RocketBoots Signs Transformational Global Contract with Tier-One Retailer for AI SaaS Solution

Highlights:

- Contract for approximately A$9.1 million[1] of Annual Recurring Revenue (ARR)

- 5-year contract with automatic 1-year extensions

- More than a 10X increase to today's ARR once rolled out

- Remaining total pipeline opportunity exceeds 10X this contract value

SYDNEY, AUSTRALIA – 18th December 2025 – RocketBoots Limited (ASX: ROC) ("RocketBoots" or the "Company") is pleased to advise it has executed a transformational agreement with a tier-one multinational retailer (the "Customer") to deploy RocketBoots' proprietary AI-driven loss prevention platform initially across approximately 40% of the Customer's global store network.

This agreement marks a major milestone in RocketBoots' international expansion strategy and company maturity and demonstrates a meaningful commercial and strategic validation of the Company's technology and global operating model.

This contract win followed a competitive tender process against other global software providers, which saw RocketBoots' solution selected due to superior computer vision performance, ability to customise customer experience and the high confidence in the RocketBoots team after a successful trial.

Key Terms of the Agreement

- **Annual Recurring Revenue (ARR):** approximately **A$9.1 million[1]**

- **Contract term**: 5 years with automatic 1-year extensions

- **Geographies:** global

- **Payment terms:** annual upfront payment, prorated to 31 December after activation

- **Deployment scale:** initially to approximately 40% of the Customer's global store network with first installations planned for Q1 CY26

- **Expansion rights**: pricing agreed to expand to remaining store network in the future (no commitment)

- **Deployment model**: fully cloud-based, no store visits by RocketBoots staff

- **Scope**: RocketBoots AI loss-prevention solution will provide a critical component at self-checkout

- **Termination:** standard commercial provisions including termination for material breach or insolvency. No termination for convenience for the first 5 years.

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.

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[1] based on scale contracted pricing, todays FX rates, the customer's RFP store volumes for rollout, and once rolled out at ~40% of the Customer's global store network.

Strategic Significance

RocketBoots considers that this agreement:

- Establishes RocketBoots as a global enterprise supplier to one of the world's largest retailers
- Is a transformational contract for the company, providing a material uplift in ARR
- Solidifies the Company's ability to deliver and support complex, multi-region AI projects remotely and at massive scale
- Strengthens the Company's position in the rapidly growing retail AI and loss-prevention market
- Provides a reference framework to support conversion of the Company's advanced sales pipeline
- Enables the Company to operate at economies of scale

Current Status & Next Steps

RocketBoots is currently completing technical integration activities with the Customer's technology partners. Initial production deployments are expected to commence in late Q1 CY26, with phased rollout thereafter.

In addition, the Company is currently finalising terms associated with the services involved in activating the solution under a separate contract accompanying this agreement ("Activation Contract").

Comment from the CEO

RocketBoots CEO Joel Rappolt said:

"*We are delighted to have been selected by one of the world's largest retailers to deploy our AI loss-prevention platform at global scale. This contract represents a major strategic milestone for RocketBoots and validates our software, our delivery model, and our team's capability to serve the world's most sophisticated retail environments.*

We look forward to partnering closely with this Customer as we progress deployment and support their global store network.

This win was only made possible by the professional and huge efforts of the entire RocketBoots team and the support we have received from the investor community & stakeholders. This marks the beginning of a new global growth chapter for RocketBoots, giving us significant confidence to convert further opportunities in our advanced pipeline and beyond"

Outlook

RocketBoots is positioned at the intersection of two expanding global spend categories: AI-driven loss prevention and AI-enabled labour optimisation.

This contract win has converted less than 10% of RocketBoots' former total pipeline into contracted ARR, leaving an advanced-stage pipeline of approximately 17,000 sites and early-stage pipeline of approximately 32,000 sites. This conversion demonstrates the potential for pipeline opportunities to progress to contract stage and provides a solid foundation for further conversions — including 60% of our new customer's sites that are yet to be contracted.

RocketBoots' pipeline activity continues to grow, driven by increasing global demand for AI-powered retail loss-prevention and productivity automation solutions. The Company remains focused on disciplined execution across deployments and on advancing opportunities through the pipeline.

Forward-Looking Statements

This announcement contains forward-looking statements regarding future events and expectations. Such statements are not guarantees of future performance and are subject to risks, uncertainties and assumptions outside the control of RocketBoots. Actual results may differ materially. Readers are cautioned not to place undue reliance on forward-looking statements.

Authorised for Release

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

ENDS

For further information, please contact:
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About RocketBoots

1. **RocketBoots mission** is to empower the world's largest retailers & banks to run their large networks of stores & branches with lower operational costs & loss while improving service, sales & loyalty.

2. **We achieve this by** transforming video into performance improvement using Edge AI, cloud computing, simulation, advanced analytics and out of the box user interfaces.

3. **Business critical** trends driving demand for our software:

   ⇒ Retail shrinkage continues to accelerate globally
   ⇒ Self-checkout expansion requires loss-prevention technology to scale safely
   ⇒ Increased interest/hype in adopting AI to optimise margins, reduce operating costs & improve service

RocketBoots AI-powered product offerings directly address these core business trends:

Adaptive Loss Prevention for Retail

o Reduces self-checkout loss without adding needless friction
o Reduces staff driven loss at checkout
o Reduces margin lost to un-needed staff hours
o Reduces the risk of experience driven sales loss today (abandonment) & tomorrow (loyalty/ lifetime value of a customer)

Branch Value Optimisation

o Surgically enables branch/ digital hybrid working
o Lowers branch operating costs
o Speeds up response times across branch & digital channels
o Reveals service bottlenecks that impact NPS