

Mobilicom launches business strategy focused on drones & robotics platform manufacturers

15 March 2021 – Mobilicom Limited (Mobilicom or the Company, ASX: MOB) is pleased to deliver its business strategy and investor presentation, focusing primarily on delivery of its smart solutions to global drone, robotics and autonomous system manufacturers.

Mobilicom has grown a global customer base with sales to high profile customers including corporates, governments and military departments, by establishing its own patented technology. Mobilicom uses mobile mesh networking, and has commercialised a range of solutions that have competitive advantages including outstanding security capabilities and performance in harsh environmental conditions.

Given the large and rapidly growing global market expected to develop in the coming years, Mobilicom has chosen to focus its attention on the global drones, robotics and autonomous platforms sector.

The revenue model will see Mobilicom generate sales from:

- hardware, with high gross margins across its mesh networking, datalink, video hardware and mobile control terminals;
- software sales including recurring license fees from its cybersecurity suite, cloud server and other software tools; and
- professional support services.

Mobilicom's CEO Oren Elkayam commented "the management team has invested significant time in assessing the company's performance and has resolved to drive a more focused strategy that is designed to deliver improved shareholder value. Our go to market strategy will see Mobilicom target existing and new customers selling drone/robotics platforms into market segments and verticals including mining, security and surveillance, infrastructure inspection, delivery, defense and first responders." Mobilicom aims to:

- Integrate its smart components into a customer's platform
- Receive significant sales & licensing revenue as customers achieve large deployment / orders for the platform
- Increase revenue by upselling additional components and/or expand into other platforms
- Ensure strong market position and barrier to entry for competition by providing high performance and security to customers

The attached investor presentation provides an update on the go to market strategy Mobilicom has adopted and will give investors and shareholders a clearer understanding of Mobilicom's business model.

Authorised for release by the Board of Mobilicom

<https://mobilicom-ltd.com.au/>



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INVESTOR PRESENTATION

March 2021





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END-TO-END PROVIDER OF SMART SOLUTIONS & CYBERSECURITY FOR DRONES & ROBOTICS & AUTONOMOUS PLATFORMS



Trading on the ASX
as MOB since 2017



Patented technology &
unique know-how for
Mobile Mesh networking



Commercialised range
of solutions with use in
a variety of applications



Competitive advantage:
proven by high profile reference
customers, highly secured &
outstanding performance in
harsh environments



Global customer base –
products are proven with
sales to tier-1 enterprises,
governments & militaries



Large & rapidly growing
market opportunity in
drones, robotics and
autonomous platforms

MOBILICOM'S OFFERING & REVENUE MODEL

End-to-end Provider Of Cybersecurity & Smart Solutions For Drones, Robotics & Autonomous Platforms

HIGH GROSS MARGINS ON HARDWARE SALES



**Mesh Networking, Datalink,
Video Hardware**



Mobile Control Terminals
(GCS & RVT)

