



Investor Presentation

January 2025

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, 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 growth 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 maintain and increase sales, including sales of the company’s newer product lines; 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 potential effects of negative publicity; 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; and the company’s ability to address the business and other impacts and uncertainties associated with macroeconomic factors, as well as other risk factors included in the company’s most recent annual report on Form 10-K or 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.

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
- AI-based learning improves detection accuracy
- Saves lives



ResourceRouter

Community-First Patrol Management

- Proactive patrol management
- Controls and limits over-policing
- AI-based learning enhances patrol deployments
- Mitigates implicit bias



PlateRanger

License Plate Reader & Vehicle Recognition

- Real-time alerting
- High-quality data captures
- Searchable vehicle database
- Connects with other SoundThinking Solutions



CaseBuilder

Case Investigative Tools

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



CrimeTracer

Law Enforcement Platform

- Industry's leading search engine for law enforcement
- ~1.0bn+ law enforcement records
- Accelerates investigations



SafePoint

Weapons Detection Platform

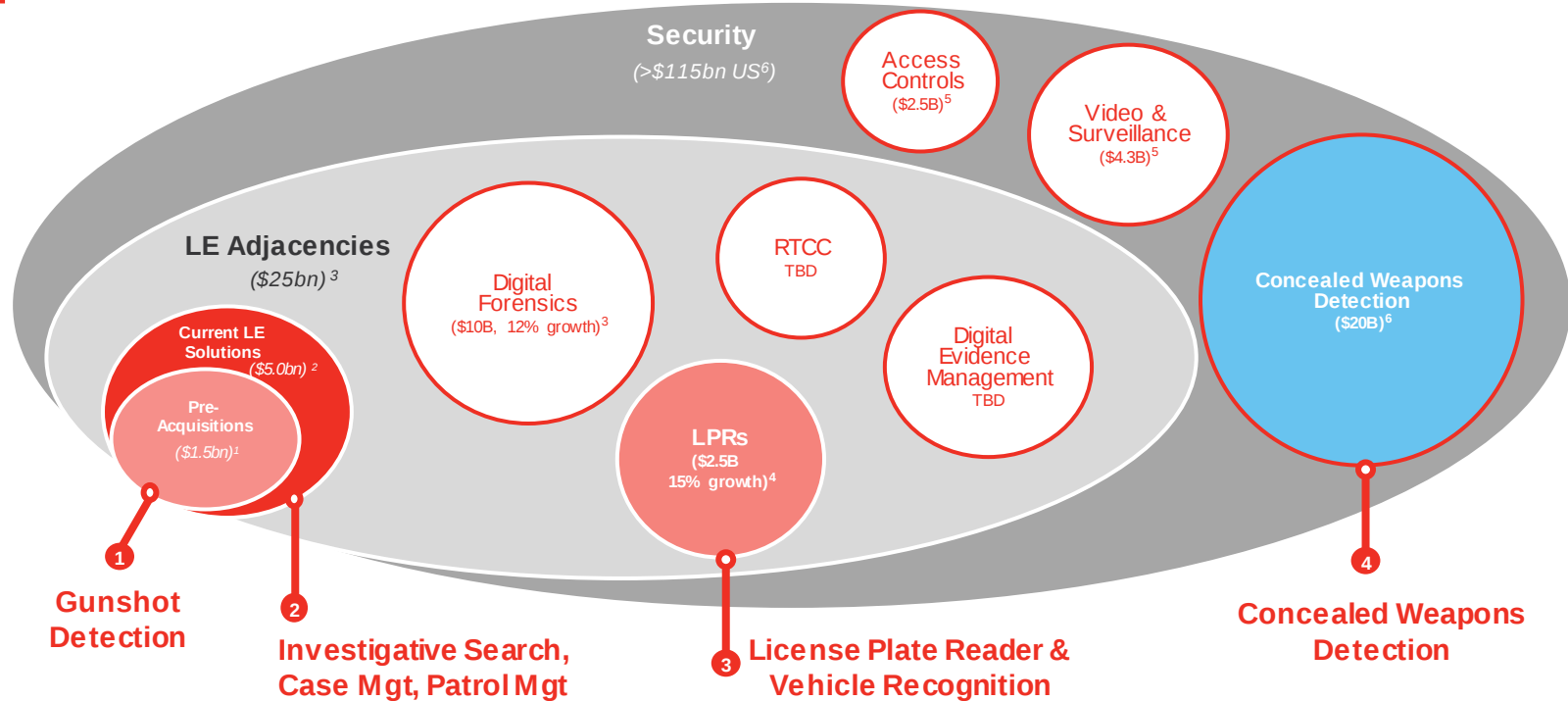
- Low-friction screening sensors
- AI-based learning software detects guns, explosives and tactical knives
- Cost advantage in market

