



# Investor Presentation

February 2025

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



## Statements & Disclosures

# 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. Forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from those suggested in any forward-looking statement. The risks and uncertainties in these forward-looking statements include without limitation the business impact of geopolitical conflicts and other causes that may affect our supply chain, and other risks and uncertainties, many of which involve factors or circumstances that are beyond the Company’s control.

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 year ended September 30, 2024. Genasys Inc. disclaims any intent or obligation to publicly update or revise forward-looking statements, except as otherwise specifically stated.



## A New Era of Public Safety has Arrived - Genasys



[Genasys Protect Overview Video](#)



Ready when it matters

# Genasys at a Glance | Nasdaq: GNSS

## Genasys Protect Platform Used in Over 100 Countries Worldwide

Military/Law Enforcement  
Public Safety  
Critical Infrastructure Protection (CIP)  
Energy (Oil & Gas)  
Utilities  
Heavy Manufacturing  
Large Entertainment Venues

**\$150M Market Cap**

**\$14M Cash\*    \$15M Debt\***

**200 Employees Worldwide**

**7 Global offices**

**\$5.5 Billion TAM<sup>1</sup>**

\*As of December 31, 2024

<sup>1</sup> See Appendix



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# Introducing Protective Communications

Redefining Mass Notification with a comprehensive, reliable, and redundant platform

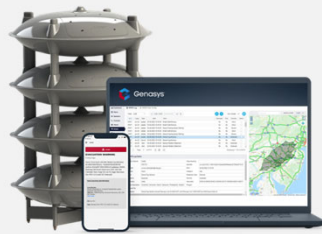


2003-2012

## LRAD®

Created Acoustic Hailing Device (AHD) market with LRAD

Hardware Innovations

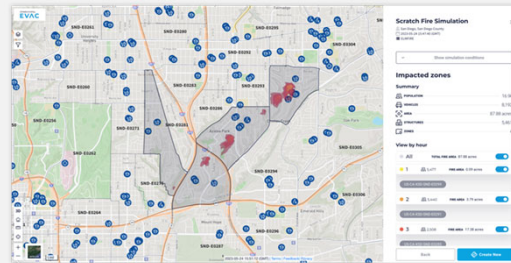


2018

## IMNS

Integrated Mass Notification (Hardware & Software)

Strategic Software Acquisitions



2021

## SaaS

Evacuation & Emergency Management (Software)

2023

## Genasys Protect



# Recent Highlights

- Received over \$10 million in cash deposits for the first two approved groups of Puerto Rico dams
- Reordered initial ACOUSTICS orders for Riverside County in conjunction with previously awarded Mass Notification win intended to enhance emergency warning coverage beyond Genasys Protect Software
- Announced 4-year contract with Los Angeles County for addition of Genasys ALERT to existing contract for Genasys EVAC
- Announced 4-year contract with Maui County for Genasys EVAC and TRAFFIC AI
- Announced statewide agreement with Oregon's Office of Resilience and Emergency Management (OREM) for Genasys EVAC.
- Announced Critical Infrastructure Protection (CIP) orders from Hoover Dam, Port of Houston and Alabama-Coushatta Tribe



