



# IKE Update for Annual General Meeting of shareholders

We're IKE, the Pole OS™ Company

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September 2024

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- Should be read in conjunction with, and is subject to, IKE's FY24 financial results (audited), 1H FY24 financial results (unaudited), recent market releases, and information published on IKE's website ([www.ikegps.com](http://www.ikegps.com));
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# Q1 FY25 financial performance update

Growth overview

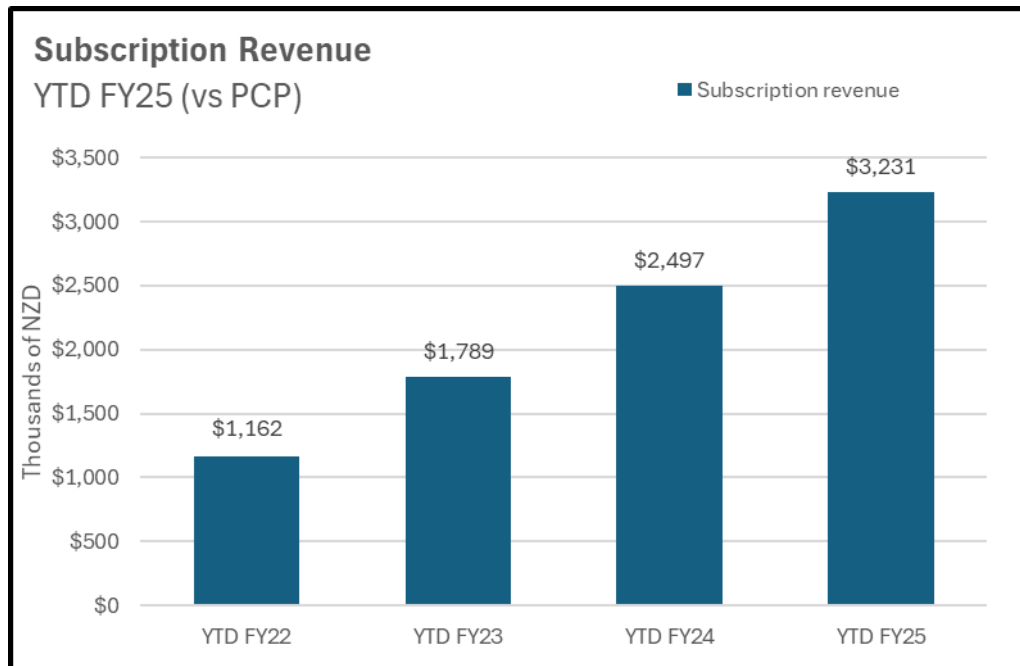




Subscription revenue growth has continued to be consistently strong with a three-year CAGR of 41% (Q1 shown below)

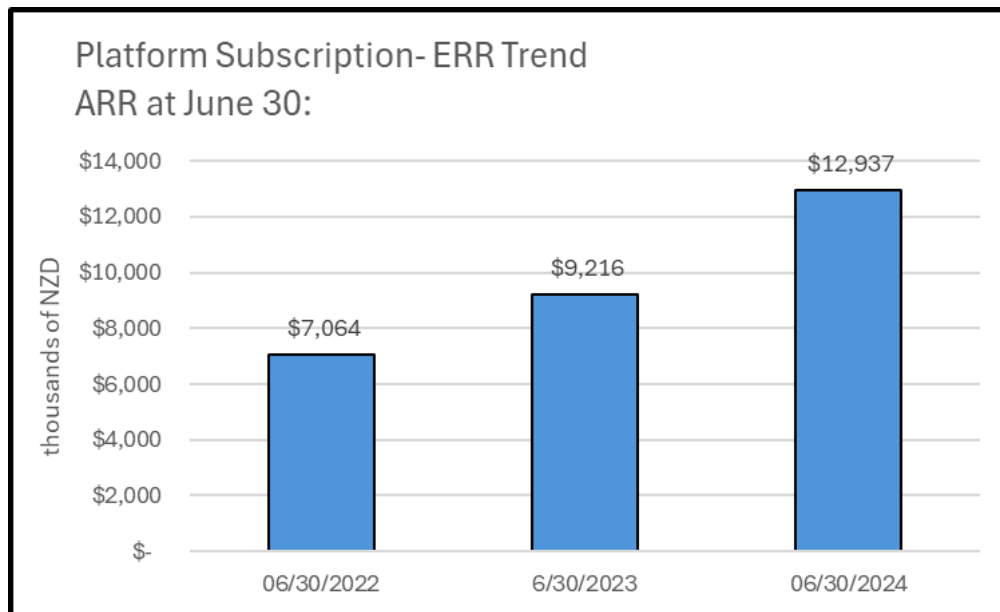
### Takeaways:

- Significant growth in underlying subscription revenue.
- Three-year subscription revenue CAGR of 41%.
- During FY25, this is expected to increase materially (by greater than 40% vs pcp).





# Exit Run Rate (ERR) of annual platform subscription has grown to NZ\$13m as at 30 June 2024

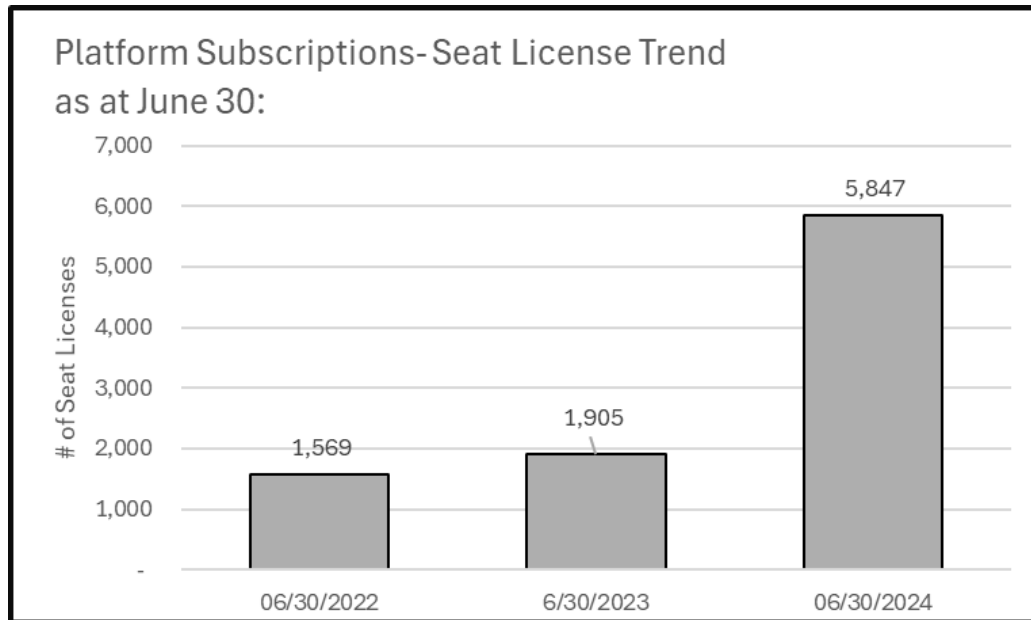


## Takeaways:

- Two-year CAGR of 35% in the exit run rate of annual platform subscription revenue.
- During the FY25 period this metric is expected to continue to grow materially (by approximately 40+% vs pcp) driven by continued growth of IKE Office Pro subscription sales and by the successful sell-through of IKE's next-generation IKE PoleForeman subscription product, with TCV of ~NZ\$12m already closed.



# 207% YoY increase in subscription seat licenses, evidencing the impact of new product introductions



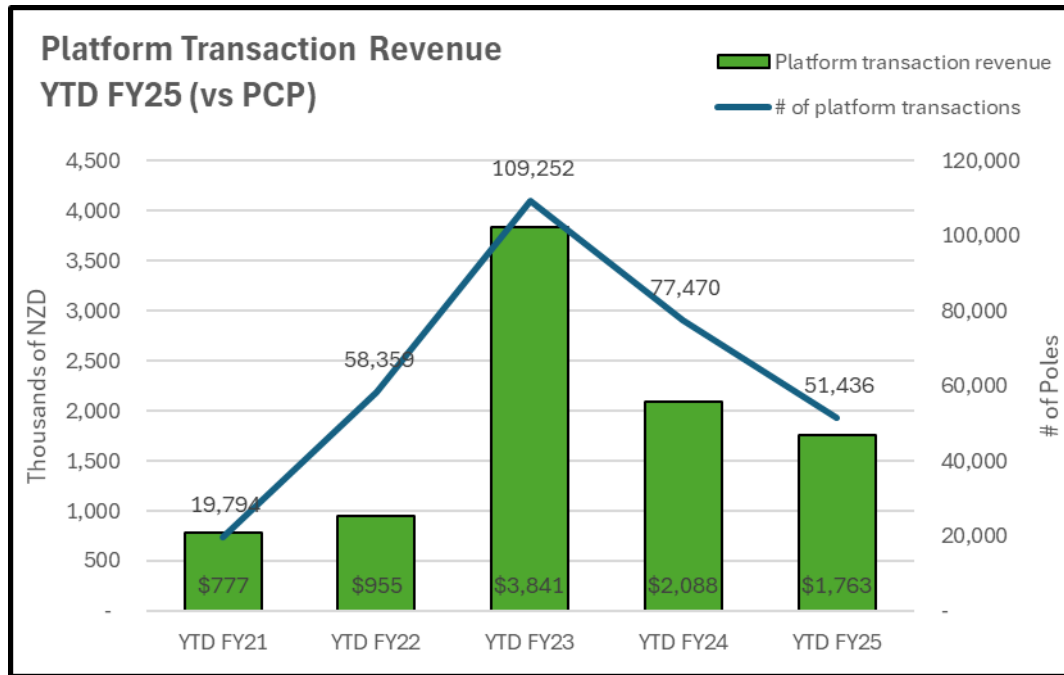
## Takeaways:

- Subscription seat license growth of 207% over the past year.
- Seat-count growth has accelerated at this fast pace partially as a result of selling customers onto a new per-seat subscription model when adopting the new IKE PoleForman product (released late 2024).



