# Atomos Confirms FY22 Revenue Guidance of $95m+

## Highlights:

- FY22 revenue expected to be in excess of $95m (up 21%+ on FY21) and above consensus forecast, with 1H'22 revenue in excess of $40m despite supply chain issues
- Expected EBITDA margin of 12% – 15% (vs 10.4% in FY21), before ~$1m of opex costs resulting from Videogram investment

Atomos Limited (**ASX: AMS**, '**Atomos**' or the '**Company**') is pleased to provide an update on its FY22 revenue and EBITDA guidance. Additionally, the Company announced an investment in a cloud-based video platform, Videogram with information relating to the transaction included as part of a separate ASX announcement.

Atomos CEO, Estelle McGechie said "I'm pleased to announce guidance for the full year FY22, with revenue expected to be in excess of $95m, an increase of at least 21% over FY21 revenue. First half revenue will be in excess of $40m (up 22%+ on pcp), which has been impacted by supply chain challenges which we expect to improve in the second half. We have several exciting new products due for release over the coming months which will further help drive sales in the second half."

"EBITDA margins are expected to be upward of 12% (FY21: 10.4%) which is after investment in talent, marketing and direct customer engagement to help accelerate revenue growth. Also factored into this EBITDA margin guidance is some upward pressure on variable costs, most notably freight. The forecast EBITDA margin relates to the underlying Atomos business which excludes approximately $1m of operational costs resulting from the investment in Videogram."

"In effectively managing our supply chain to ensure sufficient stock to meet our sales targets, we have invested in inventory during the first half and as a result will experience a cash outflow."

Authorised for ASX release by the Atomos Board of Directors.

**--ENDS--**

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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, UK, Germany, China and Japan and has a worldwide distribution partner network.