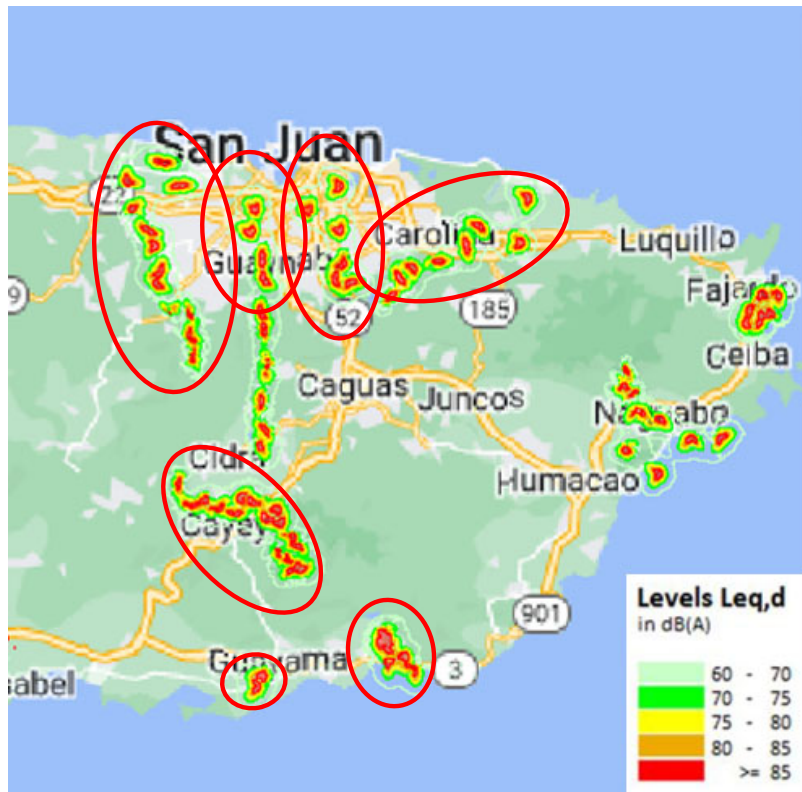
# PUERTO RICO Early Warning System (EWS) - 37 Dams

\$75 million



- Scope: Engineer, Procure and Construct (EPC) software and hardware (speakers, dam sensor instrumentation and comm links), set up EOCs, and train personnel to maintain/operate system
- Fully Funded by FEMA: **\$94.3M**  
 “The Federal Emergency Management Agency (FEMA) approved over \$41.3M for construction phase of the Early Warning System (EWS) for 17 dams in 12 municipalities... In August 2023, FEMA approved an initial EWS set in 20 dams, totaling over \$53M in funding.” January 25, 2024. (FEMA release NR604)
- RFP issued: October 10, 2023
- Proposal Submitted: January 19, 2024
- Award Notification: February 9, 2024
- Protest Period Expiration: March 10, 2024
- **Definitive Agreement signed: August 7, 2024**

# Progressing on First Two Groups – AAA and Guayama EOCs ~\$17 million



- Nine Different Dam Sites
- Nearly 75 ACOUSTIC installations
- Protecting ~2.5M Residents
- 60% Deposit has been received





## Oregon Multi-year, Statewide Contract for EVAC

*“Even well-prepared communities face challenges with evacuations, especially when multiple areas are affected. We’re thrilled to offer this new software to all our counties and Tribes. This tool will help emergency managers make quick and informed decisions to keep everyone safe. Over the last week, the tool was used to coordinate evacuations for the Rail Ridge Fire in Grant, Crook, and Wheeler Counties, which is Oregon’s top priority wildfire.”*

-- Ed Flick, Director of OREM

*“Changing, exporting, and adding evacuation zones for alerts used to be slow and complicated. With Genasys, the process is much faster. You can select and adjust an area and get it ready for alerts in just a few minutes. This quick turnaround makes managing emergency alerts much easier and more efficient.”*

-- Nick Vora, Emergency Manager for Union County. “

*“[Genasys Protect](#) was instrumental in notifying community members of evacuations during the Falls and Telephone Fires in Harney County. When time is of the essence, being able to instantly notify community members of updated evacuation levels is crucial. We loved the ease of use and the ability to train new staff members on how to use it in under one minute.”*

-- Melinda Todd, Harney County Emergency Manager



# CROWS EOF (Escalation of Force)

## Program Status

Adds LRAD 450XL, light, laser dazzler to CROWS

- Joint requirement approved in 2015; PEO Soldier is PM
- \$150K Tech Feasibility Study phase I – complete Jul 2023
- \$950K Tech Feasibility Study phase II – complete May 2024
  - Converter Modules – converts excess 450XLs for CROWS
- 450XL-RT – next generation 450XL designed for CROWS
  - Test and qualification begins in May
  - Prototype shipping to Picatinny in May
  - CROWS 16 Program Review to be held June 5-6 in Picatinny, NJ
- FY24 DOD Appropriations Bill
  - Added \$20M to program (\$5M RDT&E + \$15M Procurement)
  - Added Congressional language as highlighted right
  - Added AHDs to Guard & Reserve Priority Equipment List
- FY25 DOD Appropriations Bill Discussions Underway



### “COMMON REMOTELY OPERATED WEAPON STATION – ACOUSTIC HAILING DEVICES”

The Committee commends the Army for the successful implementation of the Acoustic Hailing Device (AHD) program... Incorporating AHDs into existing CROWS is a logical extension of the current program and the Committee is encouraged by the progress that the Army has made in this effort. The Committee directs the Secretary of the Army to provide a briefing to the House and Senate Appropriations Committees, not later than 90 days after the enactment of this Act, on the CROWS-AHD program with a focus on the acceleration of prototyping, testing, and fielding of this capability.

