



Investor Presentation

November 2023

DISCLAIMER

Cautionary Note Regarding Forward-Looking Statements

This presentation contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to statements regarding the company's business plans, international expansion, expectations regarding future sales and expenses, our ability to capitalize on market opportunities, the ability to achieve near and long-term growth and profitability estimates, anticipated timing and volume of customer contract renewals, and revenue and GAAP profitability. Words such as "expect," "anticipate," "should," "believe," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond the company's control. The company's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the company's ability to successfully negotiate and execute contracts with new and existing customers in a timely manner, if at all, the company's ability to address the business and other impacts and uncertainties associated with the COVID-19 pandemic, maintain and increase sales; the availability of funding for the company's customers to purchase the company's solutions; the complexity, expense and time associated with contracting with government entities; the company's ability to maintain and expand coverage of existing public safety customer accounts and further penetrate the public safety market; the company's ability to sell its solutions into international and other new markets; the lengthy sales cycle for the company's solutions; changes in federal funding available to support local law enforcement; the company's ability to deploy and deliver its solutions; and the company's ability to maintain and enhance its brand, as well as other risk factors included in the company's most recent annual report on quarterly report on Form 10-Q and other SEC filings. These forward-looking statements are made as of the date of this presentation and are based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Except as required by law, the company undertakes no duty or obligation to update any forward-looking statements contained in this presentation as a result of new information, future events or changes in its expectations.

Investment Highlights



Leading integrated SaaS platform for precision policing and data solutions

Proprietary, widely adopted gunshot detection technology

Loyal customer base with minimum churn and down-sell

Massive and underpenetrated opportunity with multiple growth levers

Consistent growth with strong and improving margins

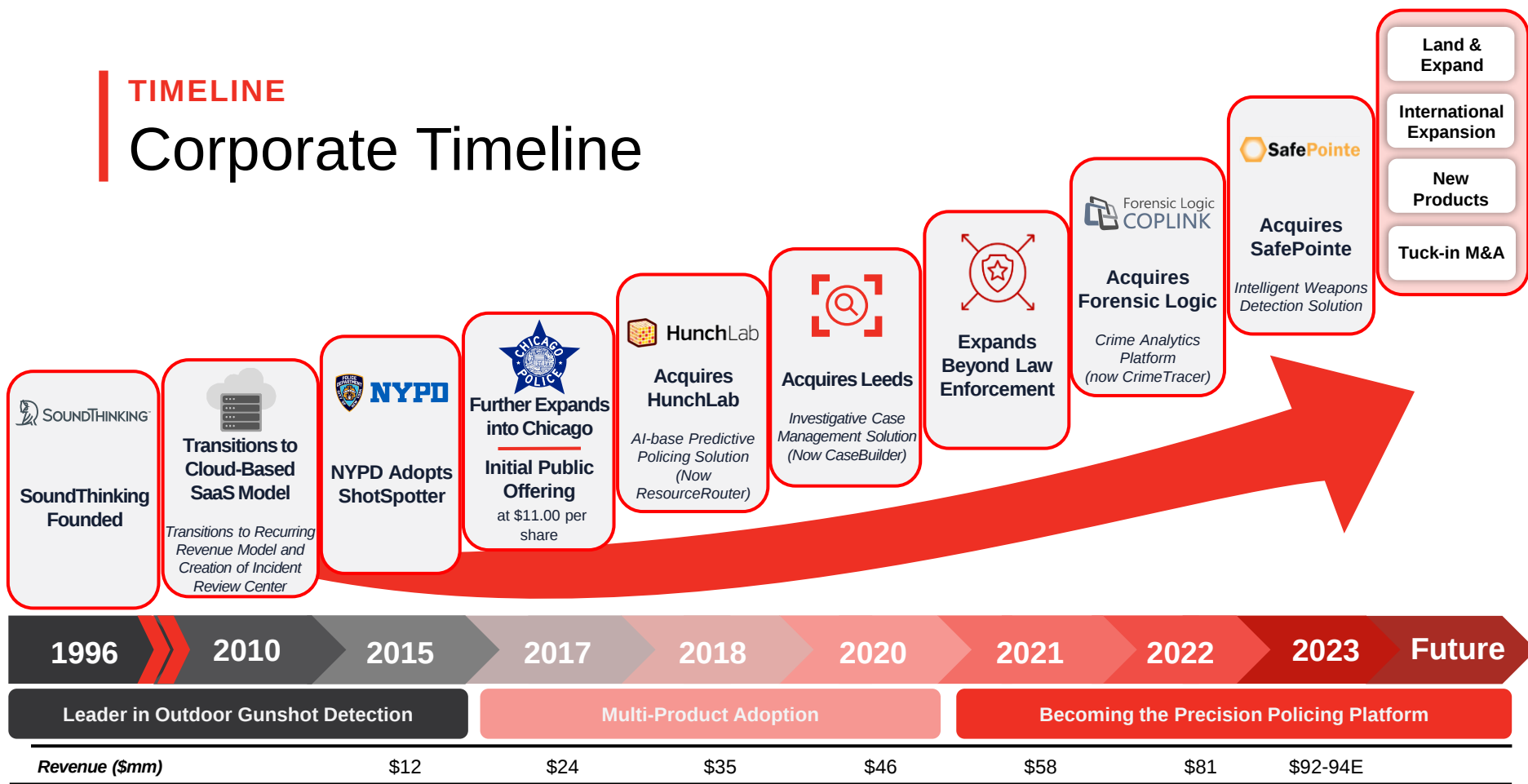
Seasoned operators with a track record of exceptional performance

