

# Elliptic Labs

## Presentation

01.09.2021 DnB Nordic TMT Conference

AI software empowering the next billion devices

ellipticlabs

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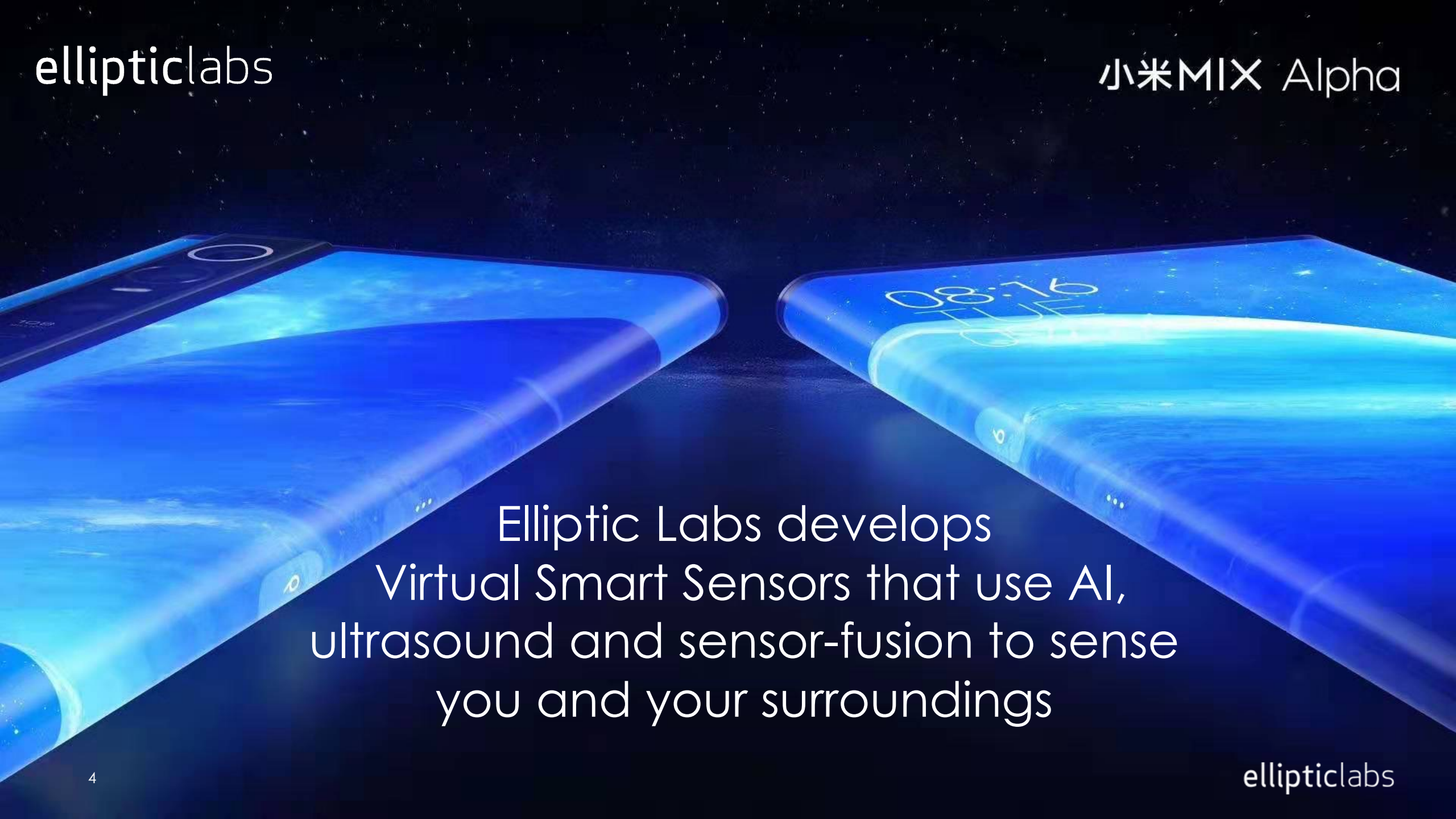
# Agenda