YEAR	SYSTEM	VALUE	# SYSTEMS
FY22	TFS Phase I	\$150K	NA
FY23	TFS Phase II + Prototypes	\$954K	2-3
FY24	Converter Modules +	TBD	35
FY25	LRAD 450XL-RT	TBD	TBD
FY26	LRAD 450XL-RT	TBD	TBD



# Genasys will ensure that our customers are **ready when it matters**



Moving at 60 miles an hour, wildfires can threaten numerous counties at once



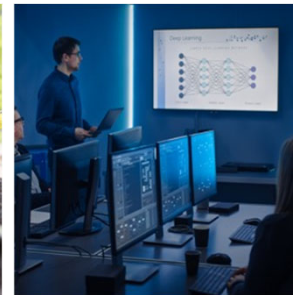
A water main break necessitates a boil-water order



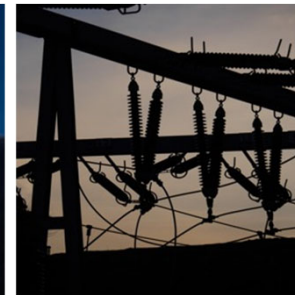
Extreme weather is predicted to flood multiple city blocks



A hazardous chemical spill makes downwind areas uninhabitable



Multiple bomb threats have been made against your municipality



Infrastructure failure causes a citywide power outage



A political protest is in danger of getting out of hand



# Events Drive Change

- **2000, USS Cole Attacked in Yemen, killing 17 sailors**
- **2009, Australian Black Saturday Bushfires kill 173 people**
- **2011, Japan Earthquake and Tsunami kill nearly 20,000 people**
- **2017, Hurricane Maria devastates Puerto Rico killing nearly 3,000 people**
- **2018, Camp Fire destroys towns of Paradise and Concow, killing 85 people**



US Navy orders all vessels to install AHDs to determine intent, while creating time and distance for decision making



Australian government implements a nationwide two-way text warning system



Japan installs >1,000 LRAD systems across the entire country.



Puerto Rico, funded by FEMA, deploys emergency warning system including solar powered and satellite connected Genasys LRAD systems.