For more information please visit **www.atomos.com**

# Annual General Meeting

November 2021

# Agenda

November 23

1 **Atomos Strategic Pillars**

Mission

2 **FY21 Financial Recap**

Financial

3 **FY21 Operational Recap**

Operational

4 **Strategy**

Building for the Future

5 **M&A Deal Structure**

James Cody

6 **FY22 Guidance**

James Cody

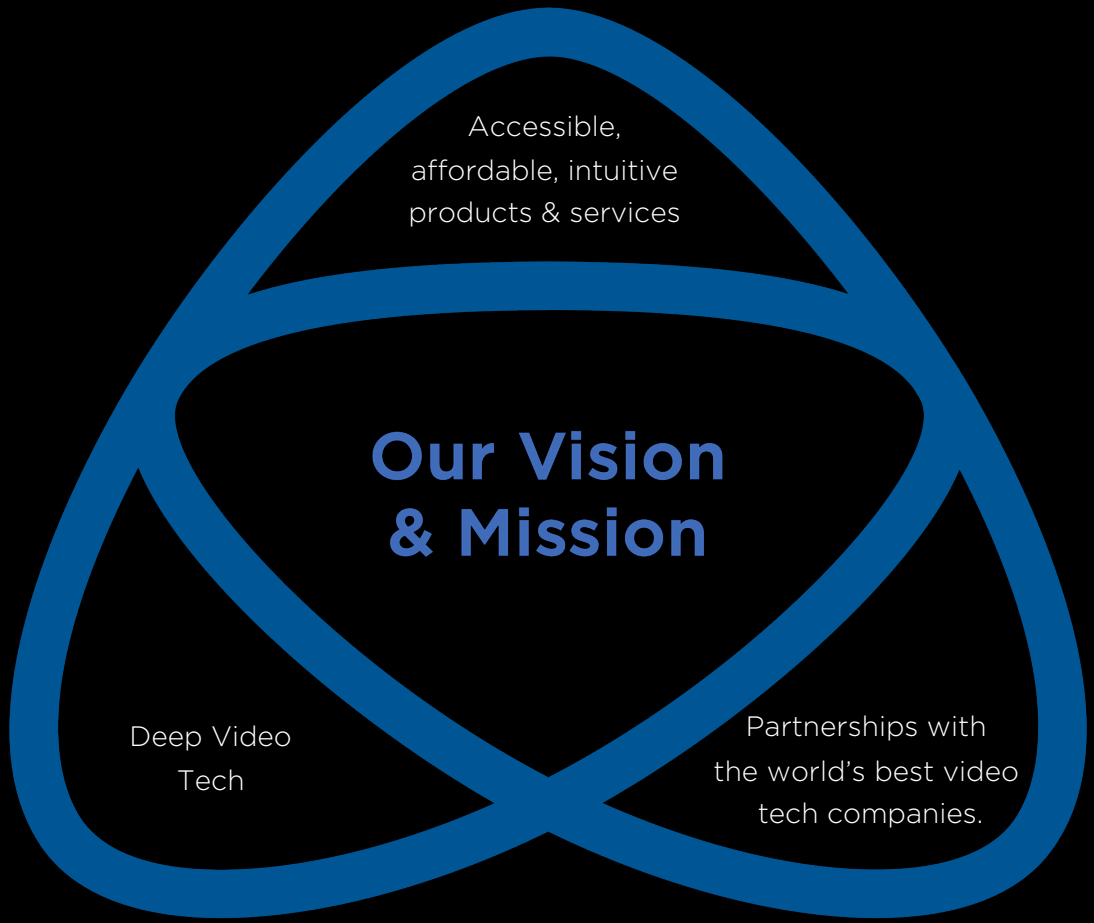
# Atomos Strategic Pillars

## Vision

To democratises content creation and delivery.

## Our Mission

To combine our own deep video tech with that of other great video tech companies, to build products, services and an ecosystem that democratises content creation for everyone.



# Atomos Showcase

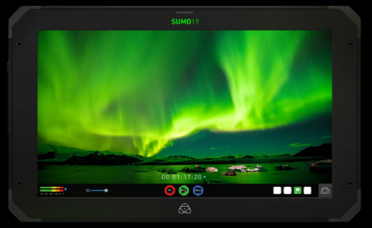
## The most versatile monitor/recorders on the market



SHOGUN STUDIO 2



SHOGUN



SUMO



NEON



NINJA



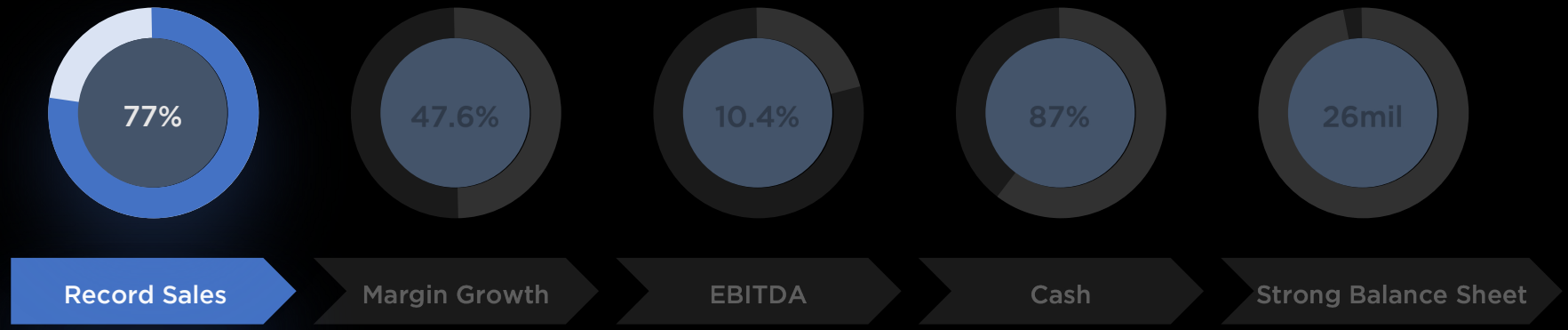
NINJA CAST

# FY21

Recap

# Continued Growth

## FY21 : Financials




Record revenue up 77% FY21 $78.6m (FY20: $44.4m)

