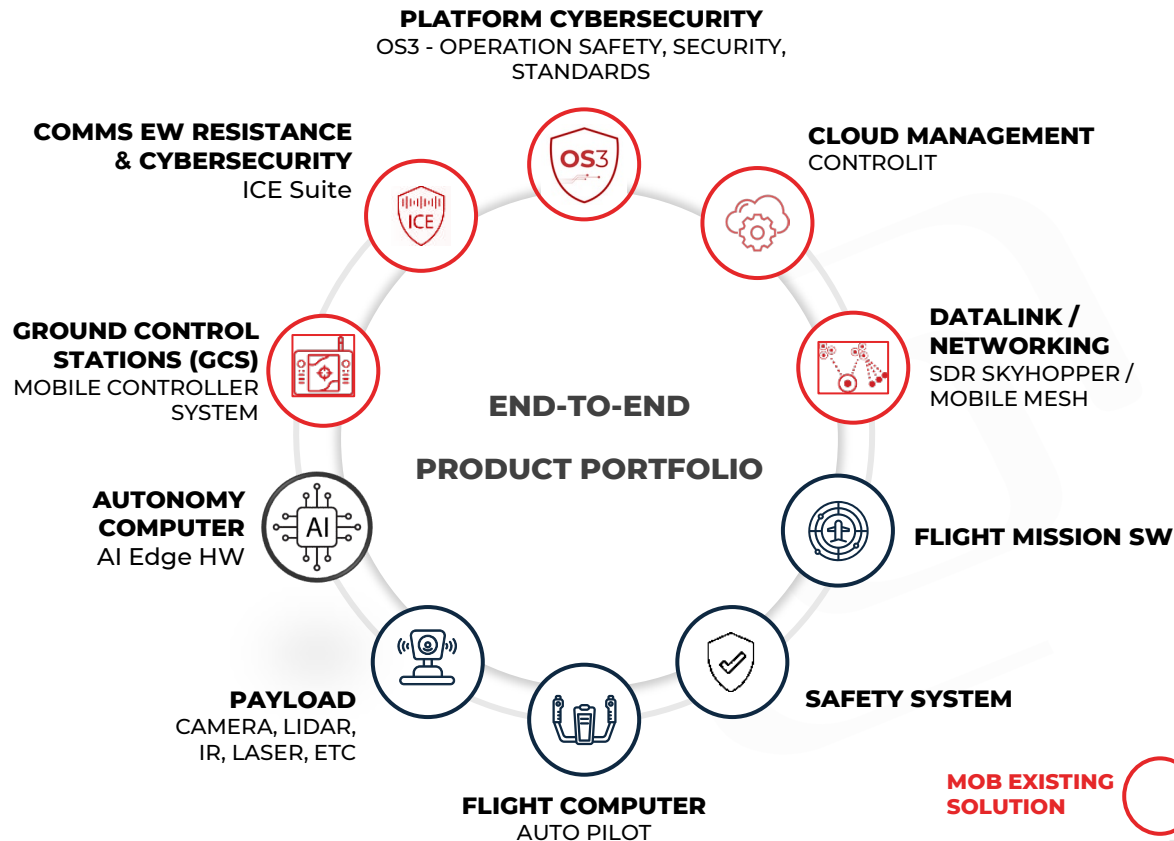
Mobilicom continues to achieve market share through scaled orders by existing customers, "design wins" by new customers and new products offering.

# 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**



# END-TO-END SOLUTIONS WORKING TOGETHER



**ICE - IMMUNITY  
CYBERSECURITY  
ENCRYPTION  
SOFTWARE**



**EW & COMMS PROTECTION**  
Provides electronic warfare resistance and secures the datalink and networking.



**OS3 PLATFORM PROTECTION**  
Provides cybersecurity and safety software solution.



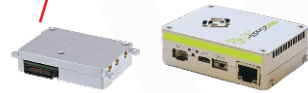
**GROUND CONTROL STATION**  
Wide range of handheld ruggedized controllers for Drones with various payloads



