



Investor Presentation

August 2023

[GENASYS.COM](https://www.genasys.com)



Forward-looking

Except for historical information contained herein, the matters discussed are forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. You should not place undue reliance on these statements. We base these statements on particular assumptions that we have made in light of our industry experience, the stage of product and market development as well as our perception of historical trends, current market conditions, current economic data, expected future developments, and other factors that we believe are appropriate under the circumstances. These statements involve risks and uncertainties that could cause actual results to differ materially from those suggested in the forward-looking statements. The risks and uncertainties in these forward-looking statements include how the COVID-19 pandemic has adversely impacted worldwide supply chains and the ability to obtain sufficient component parts, including semiconductor chips and integrated circuits, resins, coating, and other equipment and components. Negative impacts on our supply chain could have a material adverse effect on our business.

Other risks and uncertainties are identified and discussed in our filings with the Securities and Exchange Commission. These forward-looking statements are based on information and management's expectations as of the date hereof. Future results may differ materially from our current expectations. For more information regarding other potential risks and uncertainties, see the "Risk Factors" section of the Company's Form 10-K for the fiscal years ended September 30, 2022. Genasys Inc. disclaims any intent or obligation to update those forward-looking statements, except as otherwise specifically stated.

Non-GAAP operational metrics

We include in this presentation Non-GAAP operational metrics of adjusted EBITDA, bookings and backlog, which we believe provide helpful information to investors with respect to evaluating the Company's performance. Adjusted EBITDA represents our net income before other income, net, income tax expense (benefit), depreciation and amortization expense and stock-based compensation. We do not consider these items to be indicative of our core operating performance. The items that are non-cash include depreciation and amortization expense and stock-based compensation. Adjusted EBITDA is a measure used by management to understand and evaluate our core operating performance and trends and to generate future operating plans, make strategic decisions regarding allocation of capital and invest in initiatives that are focused on cultivating new markets for our solutions. In particular, the exclusion of certain expenses in calculating adjusted EBITDA facilitates comparisons of our operating performance on a period-to-period basis.. Bookings is an internal, operational metric that measures the total dollar value of customer purchase orders executed in a period, regardless of the timing of the related revenue recognition. Backlog is a measure of purchase orders received that have not been shipped but are planned to ship within the next 12 months.





Re-Defining Protective Communications Systems

Raising the Bar for Acoustic Hailing Devices with Software-based Integrated Intelligence

2003-2012

LRAD®

Created Acoustic Hailing Device (AHD) market with LRAD

Hardware Innovations

2018

IMNS

Integrated Mass Notification (Hardware & Software)

Strategic Software Acquisitions

2021

SaaS

Evacuation & Emergency Management (Software)