Strong growth driven by new product launches & rapid adoption of ProRes RAW

Strong sales growth across all regions

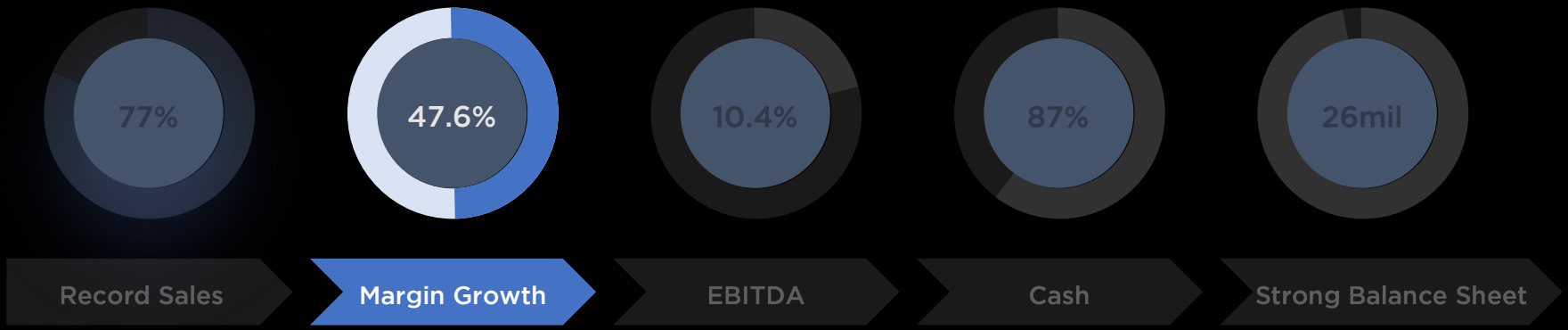
Highlights are Germany 140% UAE 140% Canada 130% UK 107%

Largest markets are US followed by EMEA (growth by 93%)

We opened a new strategic channel partner in LATEM and increased Middle East sales market

# Continued Growth

## FY21 : Financials

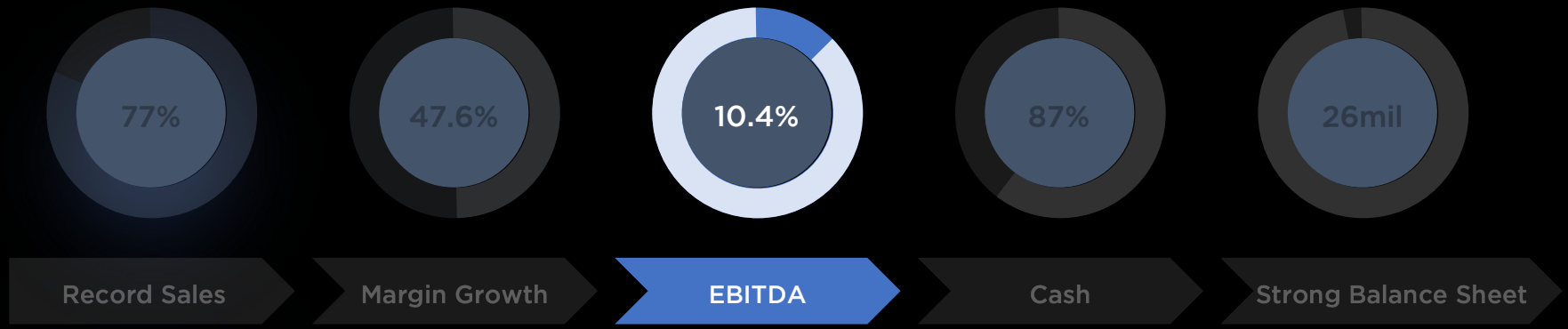



Gross profit of $37.4 million (47.6%)

Up significantly and driven by strategic marketing, new product launches and supplier management