RECURRING SOFTWARE LICENSE FEES

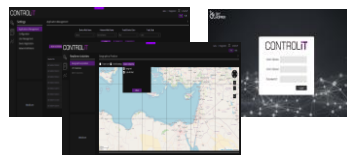


ICE Cybersecurity Suite

Communication – Immunity
Platform – Cybersecurity
Data - Encryption



Software Tools



**Cloud Server
& Combo Terminal**



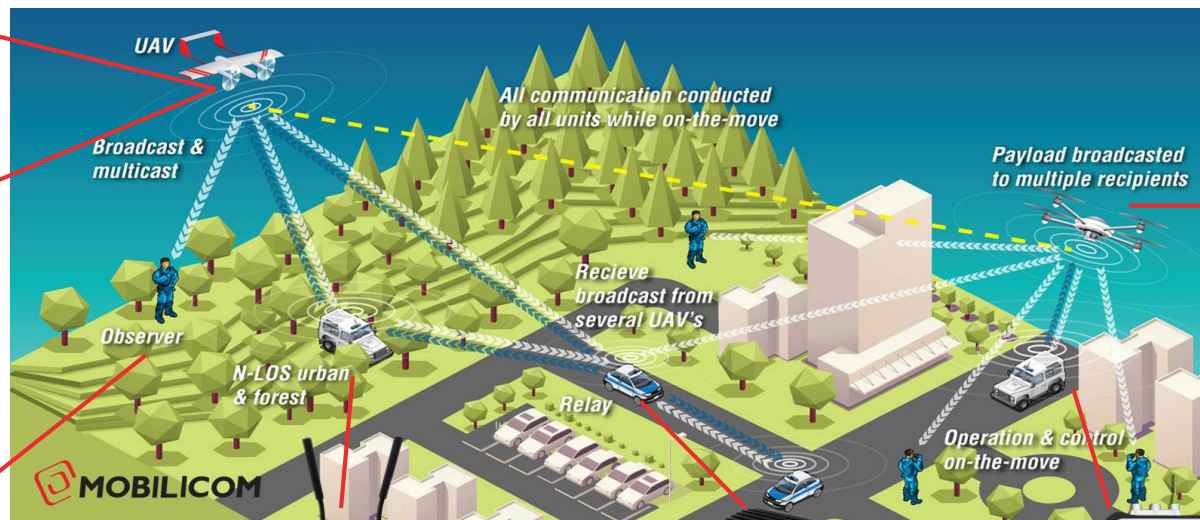
ANNUAL SUPPORT PROGRAMS & SW UPGRADE FEES



**Professional services,
Integration & Support Services**

UAVS & DRONES OPERATION

END-TO-END PROVIDER OF CYBERSECURITY & SMART SOLUTIONS FOR DRONES, ROBOTICS & AUTONOMOUS PLATFORMS



MCU-30 Lite

Mobile Mesh Networking

terminal embedded in the UAV - enables video, telemetry sharing & control.



ICE Cybersecurity Suite

protecting the drone platform, data encryption and immune the communication.



Remote Video Terminal (RVT)

Mobile viewer terminal that enables video & data reception from UAV



Ground Control System (GCS)

Mobile controller terminal that enables UAV mission control & operation



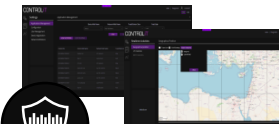
MCU-30

Mobile Mesh Networking terminal enables **relay** operation between units



Ground Control System (GCS)