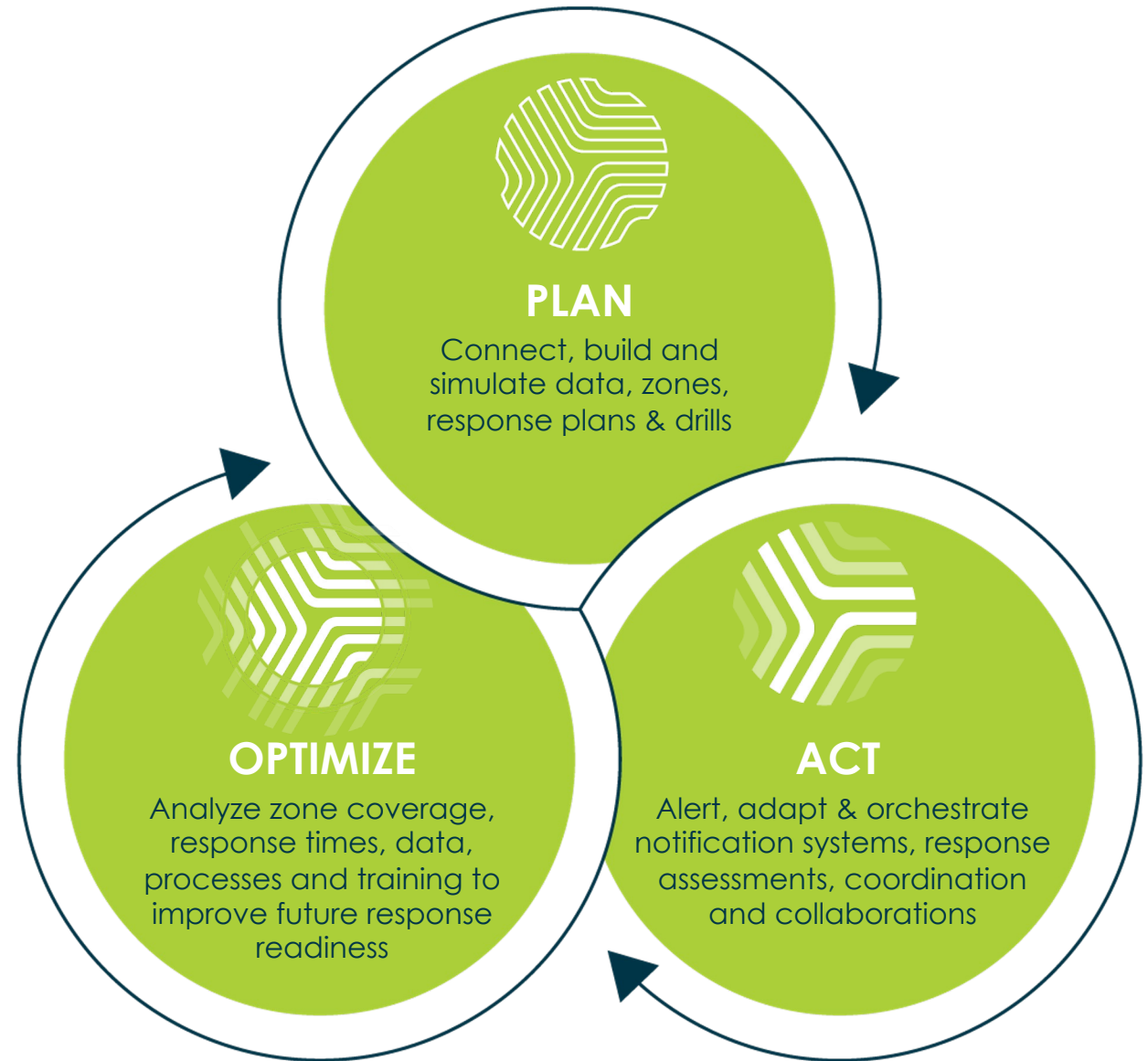
2023
Genasys Protect



Genasys Protect

The Unified Protective Communications Platform

Genasys Protect combines the most comprehensive **PLAN** (preparedness), **ACT** (response) and **Optimize** (analytics) solutions to keep people, assets, and operations protected against the impacts of natural disasters, terrorism, violent civil unrest, and other dangerous situations, as well as power failures, facility shutdowns, and other non-emergency operational disruptions.



Genasys Protect

The Complete Protective Communications Platform

Genasys Protect is the first & only complete portfolio of Protective Communications Software and Systems, designed around one premise: ensuring organizations & public safety agencies are **ready when it matters.**

GENASYS.COM

Proven Technology

Genasys solutions have been on the front lines for more than 40 years, providing optimal response with precision-targeted communications that ensure the right people get the right message - right away.

Modular Suite

Built on open standards, Genasys software and hardware systems are **easy to integrate**, whether you're using the full suite or complementing the notification platforms you already have in place.

Predictive Simulation

Test response plans preemptively with **advanced simulation of evacuation-level events**, like fires and floods, and their impact on infrastructure, including traffic patterns and perimeter establishment.

Unified Viewpoint

One common safety operating picture provides **real-time visibility into your people, assets, and environment** by combining first-party data from asset and people-management platforms and IoT sensors with vetted third-party data sources, including FEMA, NOAA, DHS, and more.

Unmatched Precision

Customized zone mapping enables **pinpoint targeting of mass notifications** down to the street level, making it easy to sequence response areas from most to least critical.

Multi-channel

Saturate your notification area by simultaneously alerting people across SMS, voice calls, social media, TV, radio, digital signage, website, mobile app and outdoor acoustic devices.