# Three-year transaction revenue CAGR of 23%, and improved margin profile

## Takeaways:

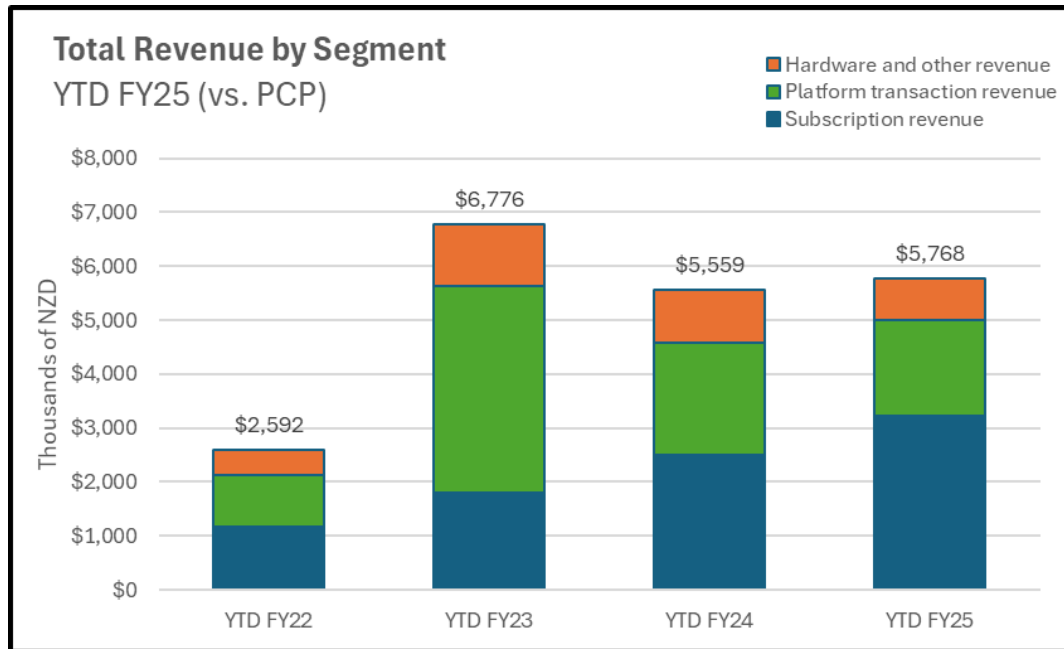


- Three-year transaction revenue CAGR of 23%, but slightly lower in Q1 FY25 vs pcp due to the prior period seeing strong activity, but noting that gross margin increased vs pcp.
- Based on guidance from long-term customers IKE expects transaction volumes and associated revenue to build into FY25.



# Three-year total revenue CAGR of 31%, and gross margin of 70% Q1 FY25

## Takeaways:



- Recurring subscription and reoccurring transaction revenues (shown by the green and blue segments in this chart) dominate IKE's revenue mix, at 87% for FY25 YTD.
- An expectation for healthy growth in the FY25 period, including ~40% growth in subscription revenue.





# Key metrics table

	Q1 FY25	Q1 FY24	% Change
<b>Total Revenue</b>	\$5.8m	\$5.6m	+4%
Total # of Customers	420	394	+7%
<b>Platform Subscriptions</b>			
Total # of Subscription Customers	400	370	+8%
Total Number of Seat Licenses	5,847	1,905	"+207%
Platform Subscription Revenue	\$3.2m	\$2.5m	+29%
Gross Margin	\$2.8m	\$2.1m	+34%
Gross Margin %	88%	85%	
<b>Platform Transactions</b>			
# of Billable Transactions	72k	77k	-7%
Platform Transaction Revenue	\$1.8m	\$2.1m	-16%
Gross Margin	\$0.7m	\$0.5m	+50%
Gross Margin %	41%	24%	
<b>Hardware &amp; Other</b>			
Hardware & Services Revenue	\$0.8m	\$1.0m	-21%
Gross Margin	\$0.5m	\$0.8m	-41%
Gross Margin %	59%	82%	

## Customer Number Reconciliation:

Since 31 December 2023, IKE has changed its reporting of customer numbers from 'All Enterprise Customers' to 'Subscription Customers', reflecting only customers with recurring subscription revenue. The reconciliation between these two metrics will be reported for the next 4 periods to 31 December 2024. Reconciliation is as follows:

Customer Recon	Q1 FY25	Q1 FY24	
Total # of Enterprise Customers	420	394	+7%
Less: Non-Subscription Customers	(20)	(24)	-17%
Total # of Subscription Customers	400	370	+8%

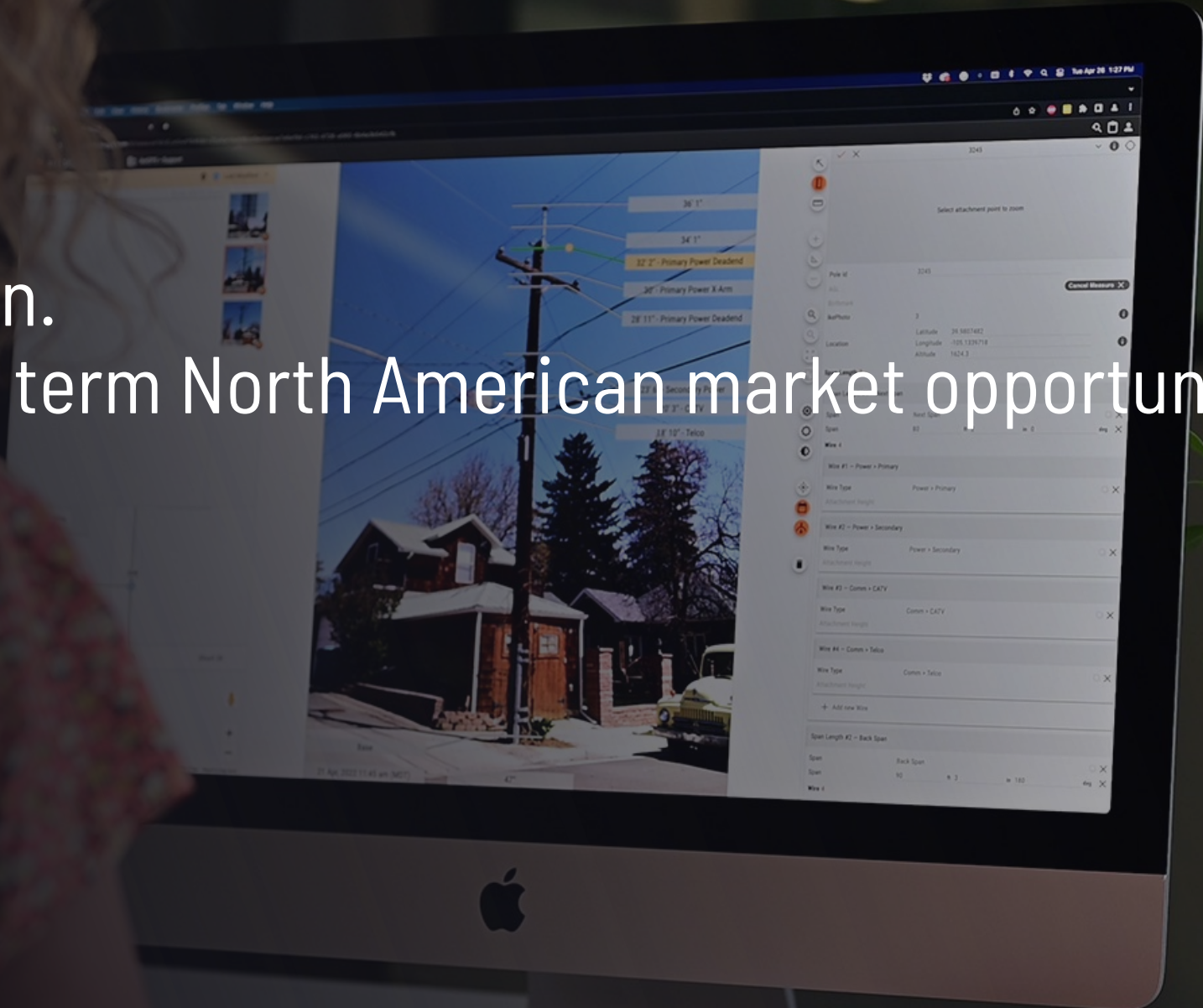
## Takeaways:

- Exit Run Rate of annual platform subscription revenue grew to ~NZ\$12.9m ( +40% vs pcp)
- Total recognized revenue in the quarter of ~NZ\$5.8m (+4% vs pcp).
- Gross margin of ~NZ\$4.0m (+18% vs pcp), with a gross margin percentage of ~70% (up from pcp of ~61%)
- Recognized subscription revenue of ~NZ\$3.2m (+29% vs pcp).
- Recognized transaction revenue of ~NZ\$1.8m (-16% vs pcp but noting transaction margin increased ~NZ\$0.2m vs pcp).
- Total cash and receivables as at 30 June 2024 of ~NZ\$14.0m, comprised of ~NZ\$10.0m cash and ~NZ\$4.0m receivables, with payables of NZ\$1.1m and no debt. This cash position is flat against the cash position at 31 March 2024 and up from 31 December 2023 (NZ\$8.0m).