By the Numbers

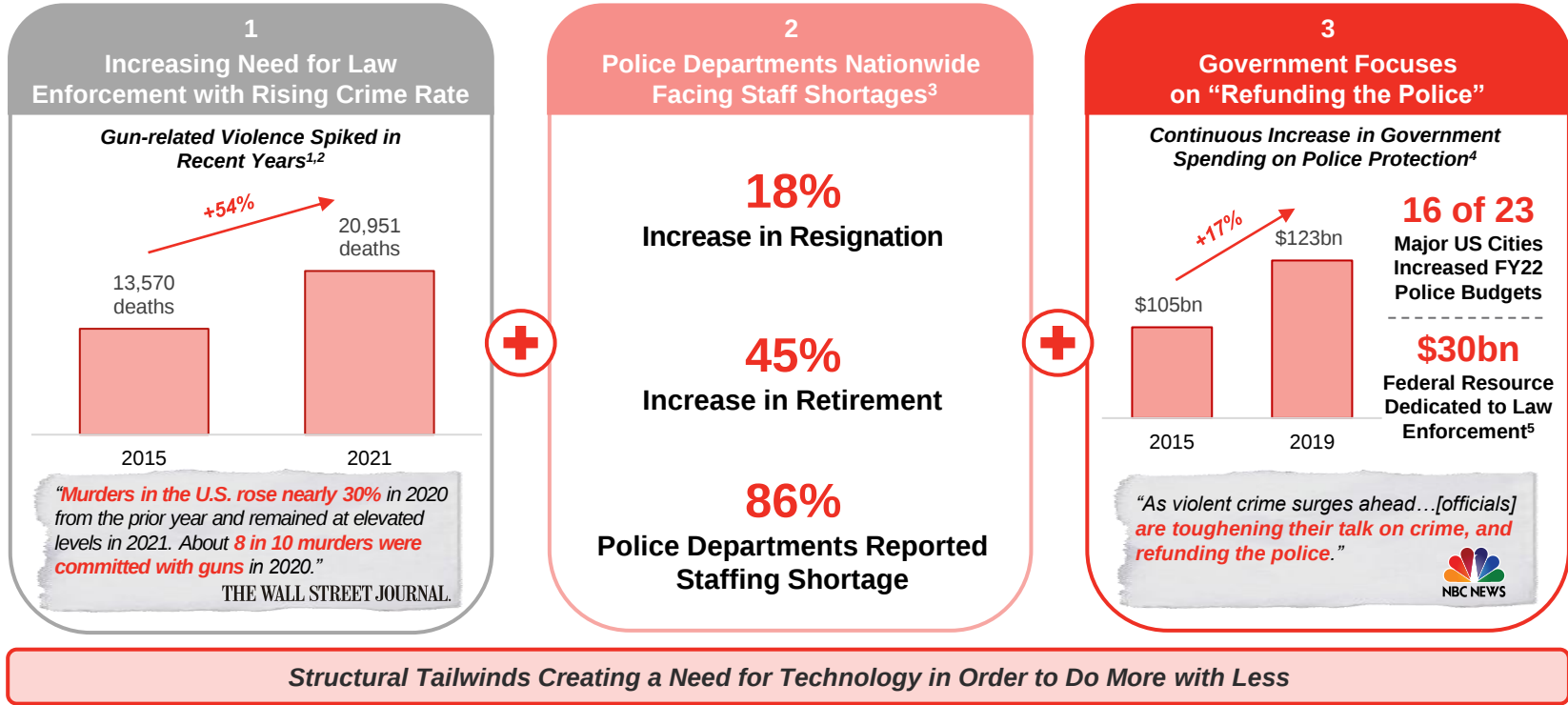
\$2.5bn+ Smart Policing TAM	\$81mm 2022 Revenue ¹	~23% 2021A-2025E Revenue CAGR ²	20% 2022 Adj. EBITDA Margin ¹
124% Net Revenue Retention Rate ³	99% Gross Retention Rate ⁴	\$0.40 Of S&M Spend to Generate \$1 of ACV ⁵	64 NPS Score
>250 Paying Customers	~1,100mi² Coverage Area ⁶	1.3bn Data Records (CrimeTracer)	34 Patents