# Continued Growth

## FY21 : Financials

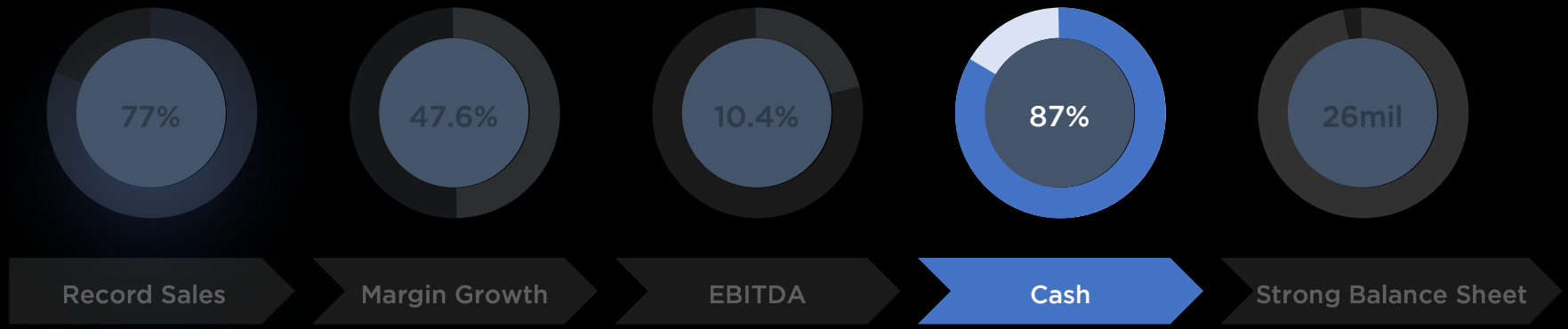



EBITDA of $8.2 million (FY20: -$7.1 million)

EBITDA margin of 10.4%

# Continued Growth

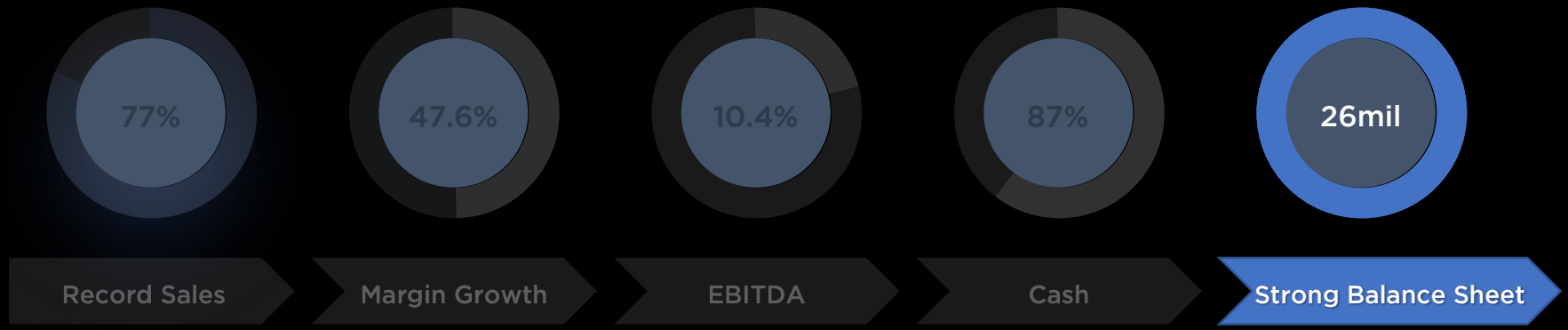
## FY21 : Financials




Generated $7.1 million of cash 87% cash conversion

# Continued Growth

## FY21 : Financials




$26 million of cash (FY20: $19 million)

$5 million working capital facility

# Continued Growth

## FY21 : Operations

### Marketing & Operations

Cost base & processes more efficient

Social customer growth 24%

Web customer growth 75%

Customer database growth 57%

New channel partner portal enables direct connection with 900 resellers

### Supply Chain Management

Diligent management

Product planning 2-year chip supply

Buffered inventory by longer-range forecasts and confirmed supply

### Strengthened Team

Expanded team including appointment of senior leadership, SVP Sales, SVP Product, Director of Logistics, Director of Video Production, Director of UX/UI Design