IKE's differentiation.  
And the large, long term North American market opportunity  
being addressed

Customer and Market overview





# IKE has Software Products to Engineer a Distribution Network through its Lifecycle

<Planning> <Assessment & Digitization> <Design> <Maintenance & Resilience>



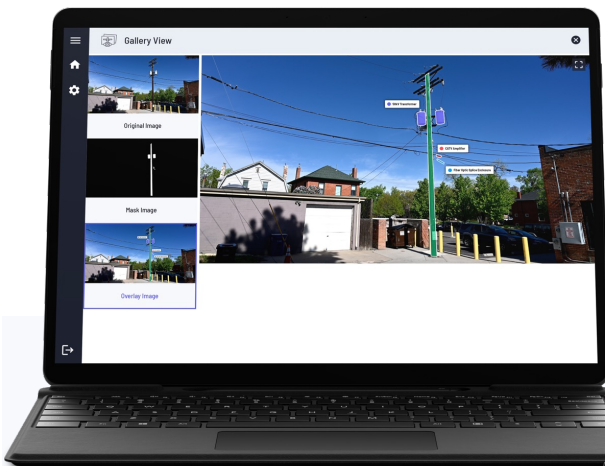
IKE Insight



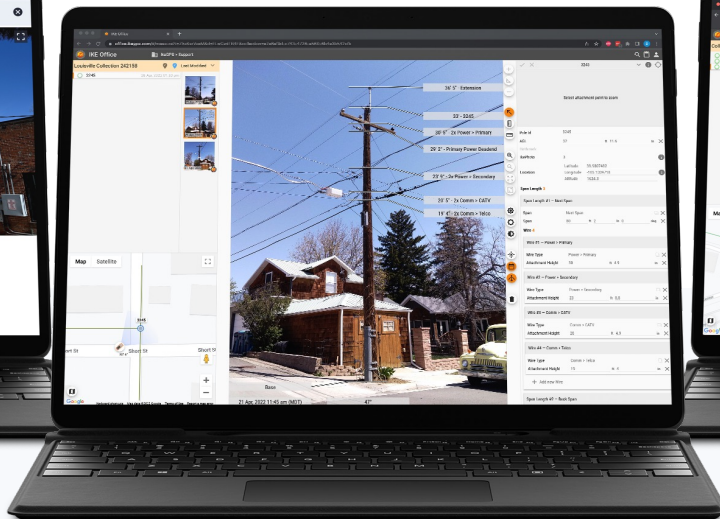
IKE Office Pro



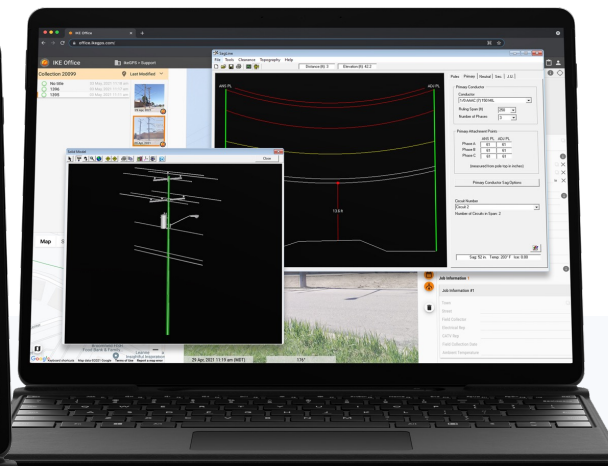
IKE Structural



AI and automation for whole-of-network distribution **Planning**



Digitizing network **Assessment**



Pole loading analysis and structural **Design, Maintenance & Grid Resilience**

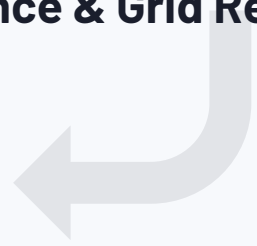
## Business model upshot

- A recurring Subscription to access any IKE Solution
- Additive, reoccurring revenue based on usage (license seats or transactions)
- Optional value-added products, such as IKE Analyze (driving further transaction revenue) and training & education service via IKE University



IKE Analyze

Technology & automation capability to accelerate customers engineering processes





# 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 risk
- Regulatory and Engineering code compliance
- An ageing workforce, requiring tech vs people