**CONTROLit**  
Cloud-based network management software solutions for Drone operators



**MCU MESH NETWORKING**  
Aerial and Ground Data Terminals connect and relay all UxVs within the network.



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



# CHALLENGES WE SOLVE

## CYBERSECURITY THREATS

Overcoming cybersecurity threats like platform hacking and EW jamming

## CUSTOMIZATION FLEXIBILITY

Developing tailored solutions with the flexibility of company-owned IP

## COMPLEX SYSTEM INTEGRATION

Collaborating for optimized solutions with a focus on customer success

## HARSH AND CONTESTED ENVIRONMENTS

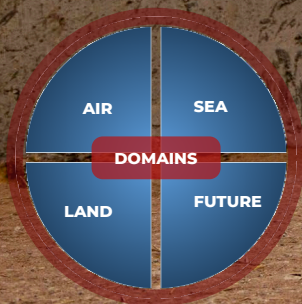
Operating in industrial, urban, remote, and extreme conditions requiring reliability

## SCALABLE SOLUTIONS

Balancing cost, performance, and timely deployment for effective scaling

## EVOLVING COMPLIANCE DEMANDS

Navigating complex standards and changing regulations like NDAA, Blue UAS, ITAR



**AIRBUS**



## CUSTOMERS WE SERVE

NASDAQ:MOB





# GO-TO-MARKET STRATEGY

PRE-SALES WITH  
POTENTIAL  
NEW CUSTOMERS

CUSTOMER  
INITIATES NEW  
PLATFORM DESIGN  
BASED ON  
MOBILICOM'S  
SOLUTIONS

CUSTOMER DESIGN  
ACHIEVES  
CERTIFICATION  
WITH EMBEDDED  
MOBILICOM  
SOLUTIONS

**PHASE 1**  
INTERACTION

**PHASE 2**  
DESIGN WIN  
(\$)

**PHASE 3**  
PLATFORM DESIGN  
& CERTIFICATION  
(\$)

**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 LEVERAGNG OUR  
UNIQUE END TO END  
PROVIDER CAPABILITIES  
(\$\$\$\$)

**DESIGN PHASE**

**COMMERCIALIZATION PHASE**



# USA TIER 1 CASE STUDY



4 Competitors  
chosen for  
performance,  
size, & price

Received  
multiple orders  
of ~\$50K each  
to support  
integration

Continues orders  
to support testing  
and validation  
Close cooperation

23Q3 – 1st customer order  
23Q4 – Follow-up PO  
24Q1 – Follow-up PO  
24Q2 – Scaled follow-up PO  
24Q3 – Scaled follow-up PO  
24Q4 – Scaled follow-up PO  
25Q1 – Scaled follow-up PO

US DOD customers' deployments

Tier 1 Platform chosen for  
DOD SOCOM program

Tier 1 shortlisted for DOD MARINES  
Program of Record (POR)

Tier 1 built U.S. production site  
for mass production



## PHASE 6

**CROSS - SALE &  
REVENUE EXPANSION**  
BY LEVERAGNG OUR  
UNIQUE END TO END  
PROVIDER CAPABILITIES  
(\$\$\$\$)



**PHASE 5  
SHARP SALES  
RAMP-UP**  
FROM REPEAT  
ORDERS OF  
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**PHASE 4  
CUSTOMER'S  
INITIAL DRONE  
DEPLOYMENTS**  
(\$\$)



**PHASE 3  
PLATFORM DESIGN  
& CERTIFICATION**  
(\$)



**PHASE 2  
DESIGN WIN**  
(\$)



**PHASE 1  
INTERACTION**

**DESIGN PHASE**

**COMMERCIALIZATION PHASE**



# ISRAEL TIER 1 CASE STUDY



Chosen for small Loitering drone

Received POs to support integration of  
- Datalink  
- Mobile Controller  
End-to-End offering

Continues orders to support testing and validation.  
Close cooperation.

23Q4 – 1<sup>st</sup> production PO – datalinks  
24Q2 – PO - GCS systems  
24Q3 – PO - SkyHopper Micro  
24Q4 – PO -MCU Mesh Network  
25Q1 – PO - GCS systems

Selected for new platform (perimeter protection drone fleets) for MESH solutions  
Tier-1 Platform is widely promoted across EU - NATO.



