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**FY26 Strategy**  
**AGM presentation**  
**Kevin Brown, CEO**  
**24 November 2025**

# Forward-looking statements

This announcement may contain forward-looking statements. Forward looking statements include those containing words such as: "anticipate", "believe", "expect", "estimate", "should", "will", "plan", "could", "may", "intends", "guidance", "project", "forecast", "target", "likely", "continue", "objectives" and other similar expressions within the meaning of securities laws of applicable jurisdictions and include, but are not limited to, certain plans, strategies and objectives of the Board and other matters. Any forward-looking statements, opinions and estimates provided in this announcement are based on assumptions and contingencies which are subject to change without notice and involve known and unknown risks and uncertainties and other factors which are beyond the control of icetana and its officers, employees, agents, associates and advisers. Forward looking statements are provided as a general guide only and should not be relied upon as an indication or guarantee of future performance. Readers are cautioned not to place undue reliance on forward-looking statements. Actual results may differ materially from those expressed or implied in such statements. Except as required by law or regulation (including the ASX Listing Rules), icetana undertakes no obligation to update these forward-looking statements or to provide any other additional or updated information whether as a result of new information, future events or results or otherwise.

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The forward-looking statements are based on information available to icetana as at the date of this announcement.

The modern SOC is under pressure like never before

# The problem

**Security Operation Centres (SOCs) manage 1,000+ cameras, far beyond what human operators can effectively monitor.**

SOC Executives face rising expectations to protect people and assets while dealing with:

- Limited staffing and tight budgets
- High false-alarm environments
- Missed events due to human fatigue and distraction
- Slow detection and inconsistent response workflows.

**The result:** critical incidents are overlooked, response times lag, and risk continues to rise.

Security AI that scales safety

# The solution

icetana AI delivers Security AI purpose-built for large SOCs, automating the management of unusual or unsafe events across thousands of live video streams.

## What icetana AI does

- Proactively detects threats at scale
- Highlights only the moments that matter
- Accelerates operator response with automated triage
- Integrates seamlessly into existing workflows.

## Built for SOC executives

We combine skilled operators with AI that never gets tired, never gets distracted, and continuously learns, helping teams protect more people with the resources they already have.

Our promise: we detect threats proactively at scale

# Why icetana AI

**icetana AI automates threat detection, amplifies operator performance, and helps large-scale SOCs protect more people, without increasing headcount.**

- Improve detection accuracy
- Accelerate and standardize responses
- Reduce operator fatigue
- Lower safety and compliance risk
- Scale without growing headcount

