



IKE Overview and Update, for the September 2023 Annual General Meeting

We're IKE, the Pole OS™ Company

Glenn Milnes, CEO
glenn.milnes@ikegps.com
September 2023

CONFIDENTIAL





Important Notice

Information in this Presentation:

- Is for general information purposes only, and is not an offer or invitation for subscription, purchase, or recommendation of securities in ikeGPS Group Limited (IKE);
- Should be read in conjunction with, and is subject to, IKE's FY23 financial results (audited), 1H FY23 financial results (unaudited), recent market releases, and information published on IKE's website (www.ikegps.com);
- Includes forward-looking statements about IKE and the environment in which IKE operates, which are subject to uncertainties and contingencies outside of IKE's control – IKE's actual results or performance may differ materially from these statements;
- Includes statements relating to past performance, which should not be regarded as a reliable indicator of future performance; and
- May contain information from third parties believed to be reliable – however, no representations or warranties are made as to the accuracy or completeness of such information.
 - All information in this presentation is current at the date of this presentation, unless otherwise stated.
 - All currency amounts are in NZ dollars unless stated otherwise.

Receipt of this Document and/or attendance at this presentation constitutes acceptance of the terms set out above in this Important Notice.



Agenda

FY23 financial performance

Addressable market, and IKE's value proposition

1H FY24 update

Q&A



At-a-Glance

FY23 performance headlines

~\$30.8M

FY23 Revenue

~93%

FY23 Revenue Growth vs pcp

~89%

FY23 Recurring & Reoccurring Revenue

~380

Enterprise Customers, ~6% of North American market winning ~1 new customer per week

~\$16.4M

FY23 Gross Margin, 66% Growth vs pcp

~53%

FY23 Gross Margin %.

Opportunity for Growth via Automation Tech

~\$23.2M

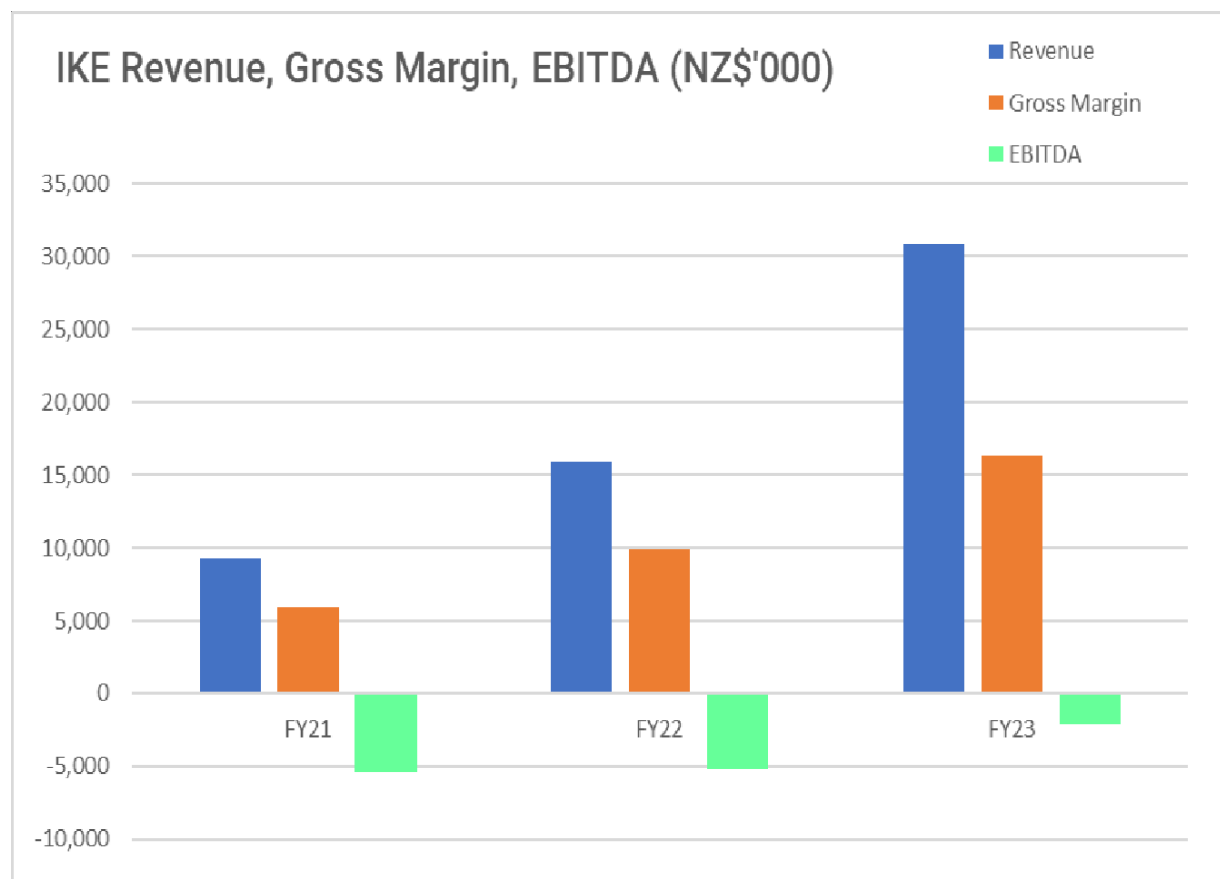
Cash & Receivables on the Balance Sheet

~(\$2.1)M

EBITDA



Revenue FY23 of ~\$30.8m (+93% pcp).

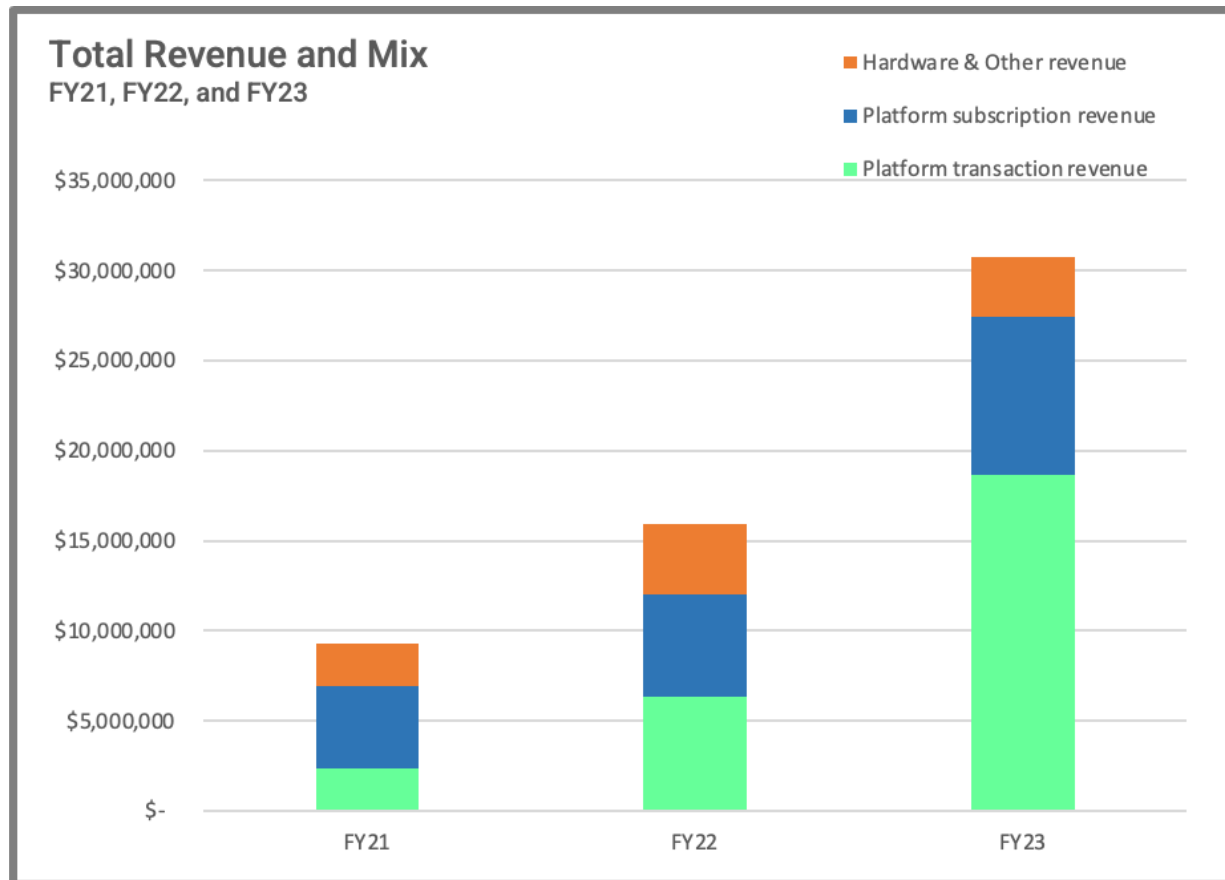


Takeaways:

- 65% gross margin growth against PCP.
- EBITDA loss of ~\$2.1m, continuing the YoY improvement trend.



~89% of revenue from recurring subscription & reoccurring transaction sources



Takeaways:

- Recurring Subscription and reoccurring Transaction revenue (shown by the blue and green bars) was ~\$27.5m, representing ~89% of revenue mix.
- This revenue element continues grow positively because of the investment into extending software products. This underpins more predictable growth and higher quality revenue. Highlighting that FY23 growth is against high growth in the pcp as well.
- Revenue per employee trending to >\$300k in the period from ~\$190k pcp



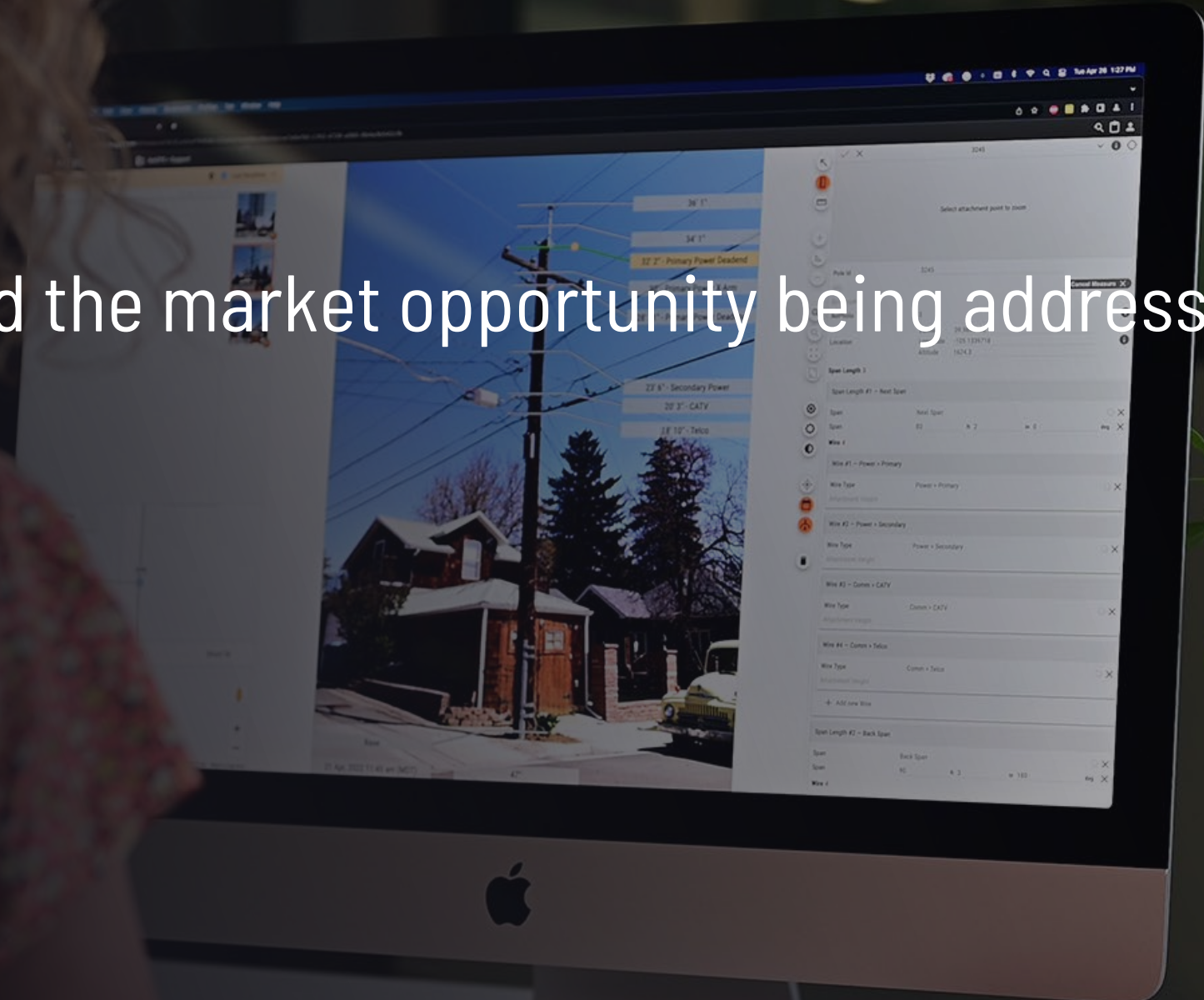
Strong Growth in FY23 Across All Key Metrics

