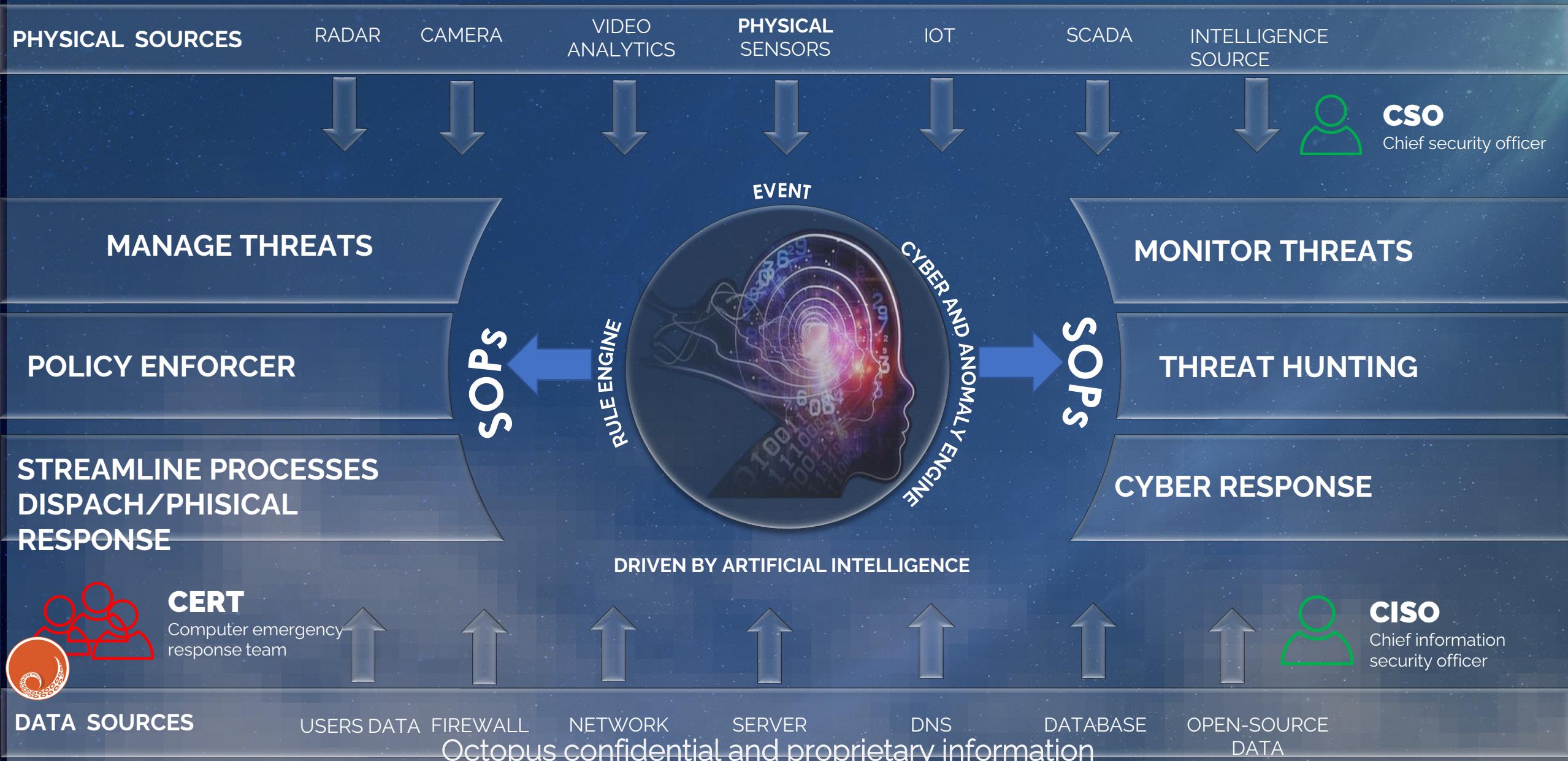




OCTOPUS THE FUTURE IS HERE

OCTOPUS specializes in integrated Data Fusion, strong background in intelligence ,Physical Security, AI analytics, and Big Data technologies

OCTOPUS -AI PLTFORM FOR AUTOMATED OPERATION CENTERS



THE TEAM

Octopus employs 20 professionals—17 of whom are in R&D.



TAL BAR OR
Co-founder and
CEO
Board member

- ▶ The Octopus application was designed based on Tal's experience in security consulting for global high-end clients.
- ▶ Tal has global expertise in strategic concept design and is a master of security planning in the fields of aviation security, mass transit, critical infrastructure, information security and data loss prevention.
- ▶ Before founding Octopus App Ltd., Tal served in the Israel Security Agency for more than 13 years in various positions, as well as with the Israeli Airport Authority and the EL AL security division.



