SmartCTY™
TECHNOLOGIES

Gateway Provider Of Smart Traffic Analytics

Platform Overview

October 2022

Investment Highlights

Leveraging a unique global footprint to become the leading smart transport data analytics provider

Unrivalled Footprint

Irreplaceable existing global footprint creates technology gateway and enormous barriers to entry

Proven Team

Proven management team backed by influential Board and preeminent advisors

Technology Gateway

Destination for the world's leading smart transport camera and data analytics technologies

Recurring Revenue Model

Existing large, captive customer base to upsell new analytics with recurring and automated revenue model

Simple Business Model

Only nationwide infrastructure platform brings numerous partnership and distribution opportunities

Growth Sector

Largest growth sector in the burgeoning smart city sector with growing future autonomous and ESG use cases

Lucrative, Expanding Business Model

Engaging directly with leading global 3rd party smart city traffic technologies needing to access the U.S. road and infrastructure market will open significant new annuity income streams

Current TrafficLand Revenue Model (CY21 revenue ~AUD $2.0 million)

- Multi-year agreements with DoT's are based on the areas used, and the volume, type and quality of feeds (i.e. USD $250/mth to USD $260k p.a.)

- Base revenues to grow as demand for data rich analytics increases and DoT camera networks expand with more advanced cameras

- $1 Trillion US Infrastructure Bill has caused unprecedented need for relevant Surface Transportation Technology

Complementary Analytics Revenue Model Leveraging SmartCTY's Unique Global Footprint

- Fees per month per corridor of road or highway for situational awareness and measuring tools (est. USD $5k-$10k per month per corridor)

   Case study: if only 5 DoT's use this on just 5 corridors each, with a 50:50 tech partner fee share, it would deliver SmartCTY USD $1.5m p.a.

- Fees for planning reports including AI and predictive tools to assess the impact of possible changes to infrastructure (est. >USD $40k per report)

- Fees from new technologies integrated with our existing DoT customer base

- Fees per car per month for future autonomous vehicles with API to access SmartCTY's fixed infrastructure network for live streaming content

Established Global Footprint & Customer Base

Through its acquisition of Traffic Land, SmartCTY has an unrivalled footprint and customer base, providing the only large-scale route to market for smart traffic technologies
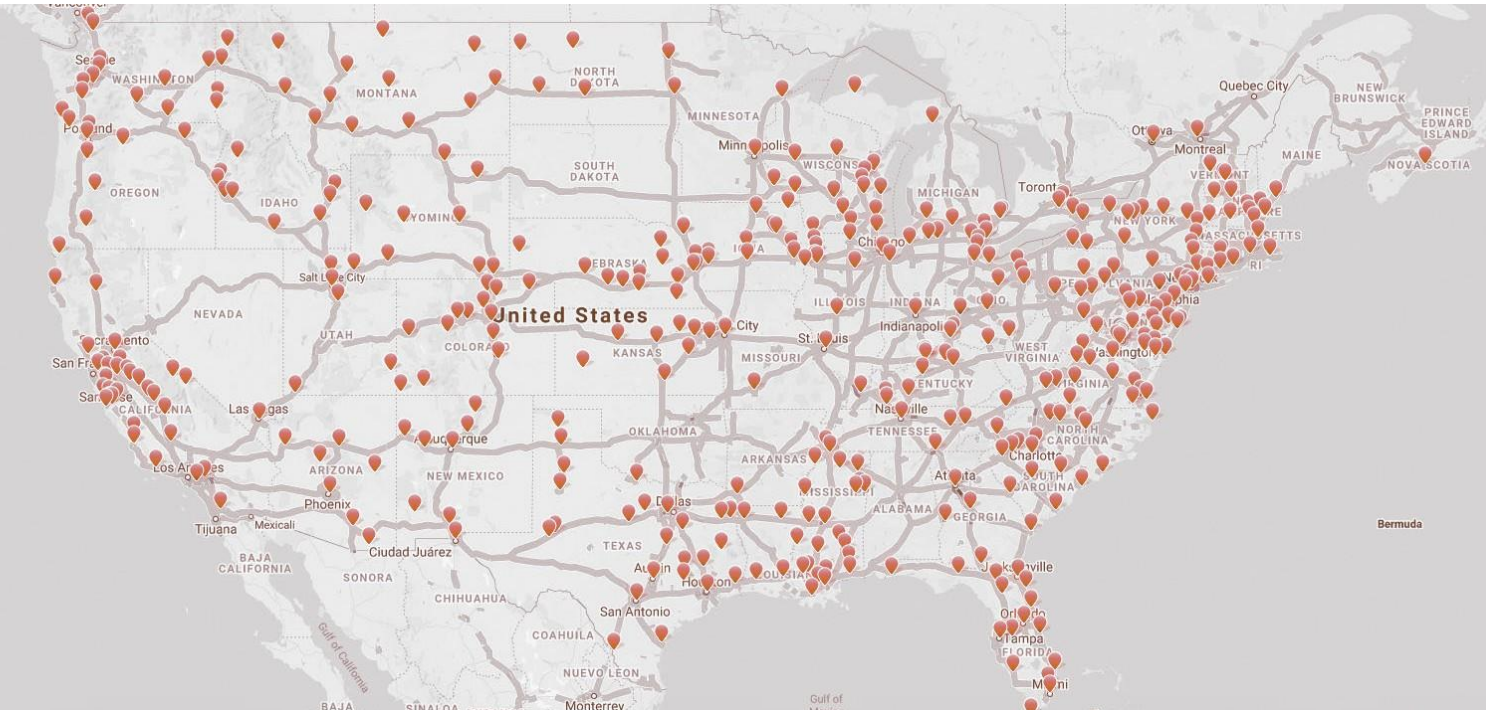