Cities / Local Law Enforcement

Federal, State, and Local Law Enforcement

Private Sector

Public Safety and Security Market Landscape



SoundThinking, Inc. at a Glance

\$104-\$106M

2024 Revenue Guidance

\$92.7mm

2023 Revenue¹

18-20%

2024 Adj. EBITDA
Margin Guidance

15%

2023 Adj. EBITDA
Margin¹

107%

Net Revenue
Retention Rate²

99%

Gross Retention
Rate³

\$0.52

Of S&M Spend to
Generate \$1 of ACV⁴

66

NPS Score⁵

\$2.5bn+

Smart Policing TAM

~1,100mi²

Coverage Area⁶

~1.0bn

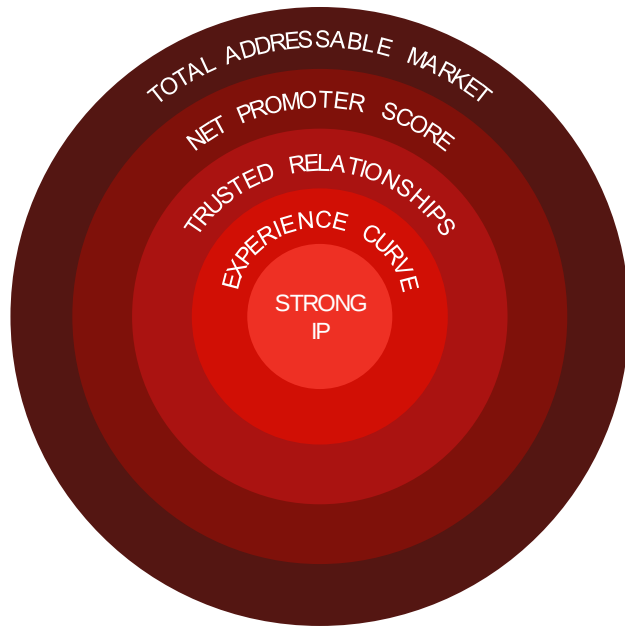
Data Records
(CrimeTracer)