35 of 58 counties in California have licensed Zone Based Evacuation solutions



# Increasing coverage of CA with Genasys Protect

## Population

Total: 39.5M

Genasys: 25M

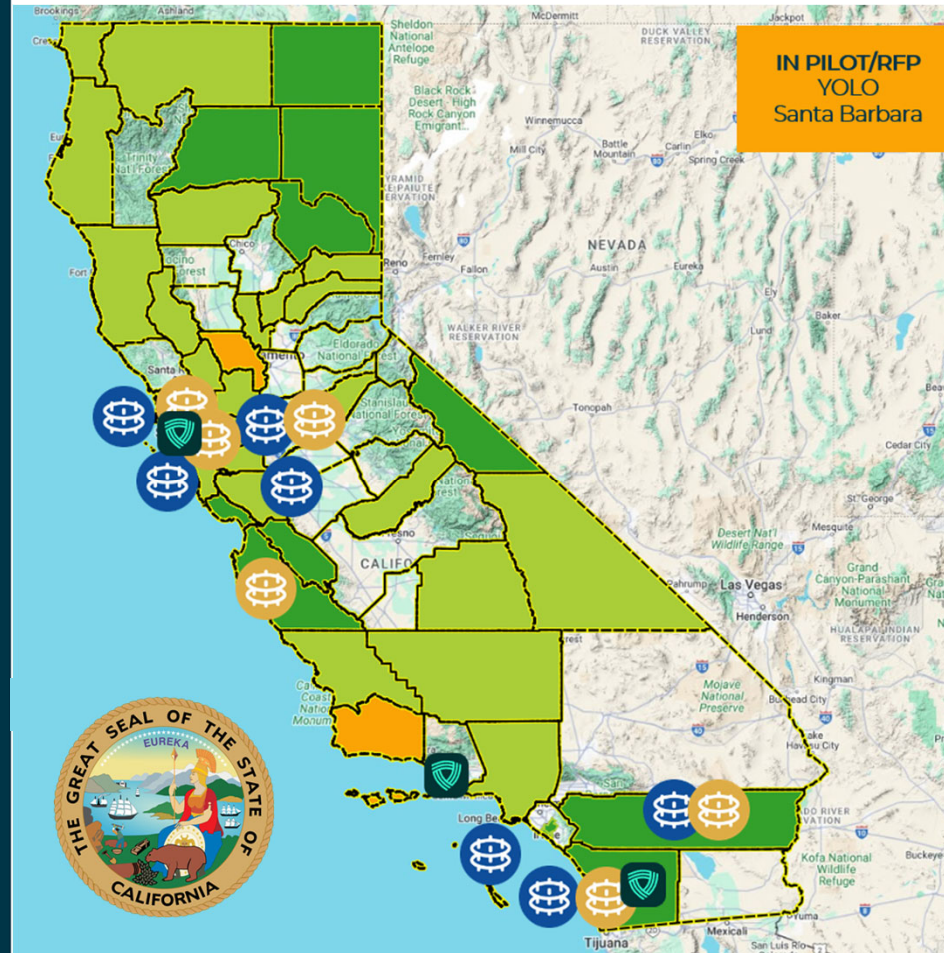
## Counties

Total: 58

Genasys Protect: 36

Suite: 12

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EVAC Suite

CONNECT ACOUSTICS

- Alameda
- Calaveras
- Contra Costa
- Del Norte
- Humboldt
- Inyo
- Kern
- 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
- Tulare
- Yuba

\*partial

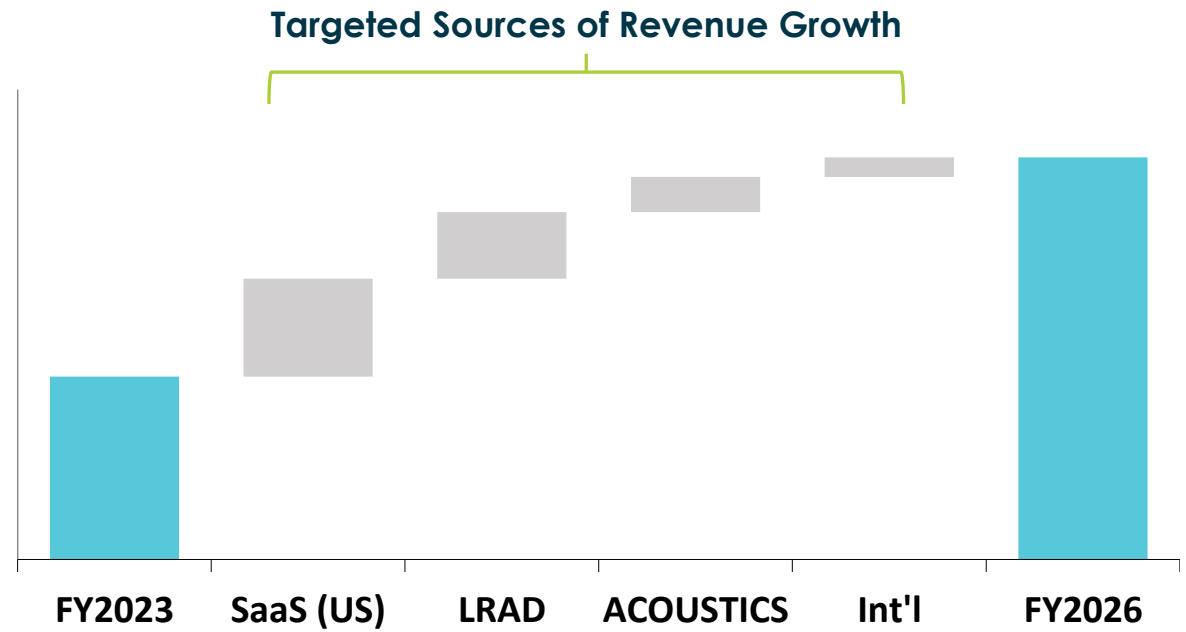


# Targeted Opportunities for Accelerated Growth

Increased revenue drive by shifting mix towards higher margin SaaS (excluding Puerto Rico project)