- ✔ 40,000 CCTV Cameras
- ✔ 70 cities globally
- ✔ Active in 47 of the 50 key transportation markets in US
- ✔ Culmination of 15 years of work to negotiate Commercial Terms with 50 DoT's
- ✔ US$15 million invested to date in technology and infrastructure
- ✔ Extremely difficult to replicate footprint
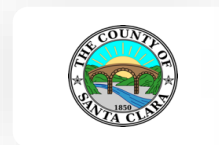
Gateway provider of smart traffic analytics

The only **SURFACE TRANSPORTATION SOFTWARE SOLUTION** with the infrastructure and relationships capable of delivering **Nationwide Traffic Analytics Coverage across major cities in the USA and beyond**
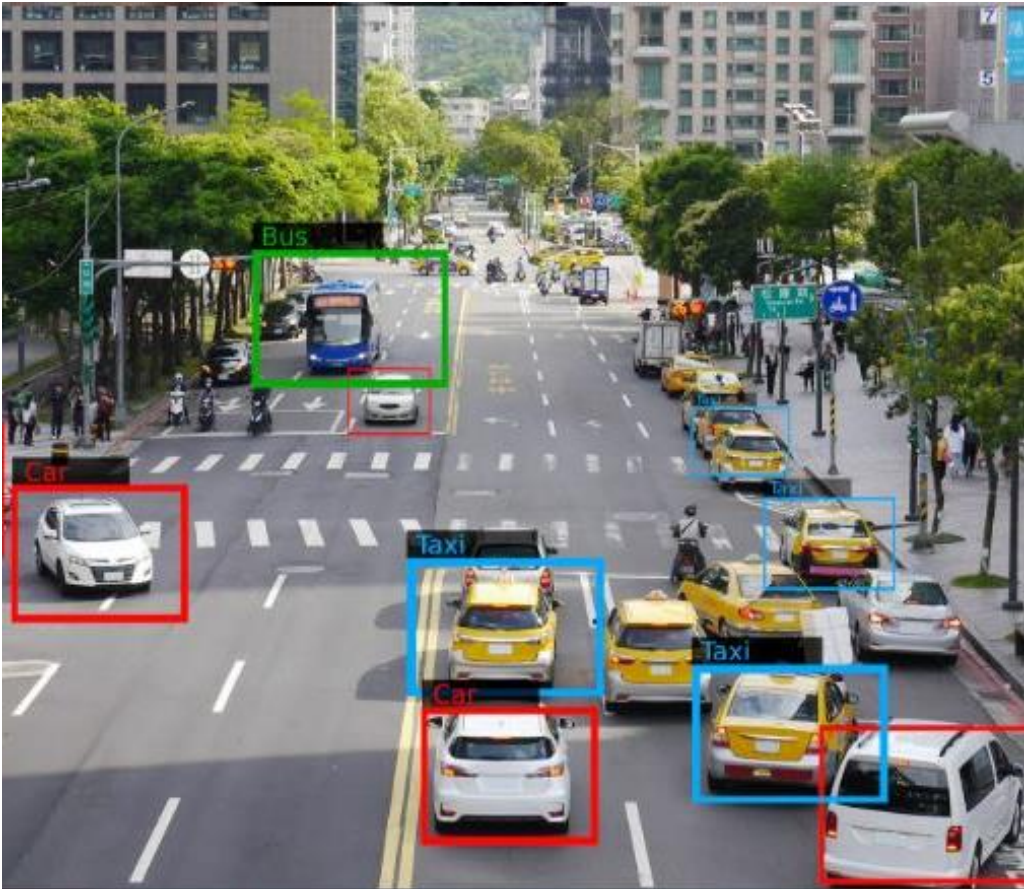
- ✓ Formed by world leading authorities in smart city technologies, public sector big data analytics, government security and disaster response