**IKE products dramatically improve the planning, design & maintenance process**

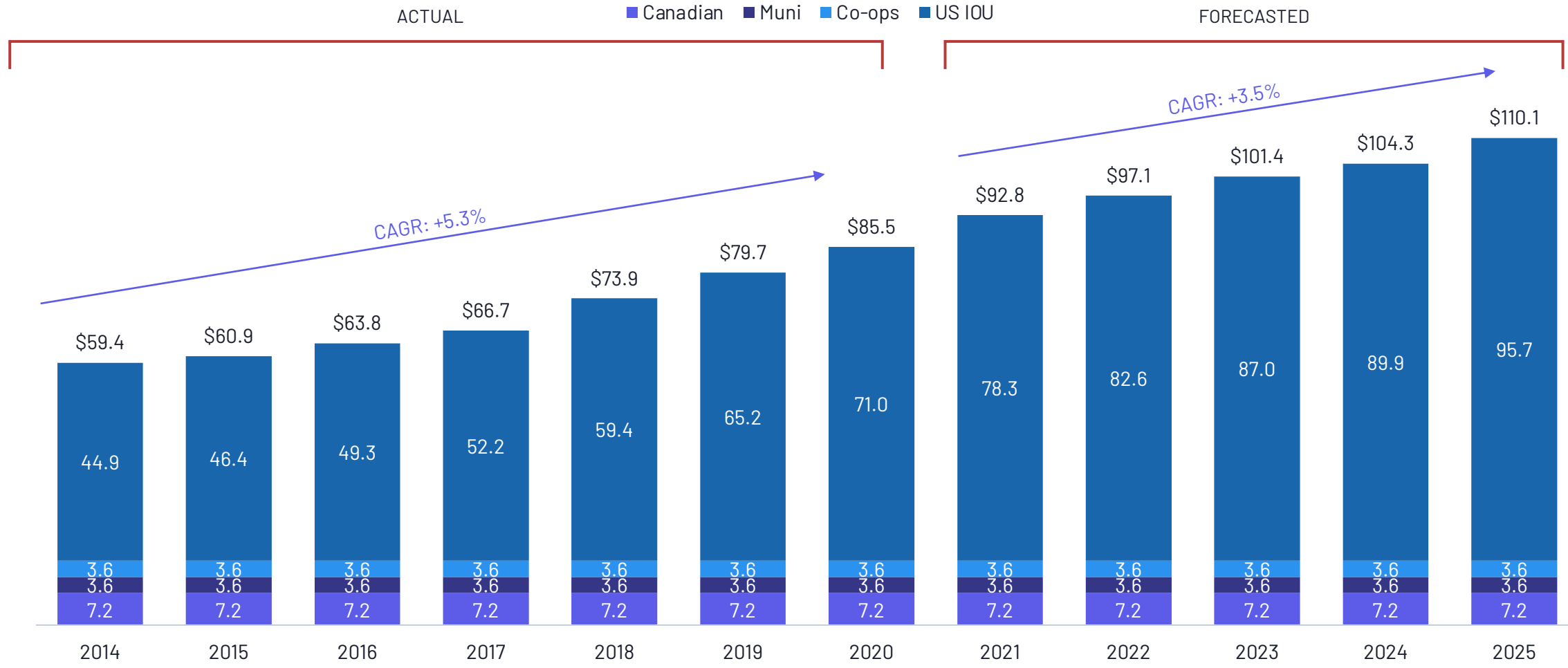


# 25+ year Macro-Market Tail Wind for Grid Resiliency & Expansion (\$B's)

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

\$NZD in B

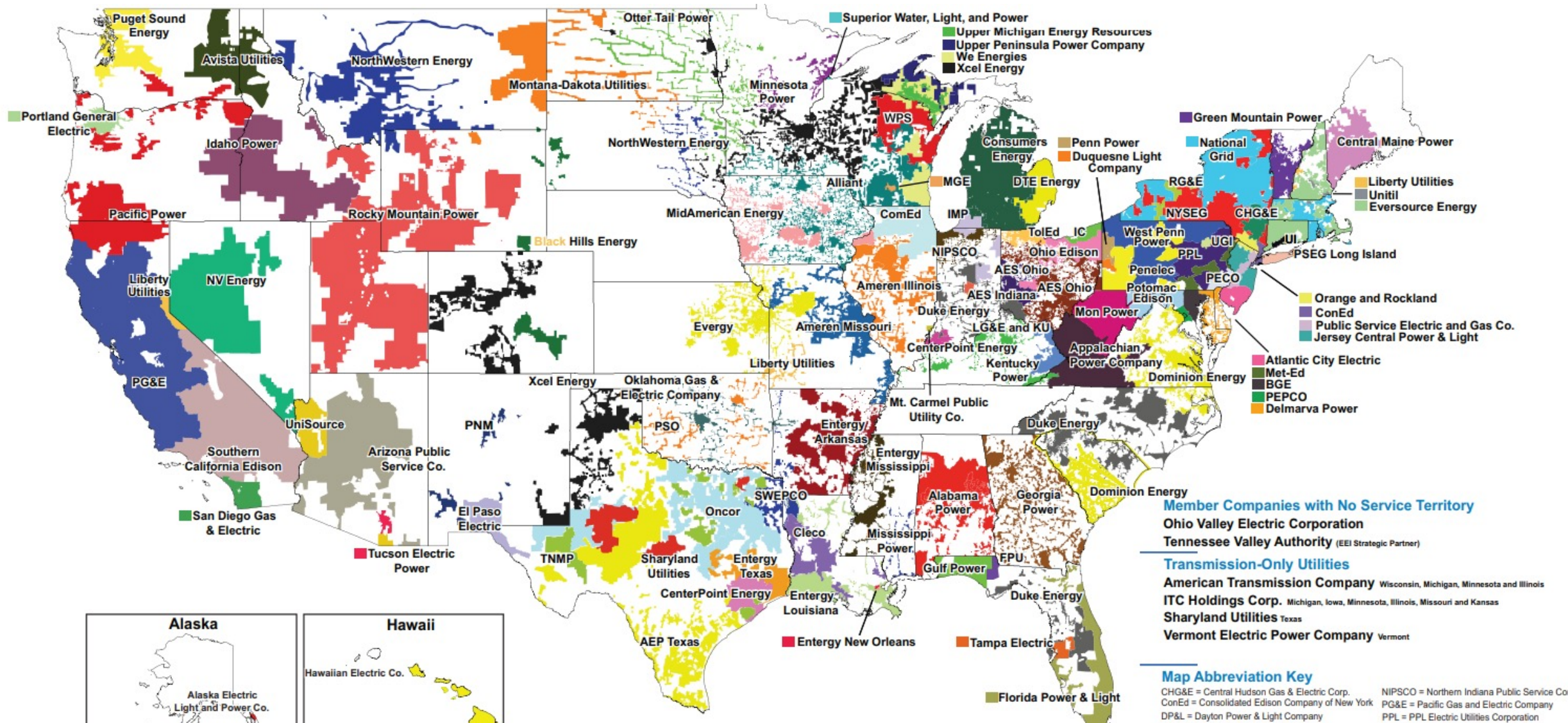
## U.S. AND CANADIAN ELECTRIC DISTRIBUTION CAPITAL EXPENDITURES





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

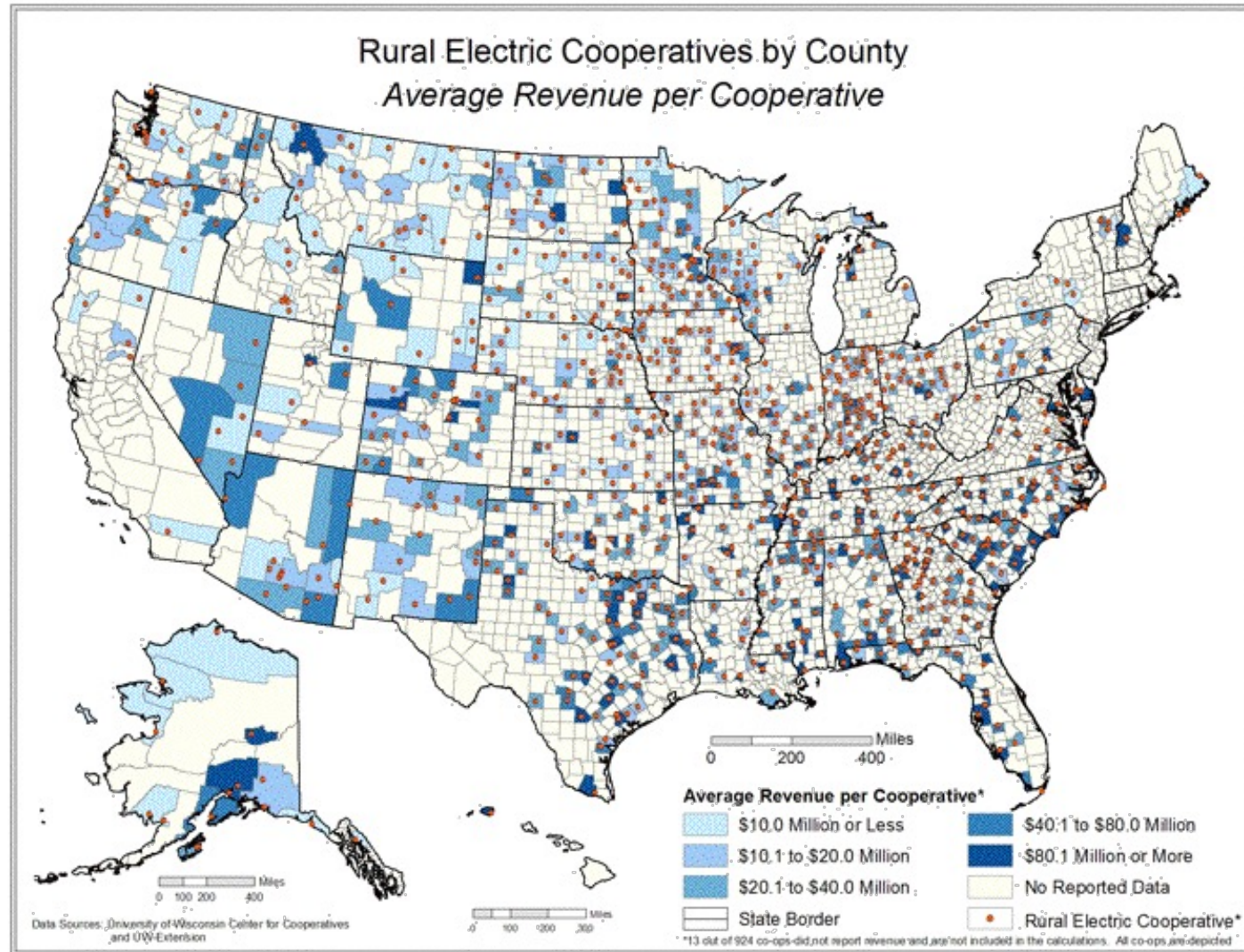
A huge expansion opportunity.....





# Plus >2,800 Municipalities and Co-Operatives

All of which represent sales opportunities for IKE products



## Takeaways

- Market timing is everything
- IKE is in the right place, at the right time, and with the right technology, team and execution capability
- Today, IKE has a presence in approximately 6% of addressable customers, but is estimated to be only 20% penetrated. So an opportunity to:
  - Develop an additional 80% revenue per annum from the existing customer footprint as 'White Space' via cross-sell and up-sell, **plus to**
  - Sell to the other 94% of the market via 'Green Field' new logo opportunities

# Standardizing on IKE: Eight of the 10 largest Investor-Owned Utilities in the U.S.

## IKE Lands-then-Expands

### Communications

### Electric Utilities

### Engineering & Project Management

### Takeaways

- 8 of the 10 largest Investor-Owned Utilities (“IOUs”) in North America, all multi-billion dollar businesses
- >400 customers in North America, with 59 new logos added in FY24 or approx. 1 per week in FY24 YTD
- **>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





# 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

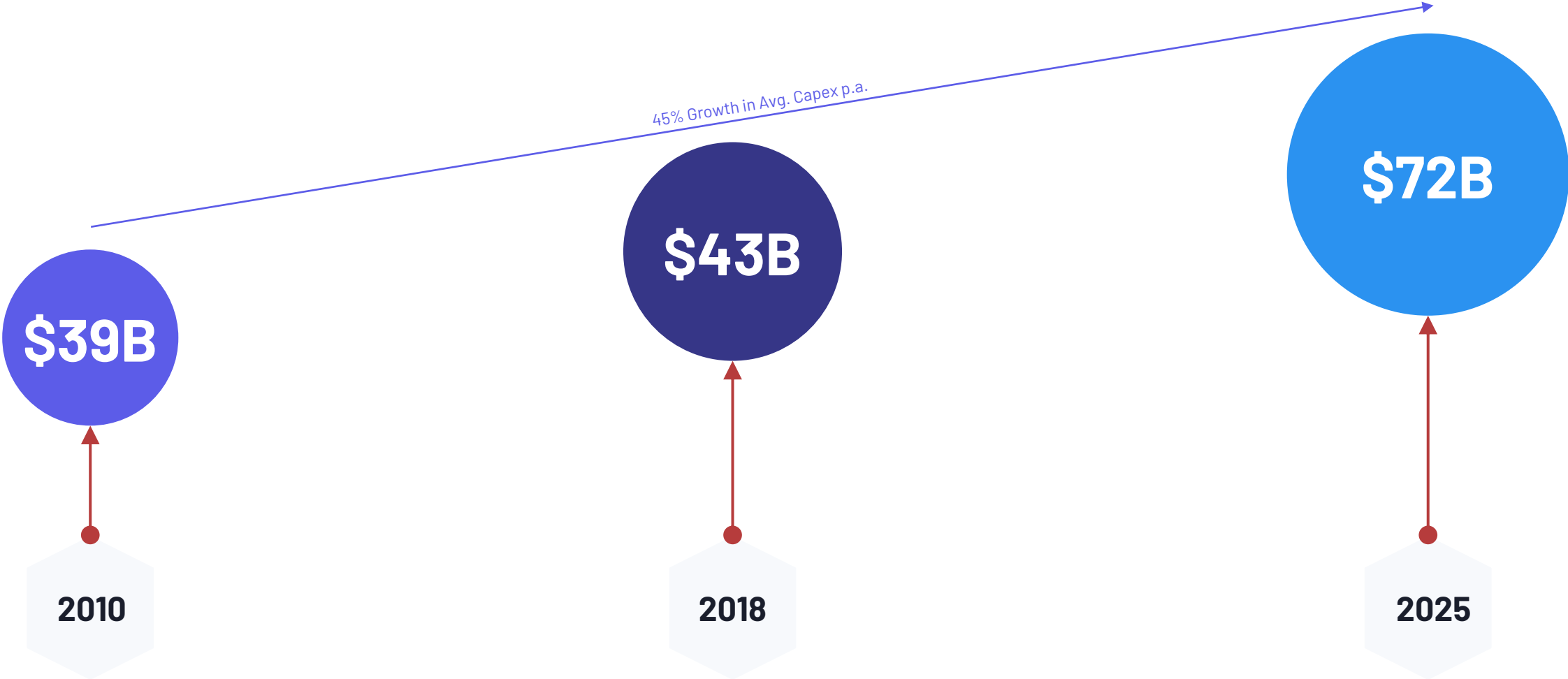
**IKE dramatically speeds up the network deployment process.**



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

PROJECTED INVESTMENTS INTO 5G & FIBER OPTIC INFRASTRUCTURE

\$NZD



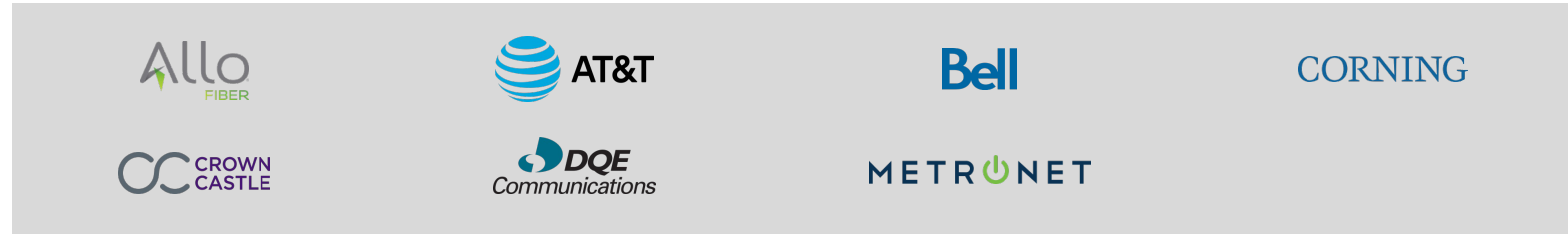
Source: Bell Potter Initiation of Coverage Report, GSMA, American Tower  
Note: Labeled Capex Figures reflect Houlihan Lokey Estimates