34

Patents

COMPETITIVE LANDSCAPE

Strong Competitive Advantages



SoundThinking uniquely positioned to capitalize on attractive TAM

HIGHLIGHTS

NET PROMOTER SCORE

66 World Class Level¹

TRUSTED RELATIONSHIPS WITH THE MOST DEMANDING LAW ENFORCEMENT AGENCIES

170+ Law Enforcement Agencies

EXPERIENCE CURVE

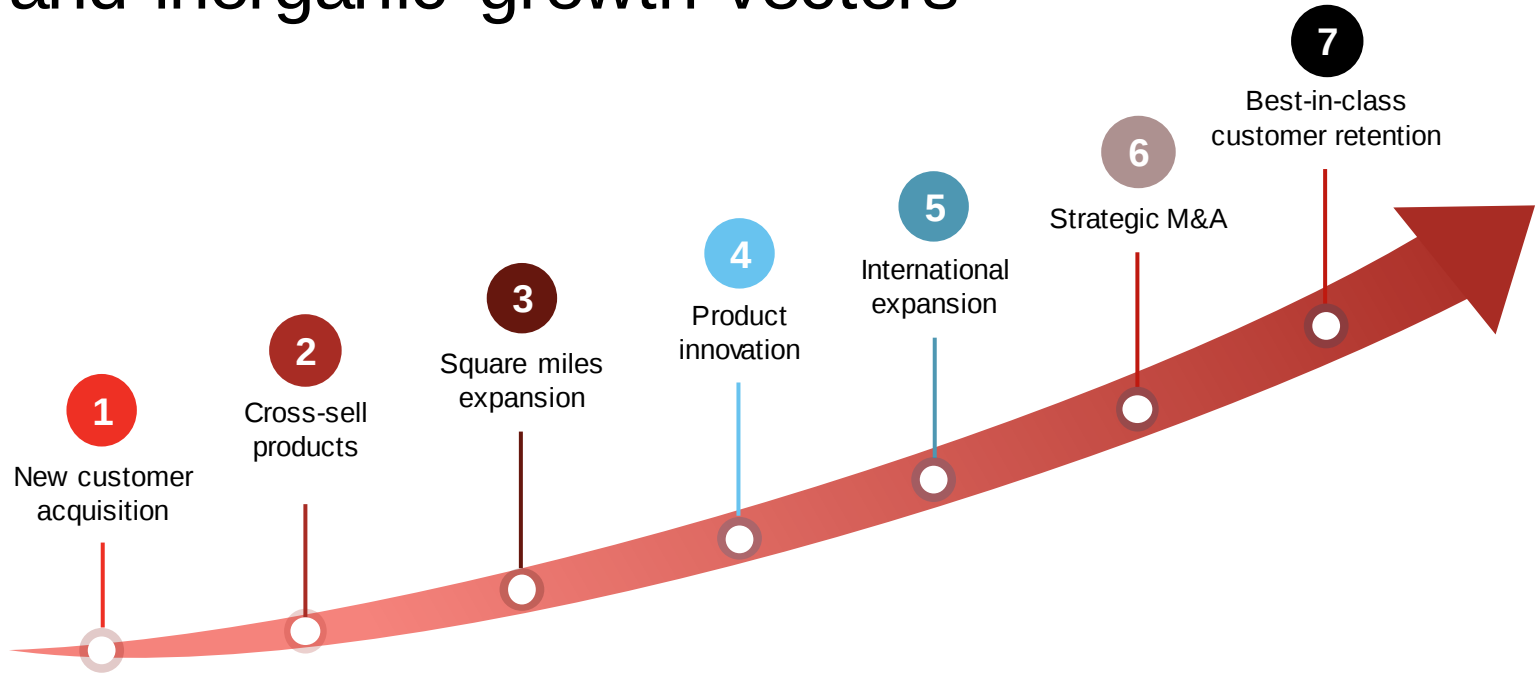
20+ Years experience in deploying and managing sensors