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Introduction

Financials

Summary



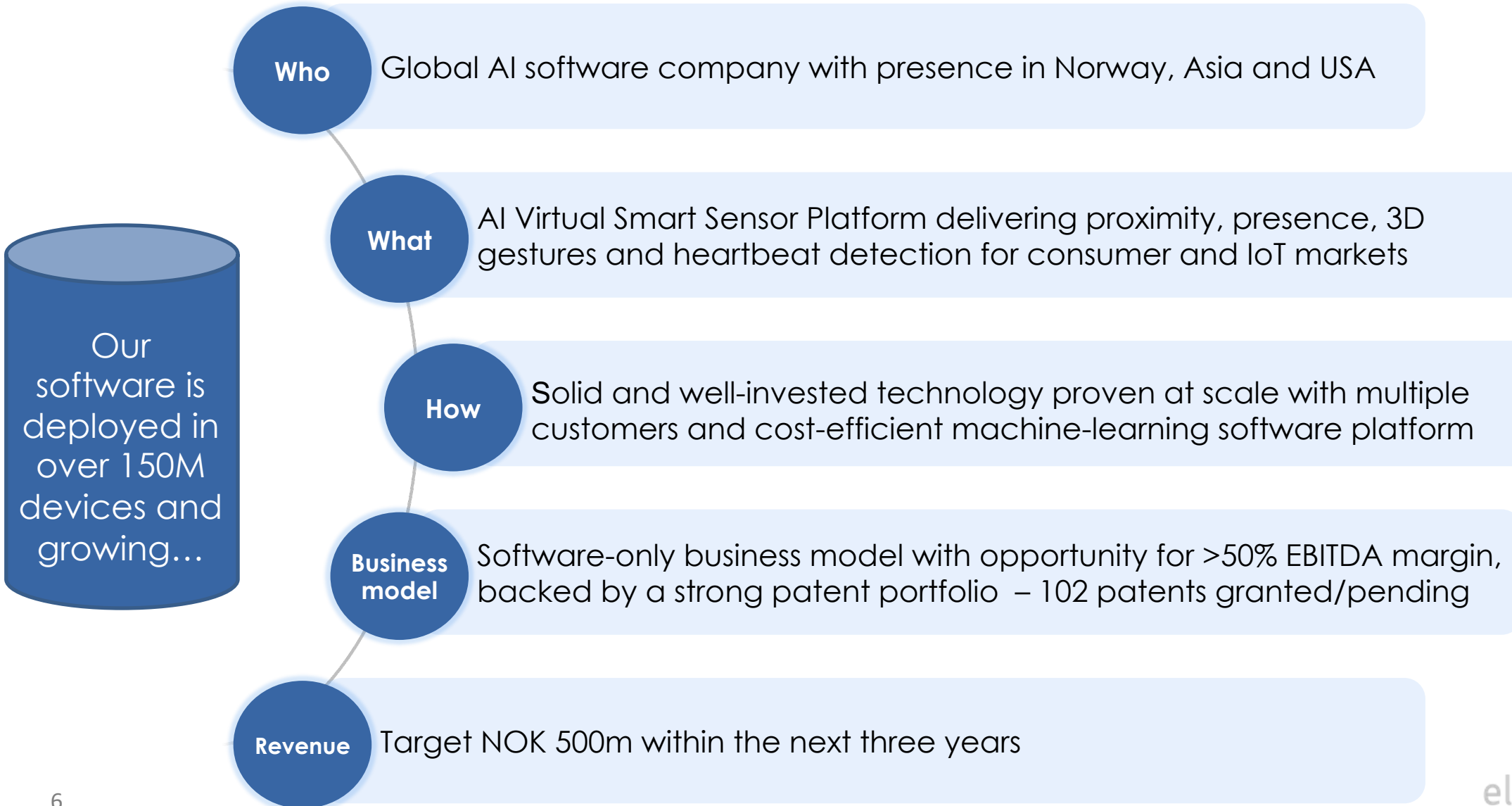
Elliptic Labs develops  
Virtual Smart Sensors that use AI,  
ultrasound and sensor-fusion to sense  
you and your surroundings



Sensors touch every  
aspect of life and drive the digital transformation

Our vision is to build the leading AI Virtual Smart Sensor  
Platform for *all* sensors, making every device smarter,  
more environmentally and human-friendly