BARUCH TAGORI
Co-founder and
CTO
Board member

- ▶ Octopus' solution was designed and developed based on Baruch's experience developing applications like "Mivza Mekomi" - one of the leading market applications in Israel.
- ▶ Baruch is a cyber and information security expert with more than 20 years of proven experience in the field of information security.
- ▶ Prior to founding Octopus, Baruch managed a cutting-edge red team, in which his role was to carry out attack and penetration assessments for global sites.



Danny Nachmuly
VP of int. Sales &
Marketing

- ▶ Specializes in Security technologies, IT and IoT sales . During his work experience Danny has designed and implemented numerous large scale enterprise security and IT solutions at international critical facilities, including smart cities, government organizations, airports, and utility companies.
- ▶ Danny have reference sales of multimillions high-end projects around the world.



Cap table

	Post - Prosegur Investment 08/2018				
	No. of Ordinary Shares	No. of Preferred A Shares	No. of Preferred B-2 Shares	No. of Preferred B-1 Shares	% of the holdings in the Company
Tal Bar Or	7,797				4.24%
Baruch Tagori	7,797				4.24%
Etti Koren - Law Firm (allocated options held in trust on behalf of Jacob Eshel Azuelos)	7,195				3.92%
Buzz Technologies Ltd. Owed by Baruch Tagori 100%	40,000				21.78%
T.B.O Security Advisors Ltd. Owed by Tal Bar Or 100%	40,000				21.78%
Singularitum Fund II L.P. Seed round investment 2015 2.5 M USD		44,054			23.98%
AWZ HLS Investment fund I L.P. Pre Seed round investment 2017 5.25 M USD				27,660	15.06%
Prosegur A round investment 2018 3 M USD			9,184		5.00%
Total	183,687				100.00%



OTHER BOARD MEMBERS



Yaron Ashkenazi LL.B.
Founder & Managing
Partner
Awz ventures

► Yaron Ashkenazi is the Founder and Managing Partner of Awz Ventures, a Canadian-Israeli, multi-stage, venture capital firm investing in commercial applications of innovative AI-based, deep-tech, fintech, cyber security, and intelligence technologies.



Javier Lopez Huerta
Observer
Segtech ventures , venture
capital arm of Prosegur

- Javier is a corporate development director at Prosegur and corporate VC director for the last 5 years.
- Prosegur is a world leader in the private security industry. Through its five business lines –Prosegur Security, Prosegur Cash, Prosegur Alarms, Cipher and Prosegur AVOS– it offers companies, households and retail businesses a security that they can trust, based on the most advanced solutions in the market.
- Prosegur currently has a team of more than 150,000 employees.



JACQUES ESHEL
Advisor

- Jacques served as the CEO of BSI, a global security solutions company that provides turnkey solutions for both public and private organizations in the fields of facility and homeland security.
- Prior to his position at BSI, he served as VP Business Development at Merhav Mivza Mekomi, a large- scale project development company where he led numerous security projects.
- Before joining the private sector, Jacques held various security-related positions in the Israeli Prime Minister's office for 30 years.



COMPANY OVERVIEW

Octopus is a growing, innovative company specializing in fusion platform technologies. The company developed a management platform that optimizes security and cyber management, IoT, and Big Data technologies in operation centers.

- Octopus Systems LTD - Established in April 2013
- Octopus North America - Registered company in Canada in 2016
- Total amount raised to date: \$10.75 million – backed by both strategic (Prosegur) and financial investors (Awz Ventures, Singulariteam)
- 130 active customers worldwide
- Holds total contract value of 10 million USD dollars
- Company leadership with strong background in AI technology
- Certified data controller for managing biometric and personal information for 1 million people
- GDPR compliant for EU data privacy regulations
- Winner of 15 Industry awards, including 2 Frost and Sullivan awards in 2017 , 2019 and 2020.
- Microsoft Global Partner for safe/smart city and public solutions sector
- Projects and installations in many critical infrastructure and large organizations, such as safe cities, smart cities, military, police forces, security companies, power, oil and gas, airports, seaports, smart facilities, banks, and large retailers



KEY INDICATORS

Since 2013

Octopus has developed a fusion, cloud-enabled solution that optimizes security and cyber management, making it cost-efficient with a high ROI.

130 Clients

Octopus has established a strong brand and have penetrated the global market with 130 clients across 28 countries.

Octopus has more than 600 API-based and partnerships integrations, each with different vendors that could be implemented in their system.

\$3M TCV~\$40M+ pipeline

Octopus has \$3 M contracts Sind and 50 potential clients globally, for a pipeline totaling ~\$40M in contracts for 2023-2024.

\$10.75M already raised

The Company raised \$10.75M to date. The use of next proceeds is to further develop AI capabilities and penetrate the US defense market.

