

# 1Q'21 Trading Update provided at Morgans Conference

## Highlights:

- Continued recovery post COVID-19 lockdown with ProRes RAW partnerships delivering material increase in Ninja V sales
- Sales in the month of September were up 100%+ against the average monthly revenue for 2H'20, whilst July was up 50%+ and August up 60%+
- New streaming and live video products, which are anticipated to be released in 2Q'21, are expected to generate significant additional demand and help company get back to pre-COVID revenue numbers by early in 2H'21
- Cost control in line with previous guidance
- Strong cash position of \$18.8m at 30 June and access to \$5m undrawn working capital facility

Atomos Limited (**ASX:AMS**, '**Atomos**' or the '**Company**') is pleased to advise it will present at Morgans Queensland Conference remotely from 6 - 8 October 2020.

The presentation that will be used for the purposes of the conference is attached which includes a brief update on the positive recovery experienced in the 1Q'21.

Authorised for ASX release by the Atomos Board of Directors.

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## About Atomos:

Atomos is a global video technology company delivering award-winning, simple to use monitor-recorder content creation products. These products give content creators across the rapidly growing social, pro-video and entertainment markets a faster, higher quality and more affordable production system.

Atomos' range of products take images directly from the sensor of all major camera manufacturers, then enhance, record and distribute them in high-quality formats for content creation using the

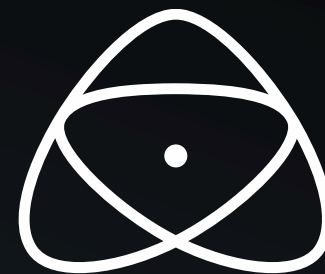
major video editing software programs. Since being founded in 2010, Atomos has established strategic relationships with key technology providers within the ecosystem including Apple, Adobe, Sony, Canon, Panasonic, Nikon and JVC Kenwood.

Atomos is based in Australia with offices in the USA, Japan, China, UK and Germany and has a worldwide distribution partner network.

For more information please visit **[www.atomos.com](http://www.atomos.com)**

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# ATOMOS

## Morgans Conference

October 2020

Atomos unlocks creativity and profit for video content creators





Inventing and delivering  
ground-breaking and  
disruptive technologies  
that enhance, simplify &  
ultimately democratise  
video content creation



**Presenters**

Chris Tait, Executive Chairman  
Jeromy Young, Chief Executive Officer  
James Cody, Chief Financial Officer



# Q1 FY21 demonstrating strong rebound

## Q1 FY21 – Strong signs of Recovery

- Continued recovery post COVID-19 lockdown with ProRes RAW partnerships delivering material increase in Ninja V sales
- Sales in the month of September were up 100%+ against the average monthly revenue for 2H'20 whilst July was up 50%+ and August up 60%+
- Cost control in line with previous guidance

## Future & Strategy



Well-funded with \$19m cash on hand as at 30 June 2020 and access to a \$5m undrawn working capital facility



New streaming and live video products, which are anticipated to be released in 2Q'21, are expected to generate significant additional demand and help company get back to pre-COVID revenue numbers by early in 2H'21

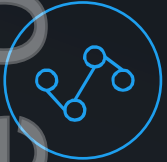


Expect to be a larger (existing + new products), more cost-effective business. The Company expects to return to pre-COVID-19 levels of revenue at the start of CY21

# Atomos – Snapshot



Global video technology company that enhances video content creation with products that connect the imaging and computer worlds together



Strategic relationships with leading tech companies such as: Apple, Adobe & camera makers: Sony, Canon, Panasonic, RED & JVC Kenwood

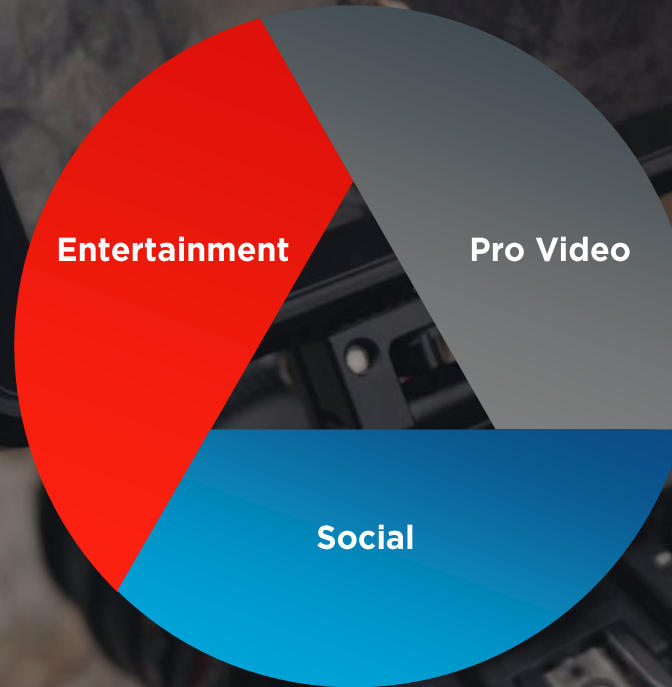


Allows video content creators to improve recording quality, save time and maintain greater flexibility and control over the content creation process