Network Effect

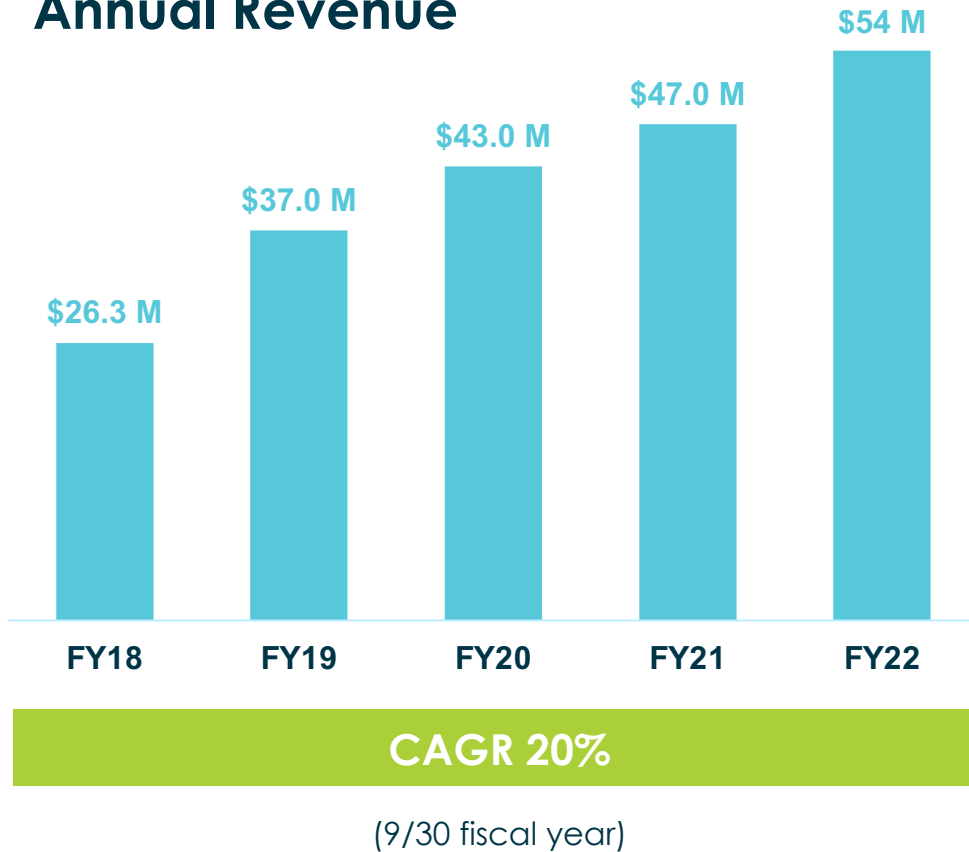
Implementation in neighboring municipalities as well as public- and private-sector organizations within the same municipality extends coverage and enables greater precision when notifying people of threats.



Ready when it matters

Genasys at a Glance | Nasdaq: GNSS

Annual Revenue



Our Customers

Governments, Public
Safety Agencies & Military

State, Local, Education

Enterprise

200

Worldwide
Employees

7

Global Offices

\$120M Market Cap¹

\$9.0M Cash²

\$0 Debt

1. As of August 10, 2023

2. As of 8/4/23; Cash includes cash equivalents & marketable securities



Compelling Investment Thesis

Core Building Blocks

- Stable, high margin hardware business that generates ample cash from operations
- Record fiscal 1H 2023 SaaS bookings led by Aramco enterprise award
- Global 'Land and Expand' strategy capturing cross-selling and upselling opportunities
- Large and increasingly valued end markets

Capturing Market Share

- Investing in Genasys Protect platform sales, marketing, and software development
- Highly scalable business model gaining momentum in the U.S. and globally
- SaaS revenue growth to deliver margin expansion

Defined Growth Strategy

- Experienced executive team with proven record of success
- Stable cash generation enables self-funding of investments for SaaS growth
- Strong balance sheet with no debt
- Revenue growth accelerating from investments in SaaS solutions



Genasys Protect Platform Used in Over 100 Countries Worldwide

- Critical Infrastructure Protection (CIP)
- Energy (Oil & Gas)
- Utilities
- Heavy Manufacturing
- Large Entertainment Venues

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\$5.5B+

Addressable Market¹

Unified Platform

Genasys Protect, the first & only complete portfolio of Protective Communications Software and Systems