Innovation led with top talent from the world's best companies

Promotion from within, building corporate culture, investing in HR and training

### Investing for Growth

Next generation platforms and technologies

Website infrastructure, direct customer engagement

Measuring new markets – gaming, corporate, brand

# Strategy

Building for the Future

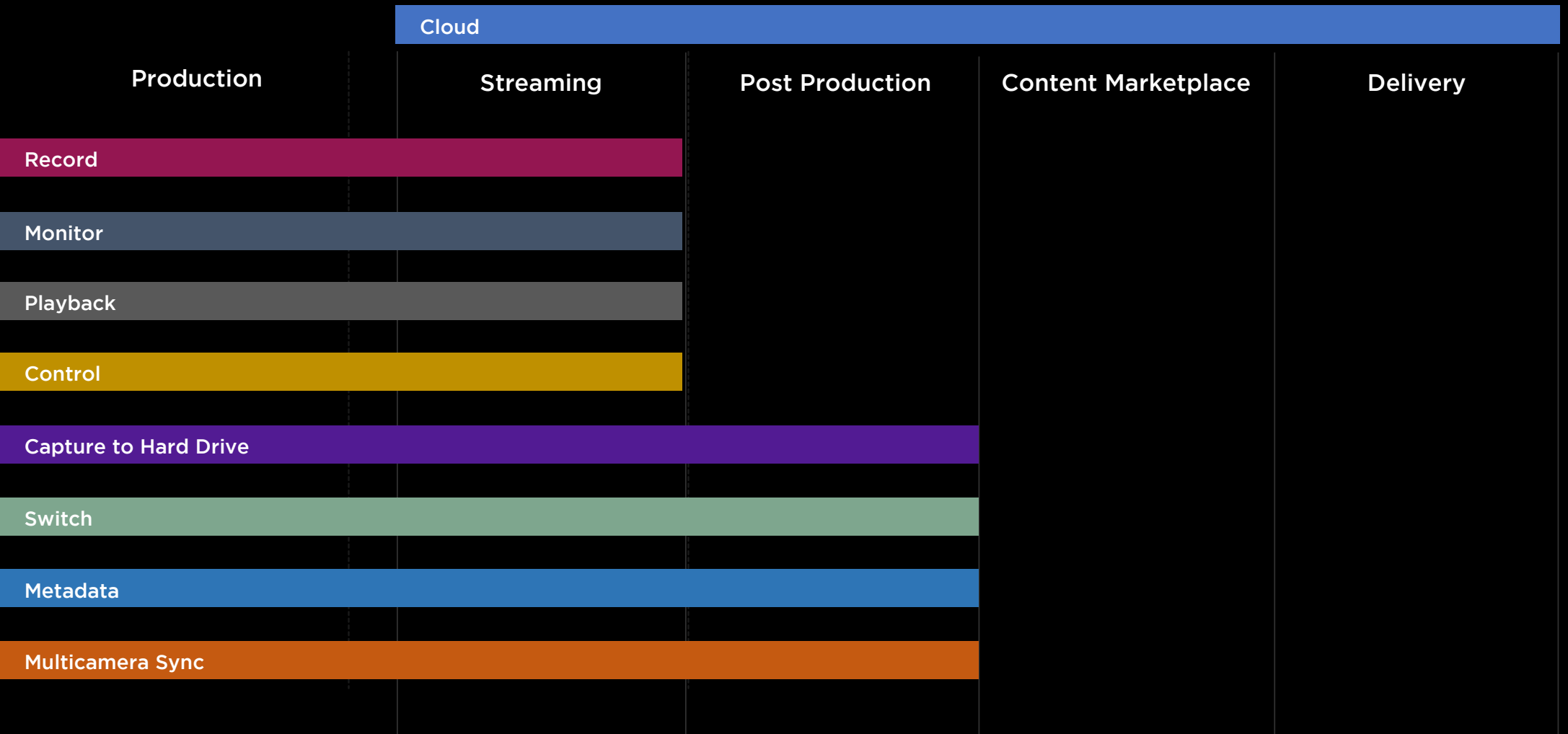


# Atomos Foundation

## Production

- Record
- Monitor
- Playback
- Control
- Capture to Hard Drive
- Switch
- Metadata
- Multicamera Sync