Advanced proprietary technologies underpin the current product suite and will be used to drive future growth into new markets

## Key market segments



### Entertainment

Production companies producing high-quality content for TV and cinema usually viewed on subscription streaming platforms

### Pro Video

Advertising, events, corporate, broadcast and education

### Social

Consumers / prosumers who create and share on free, advertisement driven platforms





# Content Creation Workflow

## Capture

From the sensor of  
all major camera manufacturers

## Process & enhance

Atomos products enhance content  
creation, quality and creativity

## Finish & delivery

Edit, Colour Grade,  
Titles, Graphics Finish in Post



### ATOMOS MONITOR/ RECORDER

Via HDMI/SDI

onboard SSD/HDD

### MAC/PC via dock

### TV/MON HDMI/SDI



## Monitor, Record, Playback & Edit

*Bypass internal compression*

## Edit & Finish

*Edit ready & tagged footage*

## View + Play



# Atomos Product Suite

## 4K Monitor Recorders



## Production / Studio



## Broadcast & Accessories



### NINJA + SHINOBI Ranges

- Ninja HDMI only – includes AtomX adaptor range
- Broad market application due to portability
- Both 5" and 7" screen options
- Record ProRes®, DNxHR at 60p frame rates
- AtomHDR monitoring
- Includes recently released 5" Shinobi monitor only
- Shinobi available in both HDMI & SDI capability

Social / Pro-Video Segment

Streaming

### SHOGUN Range

- HDMI & Quad SDI inputs
- Broad market application due to portability
- 7" high brightness screen
- Record ProRes, DNxHR at 60p frame rates
- ProRes RAW capability
- AtomHDR monitoring
- Touch Screen Switching

Pro-Video / Entertainment



### SUMO Range

- Larger format 19" monitor recorder
  - targeting studio usage
- Quad SDI & HDMI in/out
- Record ProRes/ProRes RAW, DNxHR, among others

Pro-Video / Entertainment

### NEON Cinema Series

- HDR Professional monitor-recorder range for on-set and in-studio usage
- Four screen size options – 17", 24", 31" and 55"
- Bluetooth controlled by using Atomos iOS App

Entertainment

### Shogun Studio + Converters + Accessories

#### Shogun Studio

- Rack mount 4K monitor recorder solution
- Dual 7" screens with touchscreen interface

#### Converters

- SDI to HDMI or vice versa

#### Accessories

- Cables, Caddies & Adaptors

Various



# Target Markets – Current & Future

Atomos' growing product portfolio addresses a US\$10B camera equipment market<sup>1</sup>



<sup>1</sup> CIPA Report, 2017

# Live Video – the new frontier

## Real-time 'Live' Video is Booming

### Largely, one camera, single user streaming

- One camera streaming using: Zoom, YouTube Live, Vimeo, Facebook Live
- Simple content created with minimal (or zero) preparation time and made with consumer equipment
- Limited freedom of movement, limited locations
- No reliance on people in the same location

### Atomos can democratise

#### *Creating low cost 'professional solutions'*

- **Leveraging the Ninja Platform** to create all in one simple, powerful product set – already includes multicamera features
- **Record high quality formats at same time as streaming** formats for ultimate flexibility for live & curated production

Daily Zoom users  
has grown from  
**10 million** to  
**300 million**

December 2019  
to April 2020

# Atomos' streaming product provides a solution to a massive market

AMS has the technology platforms, partners and relationships to democratise the new live streaming market

## Market Challenges

- Switching from people to product to presentations, along with inserting graphics and edits in real time is complex and usually requires a computer
- Record in high-quality and Live Stream is expensive and complex – users compromise today
- Produced and edited live content after streaming is currently low quality
- Professional live set ups are difficult for 'normal' customers

## Atomos All-In-One Solutions

- AMS have dynamic touch switching technology included in the current Sumo and Shogun products
- AMS' product pricing allows a wider customer base to utilise professional live production techniques
- Accelerate Roadmap on existing Ninja Platform
  - Add High quality internet streaming formats in HD or 4K
  - Add Internet connectivity – 5G/4G Mobile, WiFi, Ethernet
- AMS' ability to record/process 4x HD processing & 1x HD live streaming simultaneously is the same as 4K RAW processing
- Ease of use and low cost allows AMS to target our core professionals, in our core market segments as they change their production techniques to live – then democratise lower
- Same sales and marketing channels AMS have today

