

## Major Trial Completed with Multinational Retailer

### Highlights

- RocketBoots successfully completes a trial with a multinational retailer delivering its loss prevention software to stores in the U.S. and UK
- The trial achieved the customer's objectives and show a positive return on investment
- The multinational retailer operates 1000's stores internationally
- Contract discussions are in progress
- The Company also advanced software trials with three UK retailers
- RocketBoots continues to focus on scaling the business internationally progressing conversion of its existing pipeline as well as customer outreach initiatives targeting billion-dollar global retail grocery & banking markets<sup>1</sup>.

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Artificial Intelligence software company, **RocketBoots Limited (ASX:ROC)** (RocketBoots or the Company), is pleased to announce the completion of a major customer trial for its loss prevention software in stores across the U.S. and UK.

### Multinational Customer Trial Completed

RocketBoots is pleased to announce that it has completed a trial of its loss prevention software with a multinational retailer, successfully delivering its loss prevention software to the retailer's stores in the U.S. and UK.

The trial achieved the customer's objectives generating a positive return on investment. Importantly, RocketBoots also met the customer's strict data security requirements with respect to General Data Protection Regulation (GDPR), a critical condition required as a part of securing a contract.

Whilst the trial value was not material at the commencement of the trial, it is now material due to ongoing extensions and variations with the customer having paid fees equal to approximately 8% RocketBoots' FY2024 revenue.

The engagement demonstrates strong market demand from retailers for secure and robust loss prevention solutions. RocketBoots is now working with the customer on their requirements for a global roll out of the software.

The customer is a top 10 multinational retailer, with a long operating history operating internationally. Due to strict privacy laws in the customer's market, RocketBoots is unable to disclose the customer's name. RocketBoots confirms that it does not consider the identity of the counterparty to be information that a reasonable person would expect to have a material effect on the price. RocketBoots confirms this announcement contains all material information relevant to assessing the impact of the contract and is not misleading by omission.

### Customer Pipeline Progress

Activities progress with a multiple customers including:

- Installed and in the process of reviewing return on investment with 3 other UK retailers.
- A new trial coming online in NZ

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<sup>1</sup> Please refer to the Company's announcement on 4 October 2024 (Investor Presentation)

This announcement has been authorised for release by the Board of RocketBoots Board.

- Ends -

For more information:

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### About RocketBoots

RocketBoots superpowers in-person service by transforming video into operational improvement. We enable some of the world's largest retailers & banks to run their stores & branches with less operational costs & loss while improving service, sales & loyalty.

To do this RocketBoots provides a unique unified loss prevention, workforce management & customer experience software platform

#### For Retailers:

1. Automatically detects potential theft at self checkouts
2. Automatically detects staff fraud e.g. sweethearting
3. Revolutionises workforce planning:
4. Lower cost staffing with no service impact
5. Improved service to reduce queue abandonment & lost sales

#### For Retail banking:

1. Revolutionises omni channel workforce planning:
2. Lower cost staffing with no service impact
3. Improved service to reduce abandonment & lost sales
4. Unlock hybrid working opportunities through precise scheduling of staff latent capacity & idle time of branch staff
5. Increase speed of customer responses in ALL channels