Mobile controller terminal that enables drone mission control & operation



ControliT

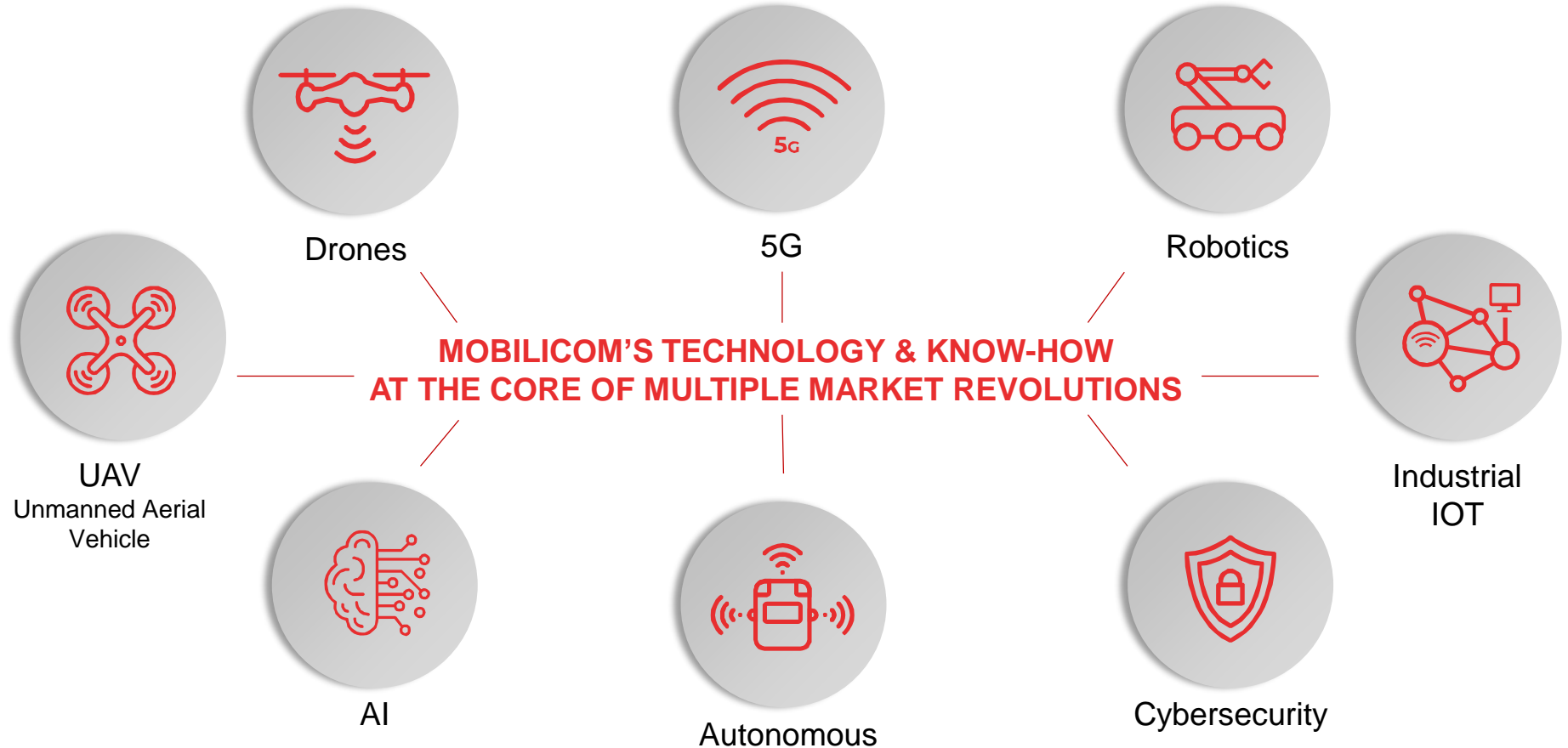
Cloud Management Software tool to configure and manage drones networks.



SkyHopper PRO / SkyHopper PRO V

Mobile **datalink terminals** embedded in the drone - enables control, telemetry & video sharing.

MOBILICOM'S TECHNOLOGY IS APPLICABLE IN THESE TARGET MARKETS



KEY TARGET MARKETS & APPLICATIONS



Commercial & Industrial Sector

www.skyhopper.biz



Mining &
Process Industry



Security &
Surveillance



Infrastructure
Inspection



Delivery



Government & Enterprise Sector

www.mobilicom.com



Defense



First Responders



GO TO MARKET STRATEGY



Mobilicom is targeting and already selling smart solutions (technology components) to global Drone, Robotics & Autonomous system platform manufacturers



These customers are selling their drone platforms to multiple market segments & verticals, Mobilicom starts by integrating one of its smart components into their platform



Mobilicom will receive significant sales & licensing revenue from customers as they also achieve large deployment / orders for their platforms & systems



Mobilicom will then increase revenue via upselling additional components to the customers, and expansion into other divisions & platforms – improve customer retention & partnership



Mobilicom's customers benefit from its end-to-end solutions with improved performance, faster time-to-market, higher security level – which they pass on to their customers