# Atomos Foundation Expansion Opportunity



# Videogram

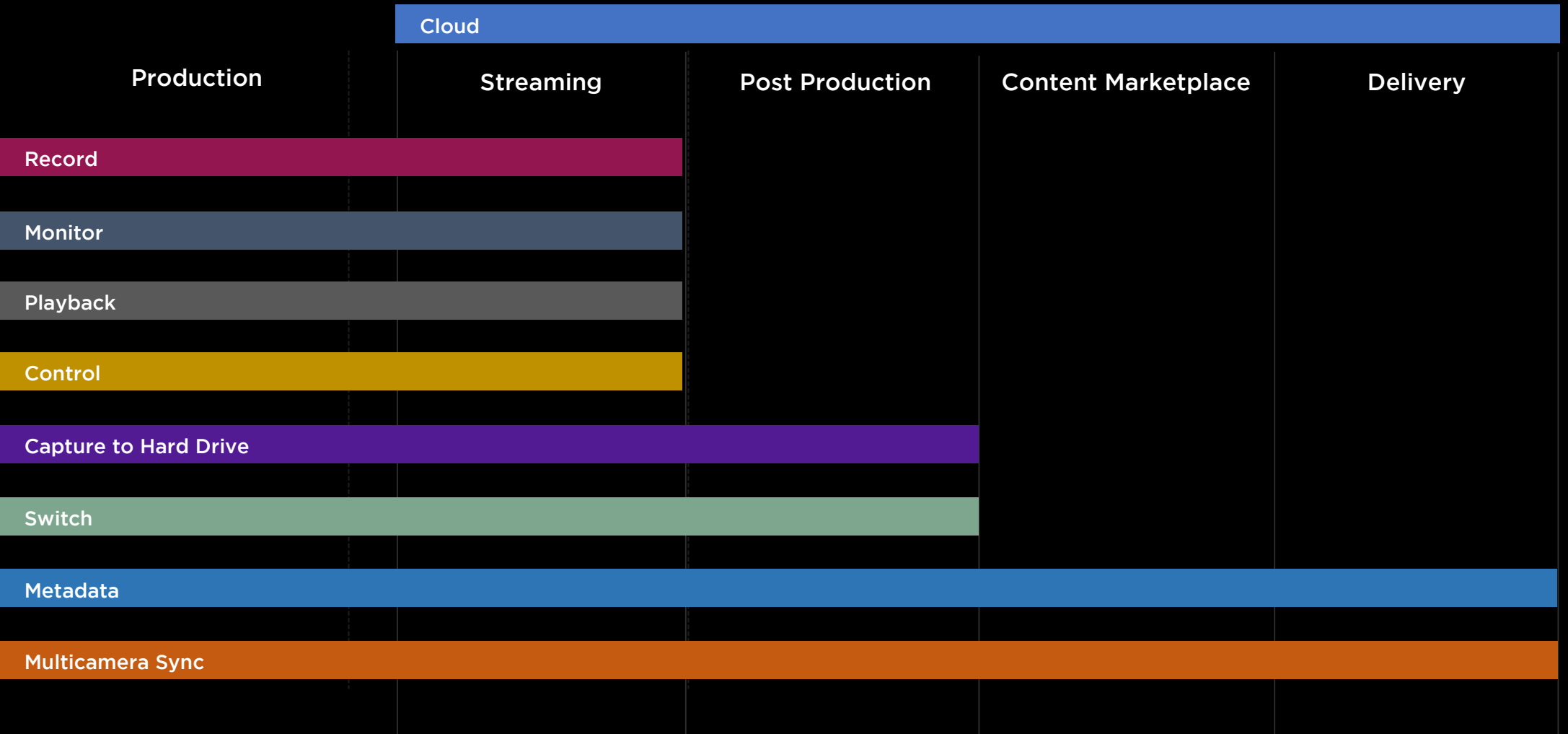


A cloud-based platform with a vision to automate video workflows to deliver unique commercial opportunities for video creatives.