- ✓ SmartCTY delivers the most advanced traffic management analytics solutions, delivering through the largest authorised aggregator and distributor of live traffic video across the US

- ✓ SmartCTY plays an integral role in facilitating the digitisation of key DoT functions, reducing traffic congestion and emissions, and enabling the safe transition to autonomous transportation

- ✓ Extensive CCTV camera network and commercial agreements with most major State Departments of Transport ("DoT's"), makes SmartCTY the partner of choice for global smart traffic analytics providers

SmartCTY TECHNOLOGIES
powered by itc

Surface Transportation Modules
- Vehicle Identification
- Count/Congestion Ratio
- CO_2 Emission Rate
- Accident Rate/Time
- Road Hazards

STAAT
SmartCTY Traffic And Analytics Tool

First SmartCTY MVP, Q2 2022

Click to launch STAAT MVP Video

Cam 79 NSP eb at Ex40 Rt 110 — 28.Jun 2022 11:48:01
Camera 102 - SSP E Exit 20 - 21 — 28.Jun 2022 11:49:54

Cars
2524
Bus
150
Truck
79

Now
CO2		8151 ppm
Waiting Time		65 H
Fuel Spent		16 L
Time Loss		21 H

No trucks / specific policy
CO2		6879 ppm
Waiting Time		52 H
Fuel Spent		10 L
Time Loss		16 H

Benefits
Saved Hours		1.25 H
Saved Money		$1258
Saved Gas		26 L

Traffic Volume
2021-07-01   North
Zoom ALL 24H 12H 6H 2H 1H

01:00 ... 23:00

Car   Bus   Truck   Motorcycle

- First SmartCTY MVP, Q2 2022
- AI/ML analytics monitor:
  - Carbon footprint calibrator
  - Congestion
  - Toll Enforcement
  - Municipal Fleet Management
  - Autonomous Infrastructure
  - Smart Parking
- Emergency Response
- Situational Awareness

