

# MOBOTIX

Beyond Human Vision

Deutsches Eigenkapitalforum

26th November 2019

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BeyondHumanVision

MOBOTIX

### Fiscal Year 2018/19

#### Revenues

EUR 69,9 million

#### EBIT

EUR 2,0 million

#### EBIT margin

EUR 2,9%

#### Employees

305\*

### Global supplier of intelligent video surveillance systems moving to new markets

#### MOBOTIX DNA

German Quality &  
Reliability

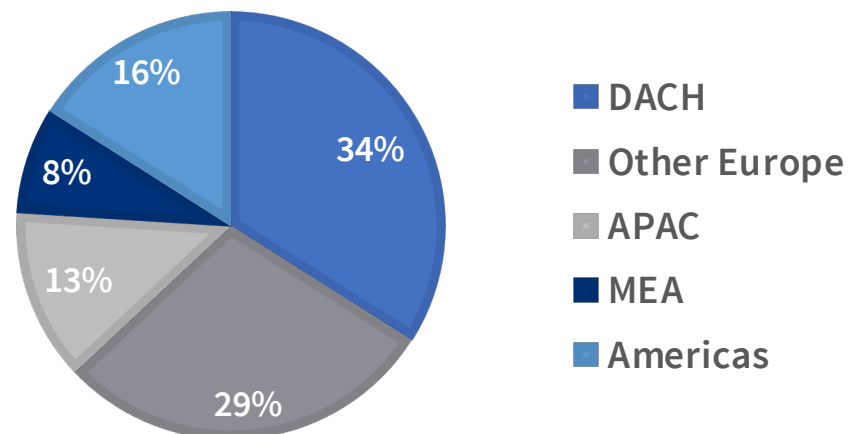
Decentralized  
Architecture

Integrated  
Intelligence

Modular System  
Design

End-to-End Cyber  
Security

#### Revenues per Region



\*Total number of employees on average



## MOBOTIX: Global Presence and Local Strength

**Langmeil, Germany**

**New York, USA**

**Paris, France**

**Madrid, Spain**

**Moscow, Russia**

**Dubai, UAE**

**Sydney, Australia**



### German Quality & Reliability:

Core products developed and manufactured in Germany; covering comprehensive value chain

### Global Presence:

Local sales companies and employees

### End-to-End Cyber Security – The Cactus Concept

# MOBOTIX DNA



**Decentralized  
Architecture**

**Integrated  
Intelligence**

**Modular System  
Design**

**Excellent Image  
Quality**

### Structure

- **Global Network** of dedicated Partners organized under a Channel **Partner Program**
- **Two-tier** channel setup

### Process

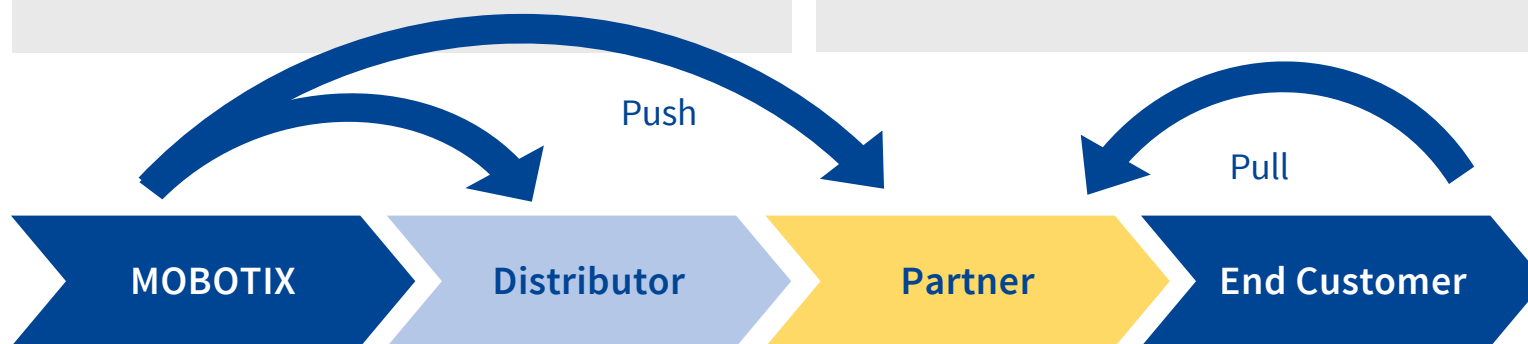
- **One face to the customer** throughout all stages of the sales cycle
- State-of-the-art Systems **platform** based on SAP C4C integrative Customer Relationship Management