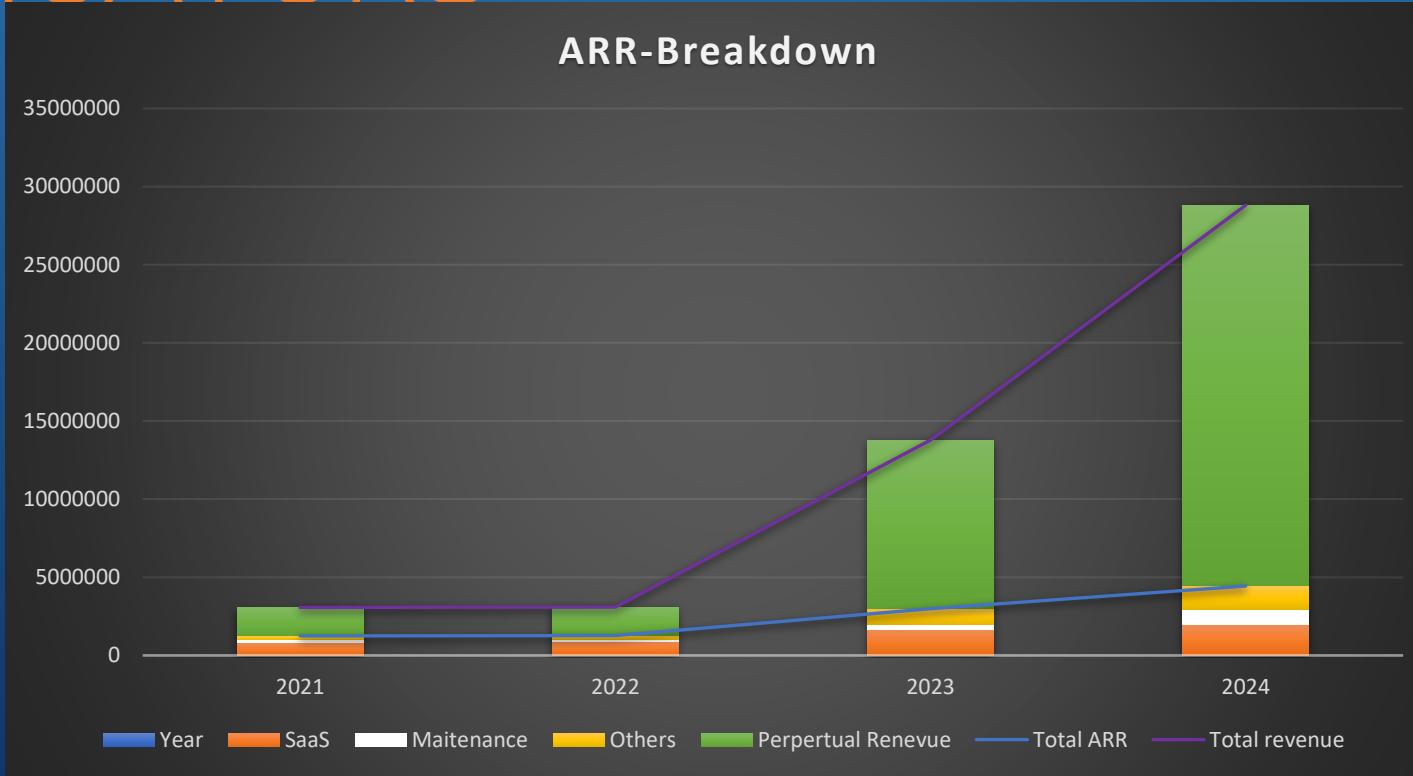
2018 last capital raising

Financially self sufficient since 2018, based on the ongoing cash flow.

\$10.25M invested in R&D for More then 9 years of development to achieve platform deep technology abilities and achievements .