	FY23	PCP (FY22)	% Change
Total Revenue	\$30.8m	\$16.0m	+93%
Platform Transactions			
# of billable transactions	491k	349k	+41%
Platform transaction revenue	\$18.7m	\$6.4m	+192%
Gross Margin	\$7.2m	\$2.9m	+148%
Gross Margin %	39%	45%	
Platform Subscriptions			
# of enterprise customers	379	319	+19%
Platform subscription revenue	\$8.8m	\$5.6m	+57%
Gross Margin	\$7.7m	\$5.0m	+54%
Gross Margin %	88%	89%	
Hardware & Other			
Hardware & Services revenue	\$3.3m	\$4.0m	-18%
Gross Margin	\$1.5m	\$1.9m	-21%
Gross Margin %	45%	50%	



What IKE does, and the market opportunity being addressed

Product and Market re-cap





More than 3,000 electric utilities and 200M distribution assets across the U.S. **Investing in decades-long grid resiliency and grid capacity programs**

Facing common challenges

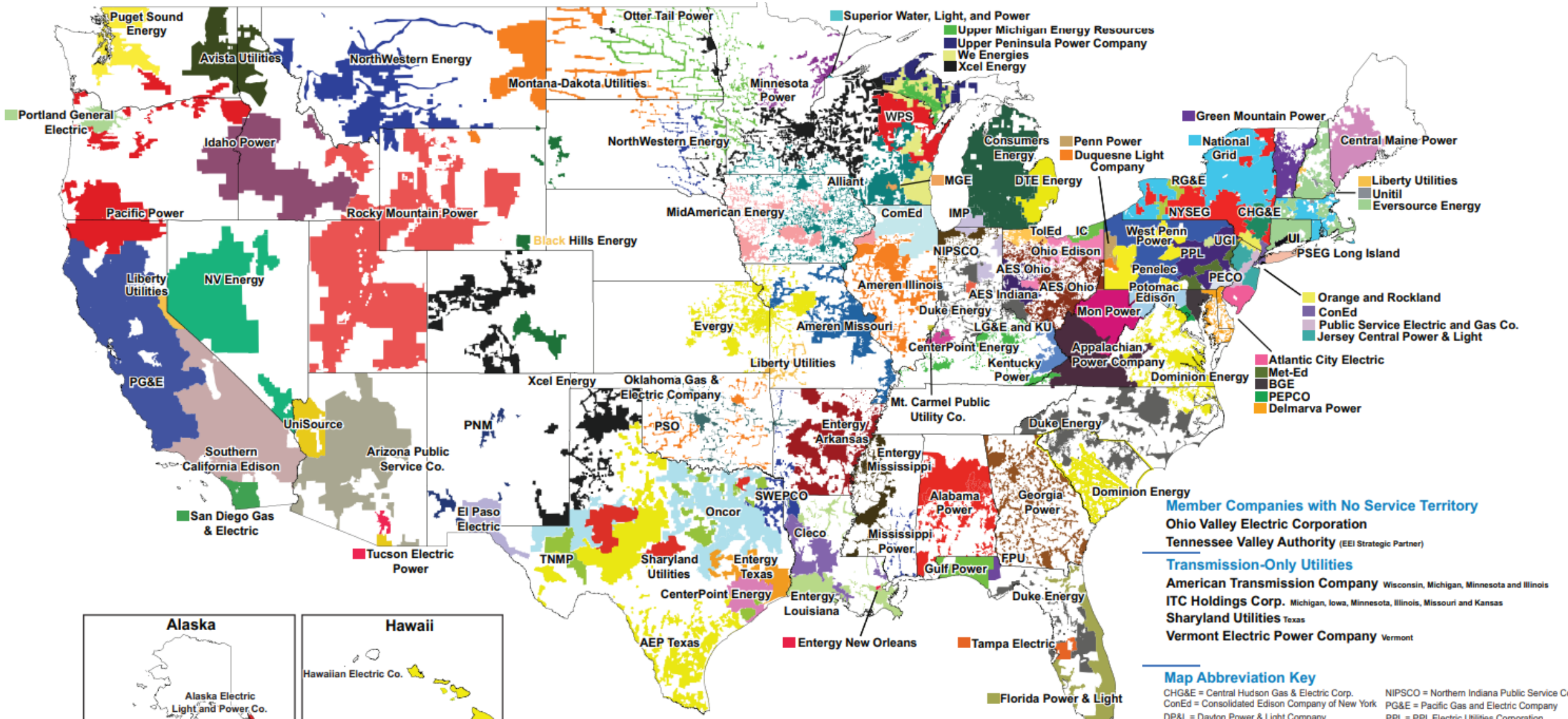
- Grid resiliency requirements
- Grid capacity requirements
- Significant legal liability risks
- Regulatory and Engineering code compliance
- An ageing workforce, requiring tech vs more people

IKE products dramatically improve the engineering design & maintenance process



Where IKE sells: U.S. Market-Map of Investor-Owned Utilities (multi-\$B companies)

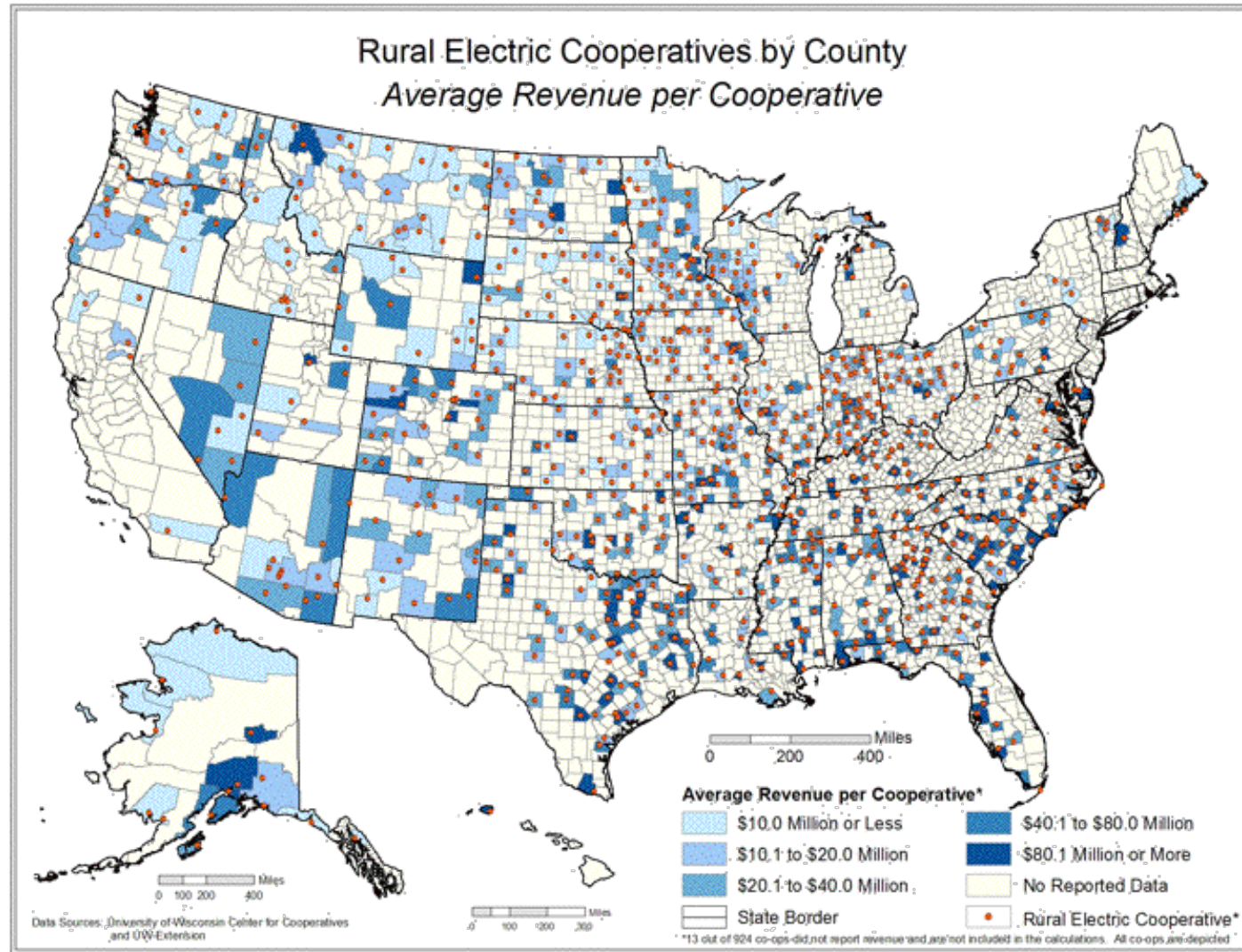
IKE is the Standard within 6 of the 10 largest today, but with a huge expansion opportunity.....





Where IKE sells: U.S. Market-Map of >2,800 Municipalities and Co-Operatives

All of which represent sales opportunities for all IKE products



Takeaways

- Market timing is everything
- IKE is in the right place, and the right time, with the right technology, team and execution capability
- Overlay on these maps, >2,000 engineering companies that serve the electric utilities

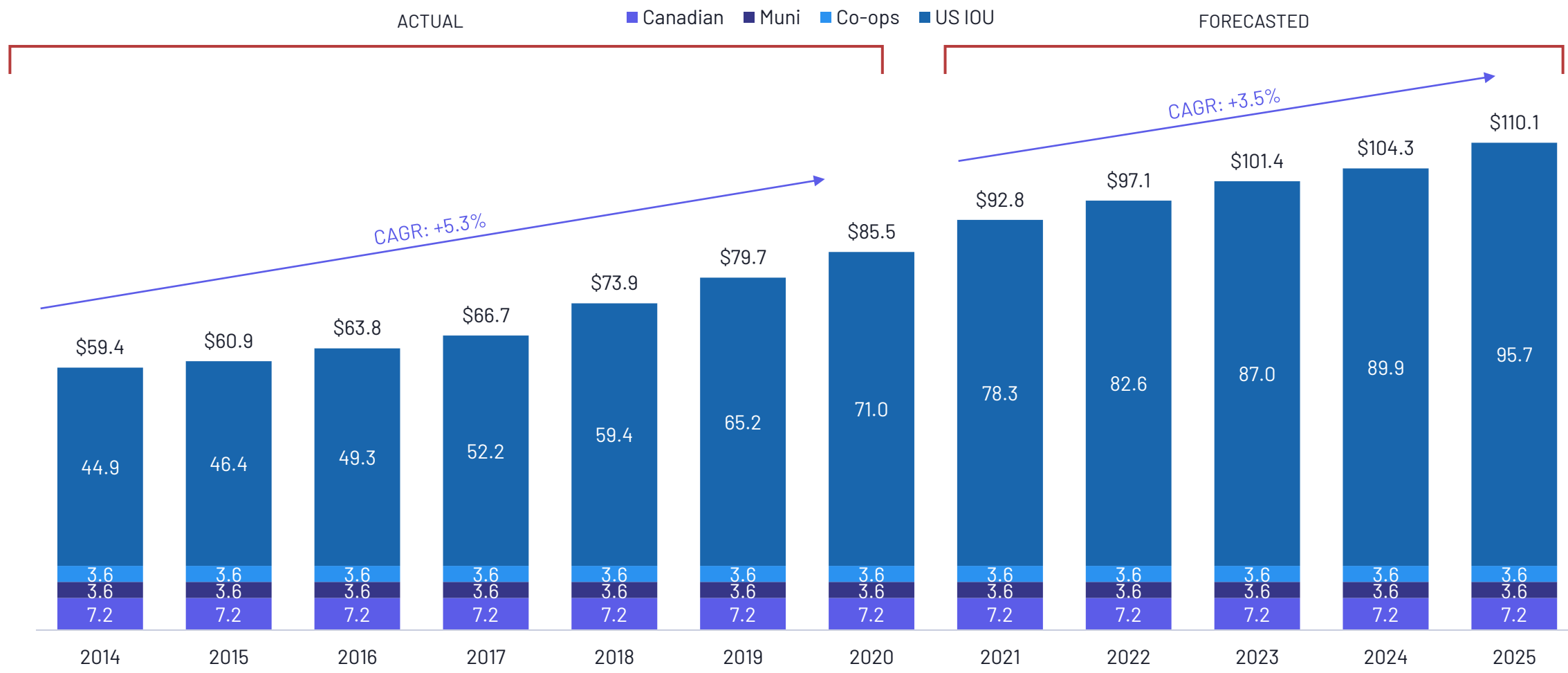


25-year Macro-Market Tail Wind for Grid Resiliency & Expansion (\$B's)

An Electric Utility Industry, Spending 100's of Billions, in Need for Productivity Solutions, such as IKE