¹ See [Appendix](#)



Increasing coverage of CA with multiple products

Population

Total: 39.5M

Genasys: 18.5M

Counties

Total: 58

Genasys: 35



Alameda
Calaveras
Contra Costa
Del Norte
Humboldt
Inyo
Lake
Lassen
Los Angeles*
Madera
Marin
Modoc
Mono
Monterey
Napa
Nevada
Orange*
Plumas
Riverside
San Benito
San Diego
San Francisco*
San Luis Obispo
San Mateo
Santa Clara
Santa Cruz
Shasta
Sierra
Siskiyou
Solano
Sutter
Tehama
Yuba

*partial



As a comprehensive platform, Genasys Protect creates differentiated opportunities.

- Comprehensive critical communication systems and solutions needed to replace ad hoc offerings
- Appeal of Genasys Protect full incident management lifecycle capability
- The growing need for an all-inclusive platform to communicate, collaborate and coordinate emergency responses during cross-jurisdictional crises
- Increasing synergistic opportunities for the Genasys Protect platform



5.7 M
People

\$11.2 M
Combined bookings

11,564
Square miles

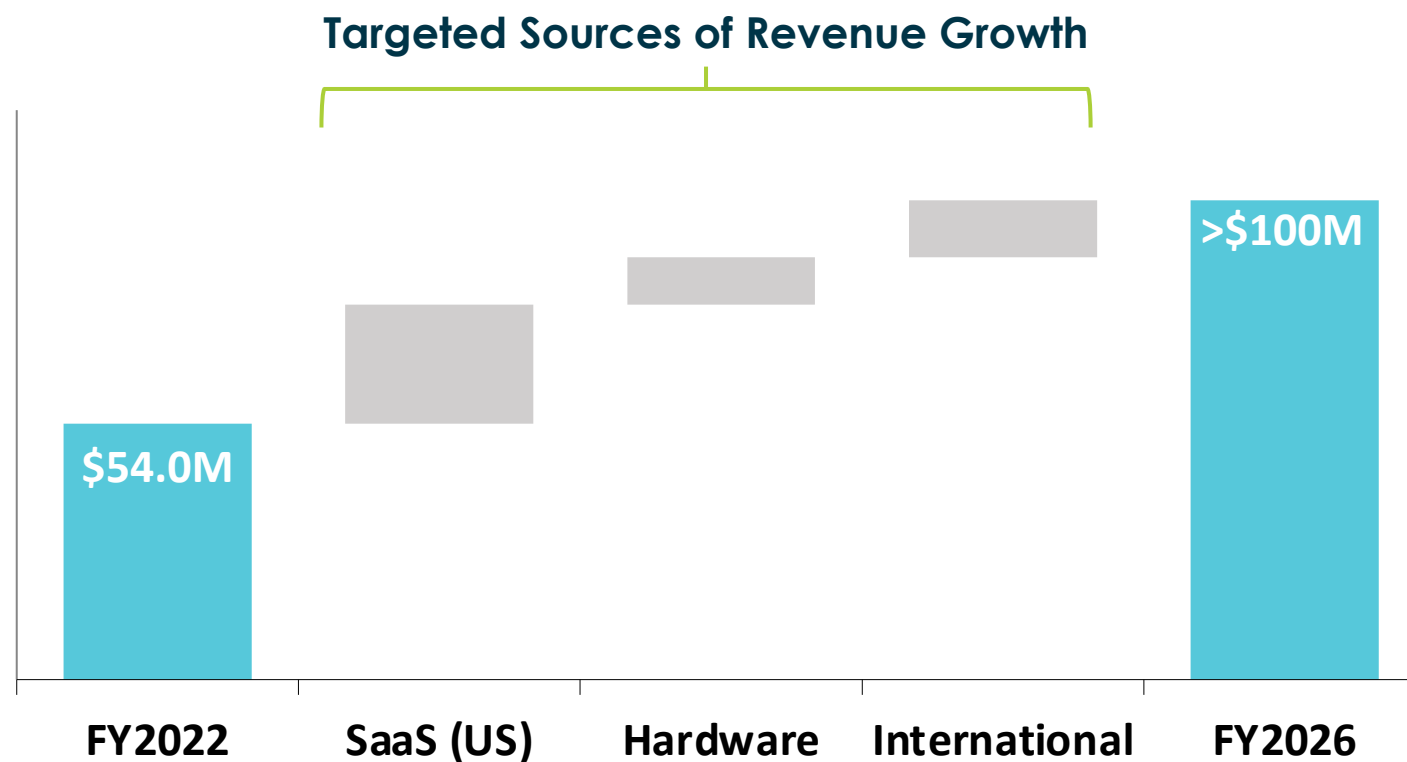
\$1 M+
in ARR

Targeted Opportunities for Accelerated Growth

A shifting mix towards higher margin SaaS expected to drive increased revenue

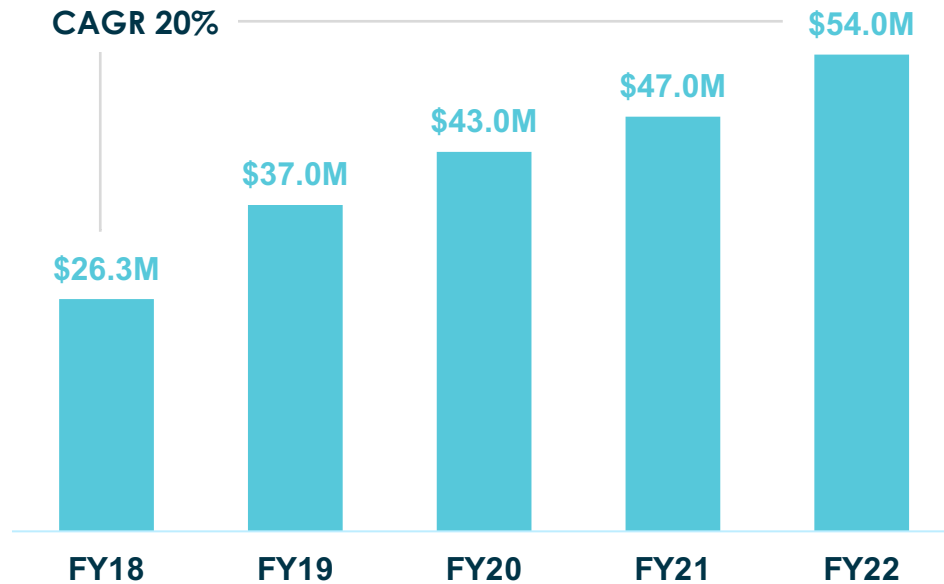
SaaS Growth Drivers

- International expansion
- Partner channel
- Land and Expand



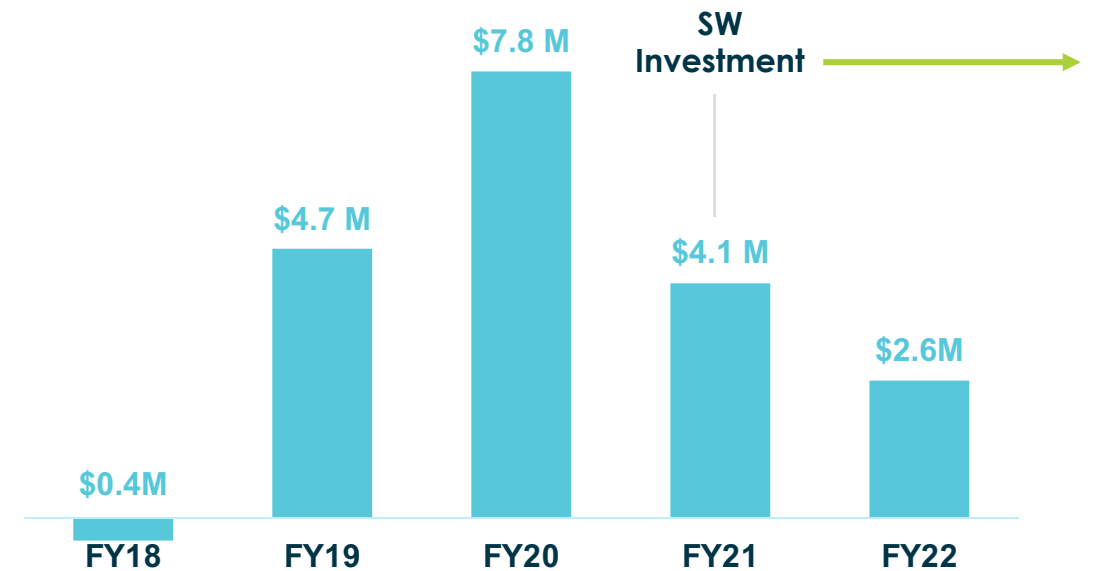
Consistent Revenue Growth | with Positive Adj. EBITDA