TIMELINE

Corporate Timeline



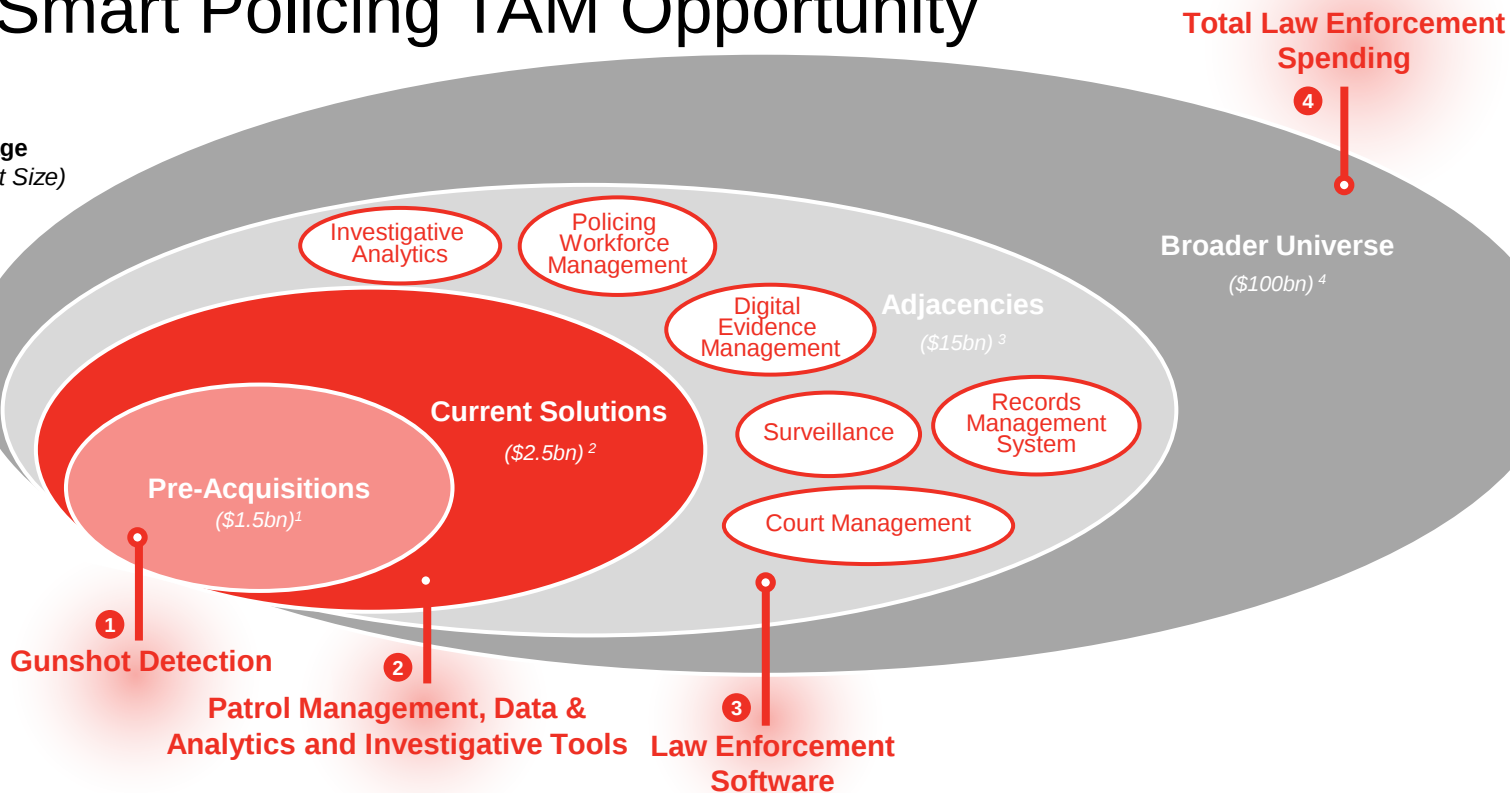
The Public Safety Gap



MARKET OVERVIEW

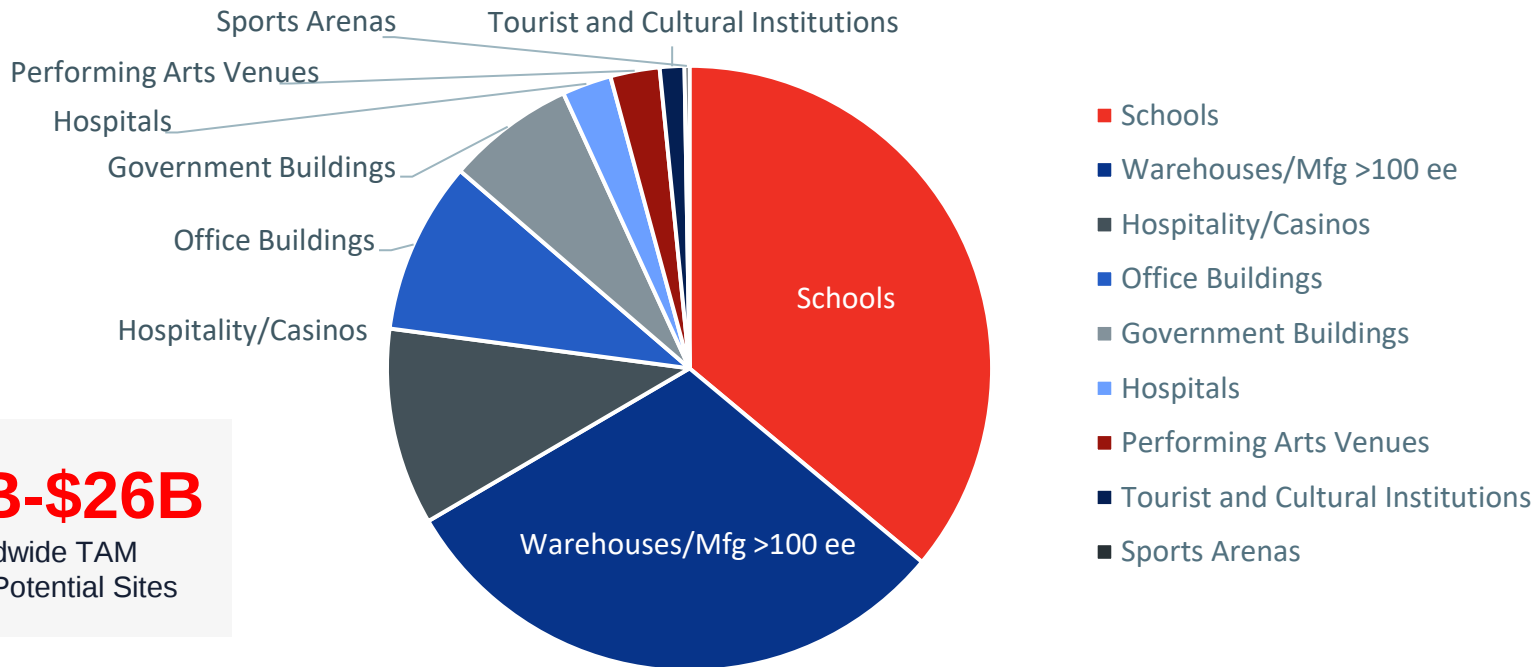
Smart Policing TAM Opportunity

Stage
(Market Size)



MARKET OVERVIEW

Weapons Detection TAM Opportunity



\$20B-\$26B

Worldwide TAM
w/400k Potential Sites

Introducing the SafetySmart™ Platform

The SafetySmart Platform™ brings together specialized software solutions and objective data to help law enforcement, civic leadership, and private entities better protect their communities by ensuring the right resources are provided when and where they're needed most.