# We are the Virtual Sensor leader using ultrasound & sensor-fusion



# We enable critical user experiences for the smartphone, laptop, IoT & automotive markets



## AI VIRTUAL SMART SENSOR PLATFORM Making Devices More Intelligent



Proximity



Presence



Gesture



Positioning



Connection



Breathing



Heartbeat



# Expanding with Global Customers into New Verticals: Smart Security Device by Bosch








- Contract with Bosch's subsidiary "grow platform GmbH," headquartered in Germany
- Bosch, with distribution in over 150 countries, plans for "spexor" to be distributed globally
- Elliptic replaces 3 very high cost, industrial-rated PIR hardware sensors
- Elliptic Labs' value:
  - Enables scaling
  - Reduces cost
  - Delivers new innovative features



# Strengthened market opportunities

Tight supply chain impacts hardware sensor availability and pricing, improving our competitive advantage

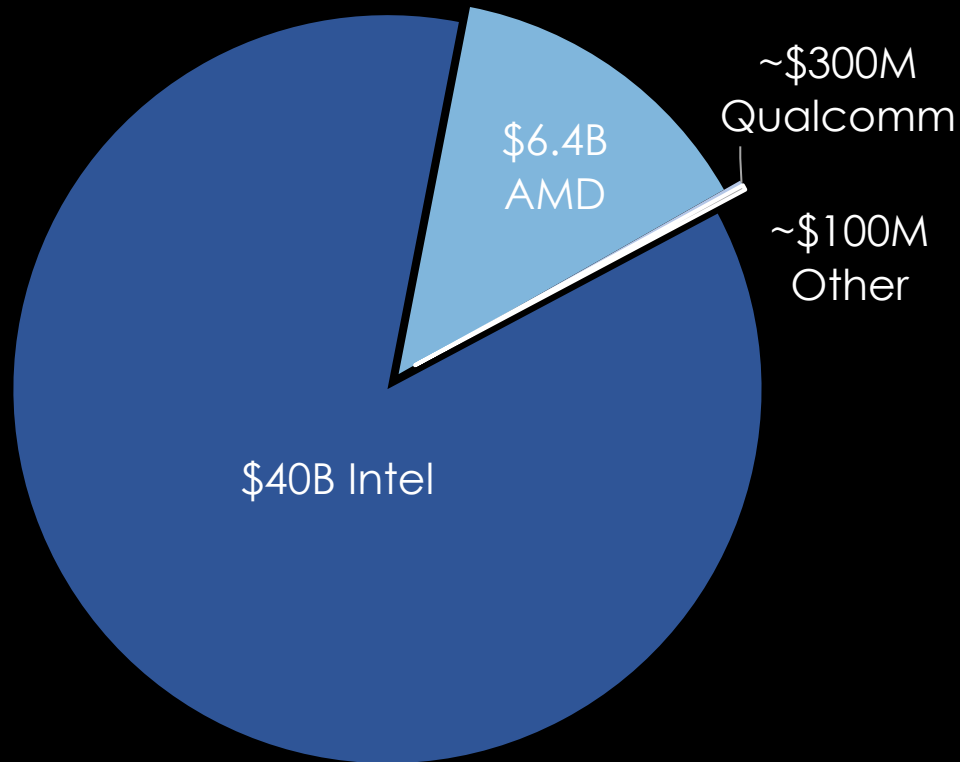
MARKETS	 SMARTPHONE	 PC/LAPTOP/ TABLET	 SMART TV	 IoT	 AUTOMOTIVE
Total market size units	1.6B	460M	400M	1B++	100M++
Competing <u>Hardware</u> sensors cost per unit	Infrared Sensor \$0.10-\$0.25	Time of flight/ Radar Sensor \$2.5-\$4	Time of flight Sensor \$2.50	Time of flight/Infrared \$0.10-\$10	Radar Sensor \$10-\$20
Elliptic Labs value proposition	Clean design, lower cost & more features	Cybersecurity, no supply chain & more features	Power savings & gesture	Power savings, gesture & Wellness	Save lives, heartbeat detection
Elliptic Labs Pricing model	<b>Virtual Smart Sensors flexible pricing model:</b> <div>① Volume based license fee per unit/device, per virtual sensor    ② Subscription fee or ③ Enterprise/annual license fee</div>				
Market opportunity	\$200-\$400M	\$1100-\$1800M	\$1000M	\$100M++	\$1000-\$2000M