GLOBAL CUSTOMER SUCCESS

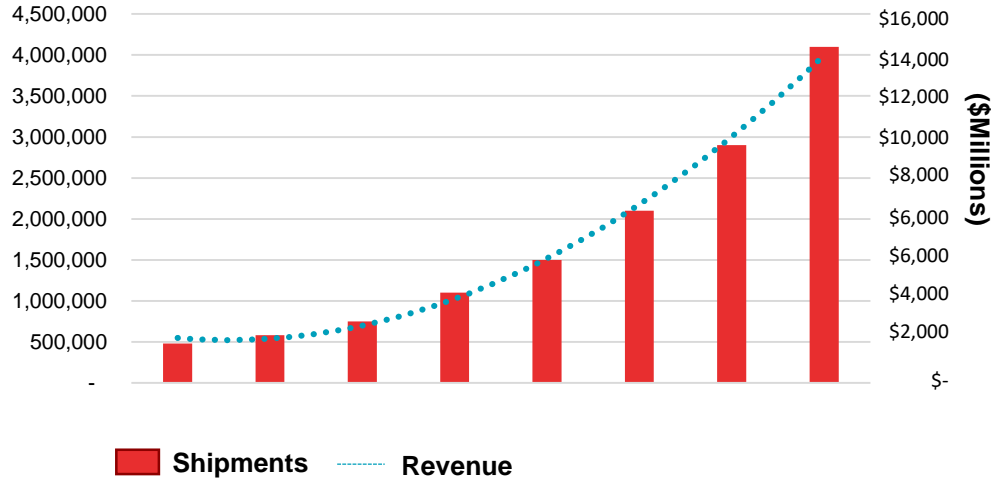
**MOBILICOM HAS ACHIEVED SALES SUCCESS WITH A VARIETY OF
HIGH-PROFILE INTERNATIONAL CORPORATIONS**



LARGE & RAPIDLY GROWING OPPORTUNITY

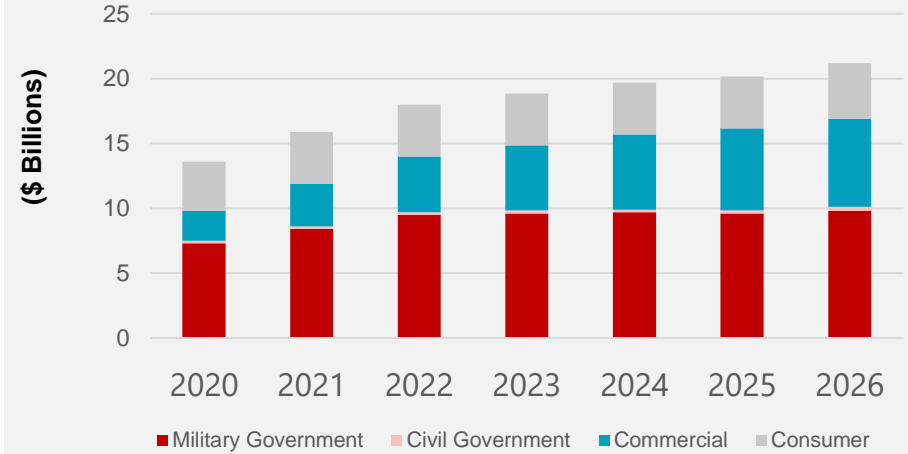
COMMERCIAL DRONE HARDWARE SHIPMENT BY 2025

Source: Tractica



DEFENSE, COMMERCIAL & CONSUMER DRONE MARKET

Source: inside unmanned systems



- Global drone will reach \$43B in next 5 years.
- Commercial drone shipments will rise from 0.5 million units in 2019 to 4 million in 2025, up 800%
- Commercial Drone Hardware will be multiple by 5 times by year 2025

- Mobilicom is focused on current rapidly growing market segment of the **Commercial** and **Government**.
- Mobilicom's solutions can cater for up to 40% of the drone system value
- Mobilicom is expected to achieve increased product sales & licensing fees

DRONES & ROBOTICS NOW!

- **Commercial** drone sector has the **greatest potential**. Will experience the **highest growth** as regulation currently opening.
- **EASA** (European Union Aviation Agency) **adopted drone regulation unifying the EU skies** for drones across all EU countries **from Jan 1st 2021**
- **FAA** (US Federal Aviation Authority) **provided significant number of commercial waivers** >5000, enabling operations of drones above people, at night or beyond line-of-sight.