Optimized Highway "On and Off" Ramps
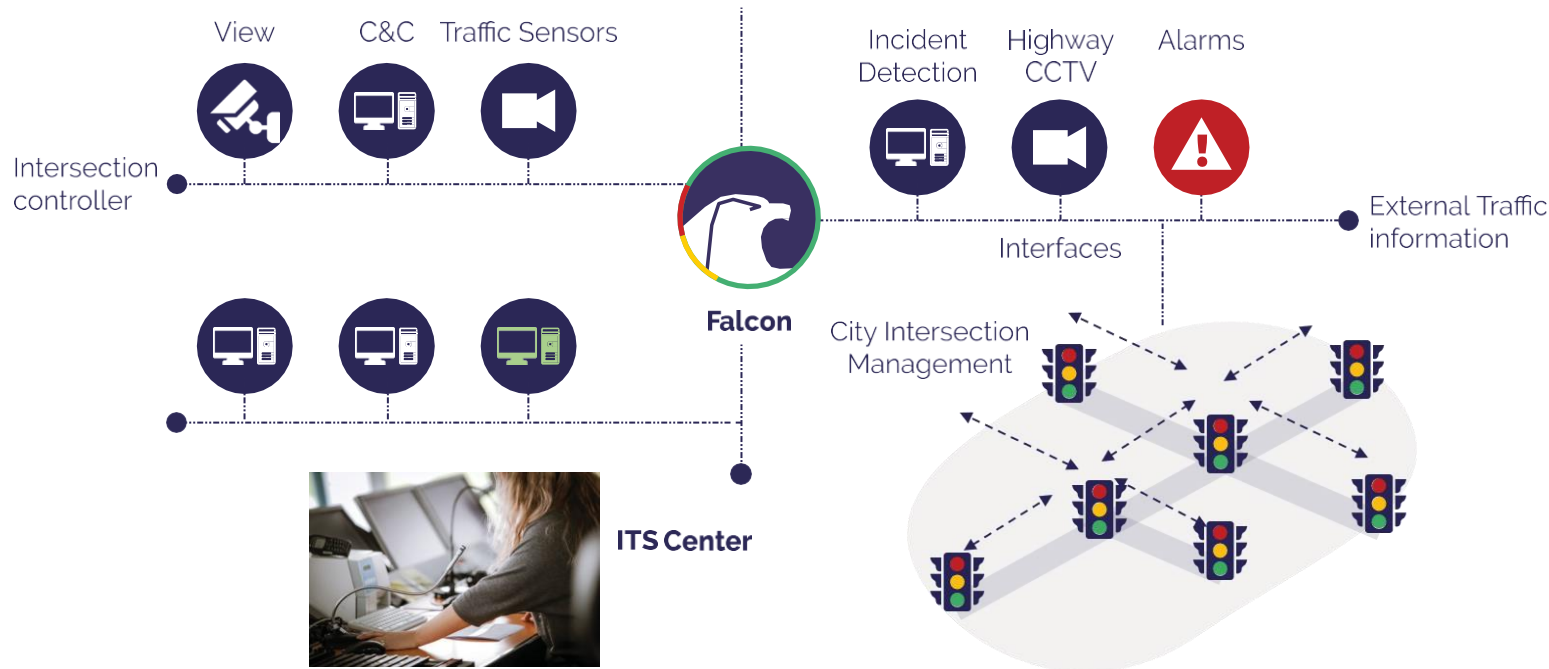

SEERs
Smart Entrance / Exit Ramp Solution

SmartCTY MVP, Q3 2022

- Based on Exelerate's 50 years of experience in the design, build and maintenance of traffic signal projects in dozens of signaling authorities, and 8 years of successful deployments

- SEERs is an innovative approach to optimizing traffic movement on highway "on and off" ramps

- Part of "Falcon," Exelerate's complete traffic management and control platform that can be easily adapted to local needs, policies and state regulations

- An emergency route module facilitates the quick and safe diversion of traffic from highways or tunnels in case of emergencies

- Results in optimal traffic flow, significant reduction of carbon emissions, and overall measureable analytics