\$NZD in B

U.S. AND CANADIAN ELECTRIC DISTRIBUTION CAPITAL EXPENDITURES



IKE has a Suite of Distribution Network Software Products



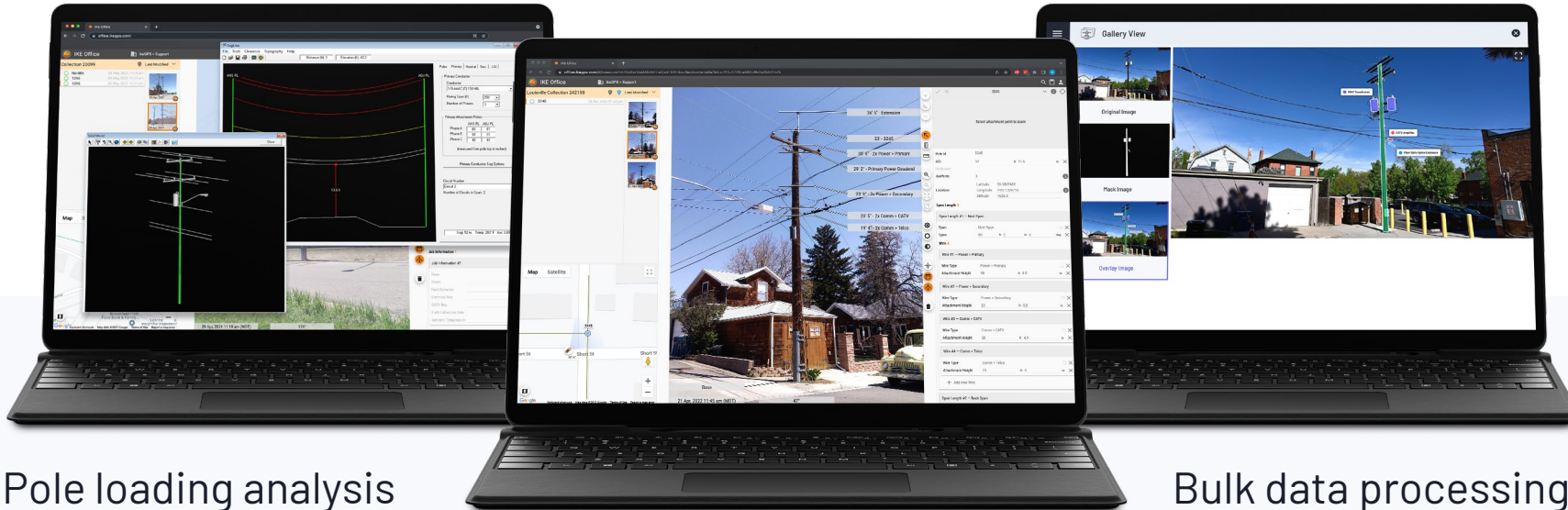
IKE Structural



IKE Office Pro



IKE Insight



Pole loading analysis and structural design

Digitization of network assessment

Bulk data processing for distribution network decision making

Business model upshot

- A recurring Subscription to access any IKE Solution
- Additive, reoccurring Fees based on usage (license seats or transactions)
- Optional value-added products, such as IKE Analyze and IKE University



IKE Analyze

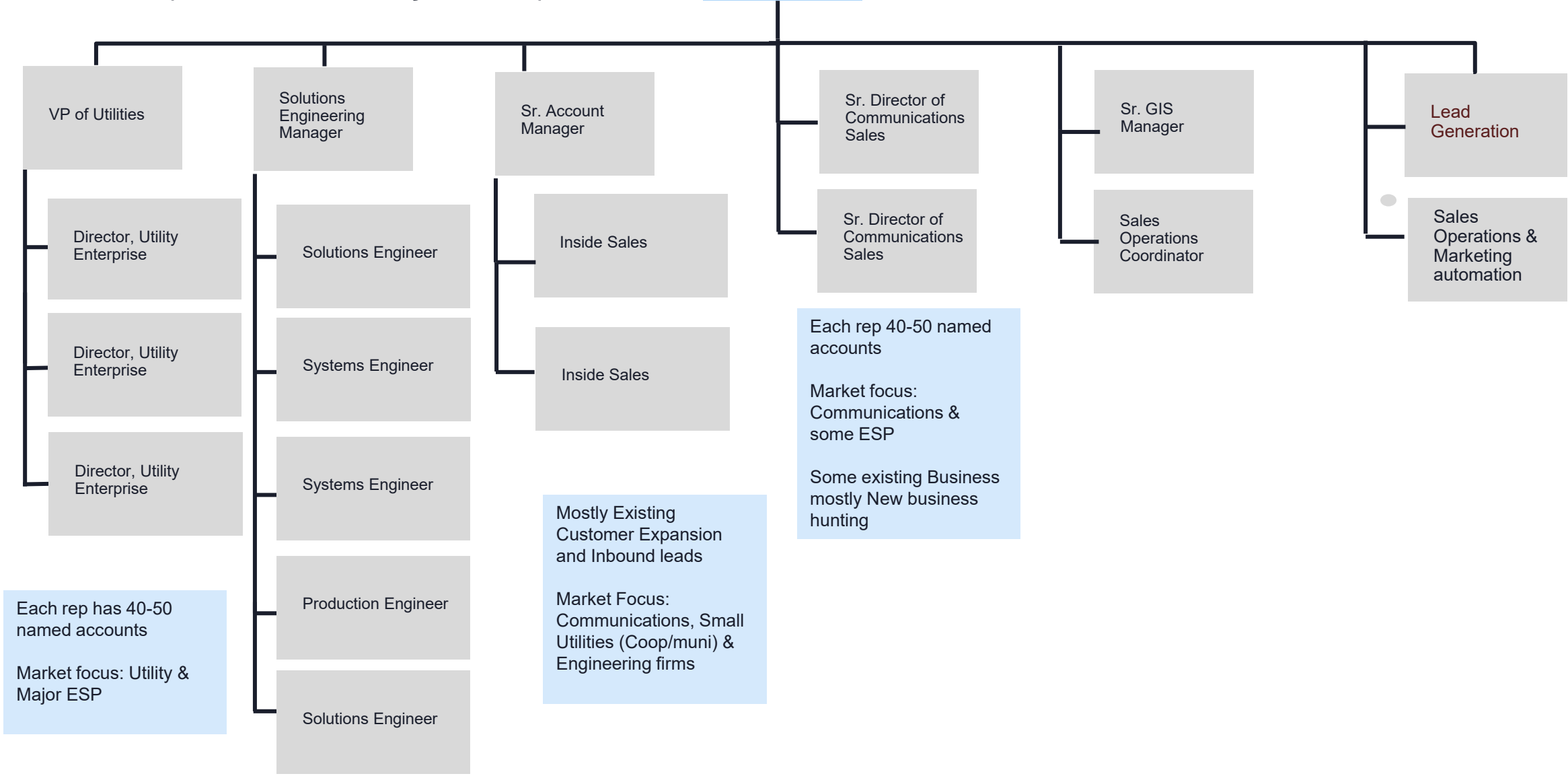
Technology & automation driven capability to accelerate engineering



IKE Goes to Market Directly

With a deepened team of segment experts

SVP of Sales



Each rep has 40-50 named accounts
Market focus: Utility & Major ESP

Mostly Existing Customer Expansion and Inbound leads
Market Focus: Communications, Small Utilities (Coop/muni) & Engineering firms

Each rep 40-50 named accounts
Market focus: Communications & some ESP
Some existing Business mostly New business hunting



A Sales Motion that Starts with Strategy & Playbooks

Go-to-Market Strategy

Market Opportunity

- Addressable Market

- NA Electric Distribution Utility Spend (Forecast)

- Industry Drivers and Macro-Market Trends

- Industry Convergence

GTM Strategy Defined

- IOU's, Coops, Public Power

- Utility Service Providers/Engineering firms

- Strategic Account Focus / Regions 40-50 accounts each - with account plans

- Define Ideal Customer Profiles (ICP) & Personas, Pains & Gains

- Create thematic messaging in marketing & sales

Three verticals - different messaging resonates

- Utilities - "Defendable Data"

- Communications - "Faster, Safer, Truer"

- Engineering - "Increased Accuracy & Improved Productivity"