Tackling the challenges facing Law Enforcement Today

Across the country, law enforcement agencies are being pushed to their limit in the face of high crime levels and staffing shortages. Agencies need to be evidence-based and proactive, all while putting the community's needs front and center.



The SafetySmart™ Platform



ShotSpotter

Proven Gunshot Detection

- Increases police response speed to gun crime scenes
- Improves evidence recovery
- Saves lives

%ARR 2022:

76%

%ARR 2025E:

58%



ResourceRouter

Community-First Patrol Mgmt.

- Proactive patrol management
- Controls / limits over-policing
- Mitigates implicit bias

%ARR 2022:

1%

%ARR 2025E:

2%



Casebuilder

Case Investigative Tools

- Collaboration tools
- Links analysis connect people, place and property
- Identifies cases needing attention

%ARR 2022:

13%

%ARR 2025E:

17%



CrimeTracer

Law Enforcement Platform

- Industry's leading search engine for law enforcement
- 1.3bn+ law enforcement records
- Accelerates investigations

%ARR 2022:

10%

%ARR 2025E:

8%



SafePointe

Weapons Detection Platform

- Low-friction screening sensors
- AI-based learning software detects guns, explosives and tactical knives
- Cost advantage in market

%ARR 2025E:

15%

Cities / Local Law Enforcement

Federal, State, and Local Law Enforcement

Private Sector

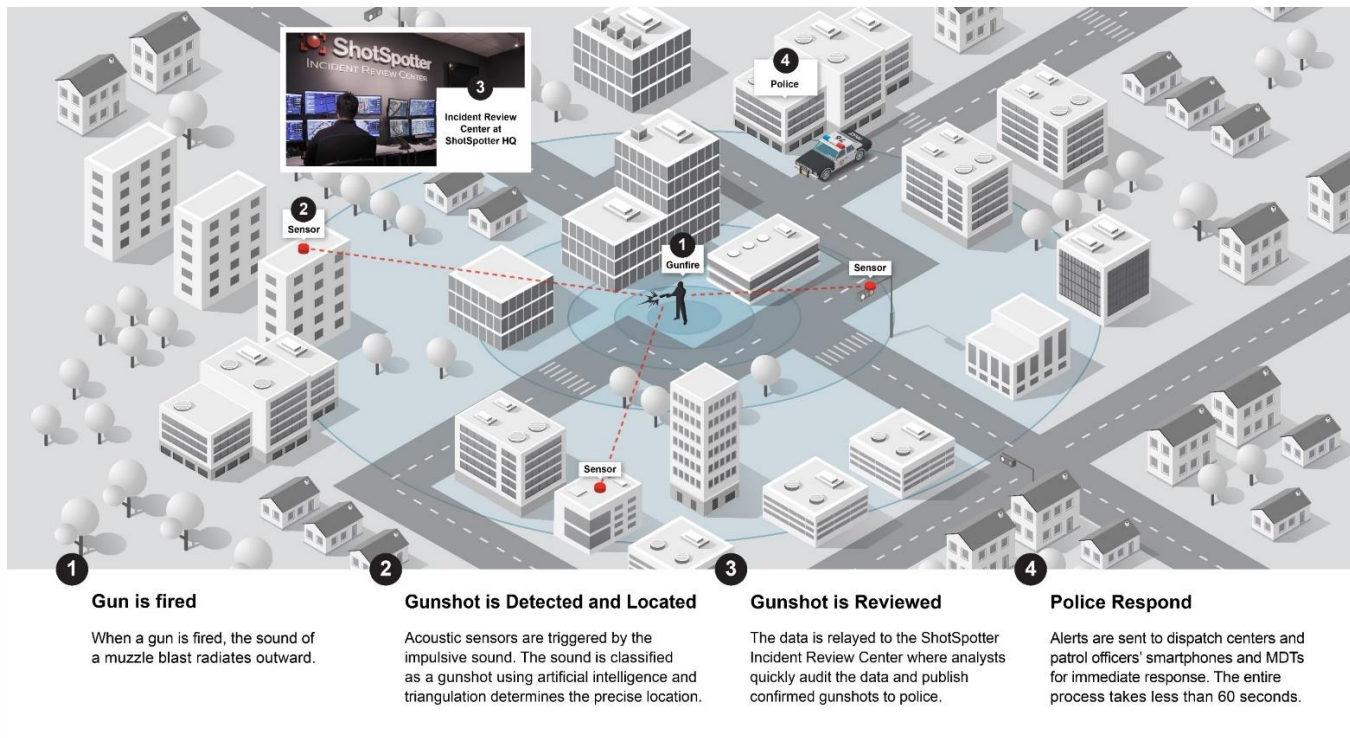


ShotSpotter – Gunshot Detection Solutions



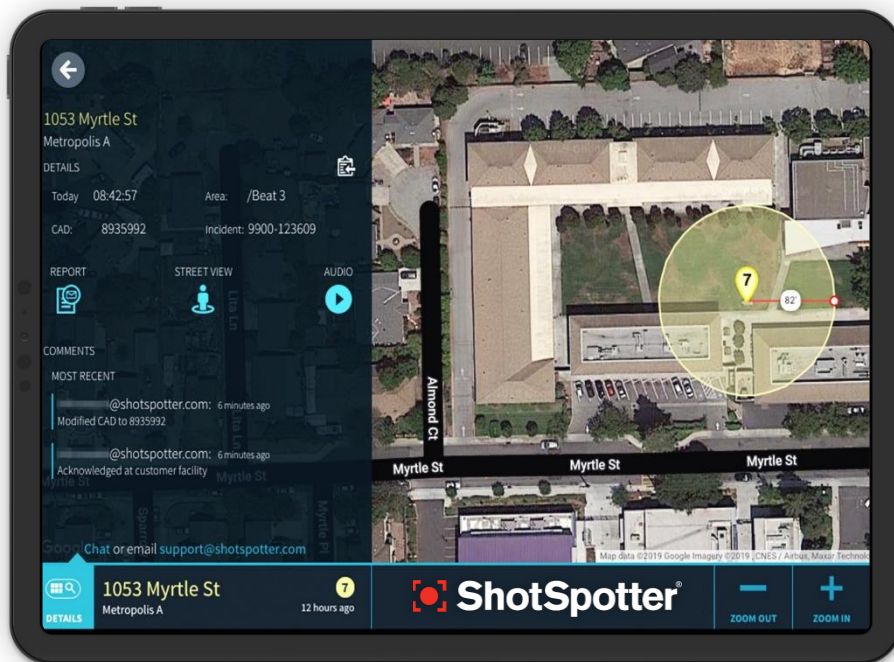
ShotSpotter

Proprietary Gunshot Detection Technology



ShotSpotter

Rapid, Precise, Intelligent



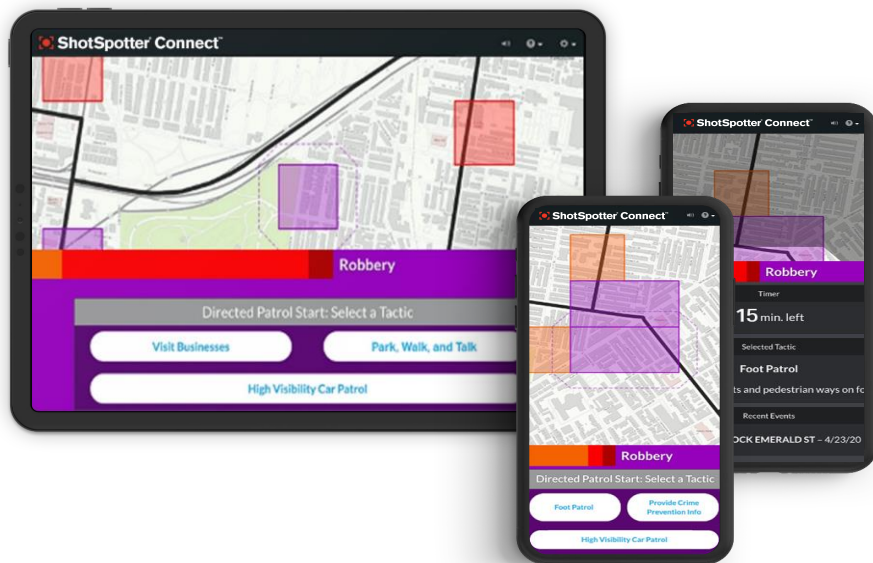


ResourceRouter - Proactive Patrol Management



ResourceRouter

Intelligent, Equitable, Effective



“