“Growth Spending” on technology to support SaaS investment strategy impacting near-term EBITDA



Revenue

Steady, double-digit revenue growth



Adjusted EBITDA

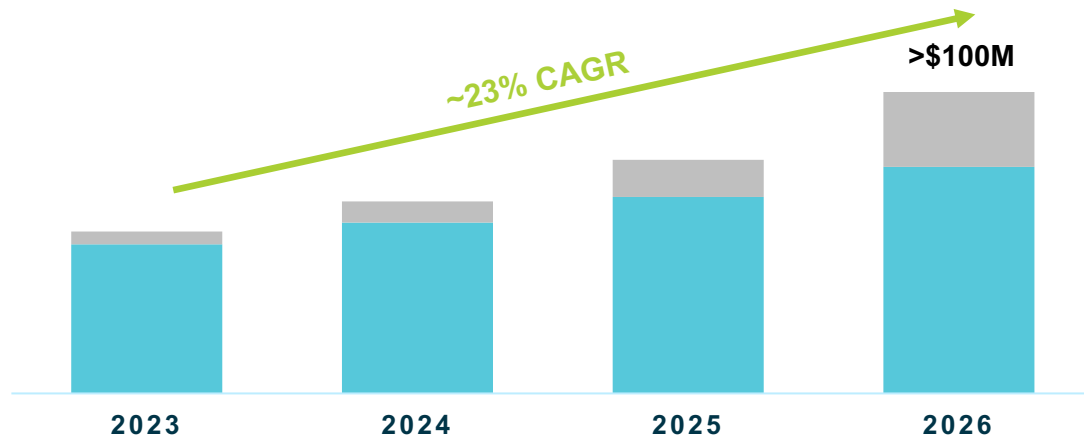
Strategic growth investment in SaaS starting in FY21

Long-term Target Model

Profitability improves with faster revenue growth, higher gross margin, and scale

ORGANIC BASELINE REVENUES

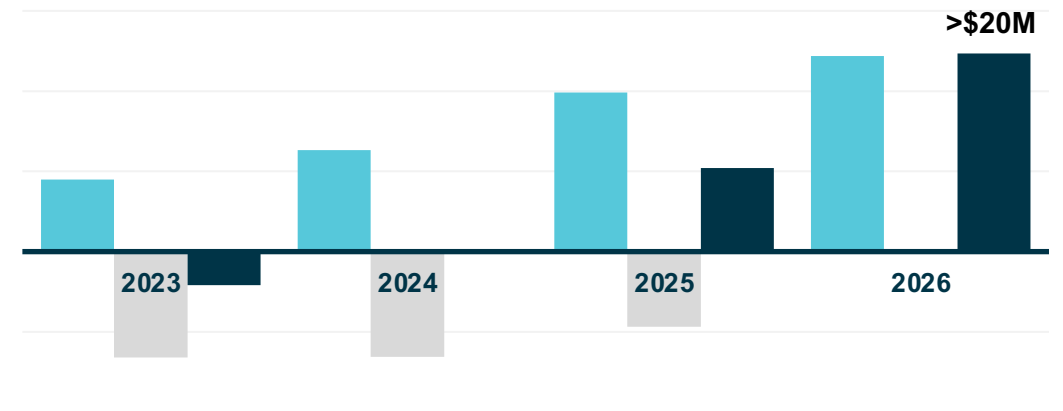
■ Hardware Revenue ■ Software Revenue



SW Investments Driving 300bps CAGR Improvement

ORGANIC ADJUSTED EBITDA

■ Hardware ■ Software ■ Total



HW Profit Reallocation Enabling SW Breakeven by FY 2025

The Case for Investing

Revolutionizing the Industry: Innovation & unmatched platform

- Global leader in AHDs and voice-based mass notification systems
- Genasys Protect platform's unique competitive differentiators & multi-hazard capabilities
- Full incident management lifecycle

Validated SaaS Revenue Model

- Growing SaaS revenue streams
- 'Land & Expand' initiative delivering revenue growth from current customer base
- Significant momentum in the U.S. and globally with marquee wins

Core SaaS Verticals with Proven Use Cases

- CIP, Heavy Manufacturing, Oil & Gas, Large Entertainment venues
- Investing in brand development and expanding distribution supports revenue growth
- Delivering repeat wins in target enterprise verticals and SLED market



Thank you!