## PHASE 6

### CROSS - SALE & REVENUE EXPANSION

BY LEVERAGNG OUR UNIQUE END TO END PROVIDER CAPABILITIES (\$\$\$\$)



PHASE 5  
SHARP SALES RAMP-UP  
FROM REPEAT ORDERS OF OUR EMBEDDED SOLUTION (\$\$\$)



PHASE 4  
CUSTOMER'S INITIAL DRONE DEPLOYMENTS (\$\$)

PHASE 3  
PLATFORM DESIGN & CERTIFICATION (\$)

PHASE 2  
DESIGN WIN (\$)

PHASE 1  
INTERACTION



DESIGN PHASE

COMMERCIALIZATION PHASE



# KEY MILESTONE ACHIEVEMENT



## MOBILICOM SOLUTIONS INCLUSION IN THE BLUE UAS FRAMEWORK

- **WHAT IS BLUE UAS?**

An initiative by the U.S. Department of Defense's Defense Innovation Unit (DIU) to vet and scale secure, NDAA-compliant unmanned aerial systems (UAS) technology.

- **IMPORTANCE OF THE BLUE UAS PROGRAM?**

- ✓ Ensures that UAS technology used by the DoD and other government agencies meets stringent security and compliance standards.
- ✓ Streamlines procurement processes, reducing administrative burdens and ensuring deployment of trusted, cyber-secure, and NDAA-compliant systems.



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## EXPECTED IMPACT FOR MOBILICOM

- **Enhanced Market Access**

Facilitates streamlined procurement by U.S. federal agencies, NATO allies, and defense contractors, accelerating adoption across defense and commercial sectors.

- **Competitive Advantage**

Positions Mobilicom among a prestigious group of trusted suppliers, increasing visibility and credibility with top-tier OEMs and system integrators.

- **Robust Cybersecurity Integration**

Cyber certified Mobilicom solutions as trusted provider.

- **Financial Growth Catalyst**

Anticipated to win additional customers and drive revenue growth



# RECENT GEOPOLITICAL EVENTS ACCELERATE DEMAND FOR MOBILICOM SOLUTIONS



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.

## Recent Conflicts Accelerate Demand for Drones

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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.

### Ukraine–Russia Conflict

- Small-sized drones are widely used for reconnaissance & intelligence gathering.
- **Loitering (kamikaze) munitions** (mainly FPV) designed for one-time strikes use.
- Ukrainian FPV & Small drones usage estimations:  
In 2023 ~10,000 per month  
In 2024 ~20,000 and up to ~100,000 per month by early 2025 **~200,000 a month**
- **Russia** deploys **cyber-attack** stations on the frontline, **taking down 90% of the drones**

(Source)

### Middle-East Conflicts

- **Israel drone usage** estimation:  
>1,000 Large Drone for ISR,  
>10,000 mini drone by army,  
as well as loitering drones.
- **Hezbollah** – over 1,300 drones launched at Israel
- **Iran** launched >170 large long-range drones at Israel in 2024 **single attack**.
- The Hoithi have launched over 200 large long-range drones at Israel
- Increased demand for defense solutions, including drones & loitering munitions

## Recent Conflicts Accelerate Demand for Drones

Mobilicom's solutions are an essential part of these systems.

The drone industry in the United States is experiencing a notable uptick. The U.S. requires a vast array of autonomous drone systems, both for itself and its allies, Preferably sourced domestically and as quickly as possible.

### Recent Trends in the U.S.

- China conflict preparation: U.S. boosting autonomous drone capabilities.
- US agreed to supply **Taiwan with \$360M** worth of drones.
- Pentagon's **\$1 billion Replicator 1** initiative for 2025 budget
- **Replicator 2** to deliver thousands of all-domain autonomous systems for 2026 budget
- The US Army's SRR program **12,000 mini drones**, valued at ~ **\$600-\$700 million**
- Additional PORs on the way: Marines OPF-L, SOCOM GOPSS, DOD Launched Effects, Navy LRT, etc.
- Network Security Concerns: Drones Act aims to limit the use of Chinese-manufactured drones in the U.S  
→ **Drone Cybersecurity is becoming critical.**

### India-Pakistan Conflict

The world's **first drone war** between **nuclear-armed** neighbors has erupted in South Asia.

