

ATOMOS

NWR Conference

November 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



October Trading Update – continued strong rebound

October Trading – Strong signs of Recovery

- Sales in October 2020 were up 200%+ compared to 2H'20 run rate sales, continuing the positive recovery momentum post the COVID-19 (COVID) lockdown
- This acceleration marks a return to pre-COVID sales levels for the month of October which is three months earlier than previous guidance
- Strength in sales is based on existing products and validates the focus on building the ProRes RAW ecosystem through integrations with major global camera manufacturers
- New streaming and live video product on track for release in 2Q'21 – further detail to be announced at the Annual General Meeting on 30 November 2020
- 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



Expect to be a larger (existing + new products), more cost-effective business as the Company returns to pre-COVID-19 levels of revenue

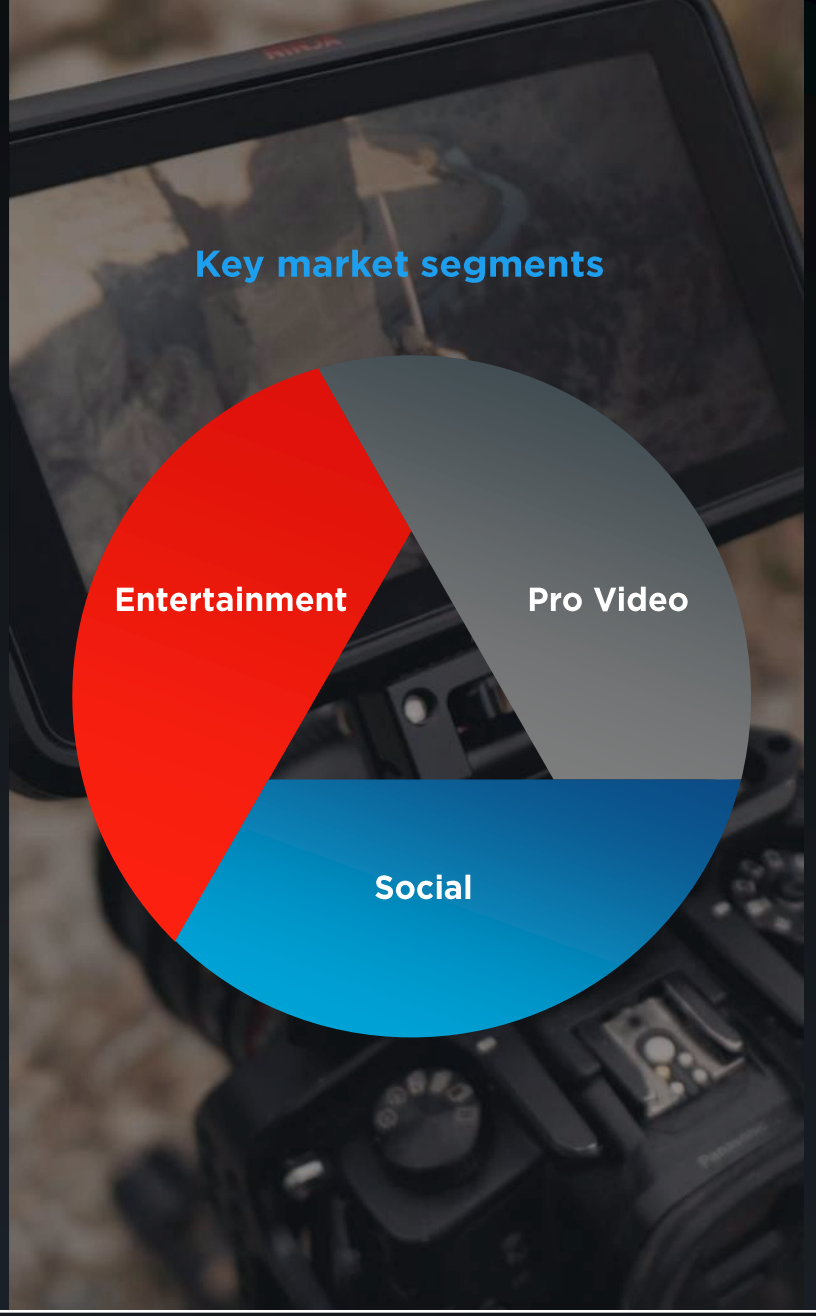
Atomos – Snapshot

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



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

© ATOMOS 2020 | INVESTOR PRESENTATION

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



Via HDMI/SDI

ATOMOS MONITOR/ RECORDER

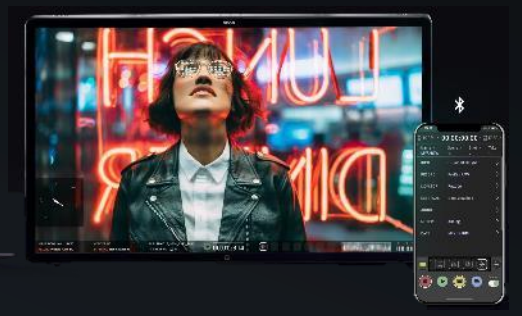


onboard SSD/HDD

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	SHOGUN Range	SUMO Range	NEON Cinema Series	Shogun Studio + Converters + Accessories
• 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	• 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	• Larger format 19” monitor recorder – targeting studio usage • Quad SDI & HDMI in/out • Record ProRes/ProRes RAW, DNxHR, among others	• 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	<u>Shogun Studio</u> • Rack mount 4K monitor recorder solution • Dual 7” screens with touchscreen interface <u>Converters</u> • SDI to HDMI or vice versa <u>Accessories</u> • Cables, Caddies & Adaptors
Social / Pro-Video Segment	**Pro-Video / Entertainment**	**Pro-Video / Entertainment**	**Entertainment**	**Various**
Streaming				

Target Markets – Current & Future