# Standardizing on IKE: The largest U.S. Communication groups

And a 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 growing footprint of the tier-2 fiber companies

### Opportunities to:

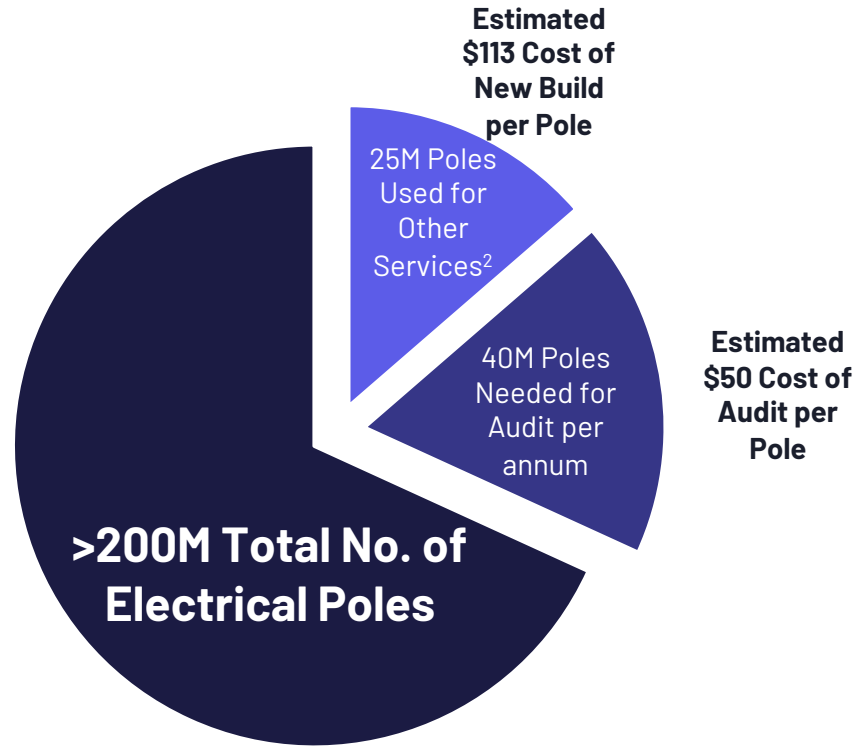
- Grow, upsell and cross-sell IKE products into existing customer base
- Win new logos in the North American market
- Expand into international markets over time



# Overall.. a Large Addressable Market Opportunity That is Expected to Grow

## Utilities

\$NZD



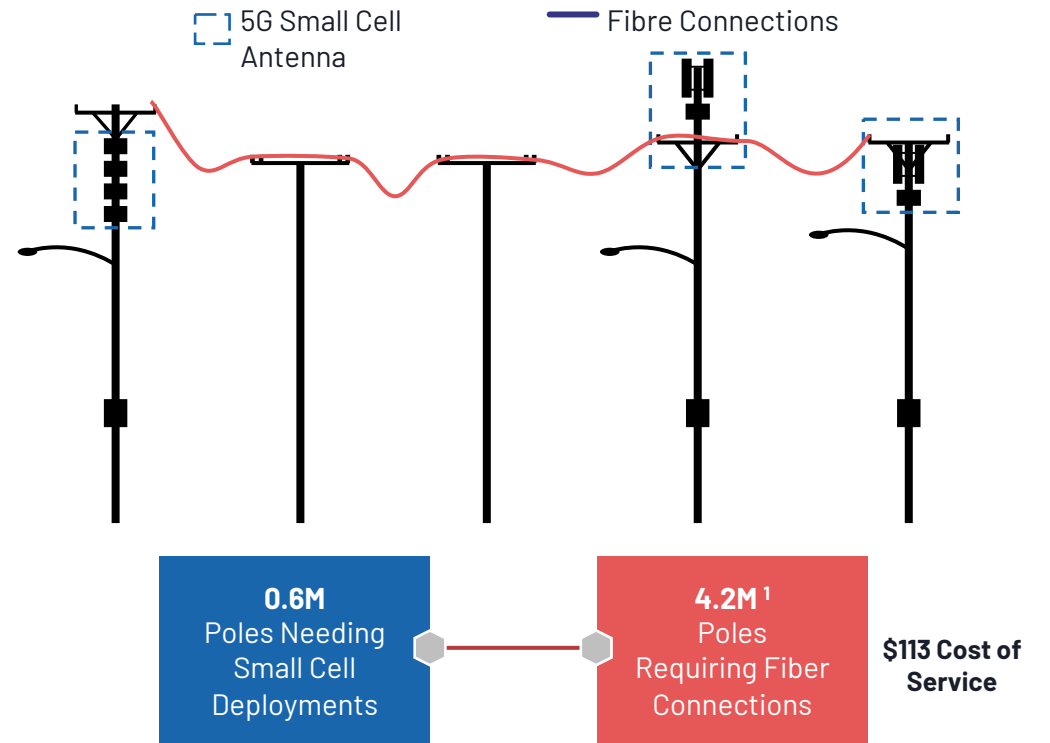
Estimated \$50 Cost of Audit per Pole

**\$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 Over the Coming Three Decades



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

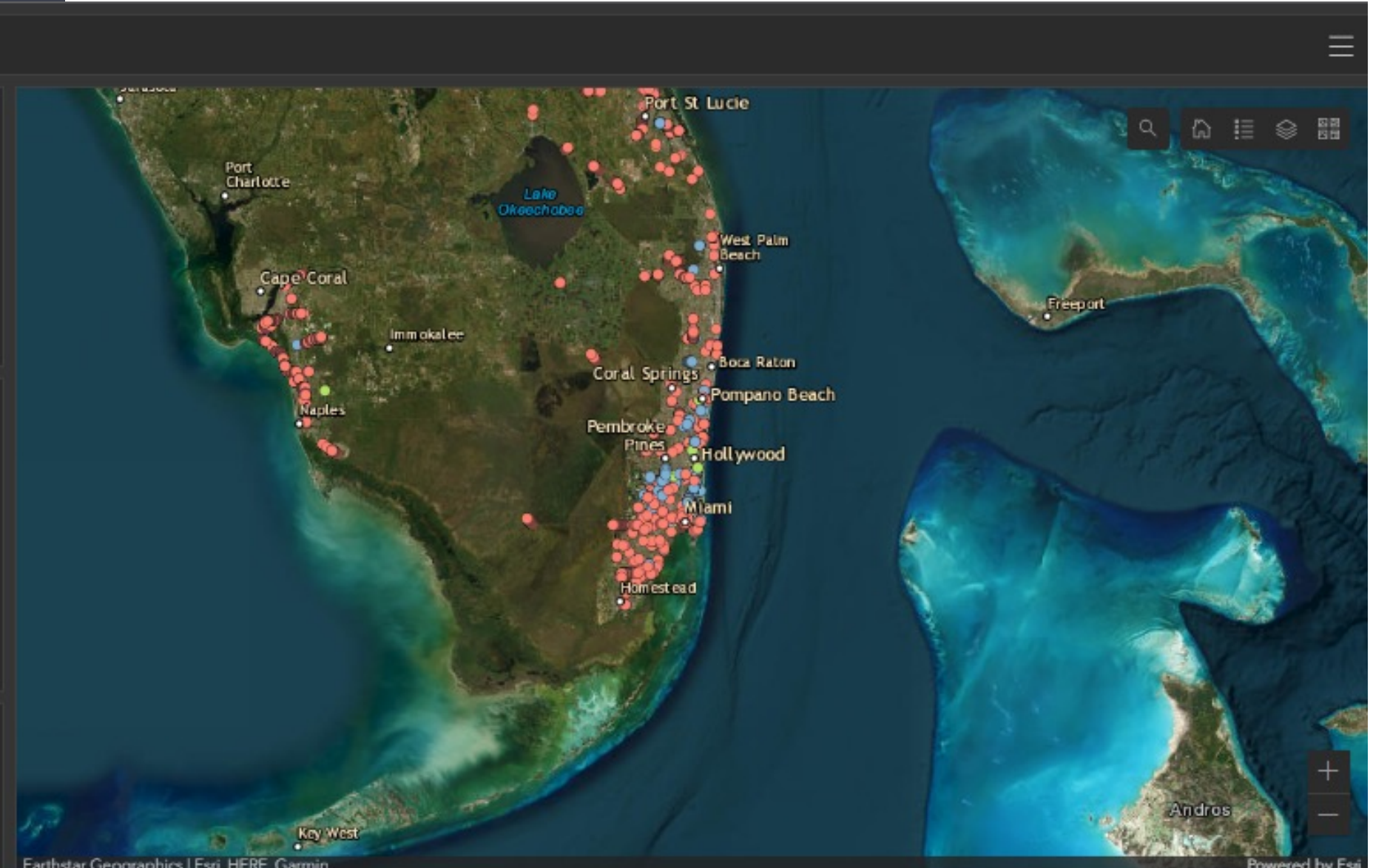


**50%+**

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%, this equals an engineering requirements to build capacity on the network.