Pakistan launched **400-500 drones** at **36 locations** (Turkish-made).

India deployed Harpy & Harop strike drones, and Heron drone for ISR (Israeli-made).

India to

Drone warfare played a significant role in the conflict on both sides

## CURRENT CUSTOMERS SHIFT TO MASS-PRODUCTION

Moving to production scale to support increased customers' demand (e.g., DoD Program Of Record)

## WINNING NEW CUSTOMERS

Design wins of new drone and robotics platforms

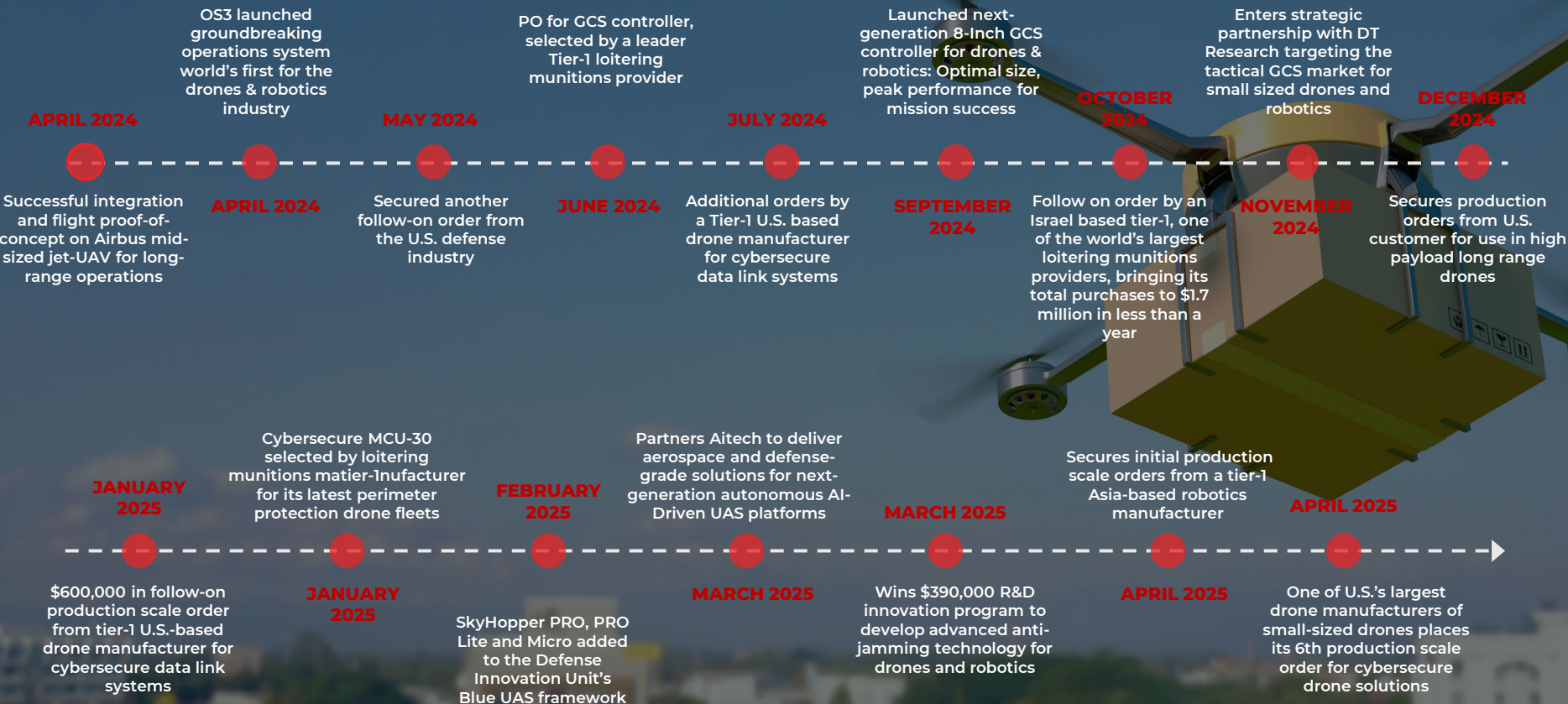
## NEW PRODUCT OFFERING

Bringing new solutions to the market:

- OS3 platform cybersecurity
- Secure Autonomy Computers
- etc...