Sales Playbooks

Company Overview & Sales Roles

Product & Pricing

- Value Propositions

- Pain relivers & Gain creators by product

- Price maximization

Strategic Sales Processes

Target Audience

- Background

- Conditions driving need

- Targeted Titles & Personas

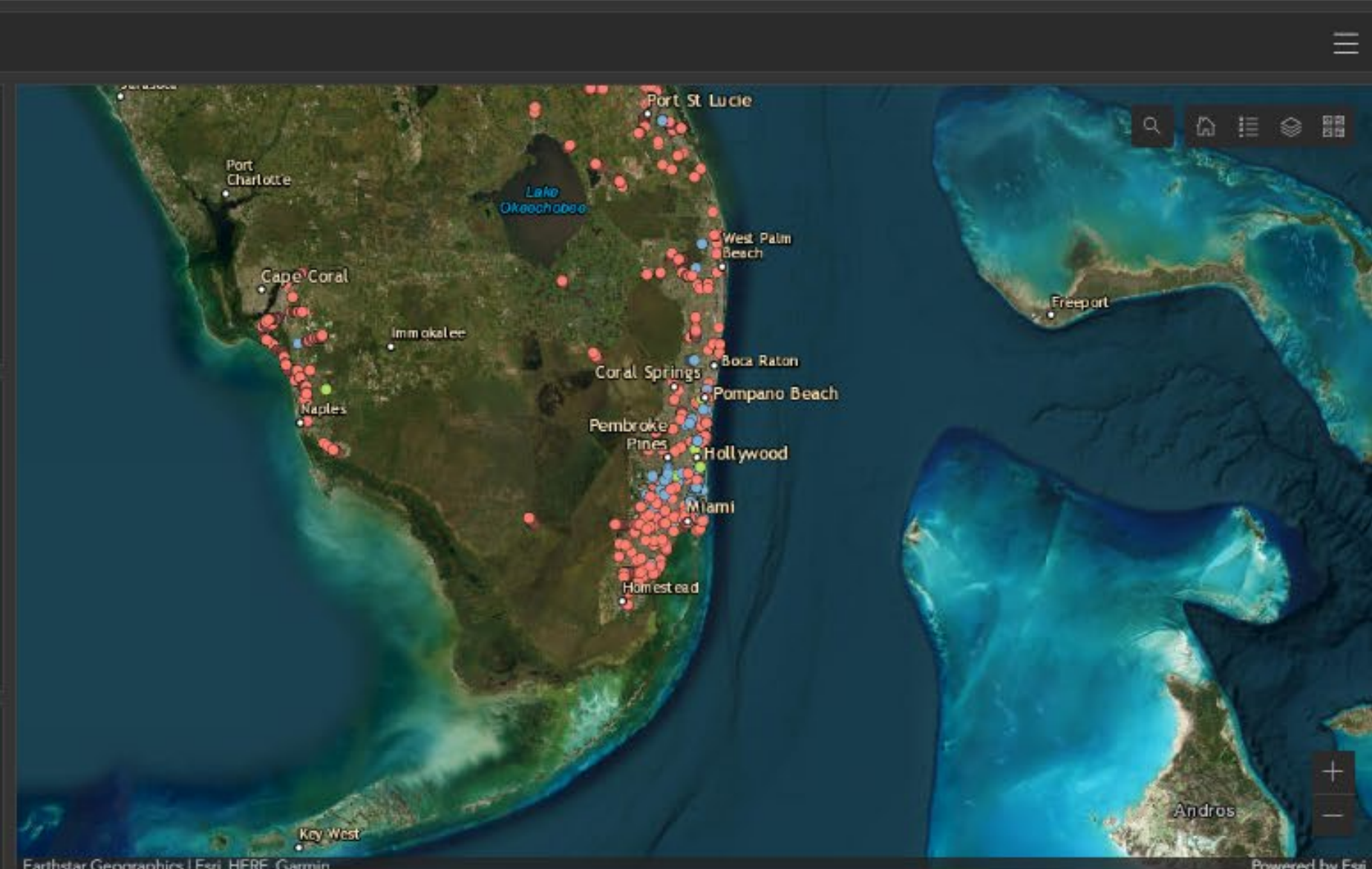
- What to say/how to position

- Competition and Differentiation

- Overview of Sales tools & resources

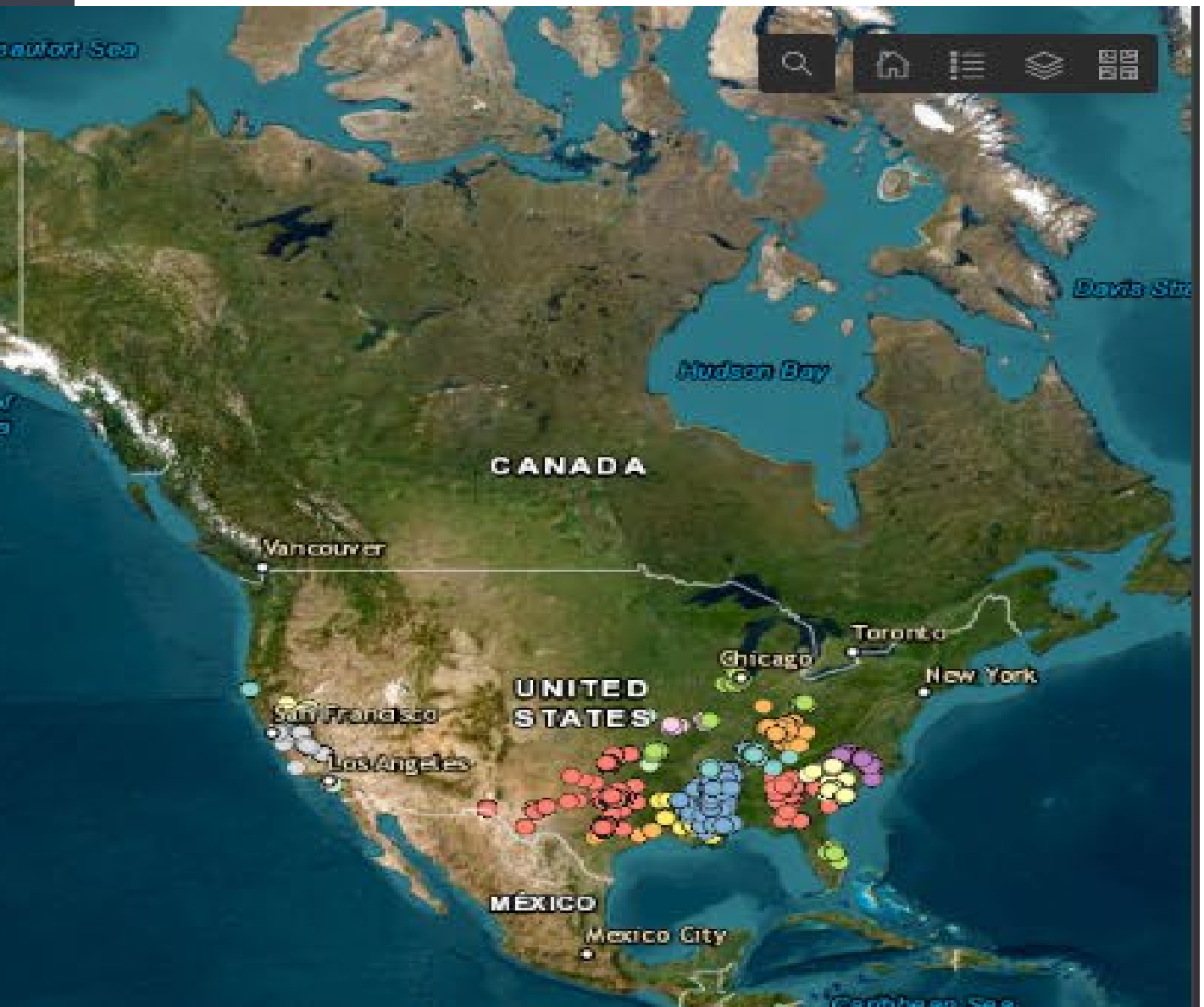


A Map-View of Usage, and how IKE customers deploy our software Crown Castle in Florida





A map-view of Usage, and how IKE customers deploy our software AT&T in 7 example States





IKE solutions make fiber and 5G network deployments faster

- >\$300B expected investment into fiber network development in the U.S over next 5+ years.
- >\$50B expected investment into 5G network development in the U.S. over the next 5+ years
- An additional >\$60B expected investment into rural broadband development as part of the Biden administrations new Infrastructure bill
- >200 Communications companies competing to build a networks and win underlying customers
- >2,000 engineering service providers supporting network development

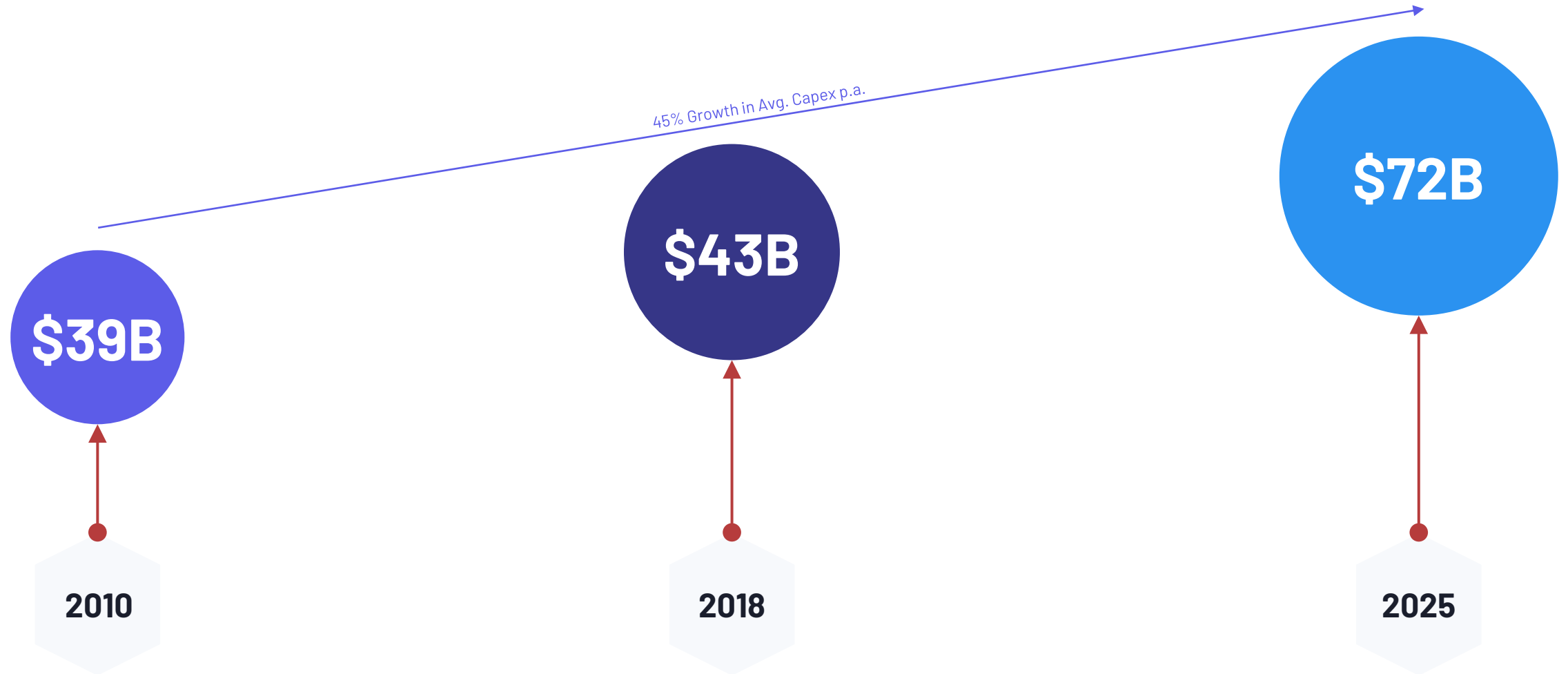
IKE dramatically speeds up the network deployment process.



Fiber and 5G Investment Super-Cycle in North America Still In Its Early Stages

PROJECTED INVESTMENTS INTO 5G & FIBER OPTIC INFRASTRUCTURE

\$NZD



45% Growth in Avg. Capex p.a.

\$72B

\$43B

\$39B

2010

2018

2025



Some of the largest U.S. Communication groups have Standardized on IKE

And a fast-growing footprint of tier-2 fiber businesses

Communications



Electric Utilities



Engineering & Project Management



Takeaways

- Several of the largest comms group in North America: AT&T (\$107B), Crown Castle (\$39B), Bell Canada (\$47B)
- A fast-growing footprint of the tier-2 fiber companies

Opportunities to:

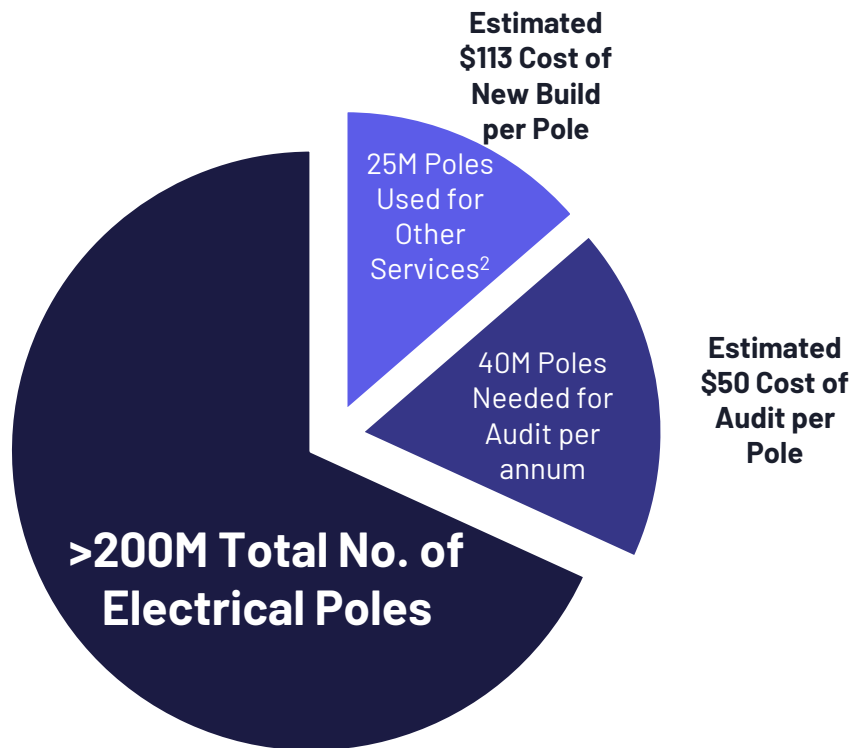
- Grow, upsell and cross-sell IKE products into existing customer base
- Win new logos in the North American market
- Expand into international markets over time



Overall.. an Addressable Market Opportunity That is Expected to Grow Strongly

Utilities

\$NZD



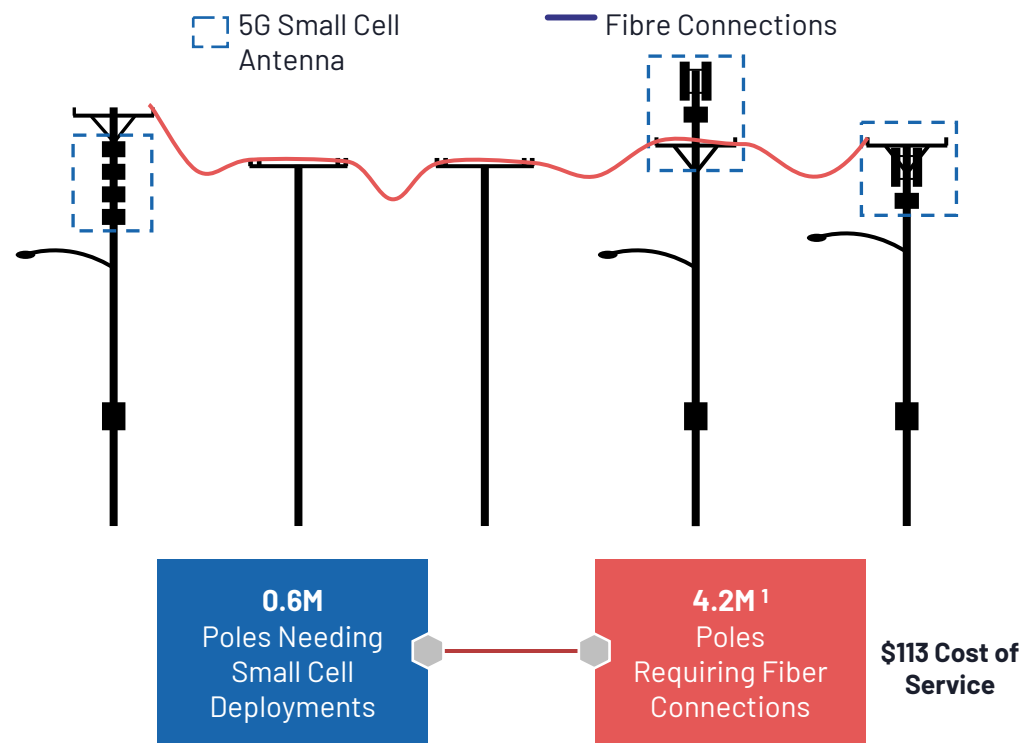
Estimated \$50 Cost of Audit per Pole

\$4.8B Electric Utilities Opportunity

\$5.4B TAM

5G and Fibre

\$NZD



\$550M Fiber / 5G Market Opportunity

(1) Assumed 80% discount rate on range of fibre deployments

(2) Other services include design planning, grid hardening/resiliency programs, NESC violations, joint use attachment audit, billing audits, etc.