1st Early mover status in other categories

STRONG IP

34 Patents²

Uniquely positioned to capture several organic and inorganic growth vectors



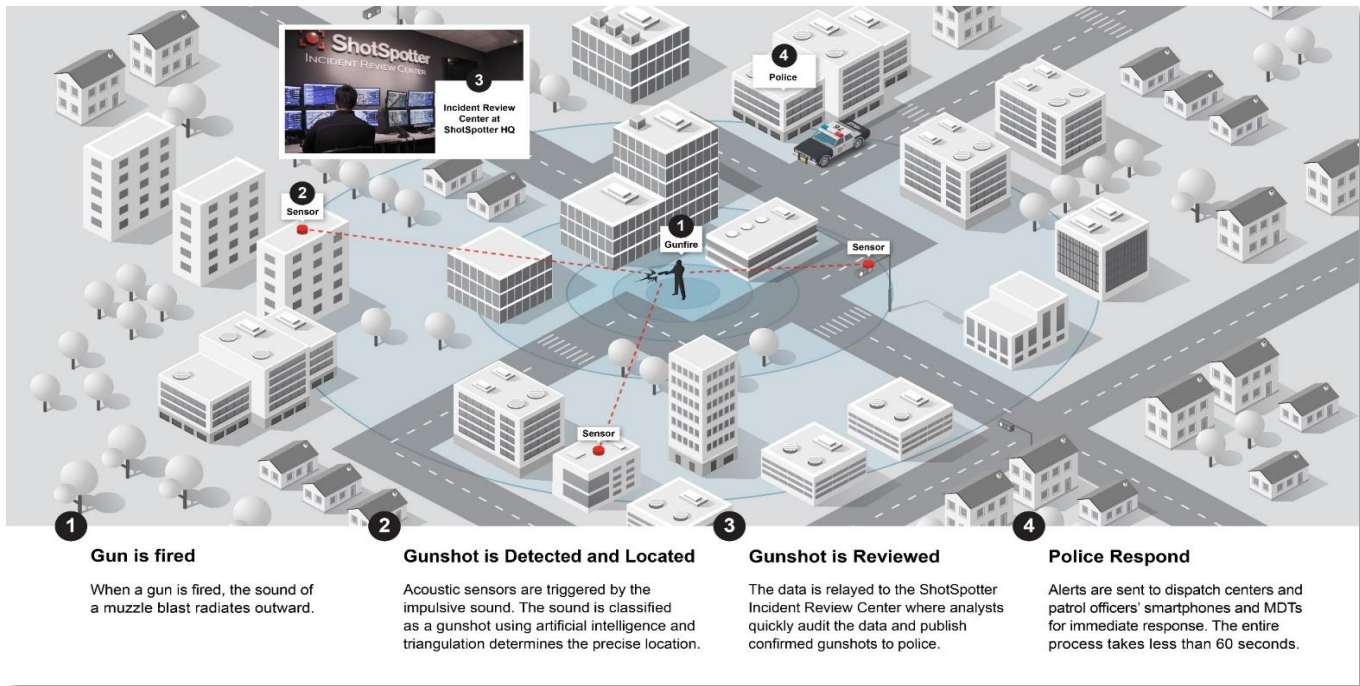


ShotSpotter – Gunshot Detection Solutions



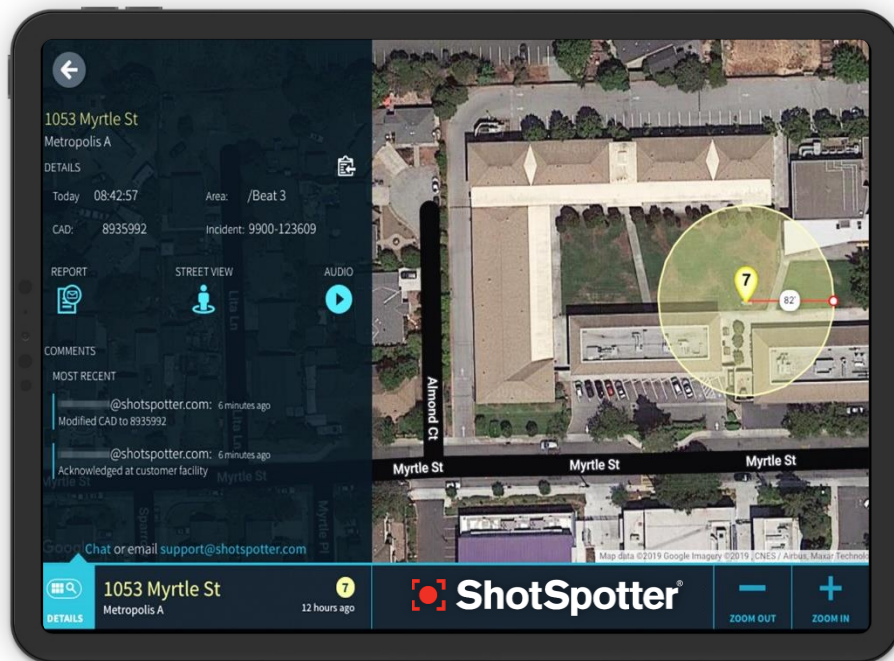
ShotSpotter

Proprietary Gunshot Detection Technology



ShotSpotter

Rapid, Precise, Intelligent



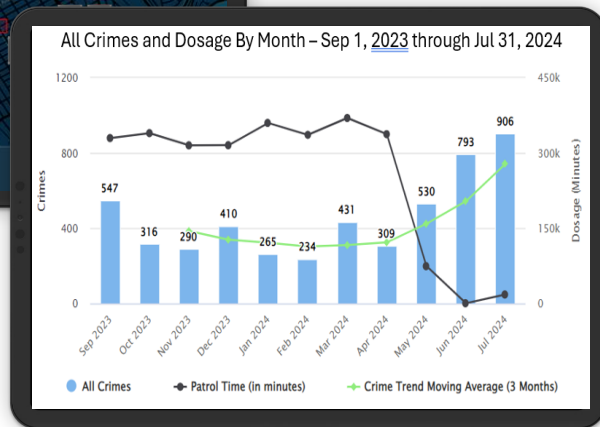
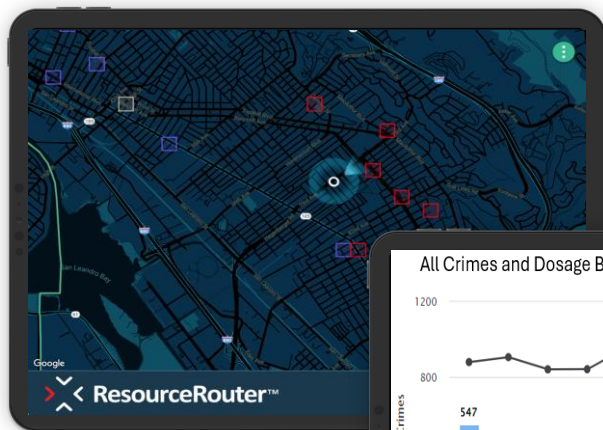