- **Defense** investment will **rapidly grow** as small drones & robotics are **now adopted by army** units.
- **DJI** (Chinese drone leader) **is pushed out of US and EU** → great **opportunity for growth** both in defense and commercial markets.
- Remaining challenges: privacy and security of drones' operation → making **Cybersecurity** a critical aspect.
- Software services and Drone-as-a-Service are key for future growth.
- COVID-19 accelerated the demand for unmanned solutions.



POTENTIAL WITH BEHEMOTH CUSTOMERS

THE LARGEST COMPANIES IN THE WORLD ARE INCREASINGLY INVESTING IN SERVICES UTILISING DRONES, ROBOTICS & AUTONOMOUS PLATFORMS – SIGNIFICANTLY INCREASES MARKET SIZE AND OPPORTUNITIES





EXPERIENCED LEADERSHIP TEAM



Oren Elkayam
CHAIRMAN, MANAGING
DIRECTOR & CO-FOUNDER



Yossi Segal
EXEC DIRECTOR, VP
R&D, & CO-FOUNDER



Campbell McComb
NON-EXECUTIVE
DIRECTOR



Theo Psaros
NON-EXECUTIVE
DIRECTOR



Jon Brett
NON-EXECUTIVE
DIRECTOR



Tzvika Friedman
Mobilicom Israel
NON-EXECUTIVE DIRECTOR



Shalom Elkayam
Mobilicom Israel
NON-EXECUTIVE DIRECTOR



Ofer Laufer
CHIEF OPERATING
OFFICER



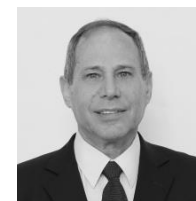
Pinhas Reich
VP BUSINESS
DEVELOPMENT



Offer Herman
VP SALES



Sigal Russo
DIRECTOR OF FINANCE



Boaz Pick
VP PRODUCTION



Guy Borovsky
DIRECTOR OF
CUSTOMER SUCCESS



RECENT BUSINESS ANNOUNCEMENT

Mobilicom completes \$1.1m delivery of Ground Controller Station solution to Elbit Systems as part of existing \$2.3M contract Feb 2021

Mobilicom technology selected by new teleoperation customer with initial PO of \$150,000 Feb 2021

S&P 500 Company FLIR Systems places follow-up order for Mobilicom's SkyHopper PRO Jan 2021

Mobilicom receives \$250,000 repeat order from US ground robotics company - Sarcos Dec 2020

Israel Aerospace Industries orders SkyHopper Combo Jan 2021

Mobilicom launches first-of-its-kind COMBO Solution: Cloud Server and Data Terminal for autonomous platforms and drones Nov 2021
COMBO solution enters international beta site installations Dec 2021

Mobilicom wins Space Florida drone research project in USA June 2020

Mobilicom Selected to Join AI 5G Consortium June 2020

Mobilicom was Granted New Patents Claims May 2020



KEY TAKEAWAYS



Who Are We?

End-to-End provider of
Cybersecurity & Smart Solutions
for drones, robotics &
autonomous platforms

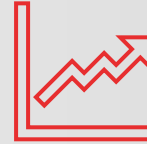
Cybersecure
Mobile Mesh Networking,
Control Terminals &
Software Tools



Patented Technology & Proven Offering

Patented technology & unique
know-how for Mobile Mesh
Networking & Cybersecurity

Wide portfolio of , patented,
proven and certified products &
solutions in field deployment



Large Market Opportunity

Active in large & rapidly
growing market

Investment opportunity
in high-growth tech:
Drones, Robotics,
Autonomous,
AI & Cyber



Global Customer Base

Adopted & implemented in
operation by enterprises,
governments & militaries.

Won commercial success with
major renown customers in these
segments.



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