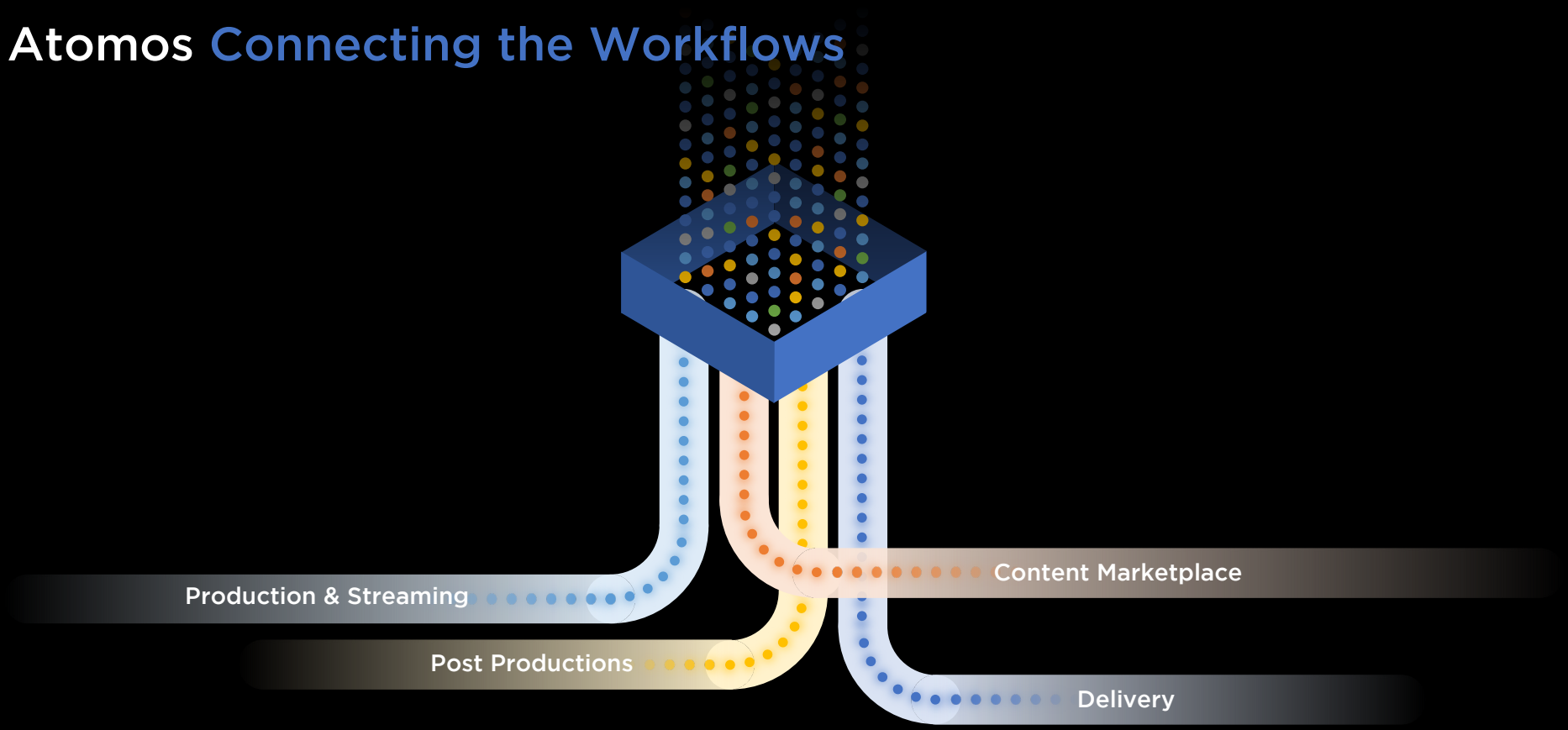
This investment forms part of Atomos' strategy to expand into cloud-based services.

VIDEOGRAM

# Atomos Connecting the Workflows



# Atomos Connecting the Workflows




Every workflow is connected

# Deal Structure

M&A

# M&A

Videogram
Deal Structure

## INITIAL INVESTMENT OF UP TO USD 2.0M

- Leverage Videogram tech to accelerate Atomos cloud platform
- Acquisition of patents
- Commercial opp that also has great tech as platform building blocks

## OPTION TO ACQUIRE THE COMPANY

- If the company hits its targets over a 2-year period the consideration will be less than 1x revenue
- Consideration to be 50:50 cash: AMS Scrip