All in One platform for Community Engagement

SmartCTY TECHNOLOGIES powered by **zencity**
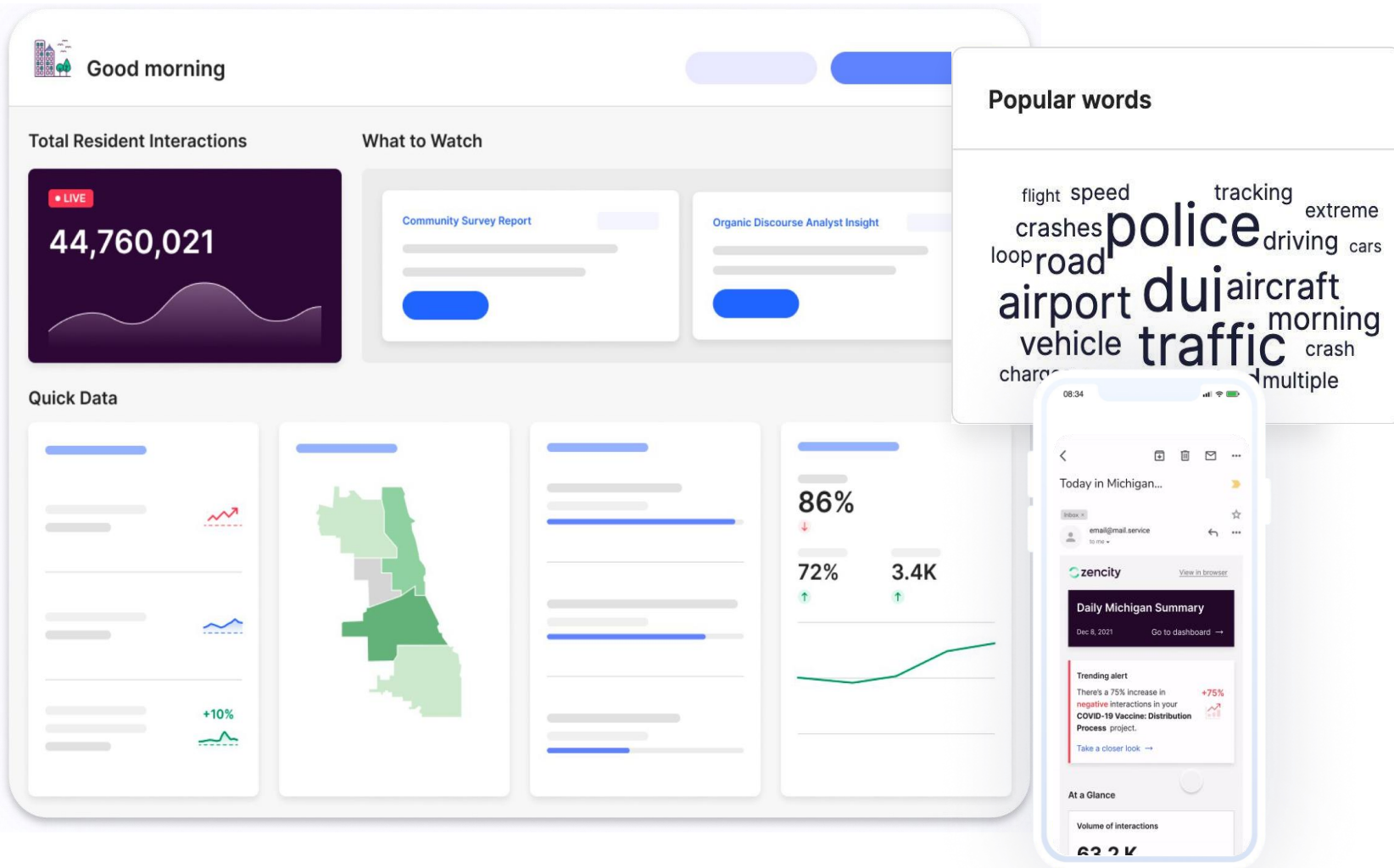
Filterable dashboards to browse data over time and by tool and topic

Automated alerts & email roundups of your data

In-depth insights, reports & strategy from our experts

Surface Transportation Gateway

SmartCTY has partnered with the leading global smart traffic analytics technologies to deploy a game changing set of surface transportation capabilities on the largest US DoT footprint and beyond

ITC

Advanced traffic management system for measuring, predicting & mitigating road issues to improve safety & reduce congestion. ITC has completed first MVP of the SmartCty STAAT.