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Appendix

Investor Presentation | August 2023



\$5.5B+ Addressable Market

Sources:

- Frost & Sullivan – Unified Critical Communications Market Analysis
- Gartner – Market Guide for Emergency/Mass Notification Services Solutions
- Avascent – AHD and MNS Market Assessments
- Barnes Reports
- National Centers for Environmental Information
- Brookings Research - Global manufacturing scorecard
- Northland Research 5.14.2021
- Includes cross section of Zonehaven subscriptions to date



Additional Resources

[Genasys Overview Video](#)

[Genasys Protect Product Demo Video](#)

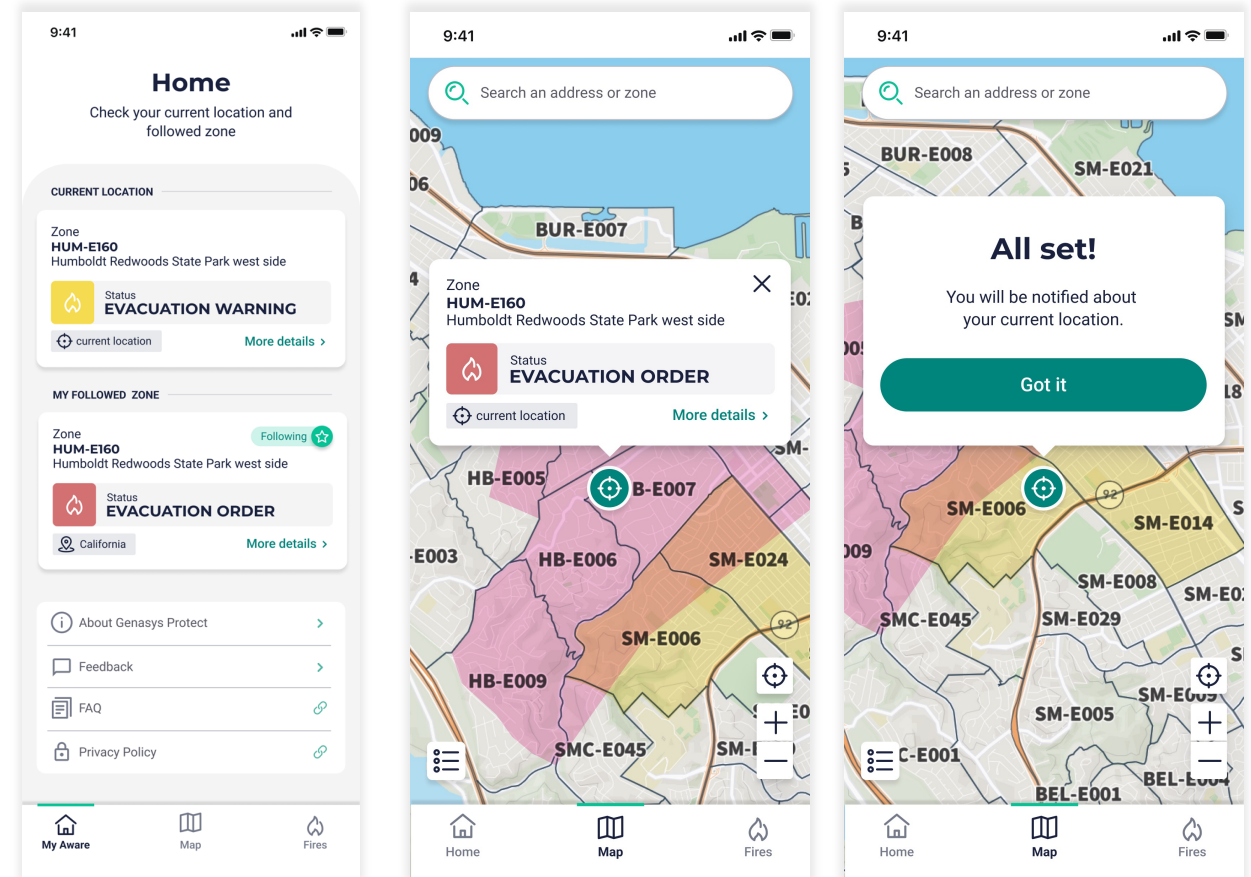
[Protective Communications: Extending the Capabilities of Today's Mass Notification Systems](#)