Source: Management Estimates, Bell Potter Initiation of Coverage Report, Houlihan Lokey Estimates

Note: Market analysis does not include opportunity that will arise from growth of pole infrastructure



Market Tailwinds Summary



Requirement for harder and higher capacity distribution power networks across all of North America



>3,200

Electric Utilities in North America with long-term, recurring distribution network hardening, joint use, and capacity needs for electrical distribution

7+ year macro-market tailwind of fiber deployment, much of it engineered on distribution power poles



>\$350B

Investment forecast in fiber in the US by 2025, representing >30M attachments; communications infrastructure providers seeking partners to manage new fiber attachments for every pole

Small Cell Deployments across North America, much of it engineered on distribution power poles



800,000+

Small cell site expansions are expected by 2025 as communications infrastructure providers look to speed up 5G rollout while reducing cost and time of deployment

Infrastructure development via Engineering Service Providers



>1,000

Engineering Service Providers in the US subcontracted by telecom and utilities providers to assist in infrastructure development and deployment

Massive engineering requirements for an evolving distribution network supporting an increase in global consumption of electricity



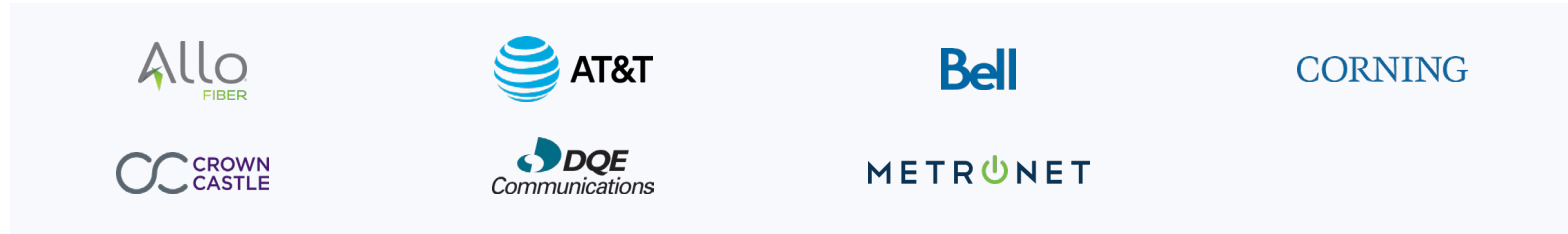
50%+

Of US energy consumption will be comprised of electricity on the distribution grid by 2050 to attain carbon net zero targets, and power the new EV market, compared to current levels of just 20% = engineering requirements to build capacity on the network.

Sticky Infrastructure Customers Making Long-Term Work-Practice Decisions

IKE Lands-then-Expands

Communications



Electric Utilities



Engineering & Project Management



Takeaways

- 6 of the 10 largest Investor-Owned Utilities (“IOUs”) in North America, all multi-billion dollar businesses
- >400 customers in North America, with 60 logos added in FY23 or 1 per week
- **>5,000 enterprise target accounts to pursue overall**

Opportunities to:

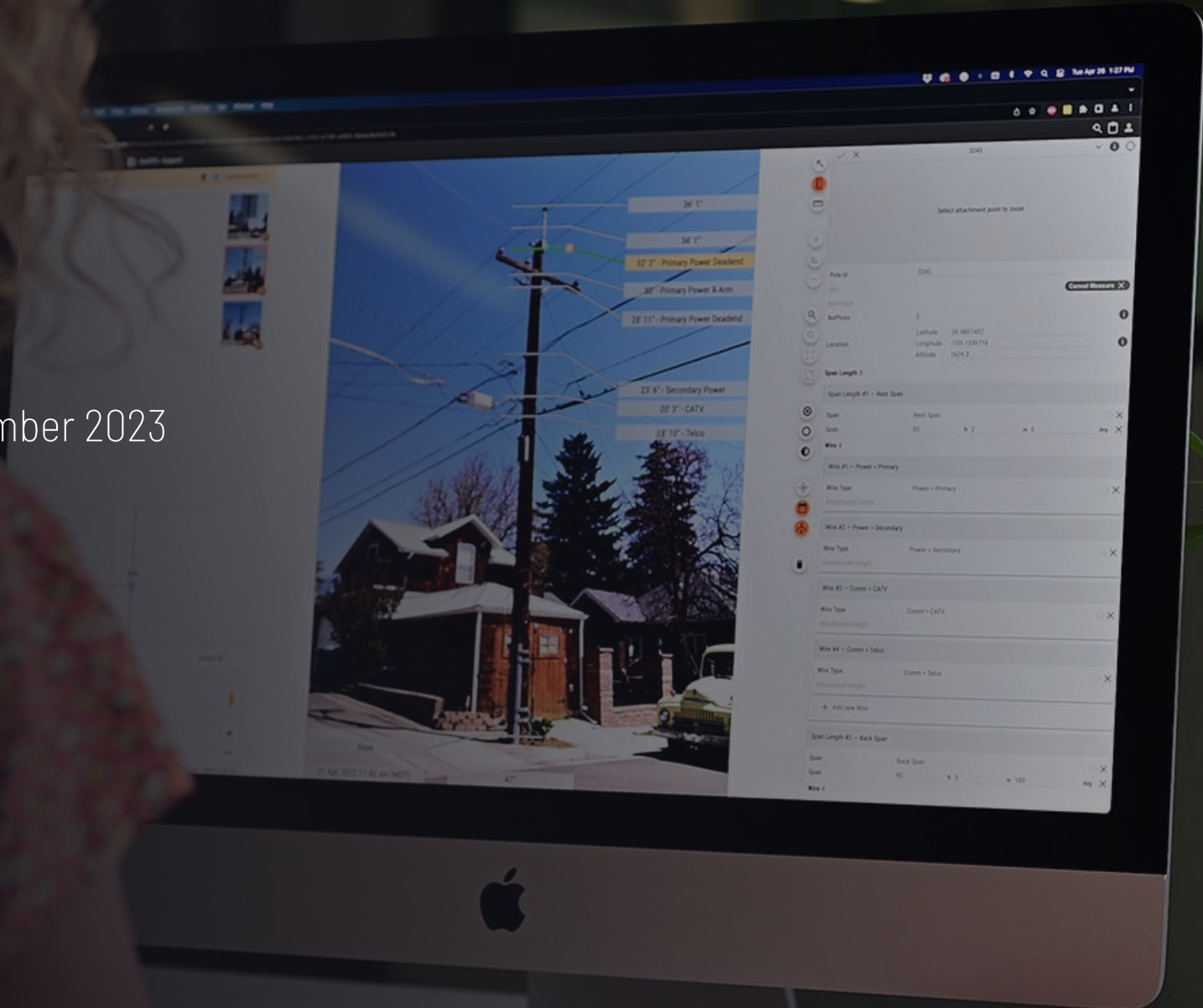
- Grow, upsell and cross-sell IKE products into existing customer base
- Win new logos in the North American market
- Expand into international markets



1H FY24 Update

The six-month period to 30 September 2023

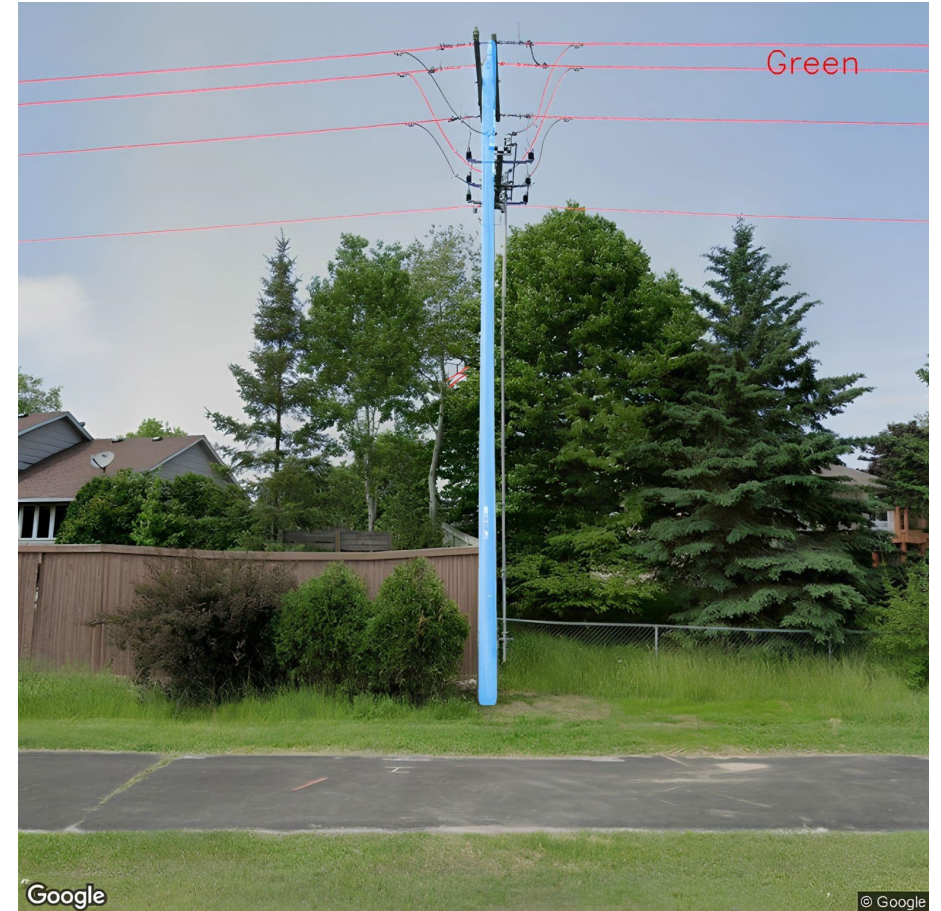
*Revenue: 1H update and 2H outlook
New products in-market
Important customer wins
Talent and team development*





1H, Revenue Update and 2H Outlook

- Revenue in 1H FY24 is expected to be below analyst expectations due to timing delays of engineering programs across three of IKE's largest national infrastructure customers. Specifically, this will result in:
 - Lower reoccurring transaction revenue in the period vs pcp
 - Overall, lower revenue in 1H FY24 vs pcp
- Importantly, the delayed long-term customers referred to are not 'lost' and in fact are guiding for very high levels of IKE product usage over the coming future periods
- In addition, the company continues to see ongoing strong growth in recurring subscription revenue vs pcp
- IKE's additive sales opportunity pipeline supports the potential for substantially increased revenue in the 2H FY24 period, and beyond, from existing customers and new logos





1H, Important Customer Win Examples

Win run-rate of approximately one new U.S. enterprise customer per week.



Tier-1 Comms customer win

- National fiber business.
- Supporting a network program across California
- Expectation for ~\$1.5m in subscription revenue over the coming 18-24 months
- Opportunities to expand into other States



Tier-1 Investor-Owned Utility win

- One the of the 10 largest IoU's in North America
- Adopting next-gen IKE PoleForeman product and business model
- Displacing incumbent competitor
- Multi-year subscription contract >\$400k

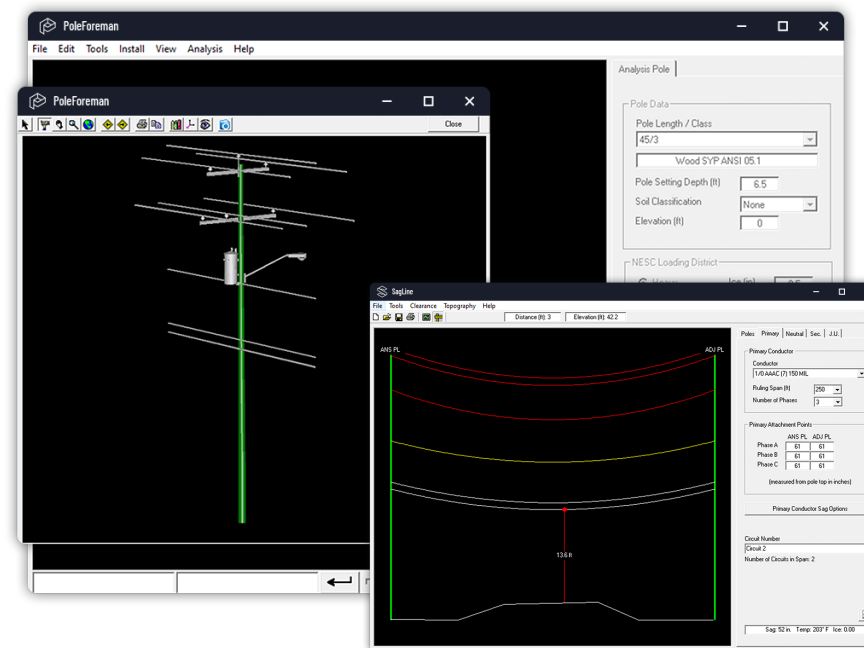
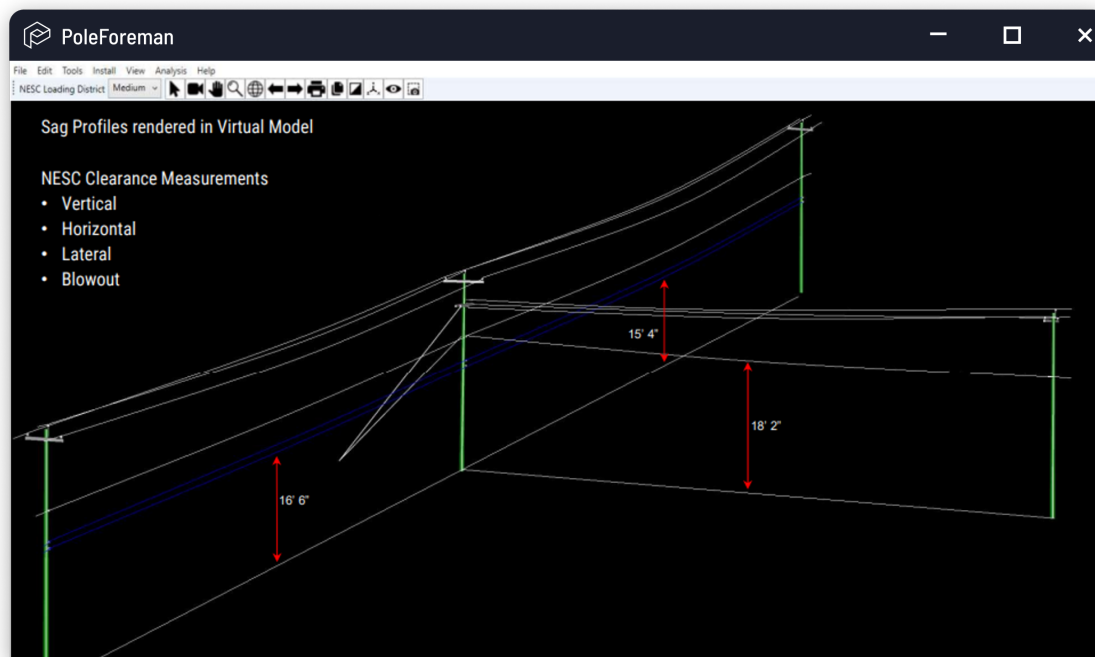