## SaaS Growth Drivers

- Land and Expand
- Differentiated Solution
- Rapid Innovation and technical improvement
- Passionate customer support
- International expansion
- Partner channel



# Thank you!

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# Appendix

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# \$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



## Management Team



**Richard S. Danforth**, Chief Executive Officer  
Richard S. Danforth has over 30 years of defense and aerospace industry experience including executive leadership positions with two of the world's largest defense contractors, Raytheon Company (NYSE: RTN), and DRS Technologies Inc, a wholly owned subsidiary of Leonardo-Finmeccanica (BIT: LDO).



**Dennis D. Klahn**, Chief Financial Officer  
Dennis D. Klahn has more than 30 years of accounting, finance and operations experience, which includes serving as Controller or CFO at several publicly traded companies, including Teledyne Technologies (NYSE: TDY), ISE Corporation, Overland Storage, Anacomp, and International Lottery & Totalizator Systems.



# Additional Resources

[Genasys Overview Video](#)

[Genasys Protect Public Safety Video](#)

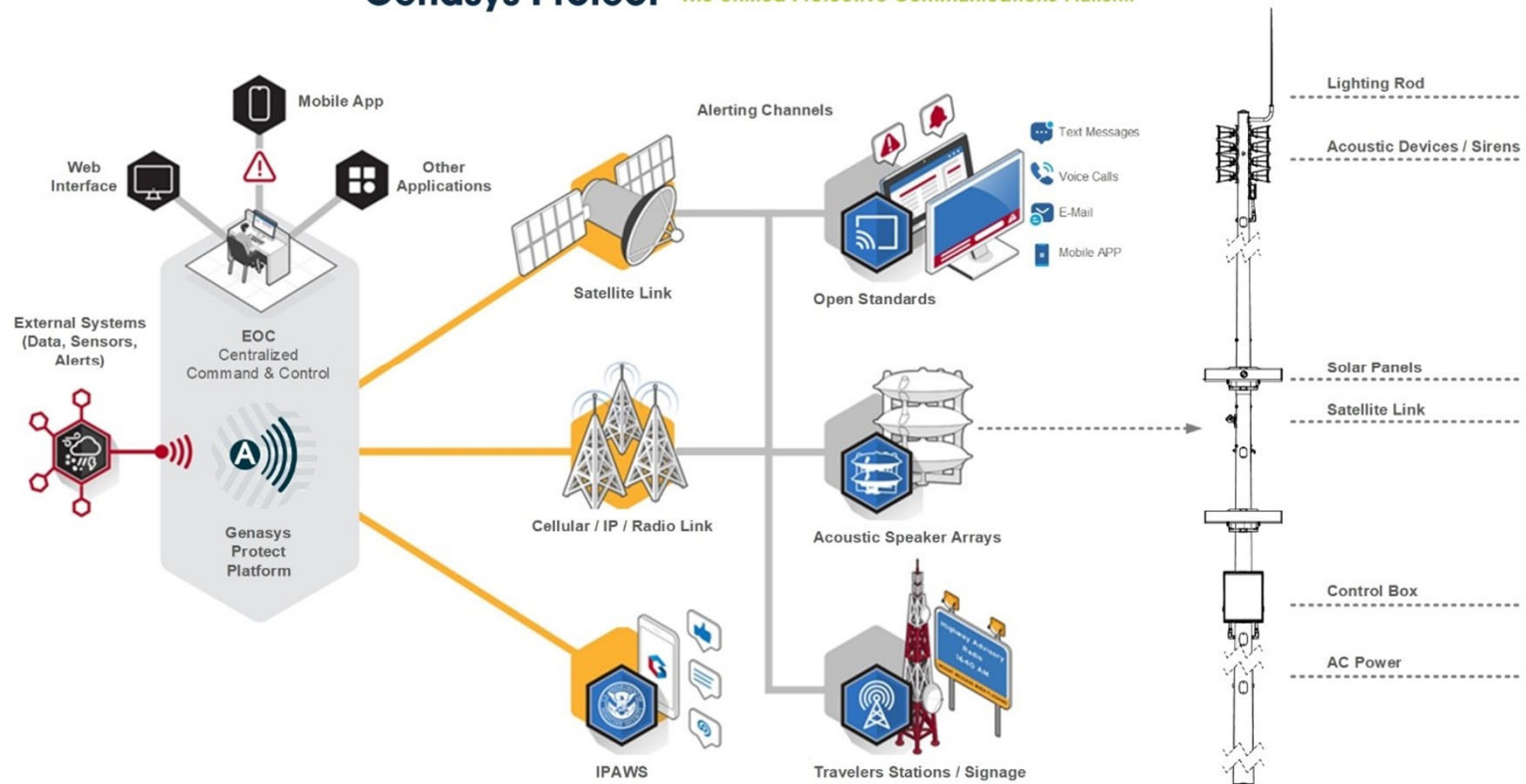
[Genasys Protect Product Demo Video](#)