ResourceRouter - Proactive Patrol Management



ResourceRouter

Intelligent, Equitable, Effective AI Solution



“

*“ResourceRouter™ uses **AI and machine learning** to provide risk assessments for where and when crimes are more likely to occur on a given day and time. The system directs police to these areas and suggests non-enforcement activities to prevent those crimes from happening.”*

”

“

*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

”



CaseBuilder - Case Management Solution

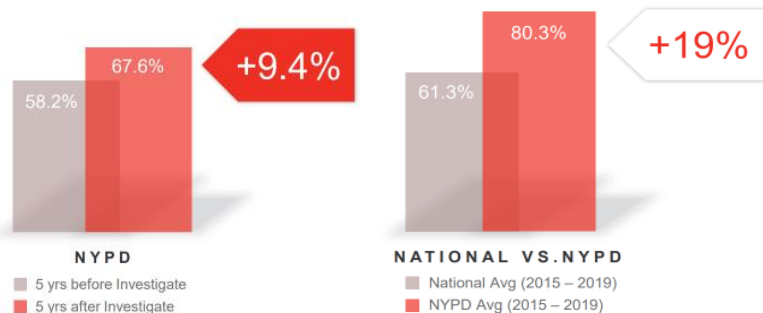


CaseBuilder

Complete CaseBuilder Case Management Software



Impact on Homicide Case Clearance Rate

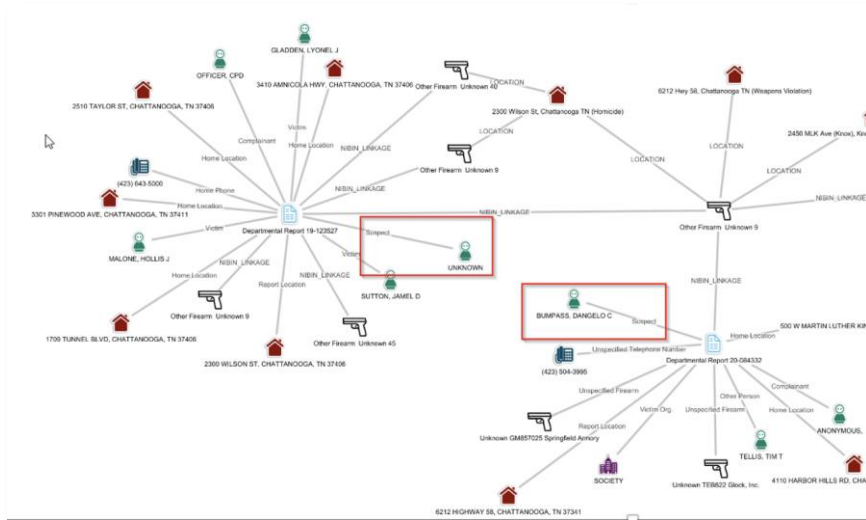




CrimeTracer – Law Enforcement Search Engine



Producing Actionable Results



~1.0 Billion CJIS Data Records
Unstructured Natural Language
Structured Form-based Queries