### People

- Expand **Regional Sales** Teams worldwide with dedicated functions
- Reinvigoration of **Family Culture**

### Strategy

- Leverage **Tier 2** and **End User Marketing** to create **Pull** demand
- Foster **Sustainable Partnerships** with loyal customers



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### Technology Partner

Innovative manufacturer integrating with MOBOTIX



### Solution Partner

MOBOTIX Channel Partner developing technologies based on MOBOTIX with potential for global expansion

1

#### Partnership

Know our dedicated Channel Partners and reward performance and loyalty.

2

#### Transparency

Establish easy-to-understand guidelines for a coherent and marketable Partner Branding.

3

#### Scalability

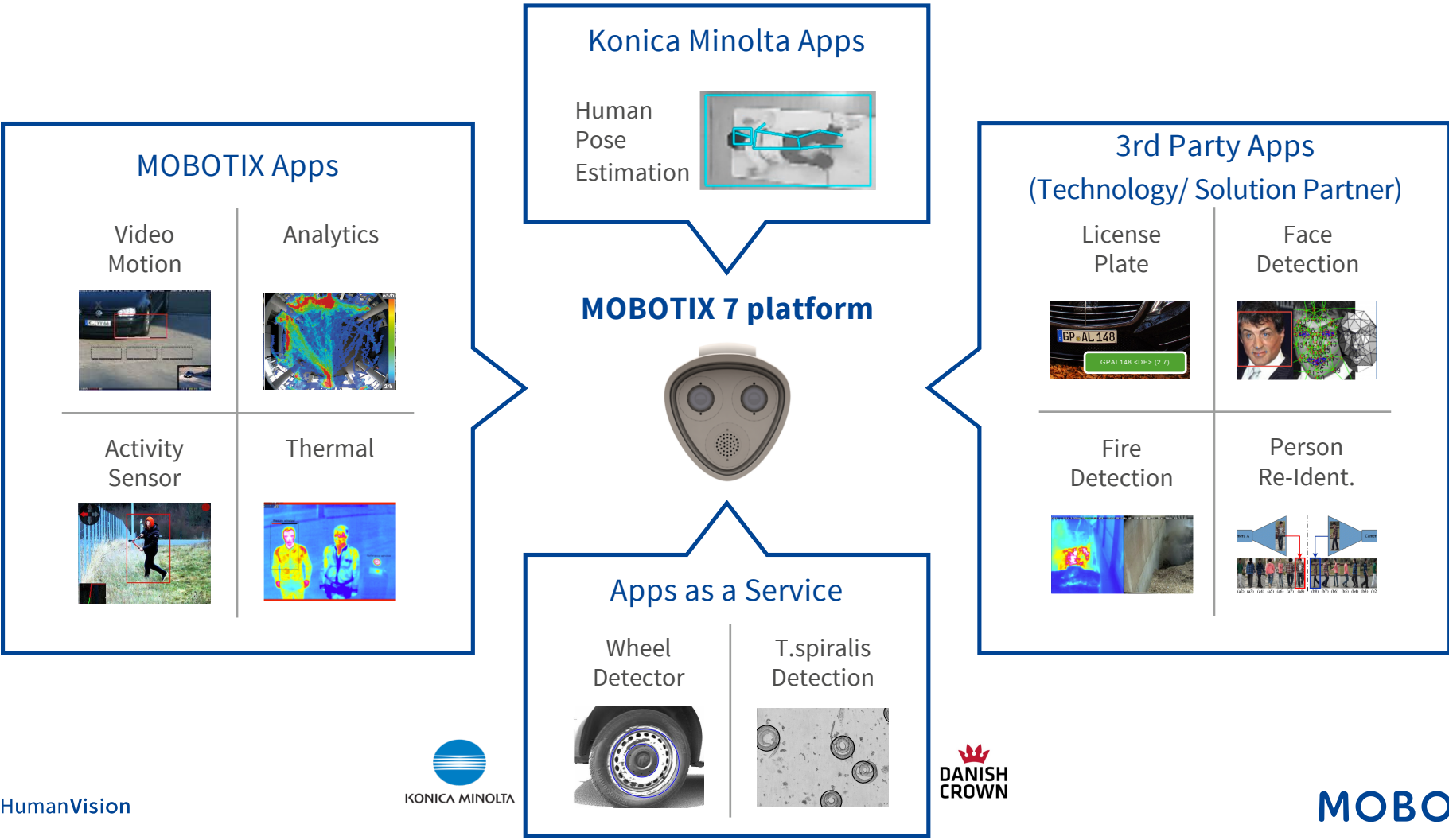
Establish a Channel for MOBOTIX Products worldwide.