We replace hardware sensors with Virtual Smart Sensors, which is 100% software and thus allows for flexible pricing models



# PC market is the next growth vertical

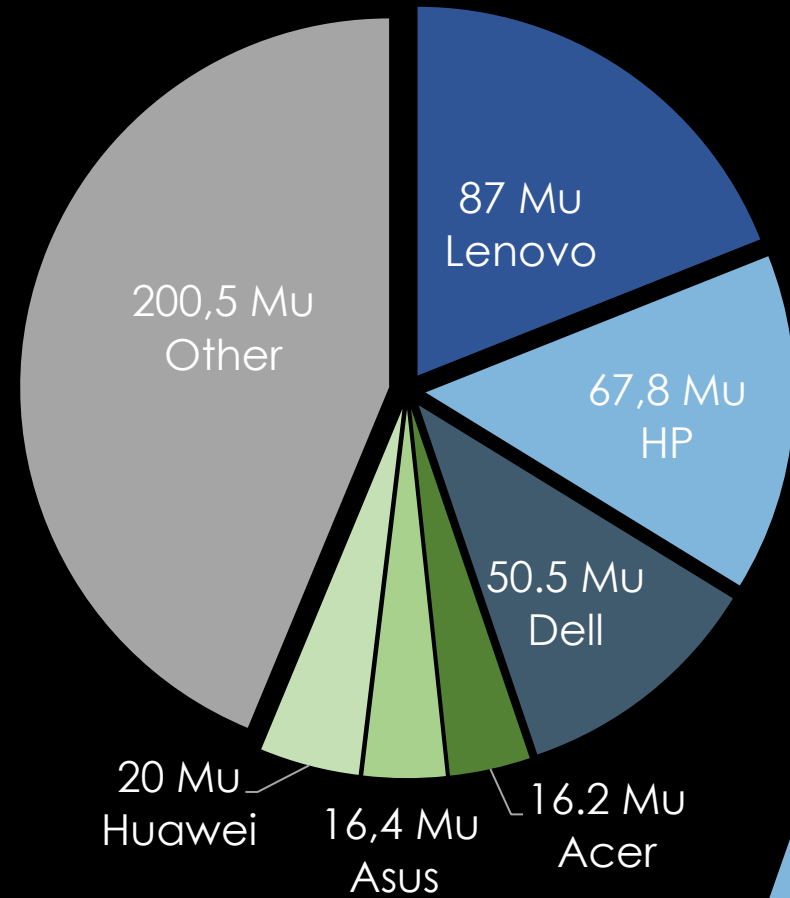
2020 PC/Laptop CPU Market Share  
(Revenue) Partners



\*AMD does not separate revenues from its CPU & Graphics businesses  
\*\* Qualcomm does not separate revenues from its IoT business

Source: [AMD 2020 Financial Report](#), [Qualcomm 2020 QCT Revenue Streams Report](#) and [Intel 2020 Financial Report](#)

2020 PC/Laptop/Tablet Volumes  
(Millions of units – Mu) Customers



Source: [Canalys PC Market Pulse 2020](#) and [Gartner 2020 Annual WW PC Shipment Report](#)

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In July 2021

# First Laptop Enterprise License Agreement

Signed with a Top 3 Laptop OEM



# Solid partnership enables access to multiple verticals



Qualcomm



cādence®



arm

Years of dedication and networking enables Elliptic Labs to access new markets, new verticals and leverage opportunities