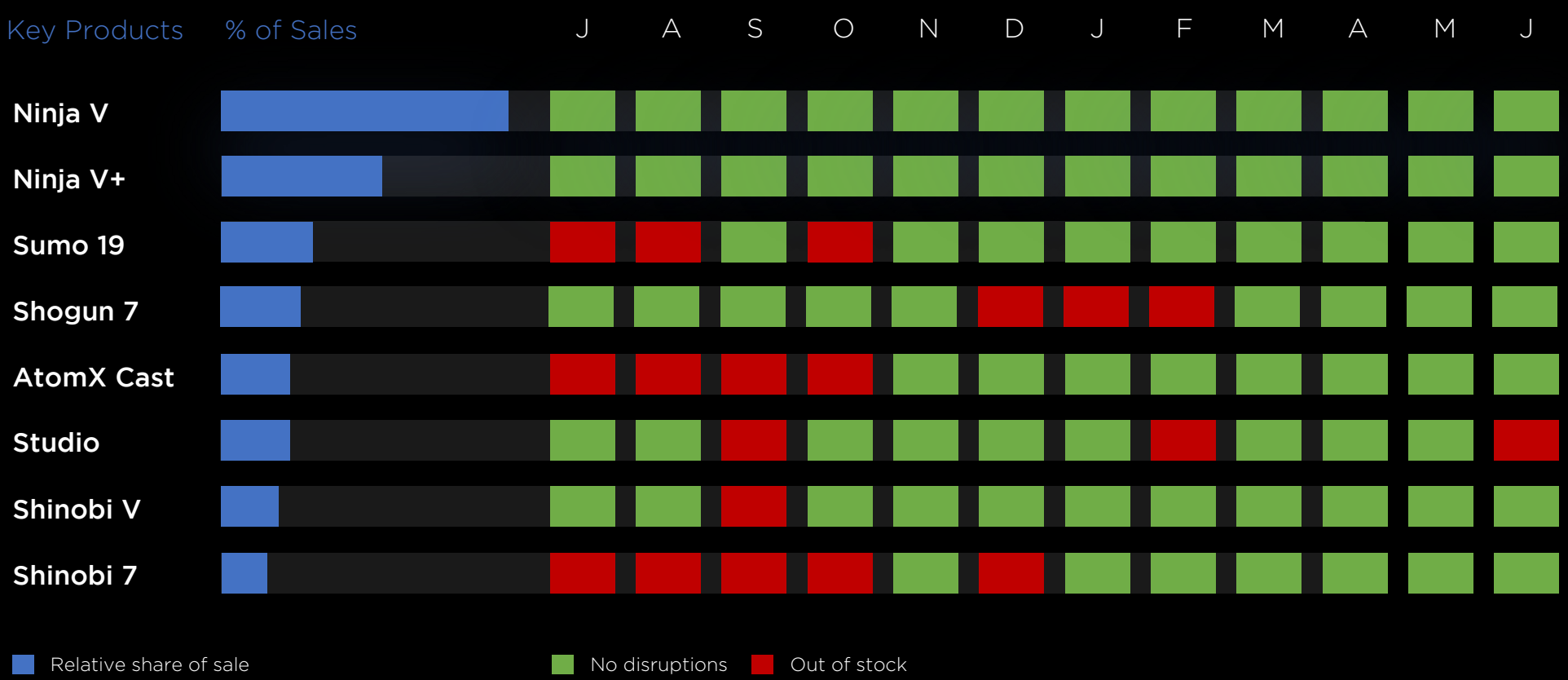
## DEAL STRUCTURED

- To minimize risk
- To pay based on performance

# FY22

Guidance

# No disruption to supply of major products, some stock outs in first half, improving in second half



# FY22 Guidance

## Full Year

Revenue expected to be in excess of $95m

EBITDA margin 12% - 15%, before Videogram opex (~$1m) despite:

- Upward pressure on variable costs (freight) ~$1m
- Investment in talent, marketing & direct customer engagement to drive future growth

## Half Year

Revenue expected to be in excess of $40m despite supply chain issues

## Inventory

Continued optimisation of inventory to safeguard supply

# Summary

Our Key Messages

strong recovery and strong growth in FY21

comprehensive and deep product line to address the “production” aspect of workflow

clear and developing strategy to expand the breadth into streaming and post-production

continued strengthening of partnerships

strong technology and product pipeline

expect strong growth in current year

Thank you for attending