4

#### Sustainability

Secure MOBOTIX Expertise in the Channel to foster sustainable growth.







## New Camera Platform – Deep Learning in Expanded Product Portfolio

8

Queue management  
Shop analysis



Pose based counting



Pedestrian analysis



Behavior analysis



Improved perimeter  
surveillance



Improved people  
counting



Object recognition  
and tracking/  
Traffic analysis



Mood detection  
analysis



Thermal analysis



Face detection  
and recognition



## Powerful and Comprehensive Strategic Alliances



**1. General Development Partner**

**2. Video Management System**

**3. Hardware**

**4. Analytics:**

General AI

Face recognition

License plate recognition

**5. Access Control**

**6. Cloud Solution**

**7. Network**

**8. Storage**

**9. Vertical Market Solution:**

Automation

Retail

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## MOBOTIX Focus on Six Fast-Growing Vertical Markets

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EUR million / %	2016/17		2017/18		2018/19 <sup>3</sup>	
<b>Total Revenues</b>	65.5	100.0 %	66.4	100.0 %	69.9	100.0 %
<b>EBITDA</b>	-5.3	-8.1 %	3.3	4.9 %	4.3	6.2 %
<b>EBIT</b>	-7.6 <sup>1</sup>	-11.6 %	1.0	1.5 %	2.0	2.9 %
<b>Net Income</b>	-6.3 <sup>2</sup>	-9.6 %	0.4	0.6 %	0.9	1.3 %
<b>Cash Flow (operating activities)</b>	-0.4		-0.9		1.4	
<b>Equity Ratio</b>		49.0		51.4		49.5 %
<b>Dividend / Share (EUR)</b>		0.04		0.04		tbd

<sup>1</sup> incl. EUR 1,8 million for restructuring<sup>2</sup> incl. EUR 1,4 million for restructuring<sup>3</sup> unaudited

# 1

### Platform

New high-performance MOBOTIX 7 camera platform with corresponding analytical and cloud-based software applications enabling the monetarization of software

# 2

### MX MOVE

Expansion of the complementary product line Mx MOVE addressing the special requirements of tenders

# 3

### Contract Development

Contract development in the hardware and software area for all customers and especially Konica Minolta

# 4

### Acquisitions

Growth is to be accelerated by possible acquisitions in the area of video management software and technology (AI, Deep Learning)

# 5

### Professional Services

Recurring revenues through offer of professional services in connection with our products and solutions





Potential areas supporting MOBOTIX solution strategy:

- Video Management System
- Hardware Components/ Cameras
- Analytics/ Artificial Intelligence
- Access Control

Evolution of the Security Camera Market According to IHS Markit: Strong Growth predicted



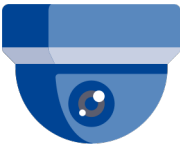
Professional video surveillance equipment market was worth \$18.25 billion in 2018 (2017: \$16.8 billion)