KEY INDICATORS

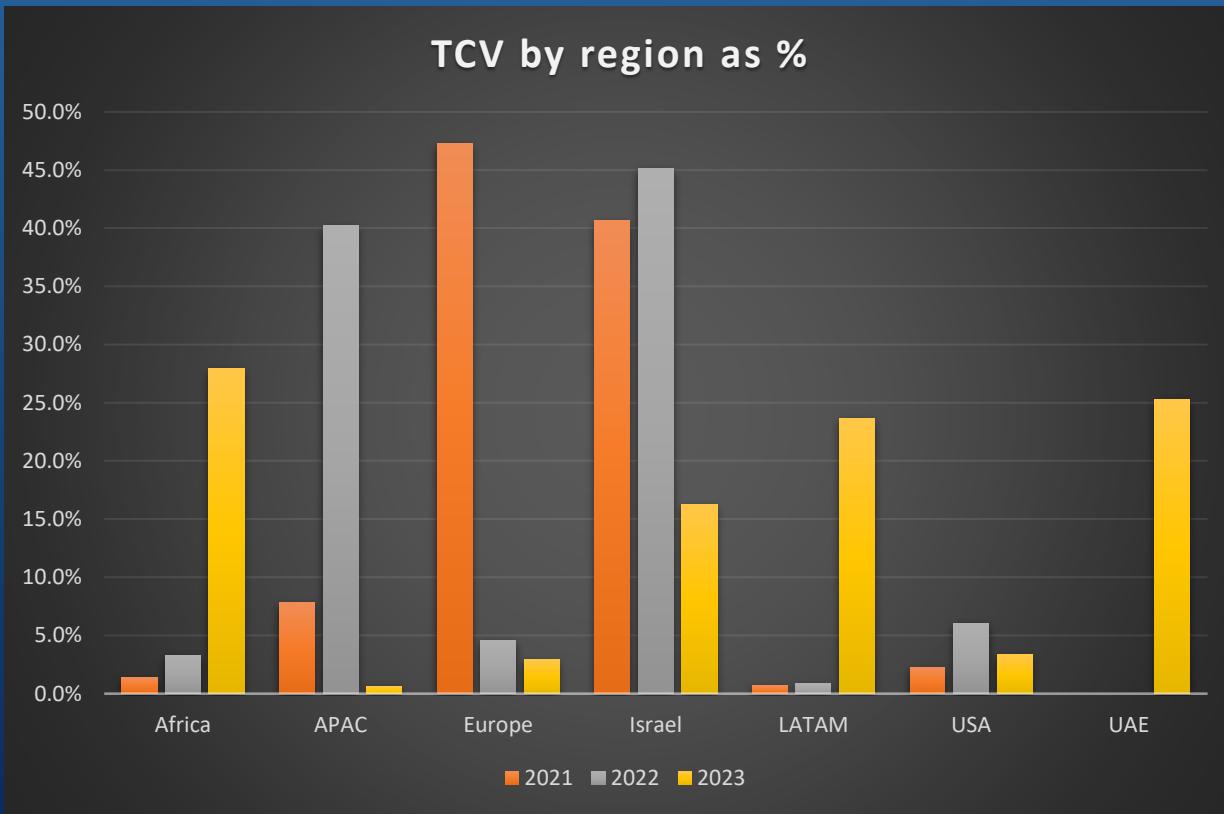


Year	2021	2022	2023	2024
SaaS	823,096	889,994	1,658,304	1,947,187
Maintenance	201,115	147,367	320,924	1,021,500
Others	213,449	226,639	997,545	1,465,483
Total ARR	1,237,660	1,264,000	2,976,773	4,434,169
Perpetual Revenue	1,836,694	1,825,574	10,798,383	24,368,861
Total revenue	3,074,354	3,089,574	13,775,156	28,803,030

** Based on an existing pipeline (USD)



KEY INDICATORS



* The purpose of this capital raising is to develop the American market



KEY INDICATORS

P&L Summary (K\$)	Total 2021	Total 2022	Total 2023	Total 2024
Revenue	3,074	3,089	13,775	28,803
CoS	1,812	*321	1,192	**2,134
Gross profit	1,262	2,768	12,583	26,669
Gross Margin (%)	41%	90%	91%	93%
Total Opex	2,123	5,196	5,456	**2,095
Net operating loss	-861	-2,428	7,127	24,574
Depreciation & Amortization	2,251	892	914	1,258
EBITDA	3,513	3,660	13,497	27,927
EBITDA % as of Revenue	114%	118%	98%	97%

* Up to 2021, the product was developed, as of 2022, the product is off-the-shelf software

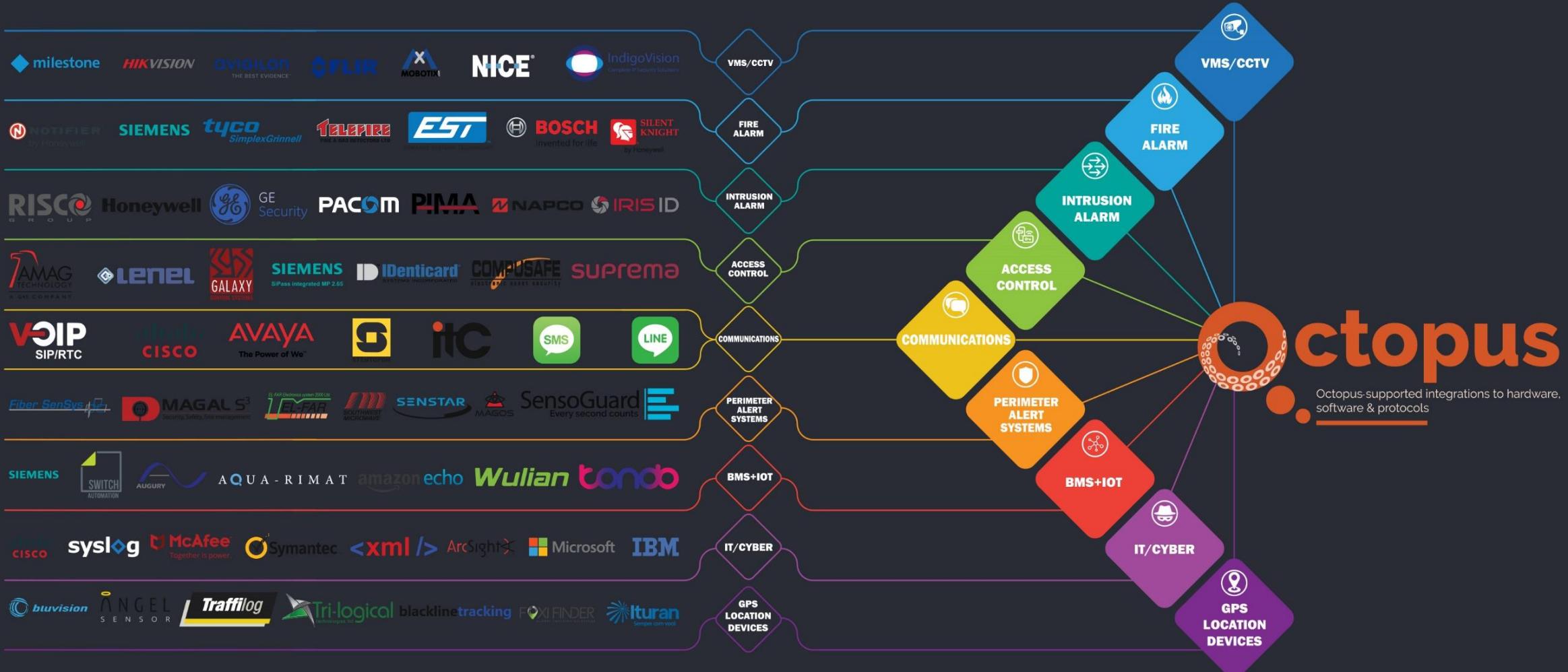
** Based on a linear assessment of cloud use increases, the costs of purchasing hardware to implement the projects and the addition of manpower for project management and customer service

