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ATOMOS

AGM Presentation

30 November 2020

Unlocking creativity and profit for video content creators



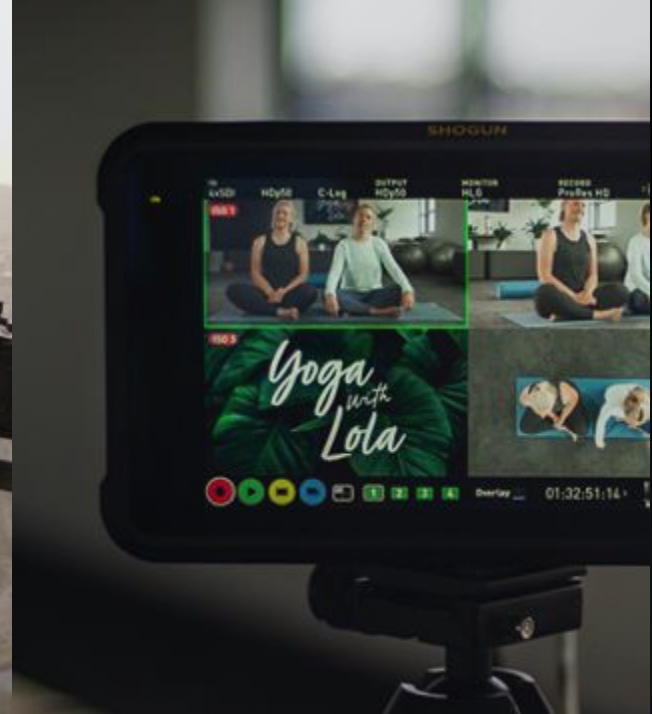
Inventing and delivering ground-breaking and disruptive technologies that enhance, simplify & ultimately democratise video content creation



Presenters

Chris Tait, Executive Chairman

Jeromy Young, Chief Executive Officer



Atomos – Snapshot



Global video technology company enhancing video content creation with products connecting the imaging & computer worlds together



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

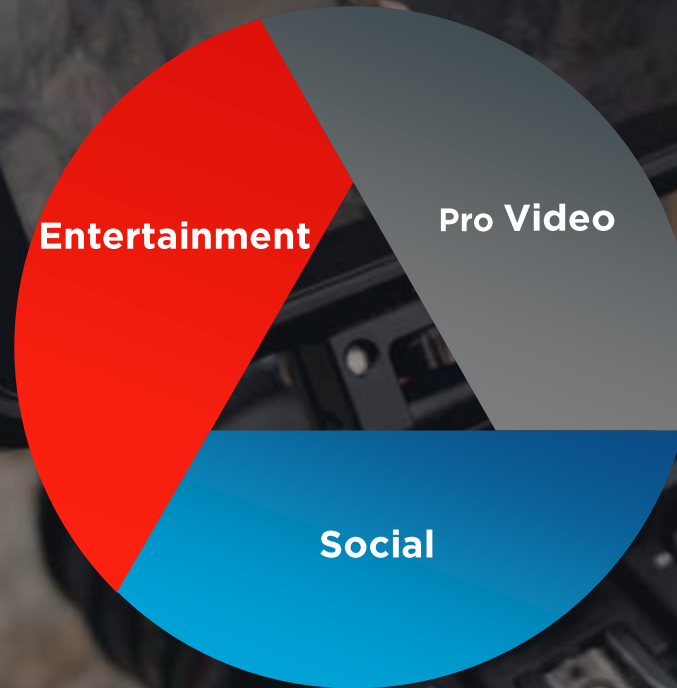


Allows video content creators to improve recording quality, save time & maintain greater flexibility/control in the content creation