Exelerate

Revolutionary Traffic Control System improving lives of residents in cities of all sizes by managing traffic more efficiently. Exelerate upgrades traffic-light controlled interchanges and has built SEER with SmartCty.

ZenCity

World leading Citizen and Community Engagement Platform for Government. Deploying SmartCty STET poised to launch in US and Australia Q1 2023

Additional Partner Opportunities

Pipeline of opportunities across:

•Emergency Response and HLS
•Communications and Safety
•Electric Car Infrastructure
•Economic Indicator Data Tools
•Autonomous Car integration

TrafficLand – **foundational platform** is the largest authorized aggregator and distributor of live traffic video across the U.S. providing unrivalled access to the U.S. market and an enormous data set from which advanced analytics can be used to add value & create annuity income streams

Leveraging Assets in the Largest Growth Sector - Smart Transport

Smart cities expected to generate 60% of the world's GDP by 2025* - the race is on to upgrade mobility, traffic monitoring and parking infrastructure

Market Size

- The smart transportation segment dominates the smart city global market, accounting for over **35% of revenue share**.[1] Smart transport delivers a very fast ROI by reducing the cost of monitoring, traffic, parking and collecting fines or engaging consultants for expensive, data-poor, studies

Location Of Highest Growth

- In 2020, North America accounted for a revenue share of over 34%. **APAC however has the fastest growth rate** – the region is demonstrating a myriad of smart city initiatives, mostly influenced by national agendas and digital infrastructure development[4]

Growth Rate

- The global smart transportation market size is estimated to reach **USD 102.41B by 2029**, representing a CAGR of 22.5%.[2]
- USA is forecasted to represent ~30% of this market, or between USD$27B-$35B by 2030[3]

Legislative Opportunities

- USD 1 trillion U.S. Infrastructure Bill providing funding to/through states, including via state DoT's with billions designated for highway safety and congestion relief in American cities
- Legislation being drafted for autonomous transportation will depend on technologies with access to fixed camera infrastructure

1. Grandview Research. (2021). Smart Cities Market Size, Share & Trends Analysis Report By Application. | 2. Frost & Sullivan. (2021). Mega Trends Transforming the Internet-of-Things Market in Asia-Pacific . | 3. Grandview Research (2022). North America Intelligent Traffic Management Forecast. . | 4. Ameriresearch (2021). Traffic management Market Size

Platform to Profit: *Milestones*

Thru Q3 22

- ✓ Raised $1.4M across Start Up to Pre-IPO Funds
- ✓ HOA with TrafficLand
- ✓ Due Diligence on TrafficLand
- ✓ Increased TL Sales Pipeline
- ✓ Contracts with:
  - ▸ Valerann
  - ▸ Exelerate
  - ▸ ITC
- ✓ Designed/built MVPs
  - ▸ STAAT
  - ▸ SEER
  - ▸ STET
- ✓ Attended ITS World Congress LA
- ✓ Introduced Product Suite and Pricing to Over 70 clients

Q4 2022

- ✓ Gateway merged revenue agreement with TrafficLand
- ✓ Execute contracts with:
  - ▸ ZenCity
  - ▸ Frontline Services
- ✓ Complete MVP of :
  - ▸ STET
  - ▸ Design & build GATEWAY MVP
- ✓ Opening Data Room for second funding round
- ✓ Closing Funds
- ✓ Commercial Introductions of SEER and Falcon Australia to Customers

Q1 2023

- ❑ Acquire TL assets
- ❑ Onboard Exec Team
- ❑ Onboard Sales Team
- ❑ MVP of STET
- ❑ Commercial Use Case launch
  - ▸ SEER
  - ▸ STET
- ❑ Initial Tests of STAAT

Q2 2023

Intended ASX IPO or other PE Round

Commercial Launch US, AU.

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TECHNOLOGIES

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