*** During 2023-2024, a planned increase in R&D dep. for the purpose of AI development and increase in S&M Dep.



OCTOPUS-INTEGRATED PLATFORMS

Offering API connectivity to over 600 leading different vendors



Octopus confidential and proprietary information

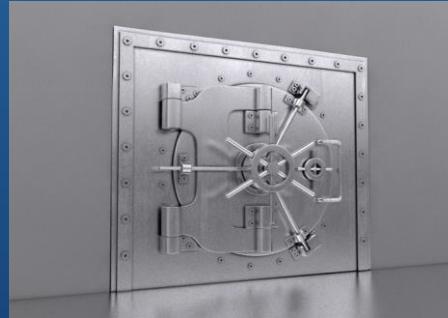
PROVEN TRACK RECORD IN NUMEROUS INDUSTRIES



Airports



Utilities



Financial Institutions



Smart Cities



Telecom



Enterprise



Transportation



Police



Healthcare



Government



CLIENTS

150 customers with 300 installations across 28 countries. Top clients include IDF, Israeli MOD, Prosegur, NSO, Bank Leumi and ICL



Octopus confidential and proprietary information

USE CASE: MILITARY

C4I AND MULTIMEDIA MANAGEMENT SOLUTION

Octopus C4I and Multimedia Management system enable central military command to receive live feeds from the field, collaborate intelligence, control different sources, and record meetings and sessions—all via the Octopus C4I system together with the Octopus touch screen HMI system.



USE CASE: SMART CITY MANAGEMENT SOLUTION

City Wise connects all of a city's infrastructure and systems:

- Energy & water
- Building, infrastructure, and planning
- Transportation and traffic control
- Safety & security
- Information & communication technology (ICT)
- Smart parking and environmental sensors
- Smart lighting

City Wise analyzes and correlates all systems' data and supports efficient and cost-effective management.



Octopus confidential and proprietary information

USE CASE: SMART CITY INTELLIGENCE

- Integrates with open source intelligence (OSINT), such as:
 - Crime systems
 - Intelligence sources
 - Social media
 - Weather systems
 - Vehicle records and registrations
 - Background and screening systems
- Correlates information during incident management
- Allows analysis and management of intelligence, threats, and risks
- Disseminates the relevant information to security forces, employees, and city residents through the OCTOPUS City Wise mobile app, SMS, and email (via mass notification)



USE CASE: SMART CITY ENFORCEMENT

FACIAL RECOGNITION AND LICENSE PLATE RECOGNITION



**License plate
recognition cameras**

City LPR cameras search for marked vehicles:
stolen cars, cars linked to suspects,
cars with violations or unpaid plates



Octopus rule engine
processes incoming
detections



Facial recognition cameras

City facial recognition cameras create a database of all people captured on cameras: Police can flag a suspect or upload a forensic photo of a suspect. Once the suspect is captured on the camera again, an alert is generated.



