ASX Announcement | 28 January 2026

Shareholder Q & A

Melbourne, Australia – 28 January 2026: ION Video Ltd (ASX: IOV) (**Company** or **ION**) has today released the **attached** Q & A regarding questions received from shareholders seeking clarity on the direction of the Company, the market problem that the Company's intellectual property is addressing, the solution that is being built and the Company's plans for rebuilding value.

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This announcement has been authorised for release to ASX by the ION Video Ltd Disclosure Committee.

About ION Video Ltd:

ION unlocks video by virtualising it at the molecular level, virtualising static files into programmable infrastructure. Protected by four foundational US patents, ION enables hyperscalers, AI companies, and chip vendors to integrate Video Superintelligence capabilities that would otherwise require re-architecting video at the container level. ION solves a critical gap in the AI era: intelligent systems can generate new video but cannot access trillions of hours of existing video as programmable data. ION creates this capability once; partners scale infinitely.
ION: Video. Virtualised.

For further information, please visit www.ion.video or contact Anthony Baker, Chief Executive Officer, on +61 (0)3 8672 7186 or at anthony@ion.video.

ION Shareholder Q&A: From Reset to Relaunch

Following the Company's recent share consolidation and the reset announcement, we have received numerous questions from shareholders. While these have varied in detail and focus, they have consistently centred around four core themes: the necessity of the reset, the market problem we're addressing, the solution we're building, and what shareholders should expect in the coming weeks.

Rather than respond individually to each inquiry, we believe it's important that all shareholders have access to the same information. We've therefore aggregated the most frequently raised themes into this Q&A.

Question 1: Did the reset need to be as severe as it was?

The straightforward answer is Yes. Whilst the Company had great patents, the business Brent and I inherited as Linius was not set up to scale. Every customer was a custom project and required a complex, high-touch and expensive to maintain service offering which led to significant operational inefficiencies. That's not a scalable business model.

The Company had also drifted away from what differentiates it from its competition, namely its patented innovative and unique technology. Instead, the Company had become a services company bundled with multiple brands and offerings, trying to be all things to all people.

Over the last six months, Brent and I have gone line by line through the business and stripped out everything that wasn't core to ensure that the business is focused and most importantly that it has tighter discipline on how shareholder capital is invested. The result is a business that is sharper and far more focused.

You should see this reflected in the cadence of our communication. We have been transparent and direct about the restructuring and the decisions we have made.

Going forward, you will see more from us about the technology offering and the commercial model.

Question 2: What is the market problem you are solving?

The world is moving faster than at any point in modern history. Artificial intelligence is no longer experimental. In months, AI platforms reached adoption levels that previously took decades. Within weeks, AI became embedded in daily life. The shift has been rapid, visible, and irreversible.

But here's the problem: The world consumes video at unprecedented scale; it represents 82% of all internet traffic, however, AI systems can only analyse video after the fact. They can’t assemble video with intent. They can’t shape it dynamically for individuals. They can’t treat it in the same way they treat language or images.

Until the infrastructure layer changes, video will remain incompatible with where AI is heading.

Question 3: What exactly are you building?

ION should be described as video infrastructure for the AI era.

We're not building the next consumer app or streaming platform. We are building the foundational layer that allows existing platforms, enterprises, and AI systems to treat video as something they can work with dynamically, to search it, assemble it and personalise it, without having to rebuild their entire infrastructure.

ION’s technology will enable its customers to deliver intelligent video experiences without massive costs or disruption to their workflows. ION’s technology is not competing or replacing our customers’ existing systems, it is complementary.

Question 4: What should shareholders expect on 9 February?

Three things.

First, working technology. Not slides or renderings. A real demonstration of what ION can do and how it fits into the AI and video landscape.

Second, a simple, joined-up story that connects the problem, the solution and our place in the value chain. We want investors to come away understanding where ION sits, who we enable, and why that matters.

Third, a view of what comes next, the initial markets we are targeting, how we plan to commercialise, and what success looks like over the next phase.

9 February is not the finish line; it is the point at which the new strategy becomes very visible and tangible.

Closing Statement

The Company appreciates the patience and continued support of our shareholders as we moved through the reset and into the next phase. Management's focus is disciplined capital use, clear strategy, and transparent communication as we build ION into a scalable business grounded in genuine innovative technology and real market opportunity.

For those who want to stay informed, on Monday 2 February we will be launching our new website and dedicated investor hub. You will need to register for access to ensure you receive our regular updates on milestones, developments, and announcements.

We look forward to showing you what we've built.

Yours sincerely,

Anthony Baker
Chief Executive Officer
ION (ASX: IOV)

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