*I think the value of having ResourceRouter at our agency is really that it **allows us to meet the expectations of modern-day policing**. And it's a way for us to demonstrate commitment to today's policing standards of being **data-driven and evidence-based** and accountable to the community.*

- Principal Crime Analyst, Tier 2 Police Department

”

“

*ResourceRouter has helped our community by putting officers in the areas that are most needed. We have **staffing challenges** like a lot of agencies do right now and ResourceRouter makes us more efficient. **We know where to put the officers at, at what time.***

- Deputy Chief,

Tier 3 Police Department

”



CaseBuilder - Case Investigative Tools

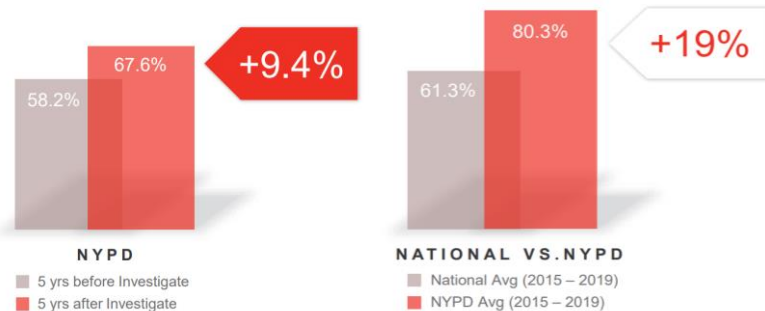


CaseBuilder

Complete CaseBuilder Case Management Software



Impact on Homicide Case Clearance Rate





CrimeTracer – Law Enforcement Search Engine



Producing Actionable Results



860mm+ Searchable Data Records
Unstructured Natural Language
Structured Form-based Queries

Rule-based Entity Consolidation Across Records

Association of Entities Produces Actionable Leads

Link Shell Casing to Reports, Suspects and Entities

Display Most Useful Records for Law Enforcement

Comply with Data Sharing Regulations



SafePointe – Intelligent Weapons Detection



SafePointe

Actively Identifying Threats

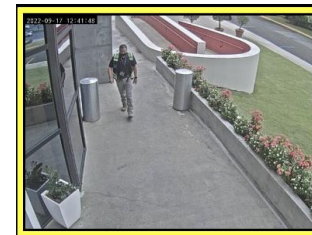
- Defense technology inspired
- Low-cost passive sensors built within low-profile devices ruggedized for indoor or outdoor use
- Low-friction screening experience (no overt security equipment, no security presence required, no divestment of possessions needed)
- AI-based learning software detects guns, explosives and tactical knives that are concealed on person or in bags and alerts security
- Cost advantage vs. alternatives



Sensors in entryway (3 sensors, 2 “lanes”)



Red alerts indicate high threat level



Yellow alerts are informational (e.g. armed security staff)