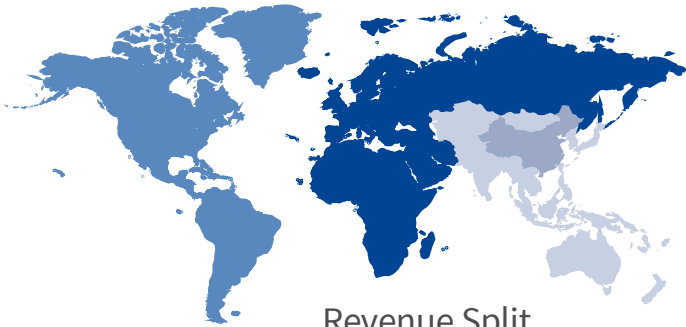
8.6%  
2018 – 2023 CAGR

Revenue growth from previous year

9.3%	9.4%	10.7%	10.0%	7.3%	6.0%
2018	2019	2020*	2021*	2022*	2023*



172 million  
Security cameras shipped globally in 2018 (2017: 154 million)



23.4%	Americas
17.4%	EMEA
44.4%	China
14.8%	Asia

Revenue Split

\* Expected

Source: IHS Markit 2019

## Evolution of the Security Camera Market According to IHS Markit: Strong Growth predicted

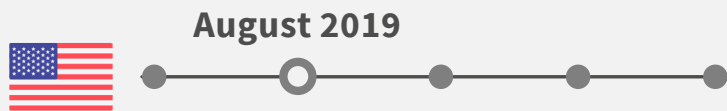
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Product Type	Revenues \$ million		CAGR
	2018	2023	
Network Cameras	8,998.1	14,803.0	10.5%
Thermal Cameras	343.2	468.4	6.4%
Video Analytics Appliances	383.3	1,857.0	37.1%
Deep Learning-enabled Recorders / Servers	230.4	2,627.1	62.7%



Source: IHS Markit 2019

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US Government **ban on the use of Chinese manufacturers** in its own installations



**Tested  
security flaws**



**Quality  
problems**



**Lack of  
trust**



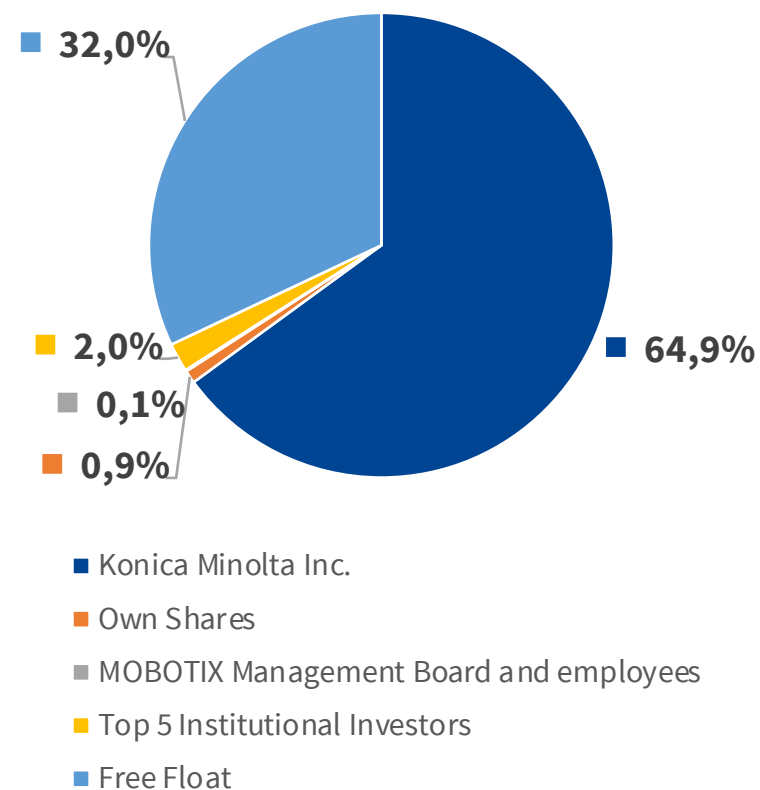
Affected demand in other countries as end-users **willing to pay higher prices** for non-Chinese vendor products

<b>ISIN</b>	DE0005218309
<b>Share Price</b> (18.11.2019)	8,55 EUR
<b>Market Capitalization</b>	EUR 114 million
<b>Number of Shares</b>	13.3 million
<b>Market Segment</b>	Open Market Frankfurt, Basic Board