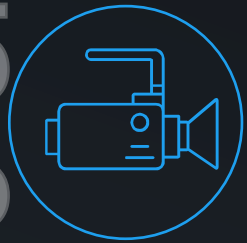


# Full solution to existing and new markets

New Live individual broadcast/streaming, Market Strategy

## AI CLOUD

4G/5G Mobile, Wi-Fi & Ethernet



**Image Capture**



**Image Processing**

*Direct Streaming,  
Broadcast Switching*



**Editing & Finishing**

*Direct Streaming,  
Broadcast Switching*



**Storage, Analysis  
& Encryption**



**Search, Distribution  
& Collaboration**

*Including live streaming*

## LIVE INTERNET

## ATOMOS CURRENT

**JVC ARRI®**

**Panasonic Canon**

**SONY Nikon.**

**ProResRAW**

**DOLBY VISION™**

**NewTek**

**XILINX**

**WD**

**HDMI™**

**Adobe**

**SanDisk**

**ANGELBIRD**



**OSX**

**Windows**



**Microsoft**

**Adobe Blackmagicdesign**

## EXPANDING ATOMOS' FUTURE

**Partnership  
opportunities**

**Disney**

**CISCO**

**twitch**

**zoom**

**B Bluejeans**

**NETFLIX**

**POND5**





# Partnerships with global leaders in the camera and editing industries

## Continuing to build a global ecosystem of partners

- Atomos released a new global recording format with Apple, ProRes RAW, in 2018
- ProRes RAW is firmly established as the new standard for RAW video capture with 7 major video companies having announced support for RAW over HDMI:

**Nikon. Panasonic FUJIFILM SONY**  
**Z CAM Canon SIGMA**

- Atomos is the only company with monitor/recorders that can record to Apple ProRes RAW, positioning it to benefit from a larger addressable market.
- Sony Alpha A7S III (ProRes RAW enabled), is expected to generate material sales of Ninja V following launch in September 2020
- ProRes RAW partnerships have helped deliver strong recovery in sales throughout Q1 FY21 with Ninja V's the main beneficiary
- **Atomos has a significant roadmap of new partnerships on ProRes RAW which is expected to be a material driver of sales in FY21**



ProResRAW

DOLBY VISION™

AtomHDR



# Atomos has a track record of being at the forefront of the industry

Atomos founded  
Apple approves ProRes in Ninja

Ninja 2 released and bundles with Canon and Nikon

Licence agreement with Microsoft Inc.

'Shogun' monitor recorder released – in-field 4k-monitor, recording, playback device

Development on custom video SoC – Atomic

Announced SUMO 19" at NAB Show and won best new monitor recorder

Signed partnership with JVC Kenwood for joint video development

Released new global recording format with Apple, ProRes RAW  
New product, Ninja V released

Announces first 8K Pro-Res Raw Monitor-Recorder

Acquired Timecode Systems

Develops Neon to launch in 2020

2009-2010

2012

2014

2017

2019



2011

Adobe & Avid support Atomos products into their post-production workflow

Licence agreement with HDMI Inc.

2013

Samurai Blade Monitor recorder released – broadcast and higher end video market

2016

Released HDR range of monitor recorders

Multiple awards at National Association of Broadcasters (NAB) trade show

2018

Lists on ASX in December

2020

Expanded recording ecosystem with 21 cameras to be able to record Apple ProRes Raw to an Atomos device

Releases AtomX Sync

Announces developing streaming solution

# Corporate Snapshot

Ticker	AMS
Share Price	\$0.65
Shares on Issue (m)	217.77
Market Capitalisation (m)	\$142m

## Board of Directors

Chris Tait	Executive Chairman
Jeromy Young	Executive Director
Sir Hossein Yassaie	Non-Executive Director
Stephen Stanley	Non-Executive Director

## Senior Management Team

Jeromy Young	CEO
James Cody	CFO
Stephan Kexel	Global Sales Director
Trevor Elbourne	CTO
Naofumi Yoneda	Chief Design Officer
Frankie Lui	Global Production Manager

## Major Shareholders

Perennial Value Mgmt	9.5%
Ellerston Capital Ltd	9.1%
Ms Claire Louise Young	8.2%
Domazet FT3 P/L	6.9%

## Share Price History





# ATOMOS

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**Our vision is to invent and deliver ground breaking and disruptive technologies that enhance, simplify and ultimately democratise video content creation**

For more information please visit [www.atomos.com](http://www.atomos.com)