## Self-learning AI at scale

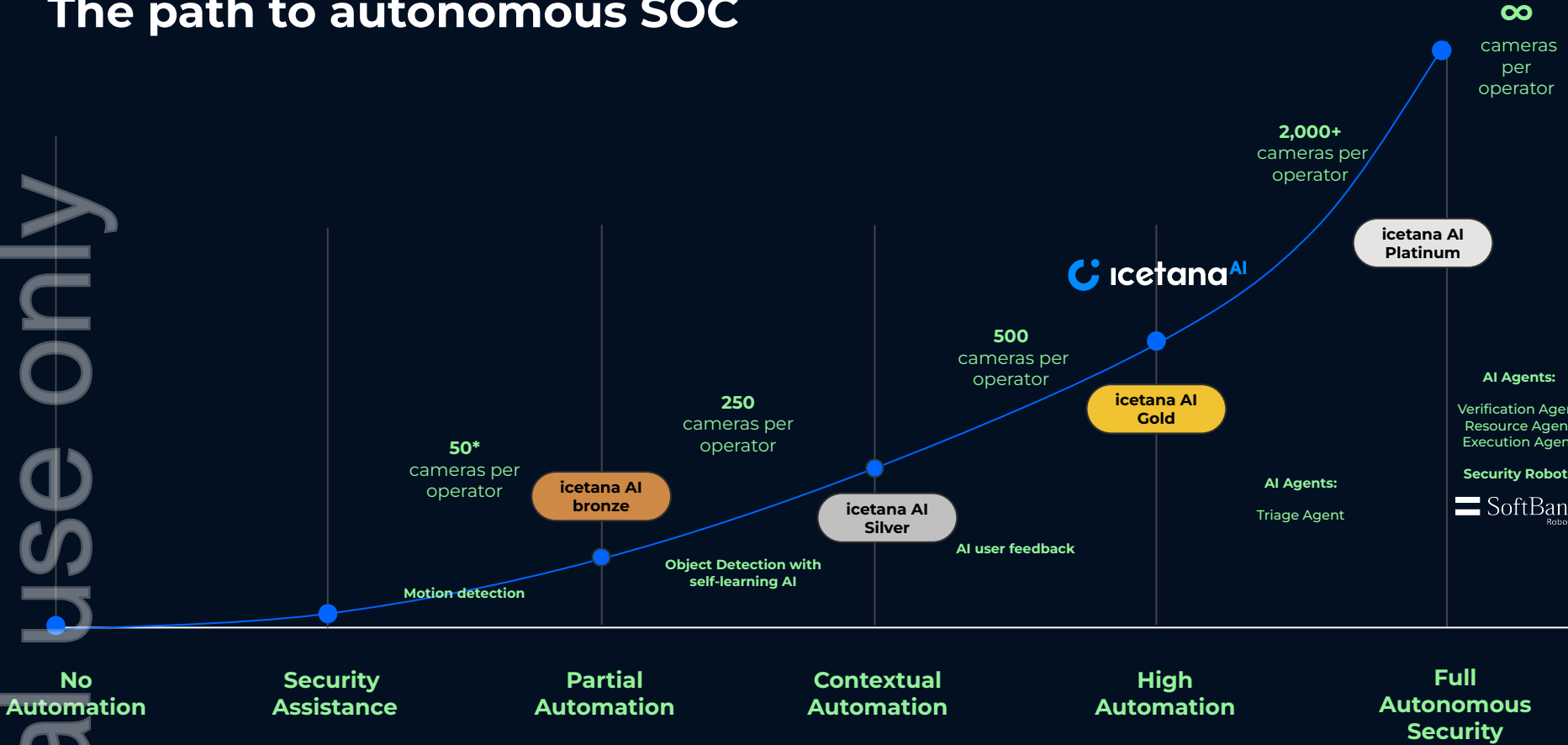
Trained on 700 million hours of real-world footage, icetana's AI continuously learns your environment.

- Learns every corner of your site without manual configuration
- Understands what "normal" looks like per camera
- Improves accuracy as patterns stabilise
- Requires minimal tuning even across 1,000+ cameras
- Impossible for rules-based systems or per-camera models to replicate

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# The path to autonomous SOC

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**AI Agents:**  
Verification Agent  
Resource Agent  
Execution Agent

**Security Robots**  
SoftBank Robotics

# Strategic focus

- **Critical numbers**
  - Partner led SOC leads (44/50 this quarter)
  - % of partner SOC Leads turning into a PO (2% of 30% goal)
- **Deepen strategic partnerships**

“Red carpet” level collaboration with key partners like SoftBank Robotics and Macnica through joint go-to-market programs, technical enablement, and co-innovation.
- **Evolve to predictive AI**

Innovation toward predictive, explainable, and autonomous AI that enhances foresight and reliability.
- **Establish trusted market leadership**

Position icetana as the dependable AI layer for SOC's worldwide.