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



FY20 Overview

A tale of two halves

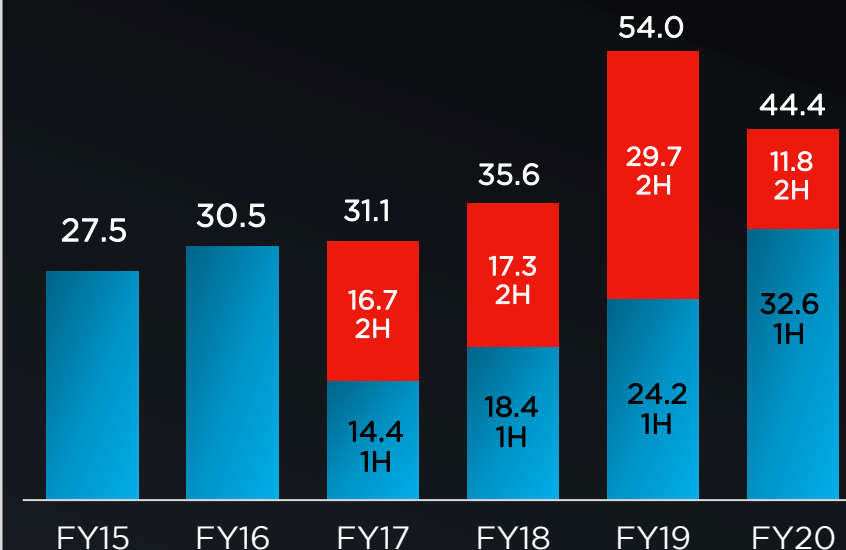
1H'20

- Continued growth trajectory in 1H'20 with sales of \$32.6m (up 34% pcp)
 - Driven by strong demand for Ninja V combined with emerging support from global camera companies to implement RAW over HDMI capabilities
 - Acquired TCS in December 2019, providing access to technology that enables multi-device wireless timecode synchronisation
 - Raised \$22.6m via Placement to acquire TCS & provide growth capital

2H'20

- Sales in 2H'20 (\$11.8m) significantly affected by COVID-19 as global video markets closed, end users became nervous & channel partners destocked
- In swift response, reduced fixed cost base by ~60% to ~\$1.0m per month, including both temporary and permanent reductions as of April 2020
- Raised capital in May to strengthen balance sheet in uncertain times & to bring forward existing roadmap & take advantage of streaming opportunity
- Financial and operational measures implemented during COVID, positioned business well to emerge more streamlined and cost effective as global markets reopened

Pro Forma Revenue (A\$m)¹



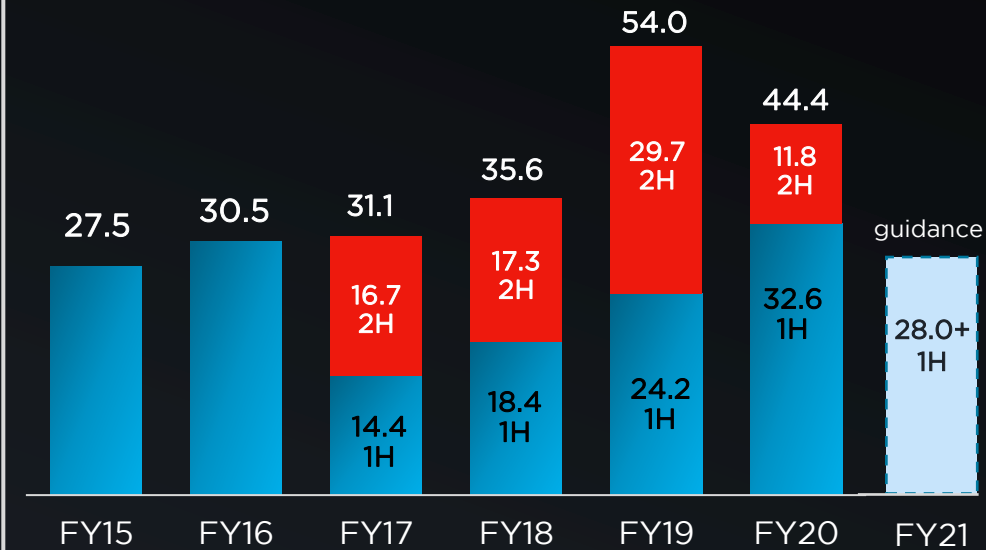
¹ FY15, 1H17, 2H17, 1H18 & 2H18 Unaudited



1H'21 Outlook - Financial

- Growing COVID cases and recent lockdown measures in key markets, have todate not had any impact on sales in November 2020
- 1H'21 revenue ahead of expectation and now on track to exceed \$28m
 - Return to pre-COVID run-rate revenue levels (\$5m+ per month) ahead of prior guidance of early CY21
 - Strong demand for existing products, with no new products released during first 4 months of 1H'21;
 - Validates the focus on building the ProRes RAW ecosystem through integrations with major global camera manufacturers (28 cameras in total; 23 shipping, 5 announced)
- Costs remain substantially below pre-COVID levels
- Strong cash position of \$18.9m as at the end November 2020
- Too early to give guidance for 2H'20, however AMS remains optimistic that the current monthly sales run-rates can continue with existing product range & improve as new products come to market