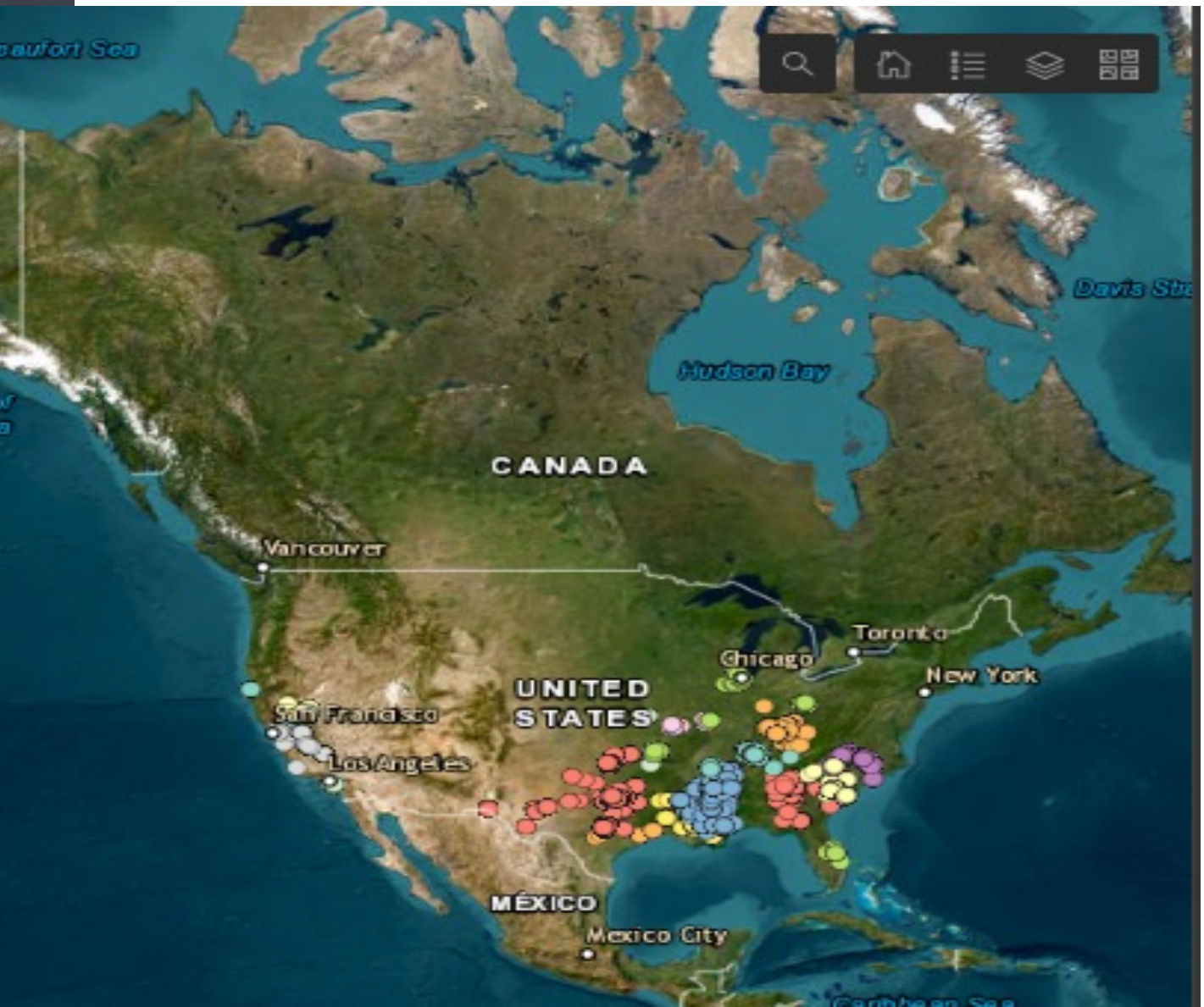


# A Map-View of IKE s/w usage, and how customers deploy our software Crown Castle in Florida



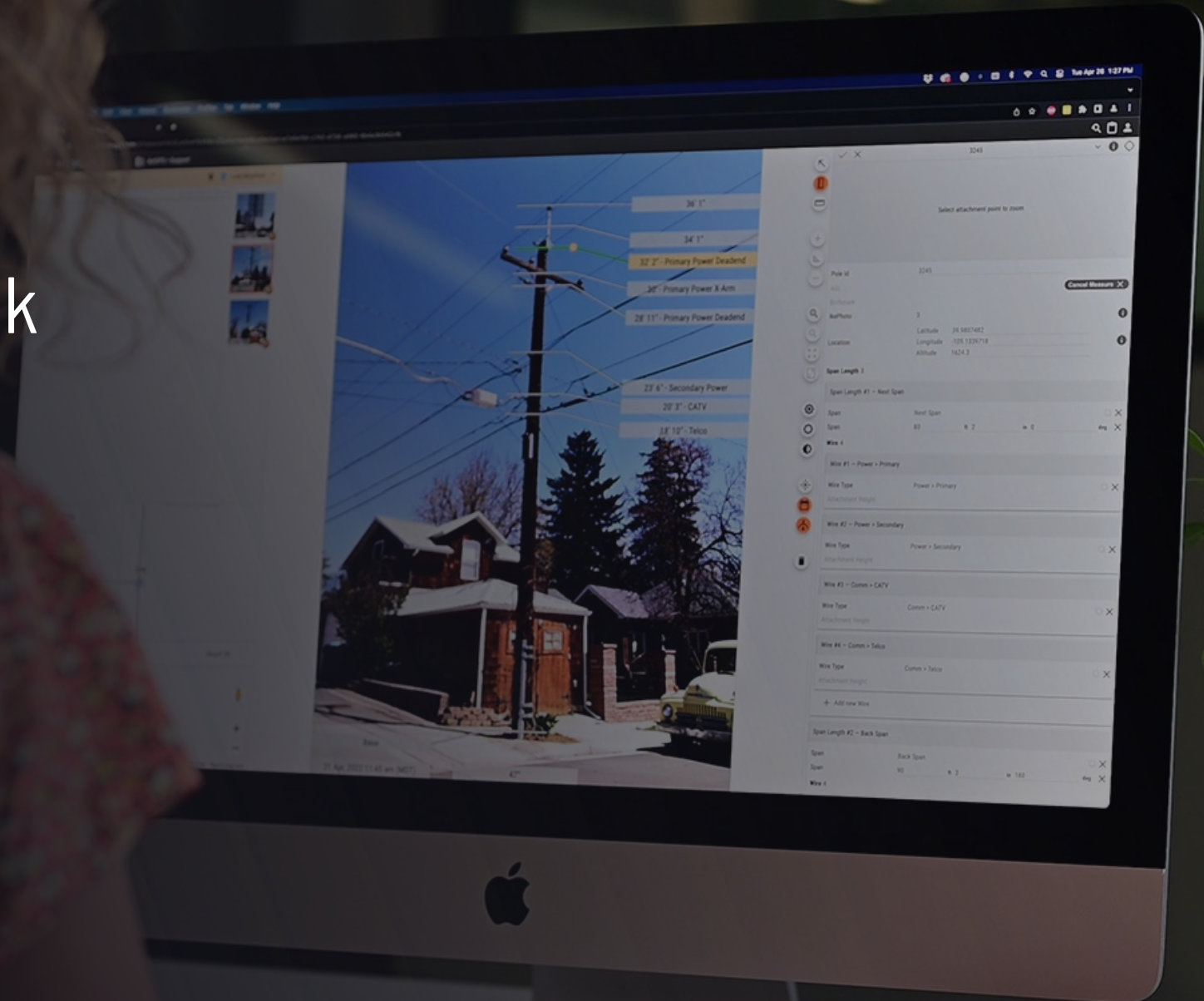


# A map-view of IKE s/w usage, and how customers deploy our software AT&T in 7 example States





# Update and Outlook







# IKE PoleForeman growth: The Standard for Distribution Network Design in U.S.

New SaaS Product to Market <https://ikegps.com/ike-poleforeman/>



## Takeaways:

- Next-generation product built and launched late 2024 with a customer council comprised of the Standards Directors from many of the North America's largest electric utilities and communications companies.
- Total Contract Value (TCV) closed over the past ~3 quarters has now exceeded NZ\$15m, translated to several thousands of new seat licenses, each representing a distribution-network design engineer utilizing the product.
- The extremely sticky nature of these customers means that the life-time value of these contracts is significant.
- An expectation for more major customers to close in the near term and that IKE PoleForeman overall winning eight of the ten largest electric utilities in North America.
- Noting extremely high recent acquisition pricing for comparable assets.



# AI based products introduced this quarter to automate distribution processes

Built to drive dramatic productivity improvements into specific distribution-network engineering workflows



## Dramatically Faster Fiber Network Viability Decision Making

Communications companies must deploy fiber networks as quickly and efficiently as possible to win and own new subscribers. To maximize speed and reduce costs for new build outs, operators are seeking to leverage existing overhead infrastructure and avoid the costs of going underground.



### Speed up overhead network viability assessment.

Unlike the traditional methods of costly and slow in-field market assessments, IKE Insight leverages bulk data (private and public) via AI and machine learning capabilities to deliver accurate market viability assessments, at a network level.

-  Costs
-  In-field engineering work
-  Time to market



— UP TO —

# 30x

FASTER

Make the best network build decisions with actionable insights.



**Use Case**

### Market prospecting

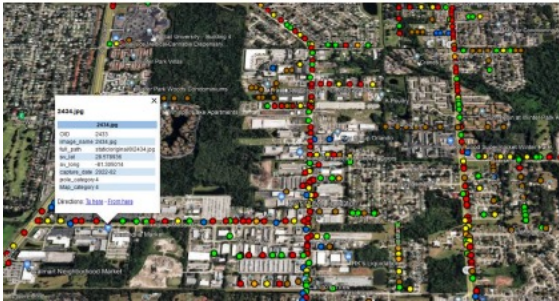
Early-stage area evaluation at network scale to identify the easiest markets to enter.



**Use Case**

### Network viability

Assessment of market potential and construction viability. Decision on overhead versus underground.



**Use Case**

### Route optimization

Identify the optimal network backbone configuration to minimize time-to-market and cost.

JOINT-USE TICKET AUTOMATION



IKE  
Insight

# Take the legwork out of NJUNS ticketing

Intelligent automation helps save time and avoid errors in ticket creation and delivery.