Public-facing mobile app

Meet users wherever they are and keep them informed on response status

- Empower the public with the **Genasys Protect mobile app**.
- Disseminate location-based aggregated information to mobile users
- Augment standard emergency communications channels with purpose-built technology
- Help community members understand and track what is happening in their own and surrounding geographic zones



Global Automakers | Safer Manufacturing

Enterprise critical communications solution integrated into existing ERP system

The Winning Solution

- Integrated with active directories, HR, visitor management or building control systems
- Multichannel communications to workers, contractors and visitors
- Automatic updates on an employees' status or location
- Speeds incident and security breach reports
- Enables managers to quickly respond and deploy incident resources



28,000+

Employees receiving
life safety and critical
event notifications in
11 states & 3 countries

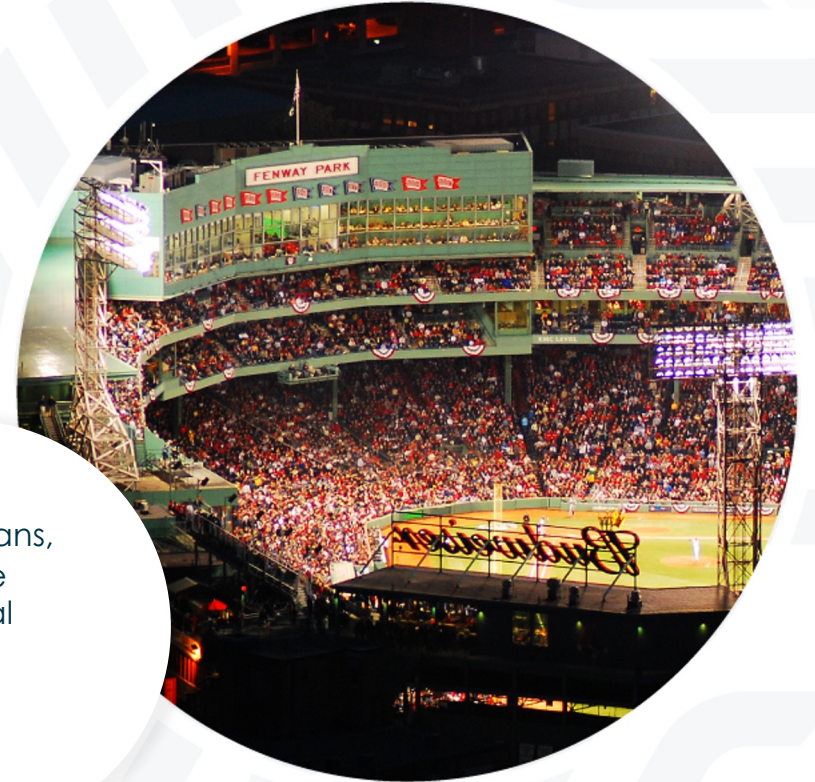


Large Entertainment Venue | Boston Red Sox

Delivering critical communications to team members, staff and spectators

The Winning Solution

- Multichannel public safety alerts
- Implementing QR-code alerting
- Genasys unique Auto Discovery feature sends notifications to fans via WiFi



We are excited to partner with Genasys Inc. to improve emergency communications for the millions of visitors that attend Fenway Park events every year. The safety of our fans, players and employees is a top priority of the Red Sox and being able to communicate quickly and efficiently across multiple channels in the case of an emergency is a critical tool in ensuring an inclusive, safe and memorable experience for all.

Brian Shield

Red Sox Vice President for Information Technology

Thank you!

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