Pro Forma Revenue (A\$m)¹



¹ FY15, 1H17, 2H17, 1H18 & 2H18 Unaudited

1H'21 Outlook - Products

- Shipped first units of NEON 17" in November
 - Early feedback from customers is positive
- Further units of both NEON 17" and 24" to be shipped in December (~\$1.0m sales in 1H'21)
- Further products are in the pipeline for release in 2H'21

Apple ProRes RAW now established as new standard for RAW video capture with most major global video companies announcing their support

- AMS is the only company with monitor/recorders that can record Apple ProRes RAW (from enabled cameras)
- 28 cameras, from 8 different camera makers, are now supporting ProRes RAW from an AMS device with 5 additional cameras recently announced (all supporting RAW over HDMI) and due to ship over the coming months
- Given movement towards ProRes Raw as a global recording format, expect to announce further ProRes RAW integrations in 2H'21



Deep Relationships – Atomos at the centre

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

Monitor, Record, Playback & Edit

CAMERA / SMART-PHONE



Via HDMI/SDI

ATOMOS video computer



onboard
SSD/HDD

Edit & Finish

MAC/PC via dock



View + Play

TV/MON HDMI/SDI



JVC Nikon SONY

Panasonic ARRI Canon

Apple ProResRAW

XILINX

SanDisk

ANGELBIRD

HDMI

NewTek

Adobe

Apple

Microsoft

Blackmagicdesign

DOLBY VISION

Deep Relationships – high barriers to entry

No amount of money can replace the value of relationships Atomos has built over the past 15 years

Final Cut Pro X -
Apple (AU)

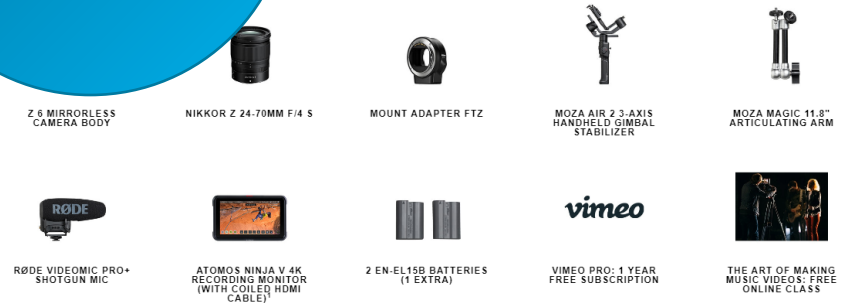
Source: Apple. Final Cut Pro X - Apple (AU)

Deep Relationships – high barriers to entry

[α7S III with pro movie/still capability | ILCE-7SM3 | Sony AU](#)

[Nikon Z 6 Filmmaker's Kit \(nikonusa.com\)](#)

Kit Includes:



\$3,799.95
\$1,200+ Savings*

BUY NOW

MacBook Pro

Source: sony.com.au/electronics/interchangeable-lens-cameras/ilce-7sm3

Source: Nikon, [Nikon Z 6 Filmmaker's Kit \(nikonusa.com\)](https://nikonusa.com)

Deep video tech



AtomOS (Operating System)



- Internally developed own custom operating system
- Direct streaming / broadcast switching
- Software a core part to building a 'video computer' (similar concept to iOS, Android platforms)



Screen Technology



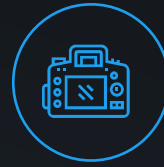
- Intuitive, easy to use, touch screen interface now a core feature of Atomos products
- **AtomHDR** – image processing technology to monitor HDR in real-time while shooting
- Supports up to 4K resolutions, HD 240p



AtomIC (Custom Video SoC)



- AtomIC developed in collab with Imagination Technologies
- AtomIC 2 developed by AMS using tech from Xilinx; deployed in Ninja V, platform used by other products
- AtomIC 3 coming Q4'21; other SoC platforms & partnerships in development



Extensive IP (hardware, software, integrations)

- **Hardware:** Ex Sony camera team based in Japan
- **Software:** ~2 million hrs. of custom testing
- **Integrations:** Apple ProRes/ProRes RAW, Adobe, Avid, camera makers image processing