COMPETITIVE LANDSCAPE

Strong Competitive Advantages



SoundThinking uniquely positioned to capitalize on attractive TAM

HIGHLIGHTS

NET PROMOTER SCORE

64 World Class Level¹

TRUSTED RELATIONSHIPS WITH THE MOST DEMANDING LAW ENFORCEMENT AGENCIES

160+ Law Enforcement Agencies

EXPERIENCE CURVE

20+ Years experience in deploying and managing sensors

1st Early mover status in other categories

STRONG IP

34 Patents¹

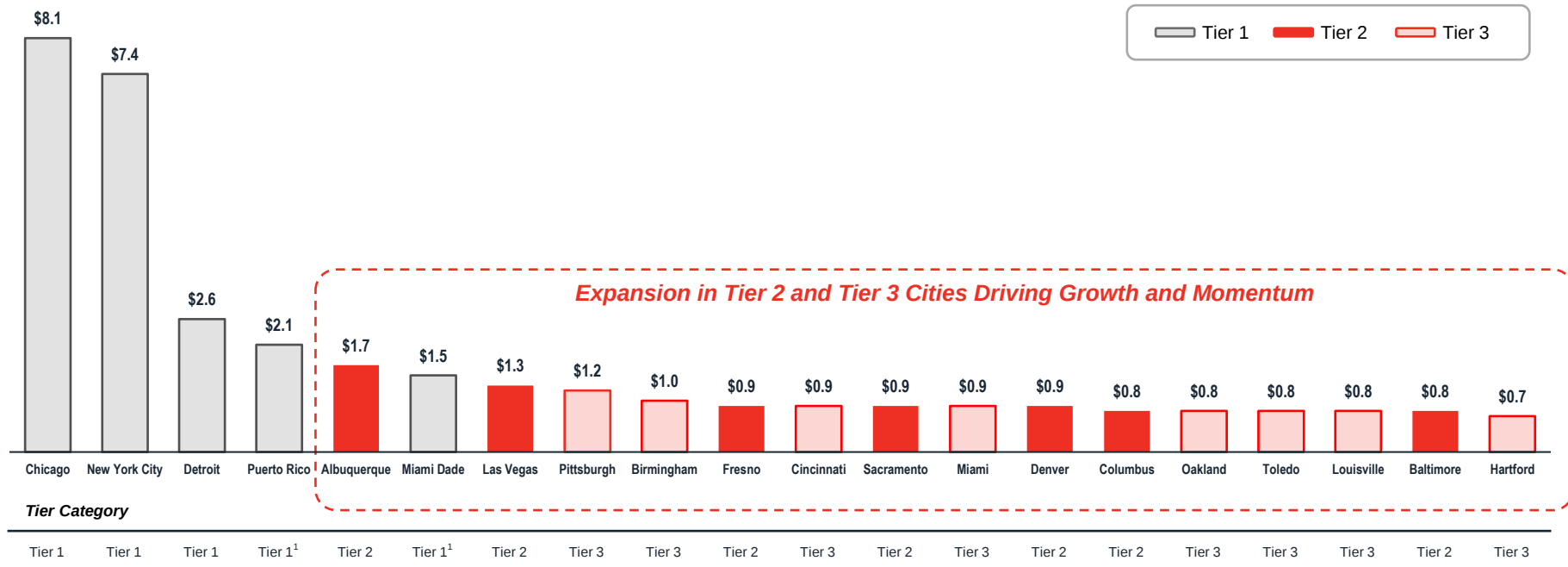


Go-to-Market



CUSTOMER

Top 20 Domestic Customers By ShotSpotter ARR

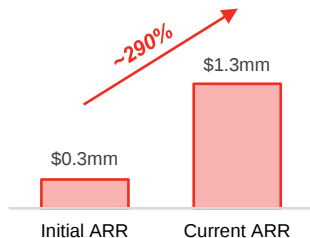


CUSTOMER

Selected Case Studies



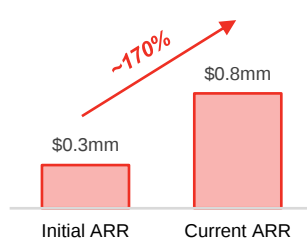
Las Vegas, NV
(Tier 2)



- Materially increased awareness of gunfire incidents and improved police crime solving
- Led to a **26% reduction in violent crime** in a persistent hotspot and **86% faster response** to reported gunfire events than from 9-1-1 calls



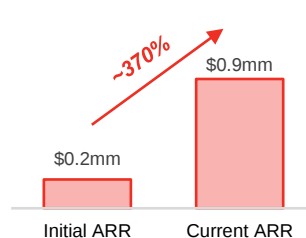
Oakland, CA
(Tier 3)



- Greatly improved police and emergency medical response to shooting victims
- Alerted the Oakland Police Department to 6,053 unique gunshot incidents in 2020, **91% of which were not called in by the community**



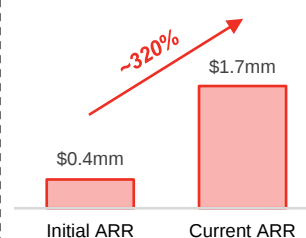
Cincinnati, OH
(Tier 3)



- Significantly increased citizen confidence in Cincinnati Police Department¹ and improved police response time
- **95% of respondents agreed or strongly agreed** that ShotSpotter is an effective way to reduce crime¹



Albuquerque, NM
(Tier 2)



- Partnered with the Albuquerque Police Department to improve public safety and currently live in 25+ square miles
- Helped provide gunshot detection services to the annual International Balloon Festival **which attracts close to 900,000 guests over 78 acres**