Tier-1 Engineering customer win

- One of the largest national EPC's serving the electric utility market in North America
- Initially, supporting a decade-long contract for a utility in New Mexico
- Opportunities to expand substantially across this EPC's national footprint over time

1H, Product Innovation Delivery

Expected to increase recurring subscription revenue substantially from the existing PoleForeman customer footprint

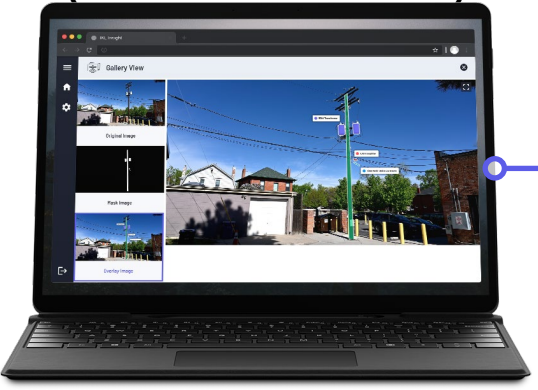


Launched this quarter, and designed with a customer council including the Standards Group leaders within:





1H Product Innovation Delivery



Data source and image agnostic

 Existing Data Images	 Drones	 Thermal Imagery
 Field Devices	 Lidar	 Satellite

Takeaway:
 Faster Network Viability Assessment and More Profitable Deployment.
 Via automated analysis of bulk data for joint-use and overhead network deployment,
at whole-of-network scale.

Integrates with existing applications, data, and systems,

API & Multiple File Types

JSON

KML

CSV

and more...

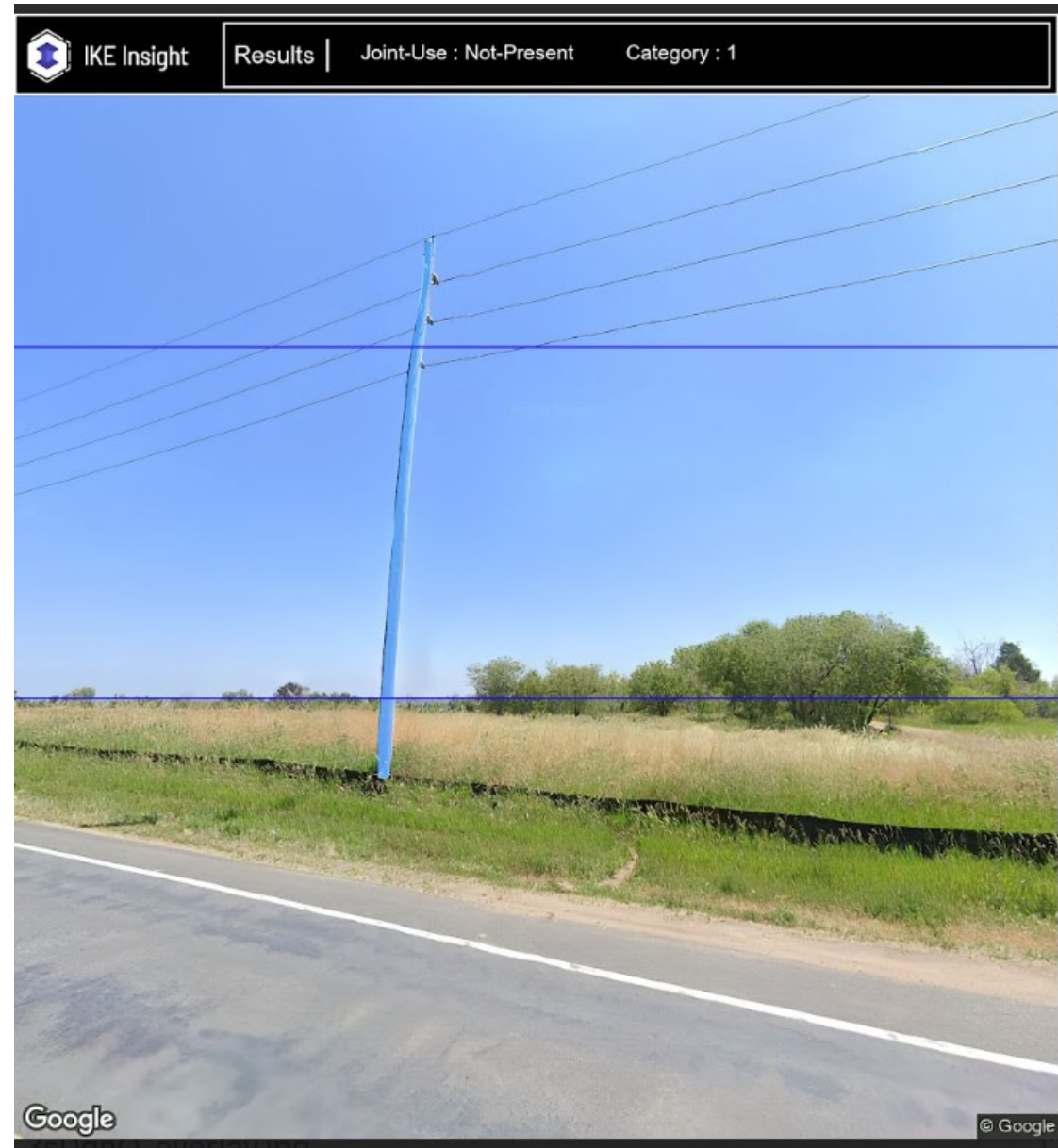
Dashboards



Example Analysis for Network Viability Assessment

At whole of network scale

- IKE Insight determines pole categories relative to make-ready requirements (category-logic can be set by the customer through the Insight rules application)
 - **Category 1: (0 or 1) wire detected in the bottom 80% of pole**
 - **Category 2:** (2 or 3) wires detected in the bottom 80% of pole
 - **Category 3:** (3) wires detected in bottom 80% of pole AND transformer or streetlight detected anywhere on pole
 - **Category 4:** (4) or more wires detected in bottom 80% of pole

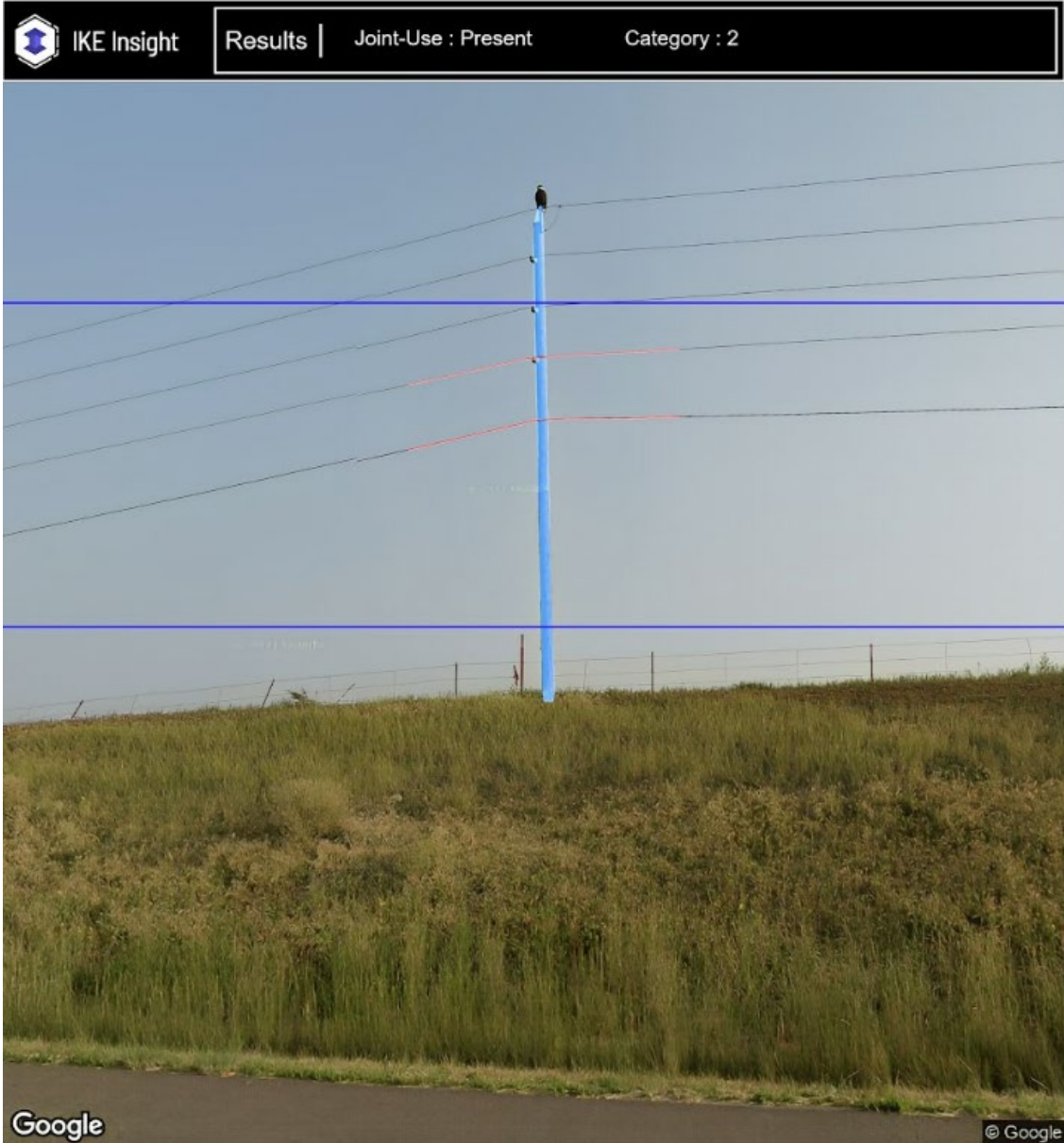




Example Analysis for Network Viability Assessment

At whole of network scale

- IKE Insight determines pole categories relative to make-ready requirements (category-logic can be set by the customer through the Insight rules application)
 - **Category 1:** (0 or 1) wire detected in the bottom 80% of pole
 - **Category 2:** (2 or 3) wires detected in the bottom 80% of pole
 - **Category 3:** (3) wires detected in bottom 80% of pole AND transformer or streetlight detected anywhere on pole
 - **Category 4:** (4) or more wires detected in bottom 80% of pole