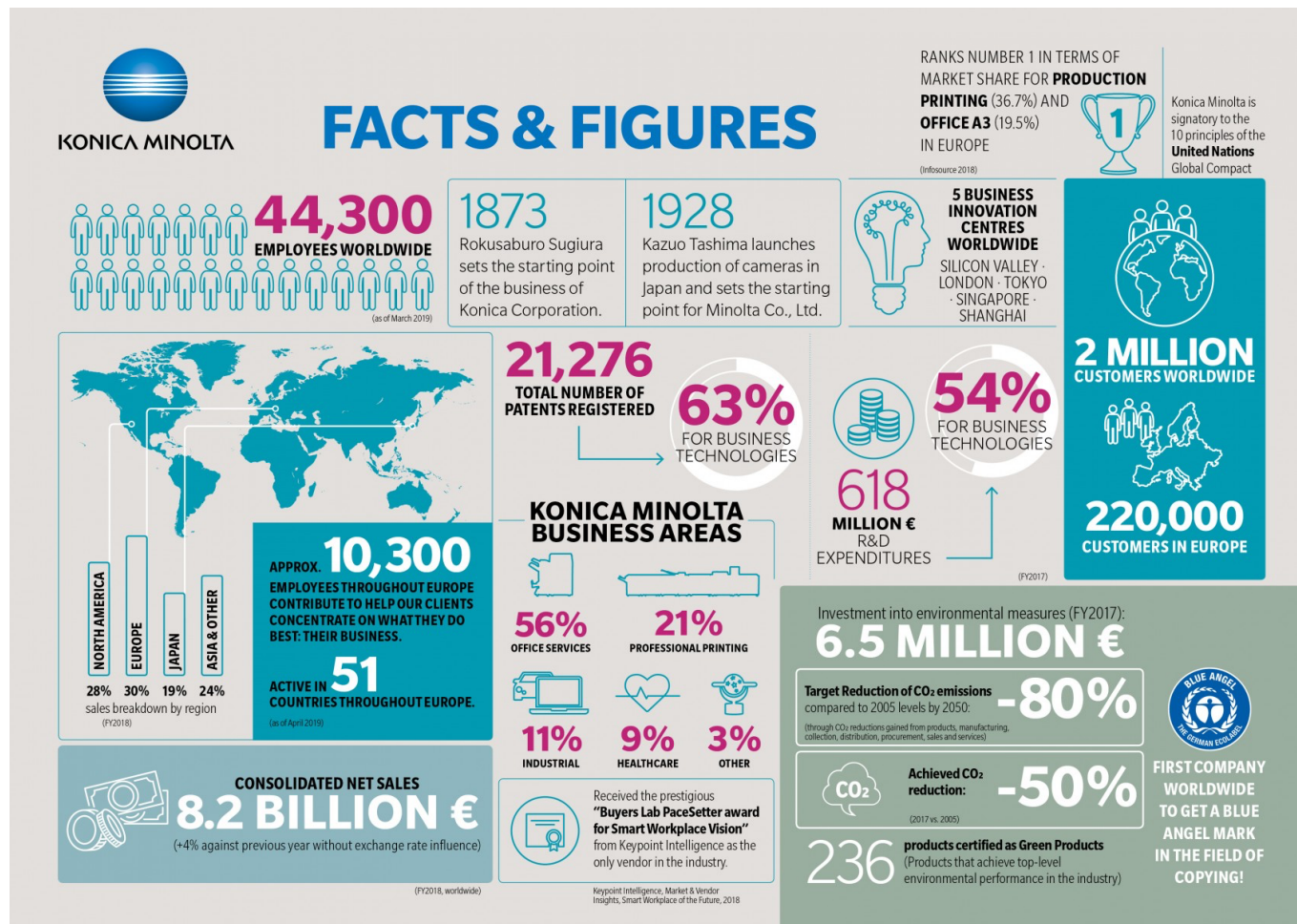
## Dividend

2017/18: 0,04 EUR per share

## Shareholder Structure:







## Konica Minolta Inc., Tokyo, Japan

- Majority Shareholder with 64,9 % since May 2016
- Strategic anchor shareholder with representatives in the Supervisory Board
- Global Technology Partner for joint development projects, especially for AI, deep learning and algorithm with global development resources
- Global Solution and Sales Partner with global resources

Thank you

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