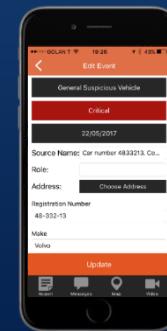
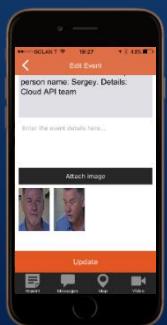
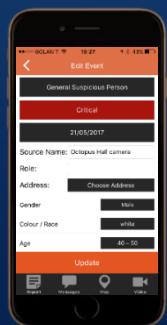
Police forces
receive event and
apprehend the
suspects



Police officers receive
suspect's description,
location and picture on
mobile app



Patrol vehicles receive
suspicious car's description,
location and picture on
mobile app / tablet



Octopus confidential and proprietary information

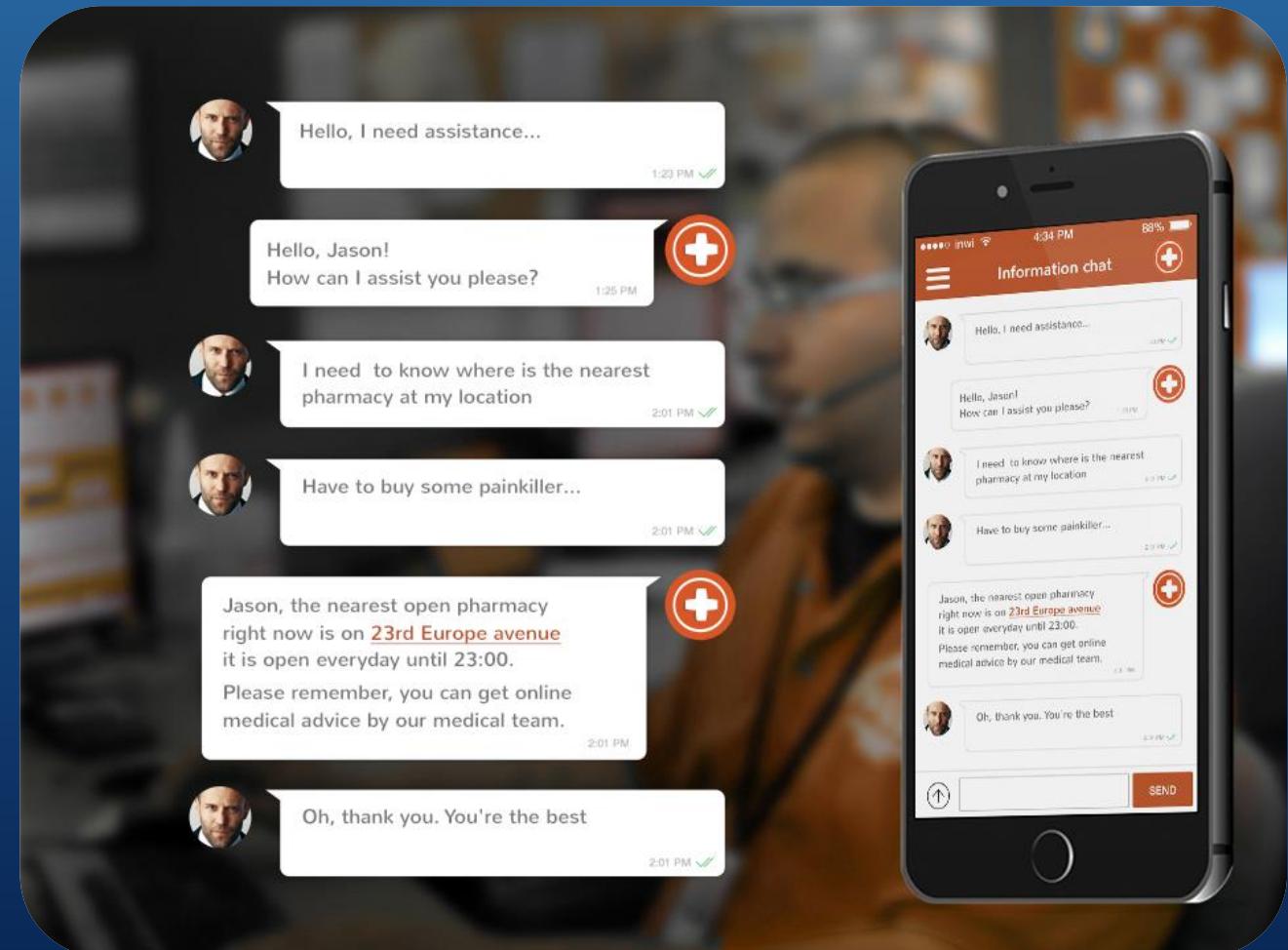
CITY WISE MOBILE APP FOR RESIDENTS

The **City Wise** mobile app enables a municipality to engage with residents via 2-way communication channels and consolidates all the services the resident needs into one place.

City Wise provides residents with access to all of the city's services and resources, including:

- Transportation services
- 911
- Reporting problems
- Green programs
- City maps
- Payments
- Cultural and tourist events
- Healthcare
- New city initiatives

City Wise empowers residents by allowing them to report hazards and incidents, contact emergency services, submit suggestions for improvements, and engage via a city chat service.



FULFILLING MARKET DEMANDS

Octopus provides an innovative fusion platform that combines a comprehensive security management software with a robust smartphone application. It's a one-stop-shop, cloud-enabled security system.