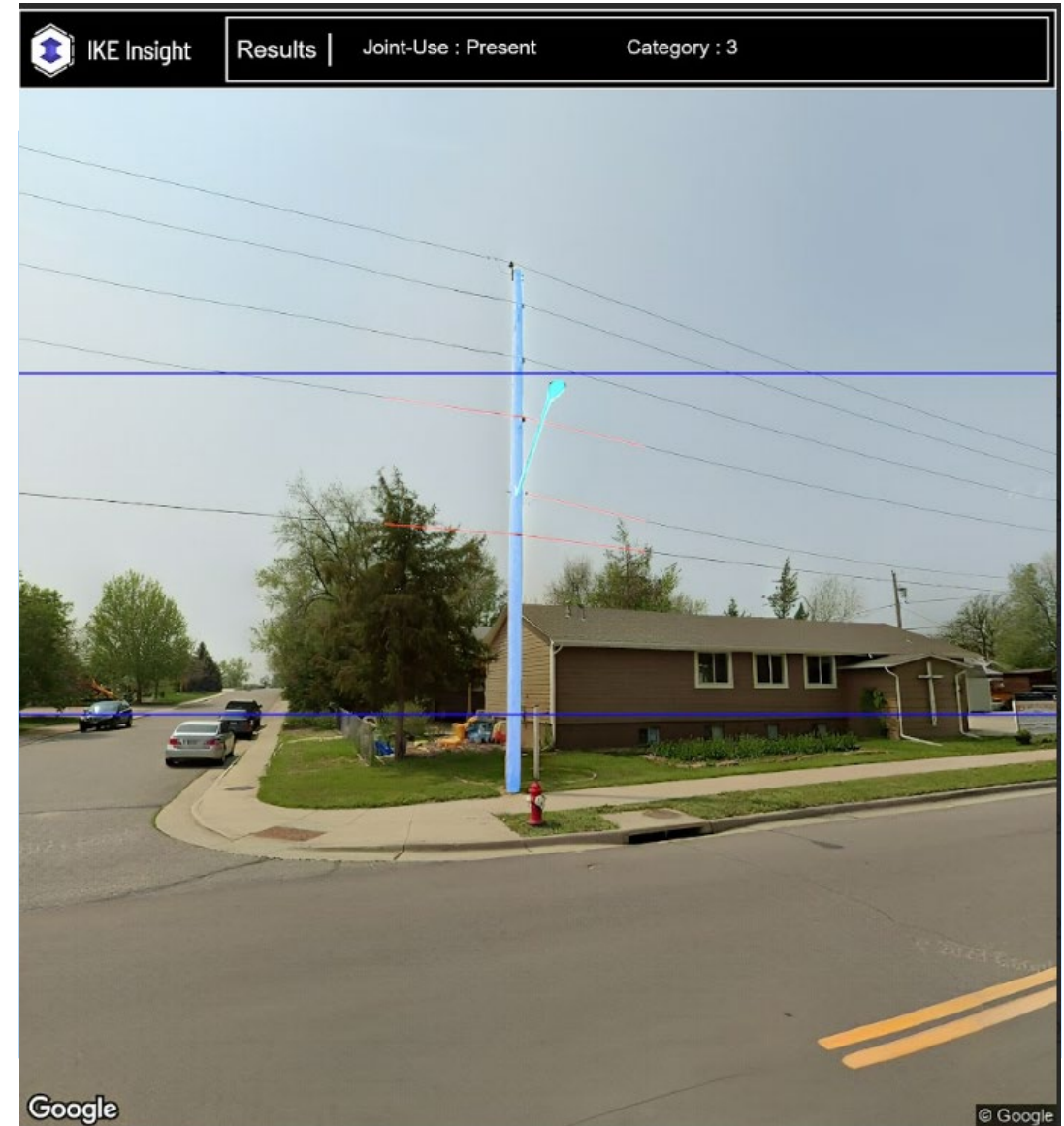




Example Analysis for Network Viability Assessment

At whole of network scale

- IKE Insight determines pole categories relative to make-ready requirements (category-logic can be set by the customer through the Insight rules application)
 - **Category 1:** (0 or 1) wire detected in the bottom 80% of pole
 - **Category 2:** (2 or 3) wires detected in the bottom 80% of pole
 - **Category 3:** (3) wires detected in bottom 80% of pole AND transformer or streetlight detected anywhere on pole
 - **Category 4:** (4) or more wires detected in bottom 80% of pole

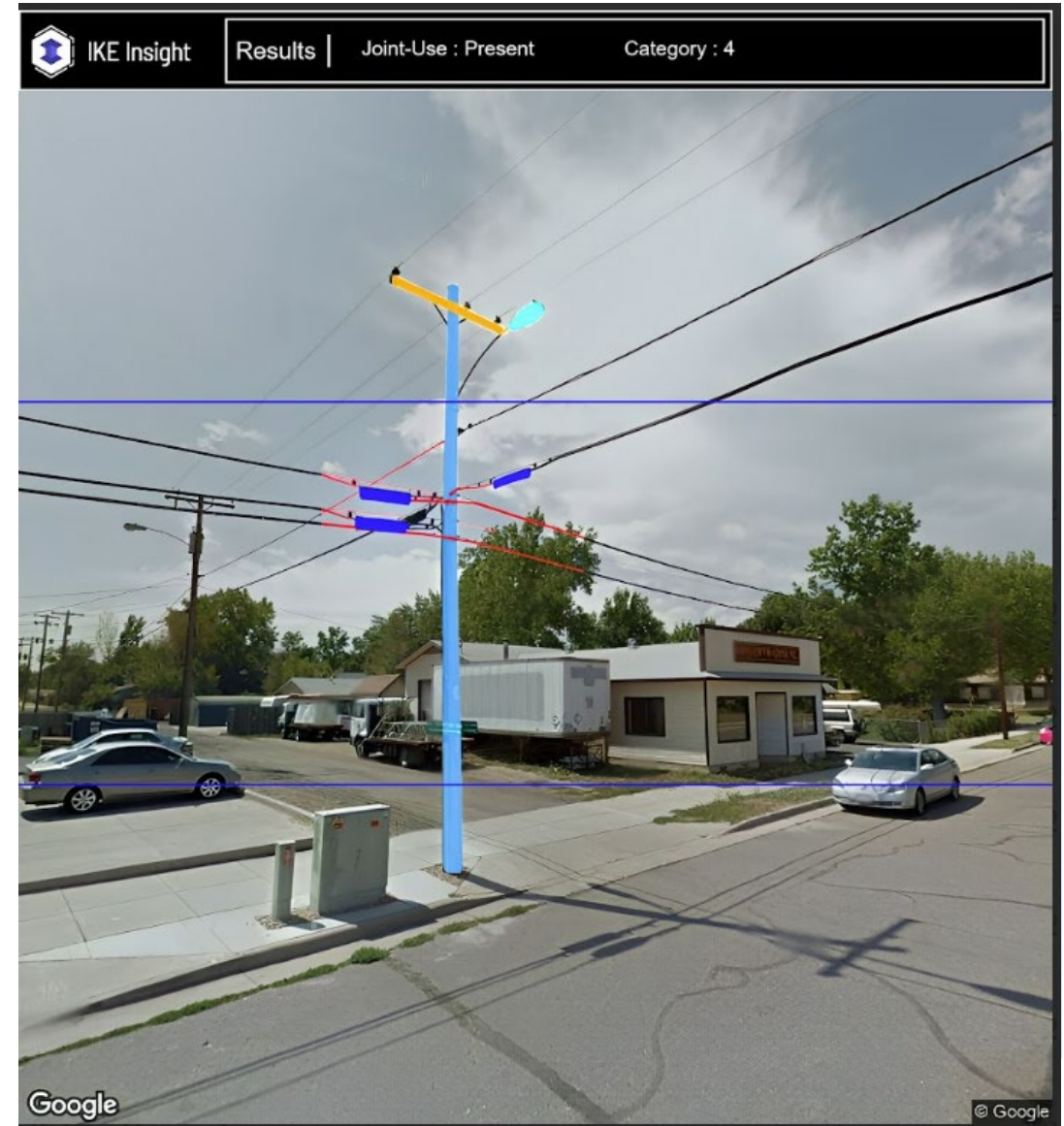




Example Analysis for Network Viability Assessment

At whole of network scale

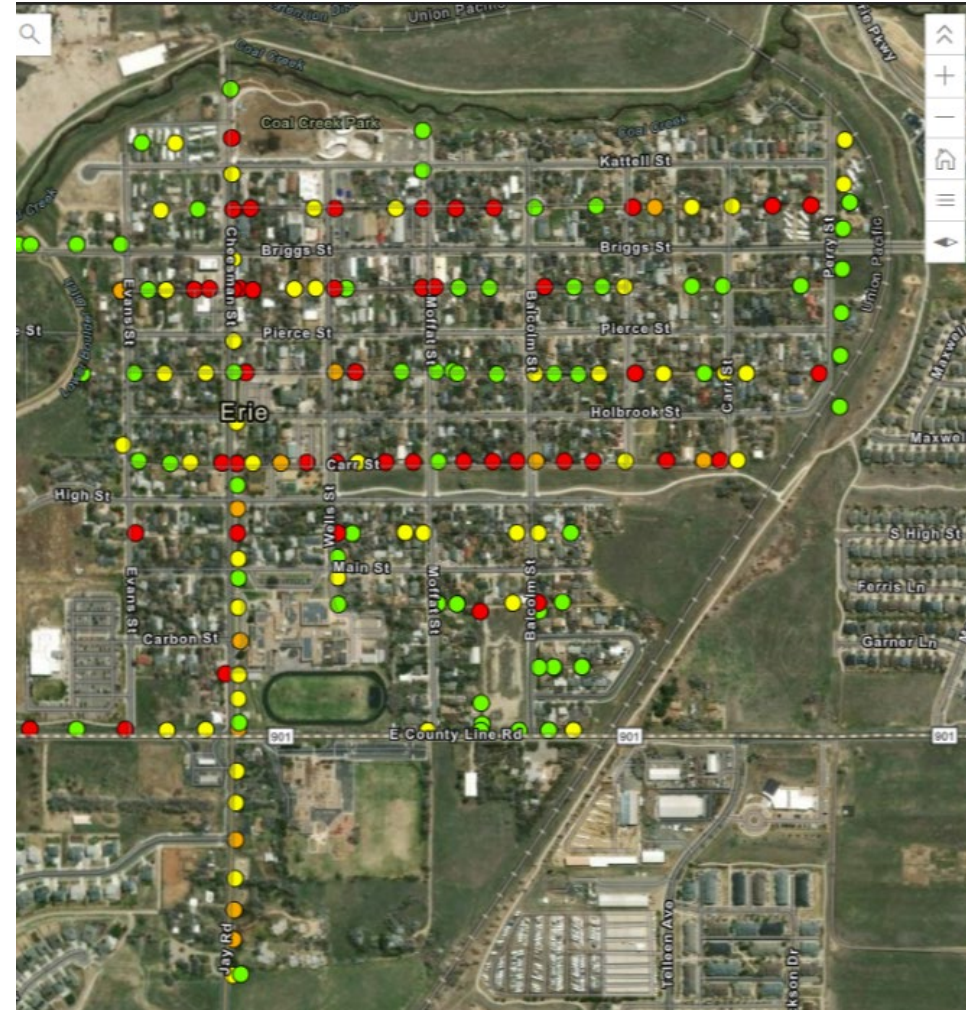
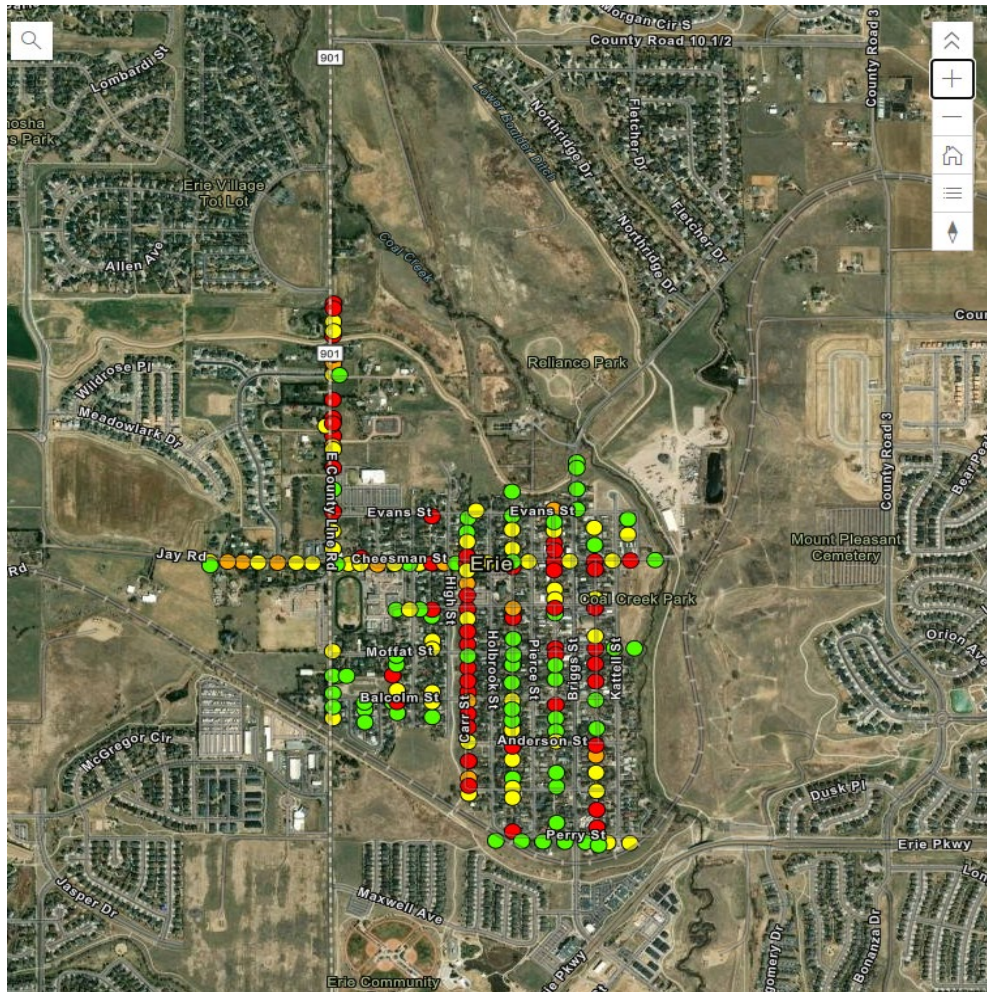
- IKE Insight determines pole categories relative to make-ready requirements (category-logic can be set by the customer through the Insight rules application)
 - **Category 1:** (0 or 1) wire detected in the bottom 80% of pole
 - **Category 2:** (2 or 3) wires detected in the bottom 80% of pole
 - **Category 3:** (3) wires detected in bottom 80% of pole AND transformer or streetlight detected anywhere on pole
 - **Category 4:** (4) or more wires detected in bottom 80% of pole





Resulting in Visual Dashboards to Optimize a Network Deployment

Example from Erie, CO market





10x Faster. 4x Cost reduction.