# Distributor and integration partners

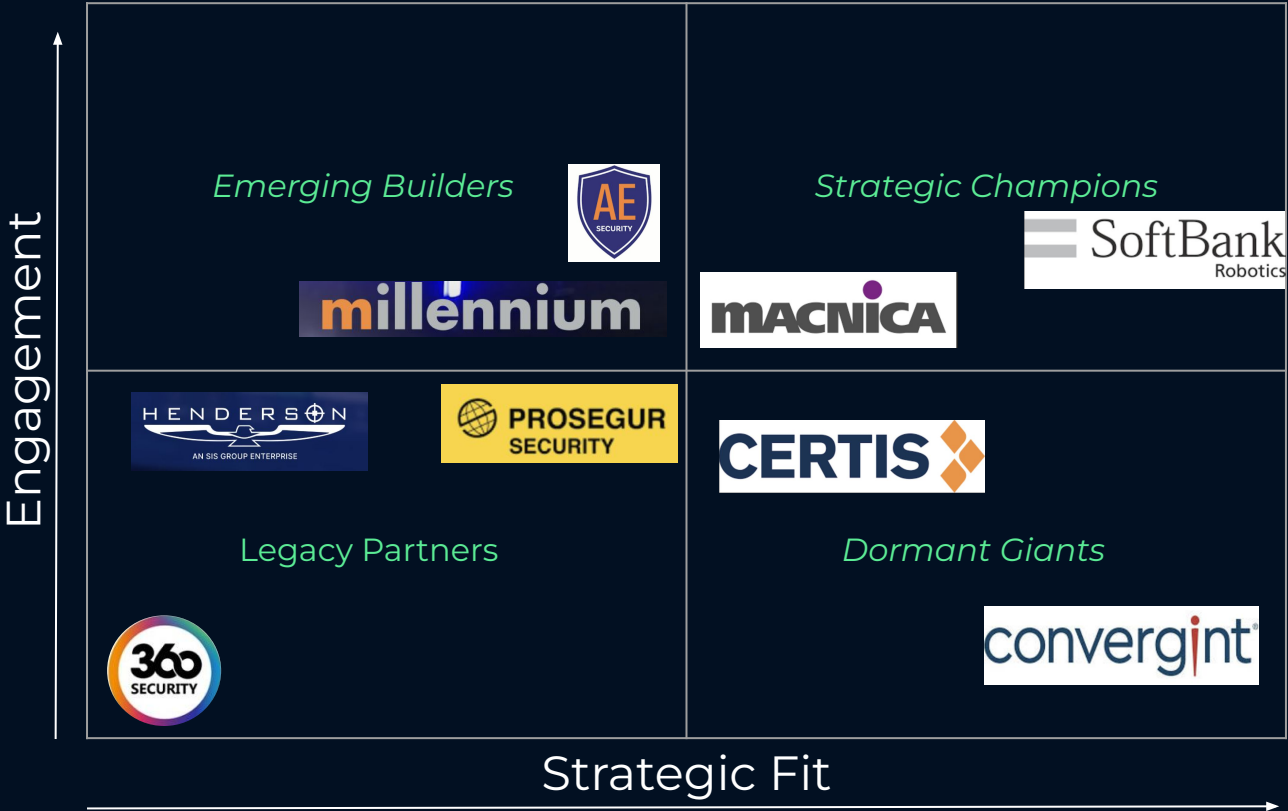
- **Regions:** APAC, Middle East, USA
- **Industries:** Mall Management, Universities, Smart Cities
  
- **Core partner profile:**
  - Established security integrator or distributor with 1,000+ cameras per customer and active SOC capability.
  - Technically competent and innovation-focused (early adopter mindset).
  - Demonstrated revenue and multi-site deployments (e.g., Softbank Robotics, Macnica).
- **Target partner:**
  - Mid-tier or emerging integrator with 500+ camera deployments and growth potential.
  - Interested in autonomous security AI and willing to invest in enablement and/or hardware.
  - Active in expanding verticals or regions (e.g. Mall Management, Universities, Smart Cities).
- **Non-target partner:**
  - No SOC or less than 500 cameras in their network
  - No technical team; purely transactional reseller.
  - No active deployments.
  - Low engagement and resistance to adopting new technology.