## IKE SPEEDS UP THE TICKETING PROCESS

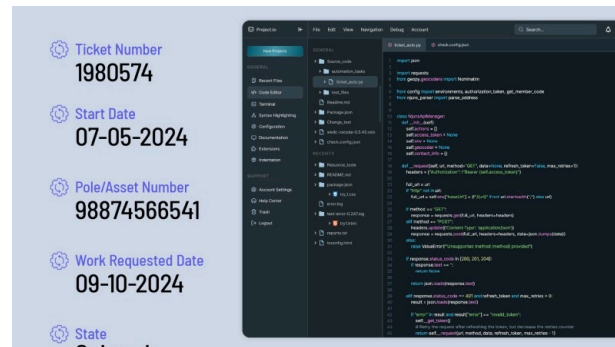
# Managing NJUNS tickets is time consuming and error prone

Manually creating, updating, and closing out tickets is an operational burden. For many organizations, this leads to a growing backlog of unprocessed tickets, putting you at risk with contractual or regulatory obligations and creating liabilities stemming from unsent tickets. IKE's intelligent automation helps you tackle backlogs and keep joint-use programs on track.



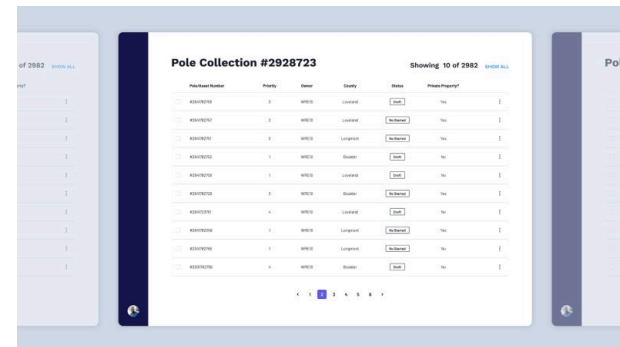


# Fast, accurate ticket creation and delivery



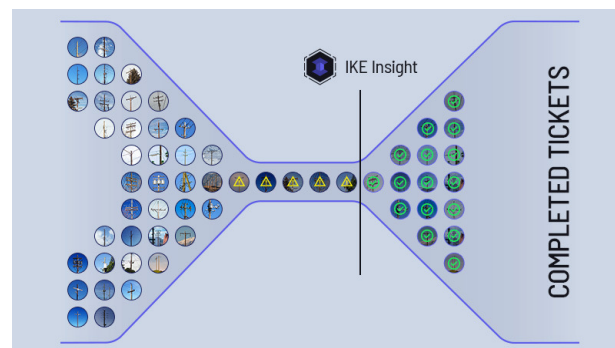
## Eliminate manual data entry

Replace manual inputs and human error with intelligent automation, reducing costs and time to completion.



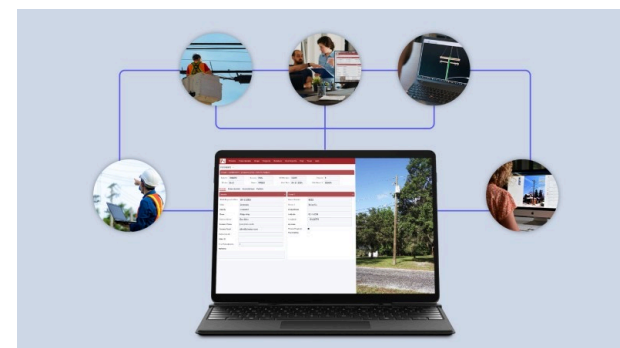
## Structure and normalize data

We apply our natural language and pole-specific AI capabilities to existing data sets and automatically populate NJUNS ticket fields.



## Tackle common ticketing bottlenecks

IKE's automated process helps alleviate ticketing backlogs, such as violation reports from safety audits or requests for fiber broadband build-outs.



## Improve collaboration between pole owners and attachers

We help enable efficient communication and work coordination on all types of joint-use programs, including maintenance, relocation, new construction, safety, and compliance projects.

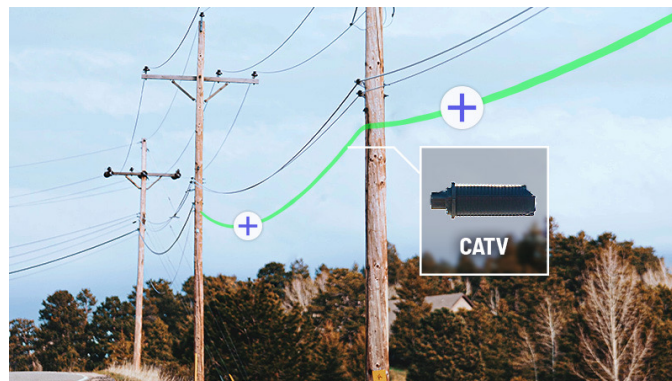


# Keep your projects on track with intelligent automation



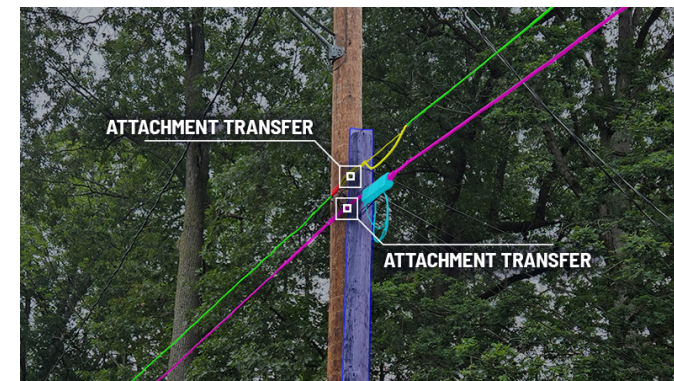
## Violation reporting

Address common issues that arise during inspections and audits, such as NESC infractions and double wood.



## Make-ready construction

Prep poles for new attachments while maintaining safety and compliance with standards.



## Pole transfers

Transfer attachments from an existing pole to a newly installed one.

DOUBLE WOOD DETECTIVE



IKE  
Insight

# Manage double wood networks and improve safety

Get a network-level view with minimal in-field time



## IKE SPEEDS UP THE TICKETING PROCESS

# It starts with accurate double wood records

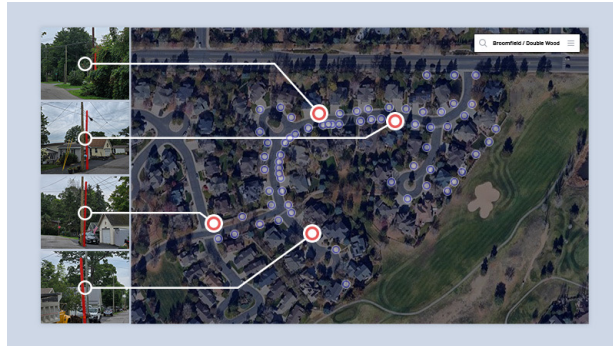
Double wood (also known as buddy pole or two pole) is a prevalent issue for many utilities. Lagging pole transfers, backlogs, and communication or notification gaps between pole owners and attachers are some of the common reasons they arise. When unaddressed, they create a safety hazard and a liability, not to mention an eyesore for the public and a nuisance for property owners. Field inspections are the most common way to identify double wood instances, but they are time intensive and costly. IKE's AI-powered analytics solution helps you update your records without mobilizing crews.







# Pinpoint instances of double wood with minimal in-field time



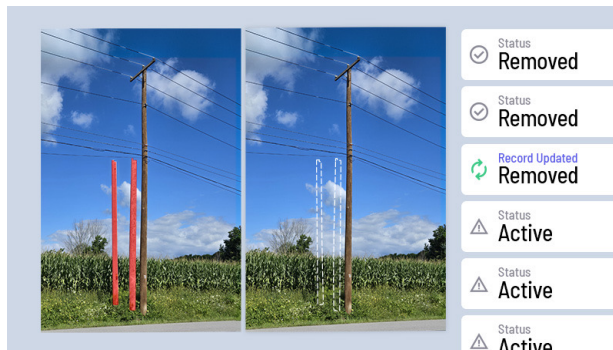
## Search at scale

Our pole-specific AI capabilities locate double wood instances at a network-level using street-level imagery.



## Improve safety and reduce liability

Leverage our insights to address an important public and worker safety concern and insurance risk.



## Ensure accurate records

We deliver accurate double wood records, including finding undetected instances and updating pole removal status.



# IKE Training & Education

We specialize in the electrical codes governing electric and communication utilities in the United States. Providing National Electrical Safety Code® (NESC®) and OSHA Communication Worker training.

# Transform the National Electrical Safety Code (NESC®) into practical knowledge

- Our NESC courses demystify the complex Code, making it accessible and applicable for utility and communications workers.
- Engaging training filled with practical examples, photos, and illustrations to visualize the Code.

## Why choose IKE training?



### Flexible

Choose from a 90-minute overview to in-depth 2-day classes, available onsite at your facility or virtually.



### Practical

Acquire practical knowledge that you can immediately apply to your day-to-day work.



### Save Time and Money

Reduce travel time and out-of-office expenses with our convenient training options.



### Train Together

Train entire departments simultaneously, fostering a unified understanding of safety protocols.



### Tailored for You

Customized presentations designed to meet your organization's specific needs.

## Our Course Offerings

- ✓ NESC for Day-to-Day Utility Work  
[Learn More >](#)
- ✓ NESC Rules for Joint Use Construction  
[Learn More >](#)
- ✓ OSHA 1910.268 for Communication Line Workers  
[Learn More >](#)
- ✓ Customized NESC® and OSHA Training Classes  
[Learn More >](#)



# IKE's NESC and OSHA Experts

Our training programs are led by Grant Glaus, an electrical engineer with 25 years of experience in Electric Utility Engineering, NESC, and OSHA training.

Grant's extensive background includes:

- Serving on the NESC Subcommittee 5 for Overhead Lines – Strengths and Loadings.
- 15 years of supervisory and management experience at Columbia Rural Electric Association.
- A decade of consulting and NESC training services with Marne and Associates Inc.



**Grant Glaus, P.E.**

NESC & OSHA Training Instructor

*Grant D Glaus*



# Selling and Delivering Directly from Colorado, USA HQ

Meet some of the IKE people representing the next generation of our industry



**Liz Etzel**

Product Manager: Knows virtually every customer and is persnickety about exemplary customer experience.