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



# Proposed Design for Puerto Rico Dams

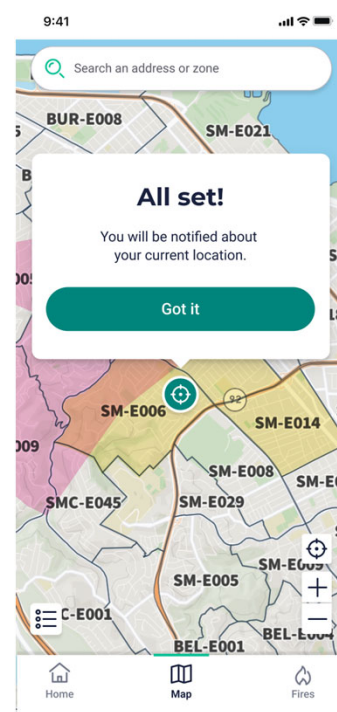
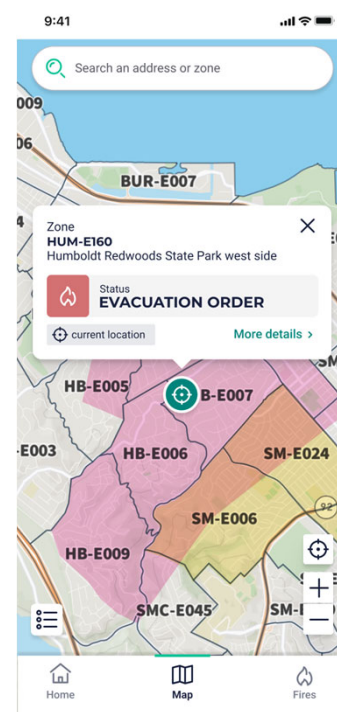
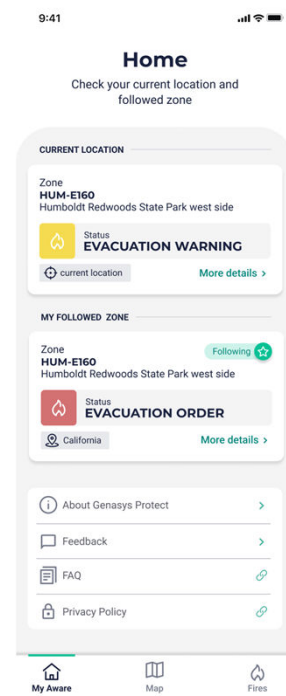
## Genasys Protect *The Unified Protective Communications Platform*



# 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



# Genasys Protect Packages

## ALERT



Intelligent, location based multichannel mass notification

## EVAC



Real time, zone-based planning and evacuation management

## ACOUSTICS



Remotely managed, always-on voice message broadcast system

CONNECT (Evertel)

TRAFFIC AI

THREAT DETECTION (3<sup>rd</sup> Party Partners)

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# Thank you!

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