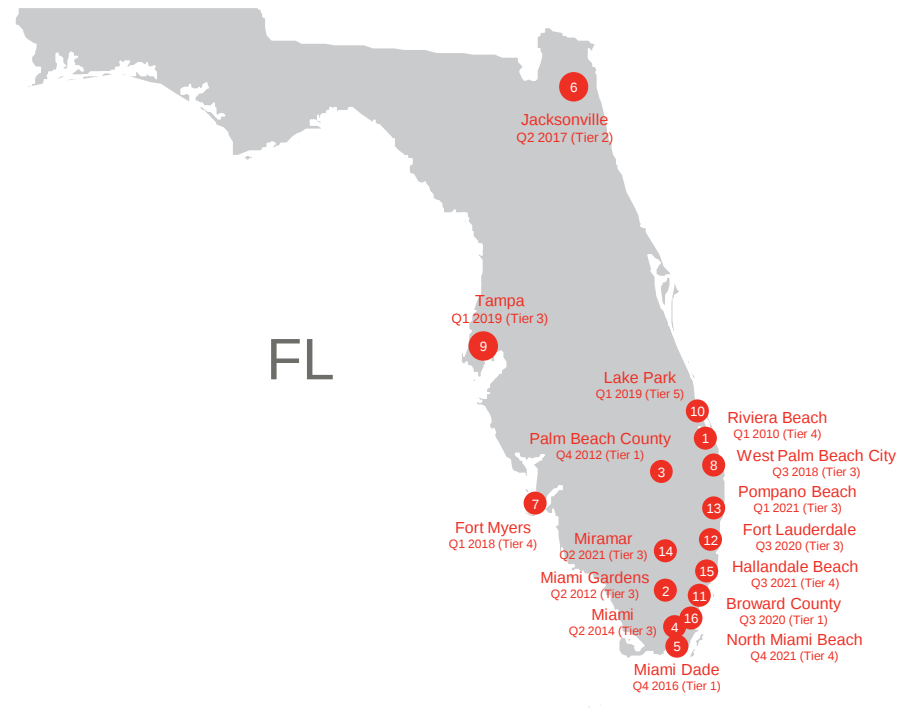
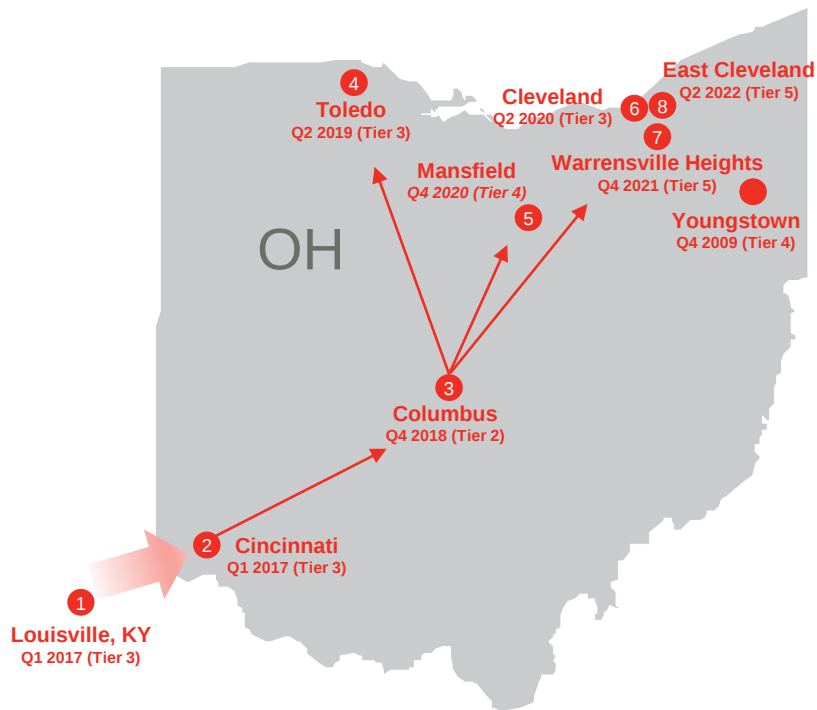


Growth Strategy



CUSTOMER

Case Study: NPS Led Expansion



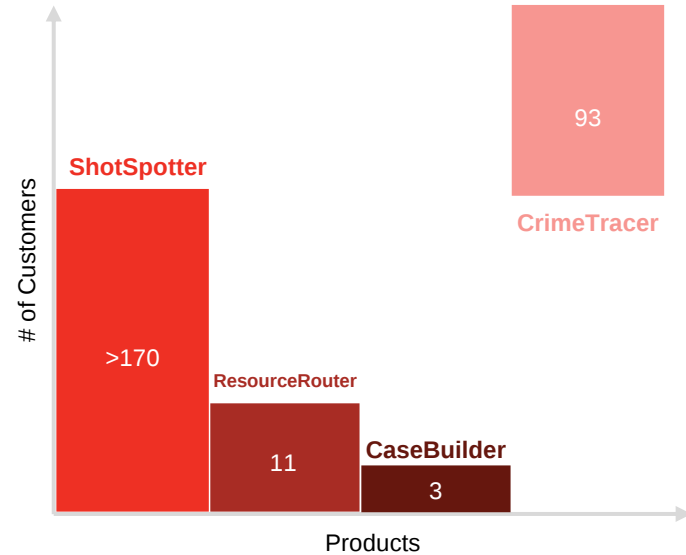
Cross-sell products to current installed base