# Agenda

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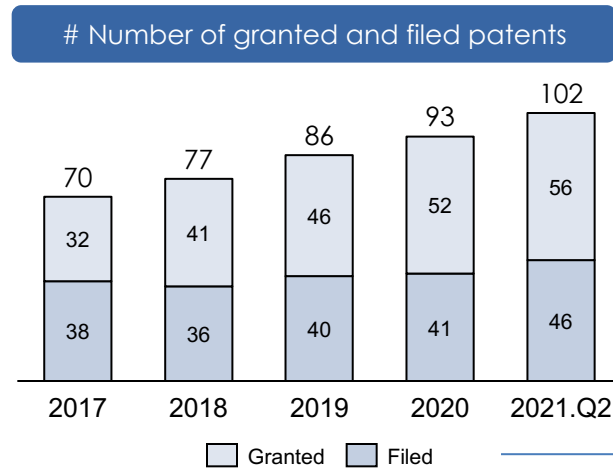
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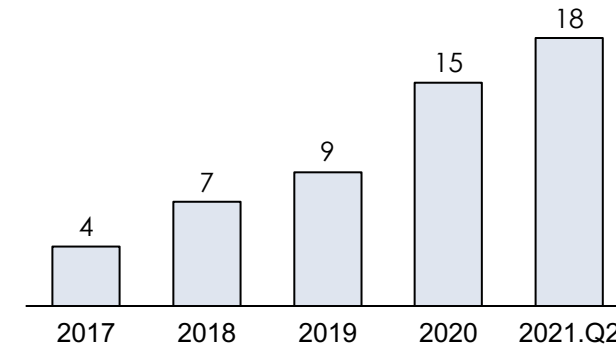
Summary