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Strategic landscape

# Partners

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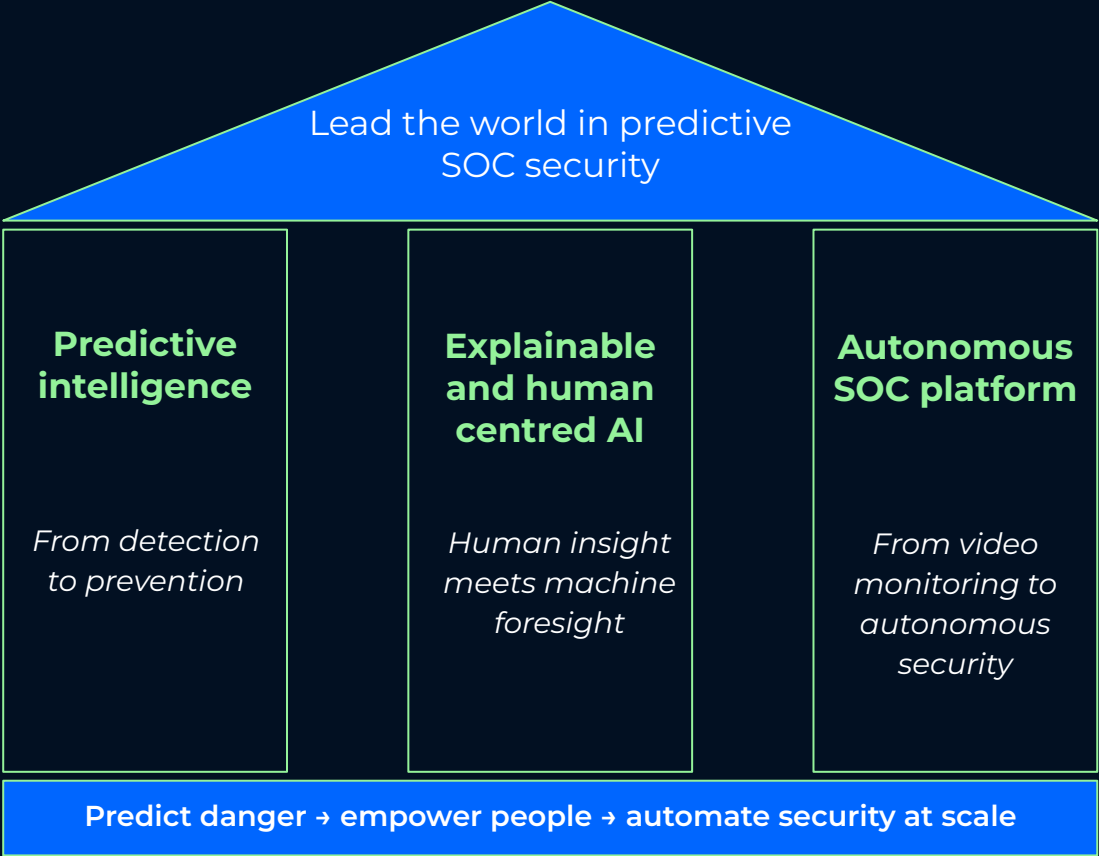


## Prospective customers

- **Regions:** APAC, Middle East, USA
- **Industries:** Mall Management, Universities, Smart Cities
- **Core customer profile:**
  - Shopping mall with a 'manned' Security Operations Centers (SOCs) and 1000+ cameras (e.g. Tutama)
  - Tech enthusiasts (Innovators/early adopters)
- **Target customer:**
  - Any vertical with a SOC with 500+ cameras
  - Tech enthusiasts (Innovators/early adopters)
- **Non-target customer:**
  - No SOC, <400 cameras
  - Laggards

# Product north star

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# 1. Predictive intelligence

icetana's AI doesn't just recognize unusual activity - it understands context and forecasts risk.

By analysing movement, timing and behavioural patterns, we help security teams act minutes earlier to prevent harm.

## Key Outcomes

- Predictive algorithms for slips, aggression, crowd surges and medical events
- Risk scoring and prioritisation for faster decision making
- Integration with robotics and automated response systems
- AI-driven trend modeling: uses historical behavioral data per site and per camera to surface early risk indicators
- Integration with operator workflows: predictive alerts connect directly to response protocols, enabling proactive action.

**Goal:** Make every SOC capable of seeing 30 seconds into the future.

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## 2. Explainable and human-centred AI

Every event comes with context so operators understand why the AI acted and can focus on what matters.

AI in security must be transparent, ethical, and augmentative. icetana AI is designed to help humans make better decisions, not replace them.

### Key Outcomes

- 80-90% of events are understandable by humans
- Every event includes a clear reason
- Compliant with global AI ethics and security standards
- Operators can see the confidence level and contributing factors behind detections
- Operator give feedback with “see more/less” to retrain the system for continuous accuracy
- Focus on metadata-driven analysis, avoiding personally identifiable data capture to ensure privacy.

**Goal:** Create AI Operators trust and algorithms that learn from their expertise.

## 3. Autonomous SOC platform

icetana AI is building the world's first autonomous Security Operations Center platform. Our platform combines scale, reliability and automation to transform reactive security teams into proactive, autonomous ones.

### Key Outcomes

- <3s latency, 99% uptime and AI-driven triage
- Triage Agent automatically reviews, filters, and documents e80-90% of events
- Continuous learning from 12M+ hours of operator feedback
- Foundation for fully autonomous SOC's well progressed
- Assigns incidents, escalates threats and triggers responses without manual intervention
- Automatic deployment of robots or equivalent to the incident area
- Works seamlessly with existing VMS, monitoring software and incident management tools
- A single software for detection, triage, reporting and predictive insight.

**Goal:** Empower Operators to manage thousands of cameras and spend time only where it matters most.

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