Buyer personas by product

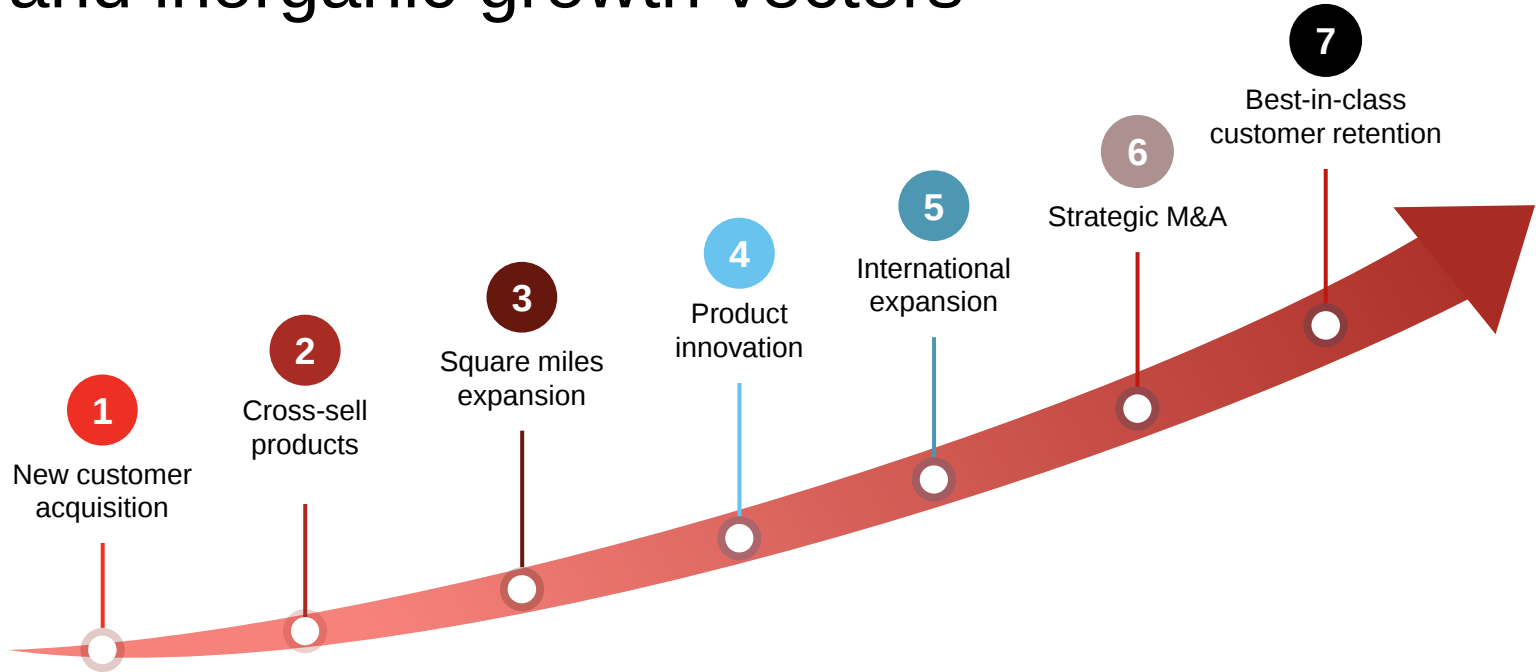


	ShotSpotter®	ResourceRouter™	CaseBuilder™	CrimeTracer™	SafePointe
Domestic Police	✓	✓	✓	✓	✗
International Police	✓	✓	✓	✓	✗
Security	✓	✗	✓	✓	✓
Private (Commercial)	✓	✓	✗	✗	✓
Federal/State Agencies	✗	✗	✓	✓	✗
RMS Market Inclusion	✗	✗	✓	✗	✗
Department of Corrections	✗	✗	✓	✓	✗

Significant cross-selling opportunities¹



Uniquely positioned to capture several organic and inorganic growth vectors





Financials



Financial highlights

90%+

subscription revenue¹

**Highly Recurring
Revenue**

39%

YoY Revenue Growth¹

**Strong, Consistent
Growth**

124%

Net Revenue Retention Rate²

**Proven Land
and Expand**

\$0.40

Sales Efficiency Ratio³

**Strong Unit
Economics**

~99%

Gross Retention Rate⁴

< 0% Net Attrition⁵

Highly Sticky Customer Base

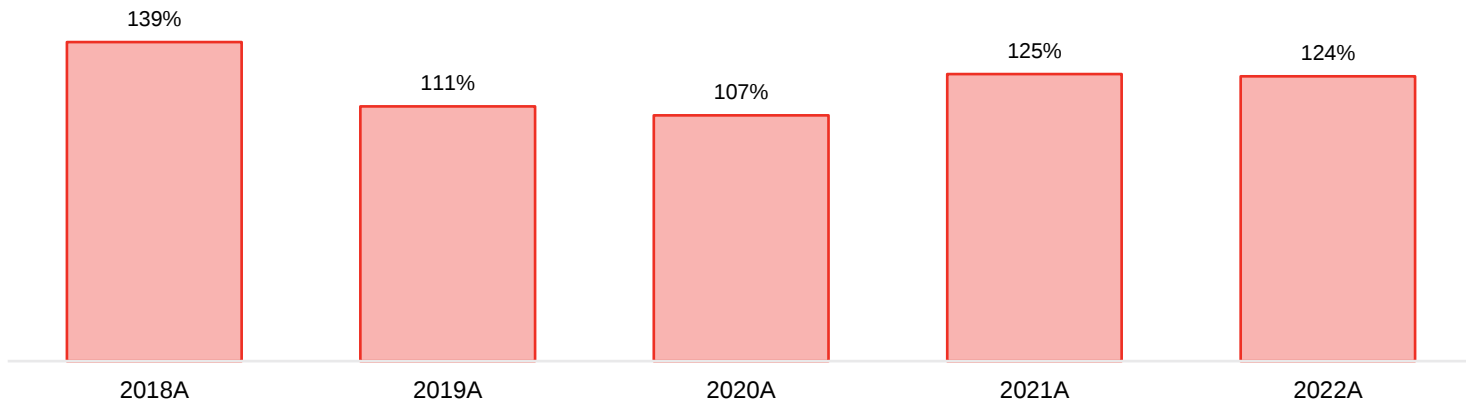
20%

2022 Adj. EBITDA Margin

**Improving
Profitability**

Best-in-class customer retention

Net Revenue Retention Rate¹



Consistently achieving 99%+ gross retention rate² in core offerings

Attractive unit economics drive long term profitability

Sales Efficiency Ratio¹





Thank you