**Jessica Walker**

IKE Analyze Manager: Delivers every customer project on time and on scope. Started at IKE as an analyst.



**Blake Collins**

Solutions Engineering Manager: From the field to the office, Blake speaks and geeks on the complexities of utility pole dynamics.



**Sara Deere**

Systems Engineer: Current holder of the world-record for running customer field teams with the least recollects.



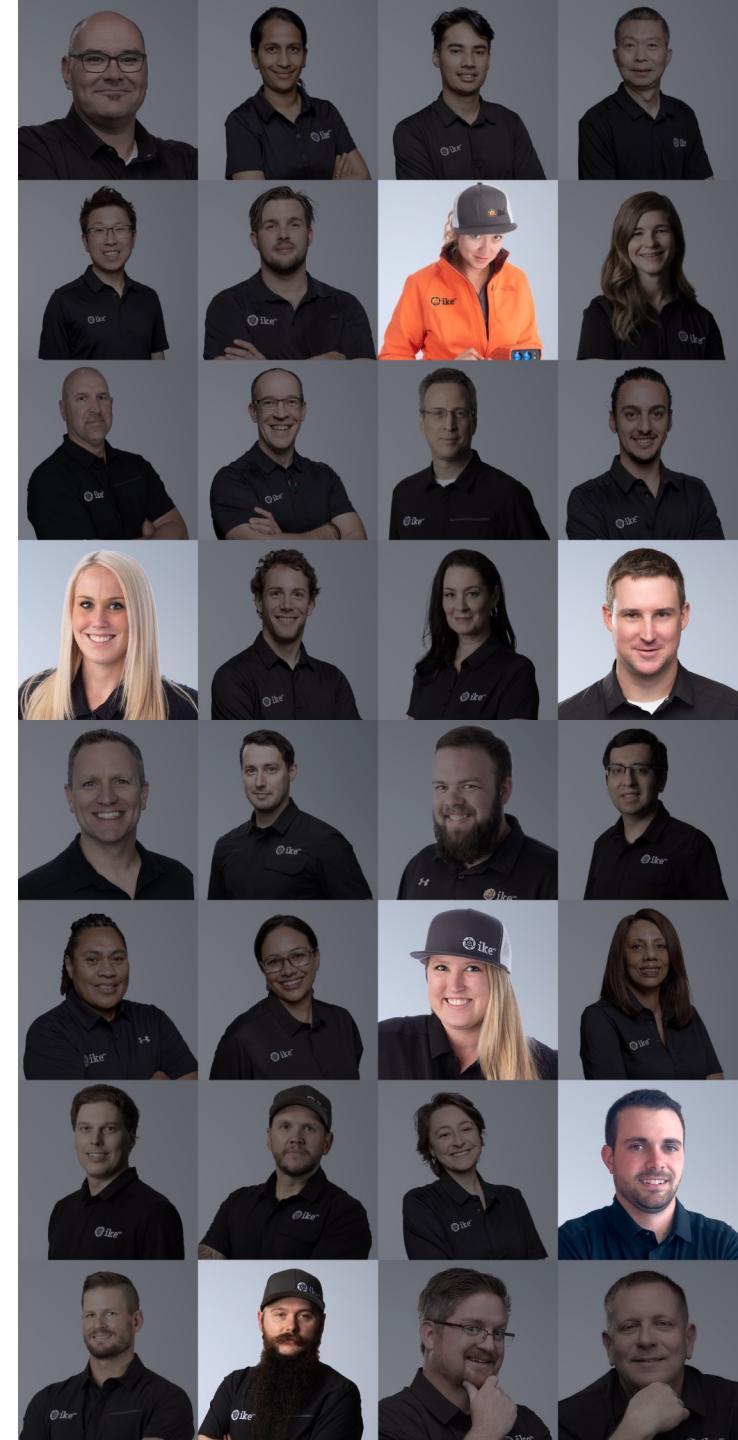
**Dan Allan**

Design Director: Loves CX, and lives its importance when delivery brand and CX specific to poles.



**Spencer Hankin**

Senior GIS Manager: The brightest data analyst in the Pole GIS universe, and customers like Crown Castle know it.



# A strengthened team of North American industry experts

Key non-executive director and senior leaders recently appointed

## **Roz Buick**

### **Non-executive Director**

Roz brings more than 25 years' experience from executive leadership positions across global utility, engineering, construction, real estate and agriculture markets with companies including Oracle Inc. and Trimble Inc. Roz is an industry leader who has led businesses through new growth strategies that are market differentiating and innovative, both with product and go to market strategies

## **Ani Adzhemyan**

### **Chief Marketing Officer**

Ani brings 19 years of experience in marketing, focusing on the industrial and energy sectors. Prior to IKE, Ani held a range of marketing roles with technology leaders like IBM, GE, ABB, and Hitachi Energy.

## **Brett Willitt**

### **SVP Product**

Brett has over 25 years in grid asset management. Before IKE, he served as a Senior Director at Bentley Systems Inc., following its acquisition of SPIDA Software in 2021, where he was President. Brett's utility industry experience includes roles such as Product Engineering Manager at Osmose Utilities Services, Inc., and Joint Use Program Manager at FirstEnergy Corp.

## **Brian Musfeldt**

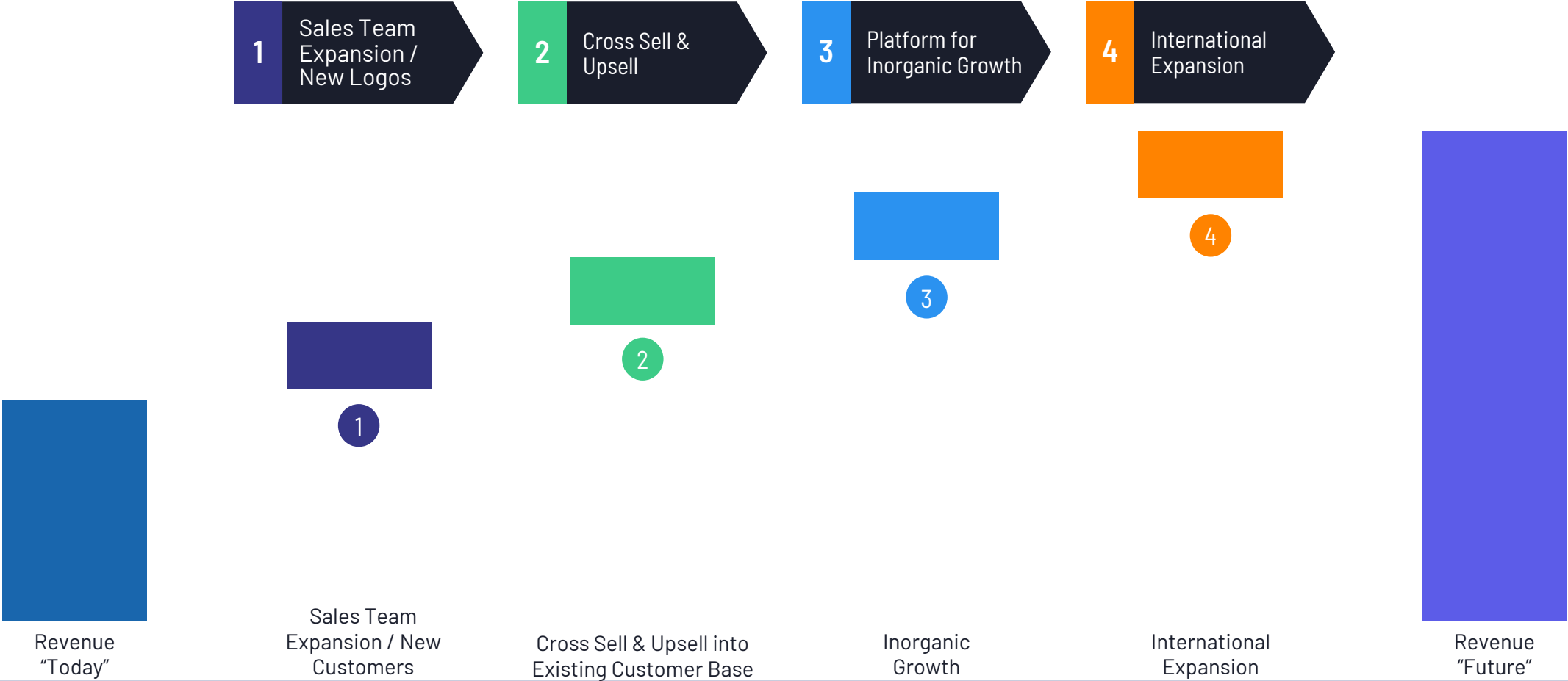
### **CFO**

Brian brings over 25 years of experiences relevant to IKE's industry and growth trajectory. Most recently he was CFO of Also Energy Inc. Prior to this, Brian has held CFO roles with companies including Zayo Bandwidth Inc, MST Global Inc, and Intermap Technologies Inc. Brian began his career as a Certified Public Accountant with six years at KPMG / Arthur Anderson as an audit manager focused on the high-tech & manufacturing sectors.





# Multiple Avenues Supporting Future Growth Potential





# Thanks

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## 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 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"







Thanks

Manaakitanga: We Rise By Lifting Others





# Intro from Roz Buick, IKE non-executive director







# Meeting Resolutions

The shareholders of the Company are requested to consider and, if thought fit, to pass the following ordinary resolutions:

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- Auditors Remuneration: That the directors are authorised to fix the auditor's remuneration.

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- Election of Roz Buick: That Roz Buick, who was appointed to the board in November 2023 retires and is eligible for election, is elected as a director of ikeGPS Group Limited.

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- Re-election of Fred Lax: That Fred Lax, who retires by rotation and is eligible for re-election, is re-elected as a director of ikeGPS Group Limited.

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- Re-election of Mark Ratcliffe: That Mark Ratcliffe, who retires by rotation and is eligible for re-election, is re-elected as a director of ikeGPS Group Limited.