Atomos' growing product portfolio addresses a US$10B camera equipment market[1]

Content Creation	Social	Pro Video	Entertainment
Camera Equipment	Phone & Photo Cameras	Pro Video Cameras	Broadcast, TV & Cinema
Atomos Products	SHINOBI, NINJA, SHOGUN, SUMO, NEON		
Future Markets	NEW MARKETS *Social*; STREAMING		NEW MARKETS *Entertainment*



[1] 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

LIVE INTERNET

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

ATOMOS CURRENT

JVC ARRI Panasonic Canon SONY Nikon ProRes RAW XILINX Adobe DOLBY VISION NewTek HDMI SanDisk ANGELBIRD OSX Windows Microsoft Adobe Blackmagicdesign

EXPANDING ATOMOS' FUTURE

Partnership opportunities

Disney CISCO zoom NETFLIX twitch BlueJeans 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**





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

2009-2010

Atomos founded

Apple approves ProRes in Ninja

2011

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

Licence agreement with HDMI Inc.

2012

Ninja 2 released and bundles with Canon and Nikon

Licence agreement with Microsoft Inc.

2013

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

2014

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

Development on custom video SoC – Atomic

2016

Released HDR range of monitor recorders

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

2017

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

Signed partnership with JVC Kenwood for joint video development

2018

Lists on ASX in December

2019

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

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	$0.63
Shares on Issue (m)	218.5
Market Capitalisation (m)	**$138m**

Board of Directors

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

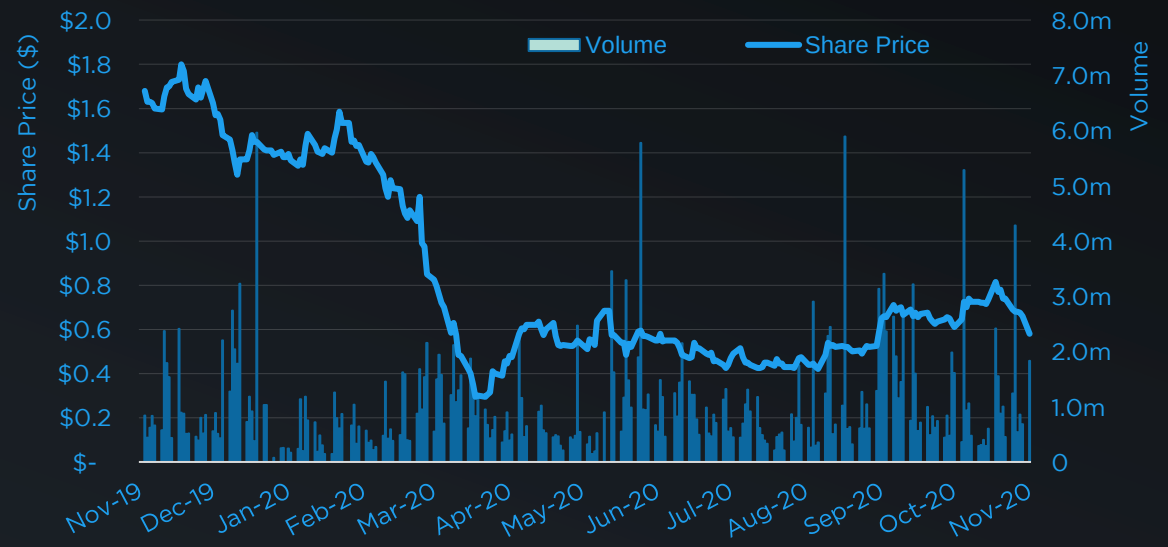
Senior Management Team

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	9.3%
Ms Claire Louise Young	8.2%
Domazet FT3 P/L	6.8%

Share Price History



© ATOMOS 2020 | INVESTOR PRESENTATION

ATOMOS



Contacts

James Cody
Chief Financial Officer
+61 407 048 514
james@atomos.com

Simon Hinsley
Investor / Media Relations
+61 401 809 653
simon@atomos.com

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