MARKET CHALLENGES



- ① Physical and cyber security are managed separately, causing logistic and managerial challenges
- ② IoT devices are expanding throughout smart cities and large organizations, but each system is managed separately
- ③ Globally expanding corporations lack a common operational picture of all assets, technology, people and risks
- ④ System servers are usually installed on premise, incurring high costs for network and backup components with limited availability.
- ⑤ Due to lack of automation, design, and operations, security systems require significant time and attention from experts

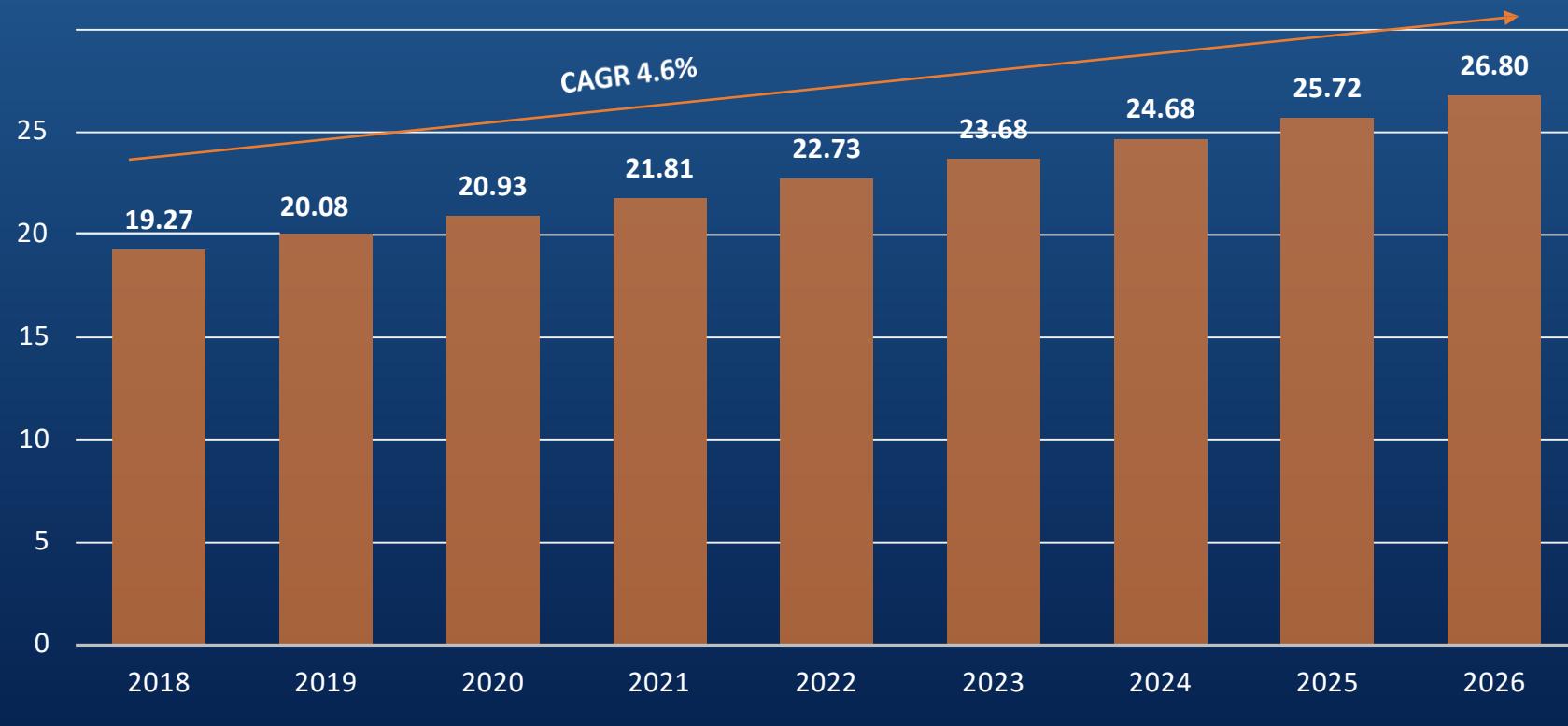


OCTOPUS ADVANTAGES

- ① Integrates cyber and physical security technologies into a unified fusion platform
- ② Integrates to IoT systems and correlates between systems for organizational automation and smart management
- ③ Enabling organizations to effectively manage their security, safety, IoT, cyber, staff, and operational requirements real time from a single system
- ④ Octopus offers a simple cloud-based, cost-effective solution that does not require physical servers and is accessible from any location
- ⑤ Octopus has plans to develop state-of-the art, AI-based tool providing significant added value as well as additional time and capital savings

MARKET SIZE

The military, HLS, and smart city fusion platform market is forecasted to grow 4.6% annually to reach \$26.8 billion by 2026.



