5 November 2021

icetana secures new order from du

Highlights:

- **icetana has received an order from mobile telecom operator 'du', for an initial renewable term of twelve months. A new vertical market sector for icetana.**

- **du (previously known as Emirates Integrated Telecommunications Company) is one of the largest telecommunications operators in the United Arab Emirates, with 39% of the country's mobile subscribers.**

- **The order continues to build on icetana's strong presence in the Middle Eastern market, adding to its extensive coverage of local shopping mall surveillance.**

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icetana Limited (ASX:ICE "icetana" or "the Company") is pleased to announce that it has received a purchase order to supply icetana's motion intelligence video analytics solution to du.

du, previously known as Emirates Integrated Telecommunications Company, is a respected and very successful telecommunications operator in the United Arab Emirates, with 39% of the country's mobile subscribers.

The order represents a new vertical sector opportunity for icetana with telecoms operators globally growing their active surveillance activities over hosting centre, switching locations and mobile base station locations. The telecommunications sector is particularly interesting due to the ability of the end customers to transport high bandwidth video signals at limited cost over their own network infrastructure.

This new order builds on the substantial presence that icetana has in the Middle East market served by the icetana Dubai office.

Implementation will be undertaken by icetana technicians working closely with the customer.

Chief Executive Officer Matt Macfarlane commented:

"It is always a pleasure to see icetana being used by a new client sector. We are seeing an increasing trend towards active monitoring of CCTV infrastructure that historically was only used as a deterrent and forensic record of events after they had happened. icetana is a natural first step for companies transitioning to active, real-time CCTV monitoring and we are excited by the new opportunities this global trend is creating."

Material terms of commercial arrangements:

- The contractual arrangement disclosed in this announcement is between icetana and Network Information Technology FZ-LLC, the "customer", acting as reseller to du.
- The contract value is US$39,675 (circa A$53,000) over the initial twelve month term and is priced on an annual recurring basis .
- The customer is subject to the End User Licence Agreement as published on the icetana website.
- Payment terms with the customer are 60 days and icetana has a long and positive payment history with Network Information Technology FZ-LLC.
- The order is for a 12 month term of software subscription. Recurring revenue after the initial 12 months will be subject to a renewal of the subscription by the Customer. It is therefore possible that no material revenue over and above the initial order value materialises from the customer pursuant to this commercial arrangement going forward.

– ENDS –

Authorised for release by the Board of icetana Limited.

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About icetana

icetana Limited is a global software company providing video analytics solutions designed to automatically identify anomalous actions in real-time for large scale surveillance networks. Our software integrates with customers' existing video management systems and IP cameras.

Using artificial intelligence and machine learning techniques, the icetana motion intelligence solution learns and filters out routine motion, showing only anomalous or unusual behaviour allowing operators to focus on events that matter and respond in real-time to both precursor activities and incidents. icetana has a broad range of use cases across a growing number of industry verticals. It has been implemented at over 40 sites on four continents, helping clients harness the rich data streams from their existing security networks and turning that data into improved situational awareness and deeper operational insights.