# 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



## **David Fagelston**

VP, USA & ROW SALES

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



## **Yair Maor**

VP, EUROPE & ISRAEL SALES

- General Manager MEA & FSU - RAD
- VP, Marketing & Business Development – ELTA Systems Ltd. (IAI)



## **Anthony Miller**

HEAD OF MARKETING

- Principal – Czesca Group (B2B Technology Marketing)
- Previously held global marketing roles at Microsoft, IBM, NCR



## **Avi Rosh**

VP, OPERATIONS

- Director Supply Chain Management– Siklu
- CM Department Manager - Ceragon Networks



## **Liad Gelfer**

DIRECTOR OF FINANCE

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

# EQUITY AND STRONG CASH POSITION



	<u>ADS</u>
<b>Outstanding as of 30/04/2025</b>	<b>7,535,916</b>
<b>Warrants (strike \$1.55)</b>	<b>1,237,096</b>
<b>Warrants (strike \$5 or \$5.16)</b>	<b>2,931,355</b>
<b>Fully Diluted</b>	<b>11,704,367</b>

\* The numbers above exclude Employees ESOP/RSU

\*\* Each ADS represent 275 non-traded Australian shares (float)

**\$8.6 million** in cash and equivalents  
as of 31/12/2024

**\$16.6 million** additional funds upon  
exercise of Warrants

## **Strong cash position**

**Low burn rate** - faster reach out to positive  
cash flow

**No bank debt, No loans,  
No convertibles debt**

# FINANCIAL HIGHLIGHTS



For the Year Ended December 31,				
Profit & Loss data	2023		2024	
	US\$ in thousands		US\$ in thousands	
Revenues	\$	2,194	\$	3,181
Cost of sales		-902		-1,349
Government grants		197		188
Sales and Marketing		-2,088		-1,965
Research and Development		-1,937		-2,127
General and Administration		-2,256		-1,971
EBITDA (Loss)	\$	-3,948	\$	-3,181
Net Loss (after tax)	\$	-4,566	\$	-8,010

1. Revenue increased 45% YOY
2. Confirmed order backlog as of December 31, 2024, of \$1.1 million to be fulfilled in H1 2025
3. Operating net burn rate for 2024 narrowed by 24% averaging approximately \$267K per month
4. Strong cash position of about \$8.6 million with a narrowing monthly burn rate affords Mobilicom a long cash runway
5. OPEX remained steady, while 2024 revenue increased pointing to Mobilicom ability to ramp sales without increasing operational costs
5. Gross margin remained high at close to 60%.
6. No bank debt, No loans
7. EBITDA loss improved by 18%

# WHY TO INVEST NOW - TICKING ALL THE RIGHT BOXES



## POSITIONED AT THE CROSSROADS OF INNOVATION

**Operates in multiple  
rapidly expanding sectors:  
Cybersecurity  
Drone & Robotics  
Defense Tech**



## PROPRIETARY TECHNOLOGY WITH A COMPETITIVE EDGE

**Robust IP & Know How  
Field proven products  
U.S. DOD – Blue UAS  
International certifications**



## IN USE BY BLUE-CHIP COMPANIES

**Tier 1 OEMs shifting to  
production scale  
DOD Program of Record  
New products cross sale**



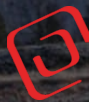
## FINANCIALLY POISED FOR GROWTH

**Strong cash position  
Low burn rate  
Zero debt / convertibles  
High gross margin  
Multiple growth pillars**

Nasdaq:MOB



# THANK YOU.



**MOBILICOM**

This presentation may contain U.S. Department of Defense media which does not imply or constitute DOD endorsement.

Nasdaq:MOB