Dramatically faster fiber network deployment



Takeaways:

- With IKE Insight, a 200,000 fiber attachment program payback:
- deploy >6 months faster
 - save >\$1m in pre-survey assessment costs alone.



1H, Capability added to the IKE team

A team to deliver the best CX in our industry



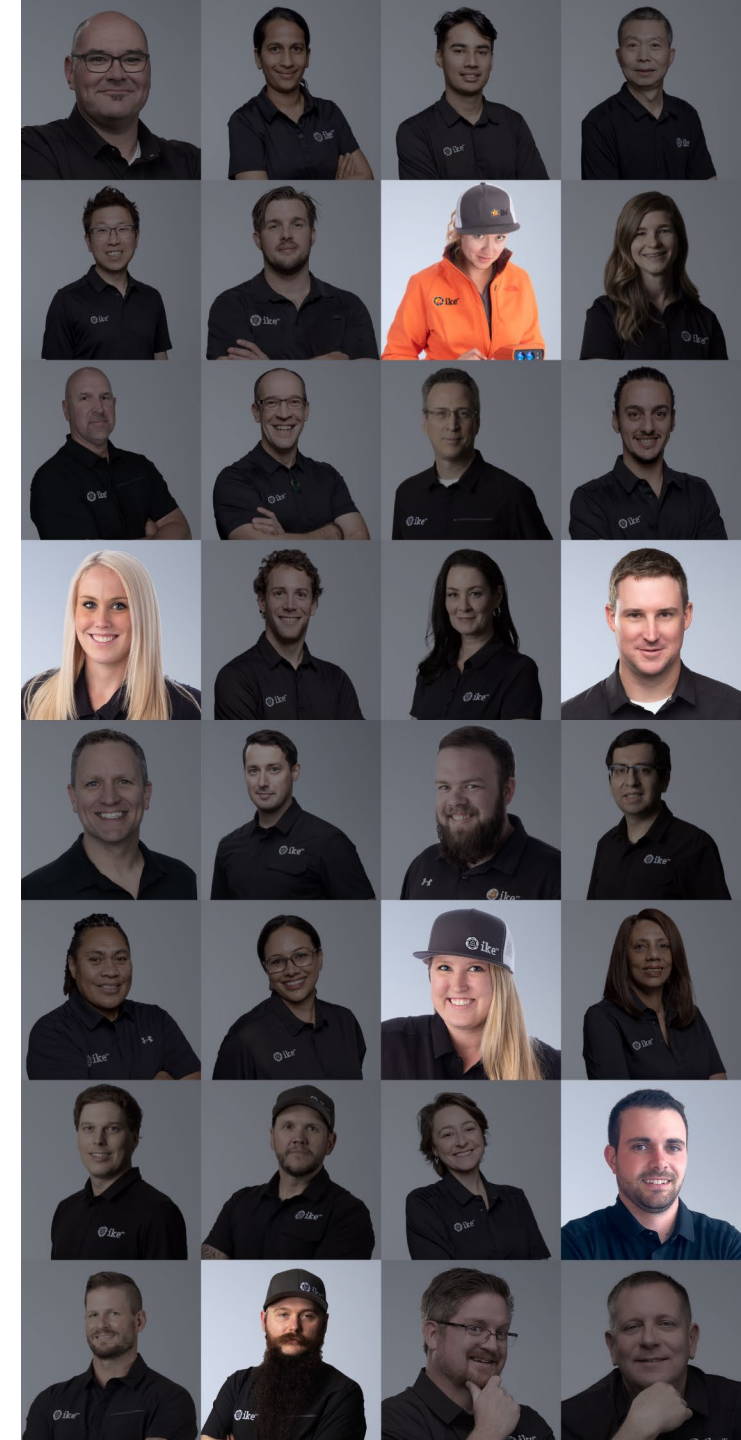
Brett Willitt, SVP Product

- Former President of structural analysis and structure management software company SPIDA Software (SPIDA). -
- SPIDA was acquired by NASDAQ listed Bentley Systems Inc. in 2021, where he subsequently led segments of Bentley's' global distribution network software division.
- Prior, held other prominent positions in the energy industry, including Product Engineering Manager at Osmose Utilities Services and Joint-Use product manager at FirstEnergy Utility.
- Began his career as a network planning engineer for Verizon.
- Holds a BS in Civil Engineering from Clarkson University.



Brian Musfeldt, CFO

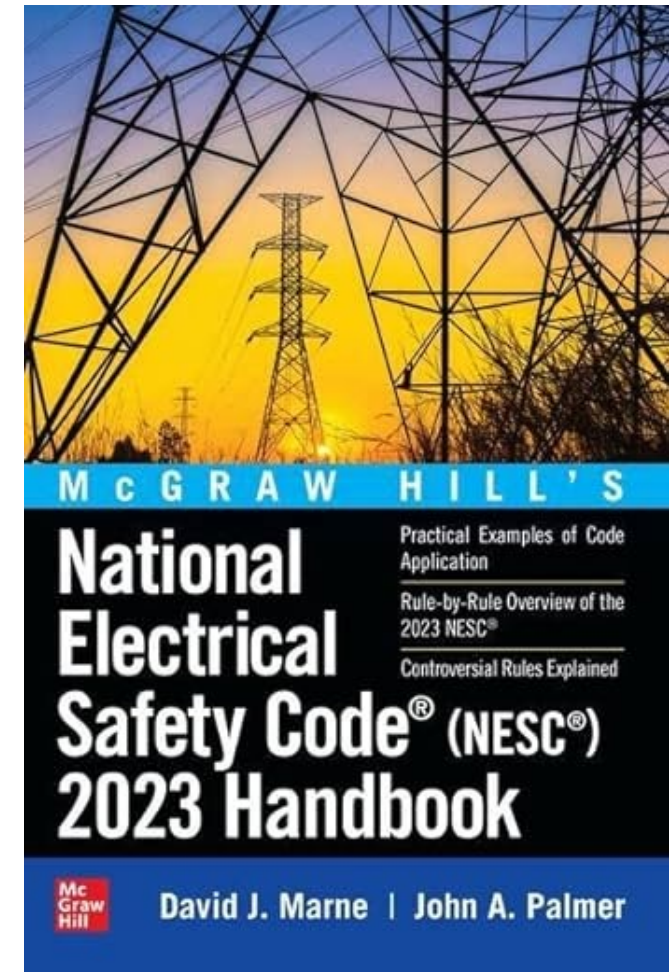
- Former CFO of Also Energy Inc., where he was part of the executive team that grew the business at more than 30% CAGR over six years and led its sale to NYSE-listed STEM Inc. for US\$652m.
- Prior, Brian held CFO roles with companies including Zayo Bandwidth Inc. – a high-growth national fibre business, MST Global inc. – an industrial network and software provider for critical communication and network solutions, and Intermap Technologies Inc.
- Holds an MBA from Colorado State University, and began his career as a Certified Public Accountant with six years at KPMG / Arthur Anderson focused on the technology & software segment.



1H acquisition, extending IKE's training & education capability

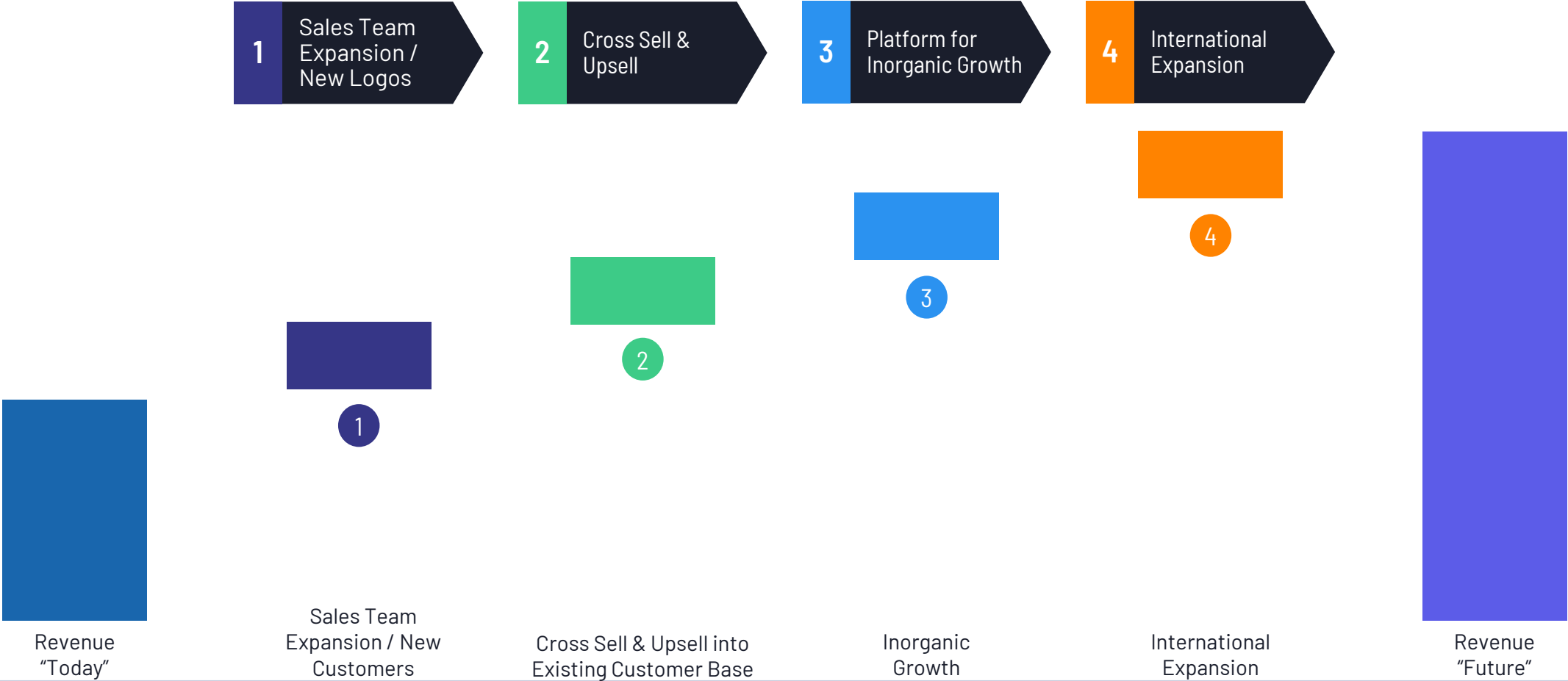
The assets of Marne & Associates . Expanding sales & brand channel for product cross-sales

- Marne & Associates specialize in training utilities, communications companies, and engineering groups for the **application of the National Electrical Safety Code (NESC)** in the day-to-day work at a utility, the application of NESC Rules for Joint-Use Construction (for engineers and line workers), Occupational Safety and Health Administration (OSHA 1910.269) for Power Workers, and OSHA 1910.268 (for Communication Workers).
- While IKE is a software & technology company, we have established an important sales channel via education & training capability. This acquisition further allows us to add value to, engage with, learn from, and ultimately cross-sell our products to end-users (who are the future decision makers) within utilities, engineering companies, and communications groups.





Multiple Avenues Supporting Future Growth Potential





Thanks

Manaakitanga: We Rise By Lifting Others





Q&A

We're IKE, The PoleOS™ Company

IKE seeks to be the standard for collecting, analyzing and managing pole and outside plant ("OSP") information for electric utilities, communications companies, and their engineering service providers

The IKE platform allows its customers to increase speed, improve quality, and deliver safety in the assessment, construction, and maintenance of distribution poles and other OSP assets

IKE's purpose is Manaakitanga, which means "to rise by lifting others"