Deep video tech - Atomos firsts



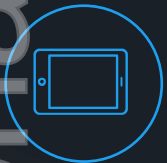
Compact Monitor /Recorder device
recording Apple's ProRes



Apple ProRes RAW: only monitor
recorder that can record



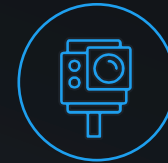
H.264 / 265



First in-field 4K monitor Recorder
(Shogun)



HDR range of monitor recorders



Combination of RAW, HDR, Recording
(first 8K ProRes RAW mon/rec)



HDMI Cinema Protocol



Sata Disk

Deep video tech + deep relationships = Competitive edge for new markets

Pro Video



2010

Social



2018

Gaming



2021-2022

Pro AV



Industrial



2018

Entertainment



2020-2021

Streaming



Future

Broadcast



Security / Drones



Building the operational structure so we can deliver on our vision

- Complementing our deep technology and relationships, AMS has focused on being able to attract talent to assist in delivering upon our vision

- Aim to progressively add key personnel to strengthen our team, with several key staff recently hired, notably:

- **Mark Harland** as COO / CMO



- 20+ years global leadership at General Motors across operations, sales, marketing & customer experience
- Settled in Australia a few years ago, working as Executive Director, Marketing at Holden and most recently co-founding an Electric Vehicle subscription start-up which was launched with AGL

- **Rodney Block** as Head of Business Development



- 20+ years senior executive experience holding various sales and MD roles in video games; working for US & Japanese publishers such as THQ, Disney Interactive, Capcom and Sega
- Most recently was Senior Director Sales & Marketing at GoPro APAC, a position held for past six years

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

Corporate Snapshot

Ticker	AMS
Share Price	\$0.95
Shares on Issue (m)	218.5
Market Capitalisation (m)	\$207.6m

Board of Directors

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

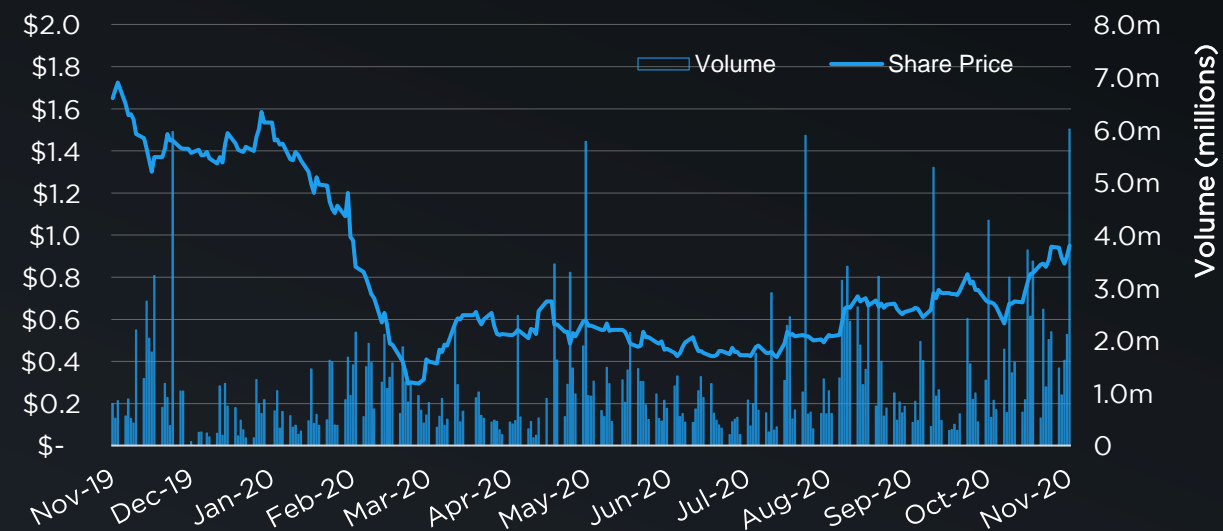
Senior Management Team

James Cody	CFO
Mark Harland	COO / CMO
Stephan Kexel	Global Sales Director
Trevor Elbourne	CTO
Naofumi Yoneda	Chief Design Officer
Frankie Lui	Global Production Manager

Major Shareholders

Perennial Value Mgmt	8.4%
Ellerston Capital Ltd	7.5%
Ms Claire Louise Young	8.2%
Domazet FT3 P/L	6.8%

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