*Source: Acumen Research and Consulting



THE SOLUTION

Open architecture two-way

Integration: Fusion system integrates & interfaces with all of the tactical force's surveillance, intelligence, targeting, tracking, and communication systems such as:



OCTOPUS AI ENGINE

External Incident Reporting



Intelligence Sources



Vehicle Tracking



Blue Force Tracking



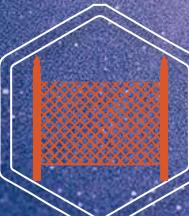
Asset location



Radio/
Satellite/Cellular
Communications



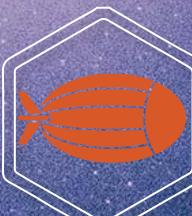
Radar &
Target
acquisition



Perimeter
protection
systems



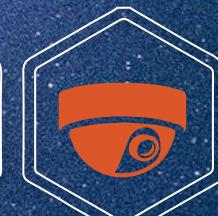
SIGINT



Balloon surveillance
Systems - PTDS



UAV's/
Drones



Day/Night Optical
Surveillance



Octopus confidential and proprietary information

OCTOPUS DATA FUSION HIERARCHEL ARCHITECTURE





OCTOPUS

OCTOPUS WORKFLOW PROCESS FOR NEXT GENERATION EMERGENCY FUSION CENTRE

CALLER

Mobile phone with iOS, Android and Windows, Caller location applications



CONTACT CENTER

Avaya Select Solution and Incident Management



VIDEOWALL



Responder's report back via tablets, phones, e.t.c



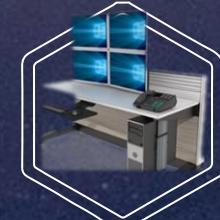
SITUATION ROOM

Analysts + Agencies
(Octopus AI Solution)



NEAREST FIELD RESPONDER

(with Body Camera)



SITUATION ROOM

CPUs



NEAREST VEHICLE & ASSET



OCTOPUS

The screenshot illustrates the Octopus dashboard interface during a 'Suspicious Person Detected' scenario. The left sidebar provides navigation through various system modules. The central workspace displays a detailed incident report for a suspicious person, including incident type (General Susp...), severity (5 - Critical), and location (Tal Bar-Or). A 'Playbook' section outlines five steps: 1. Register the characteristics of suspicious person in the incident report; 2. Dispatch security to the location in order check the suspicious person (with a 'Dispatch' button); 3. Is the suspicious person on a "wanted list"? (with 'Yes' and 'No' buttons); 4. If the suspect is on a criminal list - call special unit (with a 'Call special unit' button); 5. Warn all operational managers and stakeholders on the suspect's whereabouts (with a 'Send message to staff' button). To the right, a map shows the location of the incident in Tel Aviv, Israel, with nearby landmarks like the Israel National Trail, Bitter, and Hummus. Below the map, a 'Devices controller' section lists components such as Smart lighting, Server, Milestone, Hikvision, ActiveDirectory, and HikvisionVMS. A bar chart titled 'Incidents Count by Severity' shows two entries: Critical (approx. 2.0) and Low (approx. 1.0). At the bottom, a 'Face Recognition' module displays two video feeds from cameras OHZ_1 and OHZ_2, with a red box highlighting a person in the first feed and a similarity score of 80%.



Octopus dashboard SCENARIO example - FACE RECOGNITION EVENT

Octopus confidential and proprietary information

COMPETITIVE ADVANTAGE

OCTOPUS Systems



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- ① Octopus was born as a full holistic solution with CEM (Critical Event Management) and PSIM Command and Control capabilities
- ② Octopus is a holistic enterprise security information system with 35 modules, supporting business processes, work-flows, resource management, routines, compliance, multimedia, and more, having the ability to focus on
- ③ Octopus system is completely vendor agnostic and can work on the cloud or as a total on-premise solution
- ④ Octopus is a real open architecture platform, supporting more than 550 integrations from the building world, HLS & Military systems, IoT, Cyber, Communications, and Information Systems.
- ⑤ Dynamic young company, agile, flexible and quick to react.
- ⑥ Advanced mobile application, with 20 modules, both for responders and public users.
- ⑦ Octopus can develop integrations for the partner or provide the partner with the API to develop his own.
- ⑧ Advanced and intuitive user interface, designed by UI experts to deal with every operational challenge.
- ⑨ Octopus developed an in-house video streaming and management system with added value of "zoom" like calls inside the Octopus interface.

EverBridge (revenue 271 million USD (2020))

- ① Everbridge was born as an emergency notification system and built its way to the CEM world, bought CNL psim company to have integration capabilities .
- ② EverBridge Specializes in mass emergency events and additional products for orchestration and process automation. Everbridge has integrated external solutions by purchasing them.
- ③ Everbridge is vendor agnostic and can work on the cloud or as a total on-premise solution.
- ④ EverBridge solution is built upon various company purchases Their system is partially open architecture and harder to integrate to.
- ⑤ Large company, less flexible to make changes and specific developments for specific customers.
- ⑥ Advanced mobile application that focuses on CEM events,
- ⑦ Everbridge is mostly Cloud based SaaS products but can deliver an on-premise solution.



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OCTOPUS

Thanks

www.octopus-app.com



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