# Elliptic Labs KPIs per Q2 2021

# Patents  
(granted and filed)

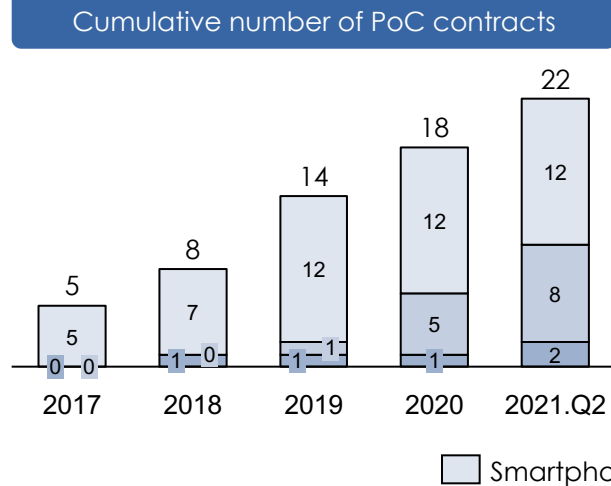


Cumulative number of partner-agreements

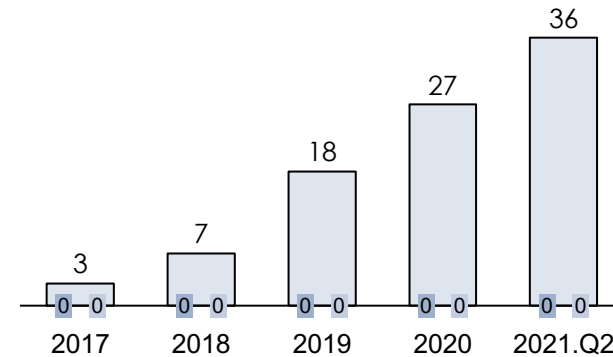


# Partner-Agreements  
(general market)

# Proof-of-Concept  
(PoC) Agreements per  
Vertical



Cumulative number of models launched

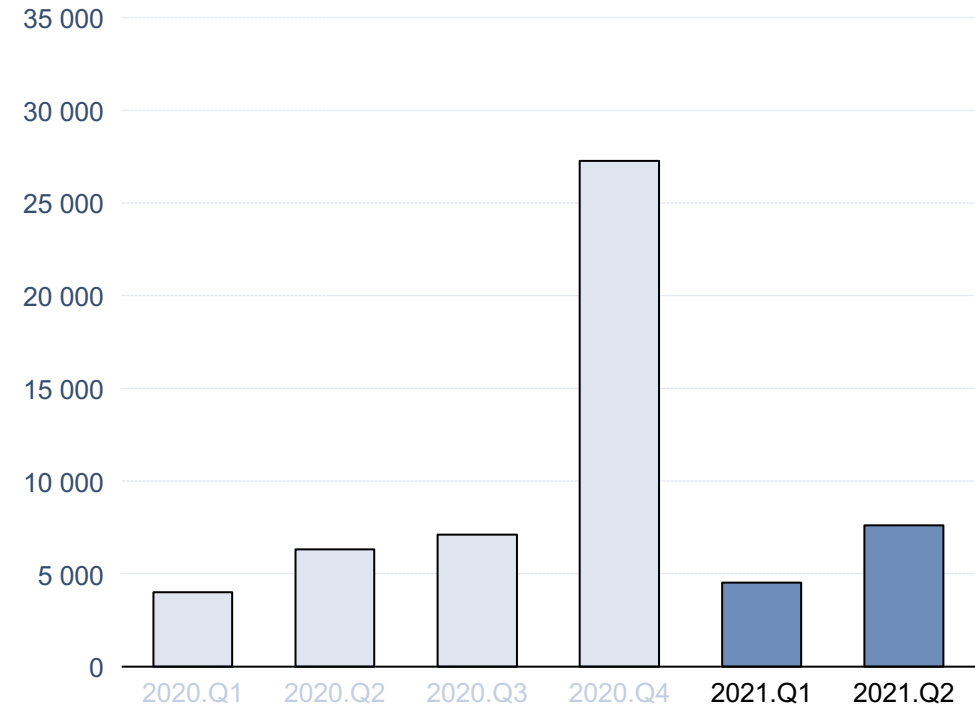


# Models Launched  
per Vertical  
(smartphone, laptop,  
IoT, and automotive)



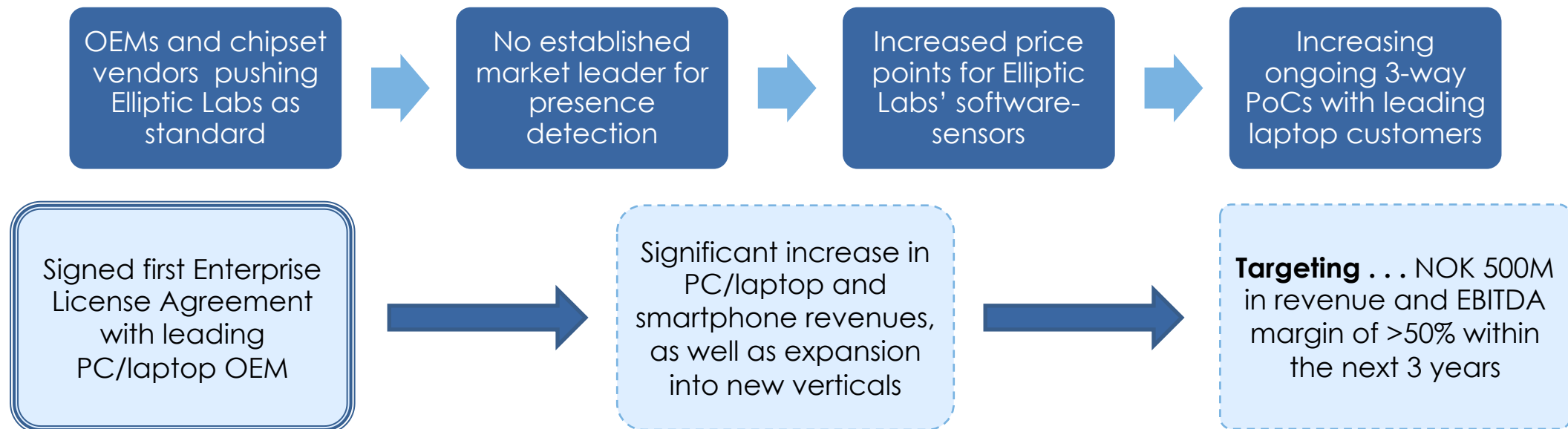
# 2021 Outlook and onwards

- Growth in 3 verticals:
  - Expecting stronger topline 2021 (2020: NOK 45m)
  - Expecting positive EBITDA 2021 (2020: NOK -5m)



# Clear Path Towards Significant Revenue Uplift

- Increase in smartphone revenue due to new customers and from marketing new technology features to current customer
- Larger fixed-volume contracts on units/devices — increases revenue certainty
- Laptops are the largest revenue driver in the near future



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# Elliptic Labs is well positioned for growth

- ✓ Proven business model with software deployed at large scale
- ✓ New agreements in place in multiple verticals and geographical markets
- ✓ Continued launching with new and current customers in the smartphone market
- ✓ Strengthened partner collaborations with leading PC and IoT semiconductors
- ✓ Solid AI software platform and established partner ecosystem lower expansion barriers
- ✓ Target of NOK 500M revenue within three years