Consolidation

Rule-based Entity Consolidation Across Records

Visualization

Association of Entities Produces Actionable Leads

Casing to Conviction

Link Shell Casing to Reports, Suspects and Entities

Query Results Algorithm

Display Most Useful Records for Law Enforcement

Granular Data Access Controls

Comply with Data Sharing Regulations



SafePointe – Intelligent Weapons Detection



The Security Dilemma



SafePointe

Actively Identifying Threats

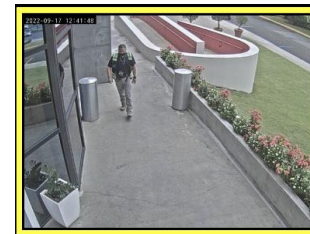
- Defense technology inspired
- Low-cost passive sensors built within low-profile devices ruggedized for indoor or outdoor use
- Low-friction screening experience (no overt security equipment, no security presence required, no divestment of possessions needed)
- AI-based learning software detects guns, 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)



PlateRanger – License Plate Reader & Vehicle Recognition



PlateRanger

Real-Time Alerting and AI Recognition

PlateRanger doesn't just read the license plate. It uses AI to determine what is occurring on the road and extracts valuable data including plate number, vehicle characteristics, vehicle behavior, and other unique variables.

- ✓ Vehicle make, model, and color
- ✓ Vehicle type, class, and category
- ✓ Direction of travel by vehicle
- ✓ Plate number and state of origin



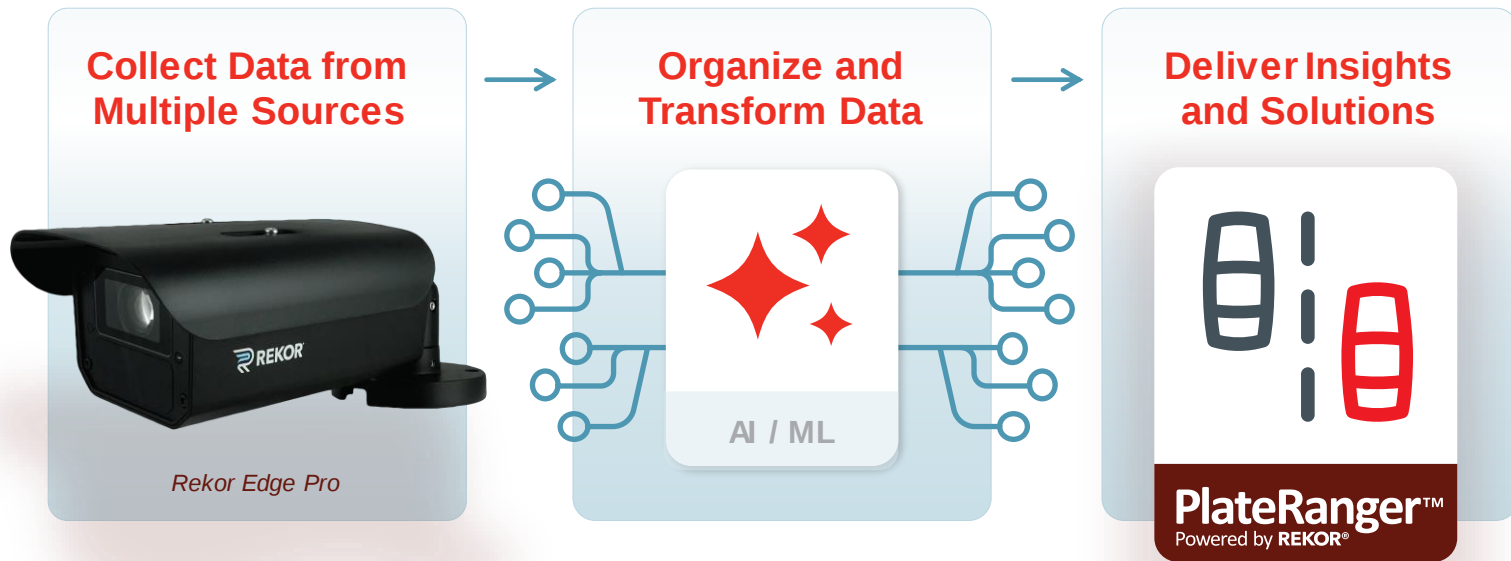
High-Quality Captures

PlateRanger uses full-motion, full-frame, and full-color video to recognize vehicles and plates immediately even at night and in adverse weather conditions.

PlateRanger

Perfect Solution For All Agencies

By capturing data using proprietary systems, PlateRanger™ can process data at the edge with AI and machine learning. This transforms unstructured HD video streams into value-added insights that help close more cases, faster.

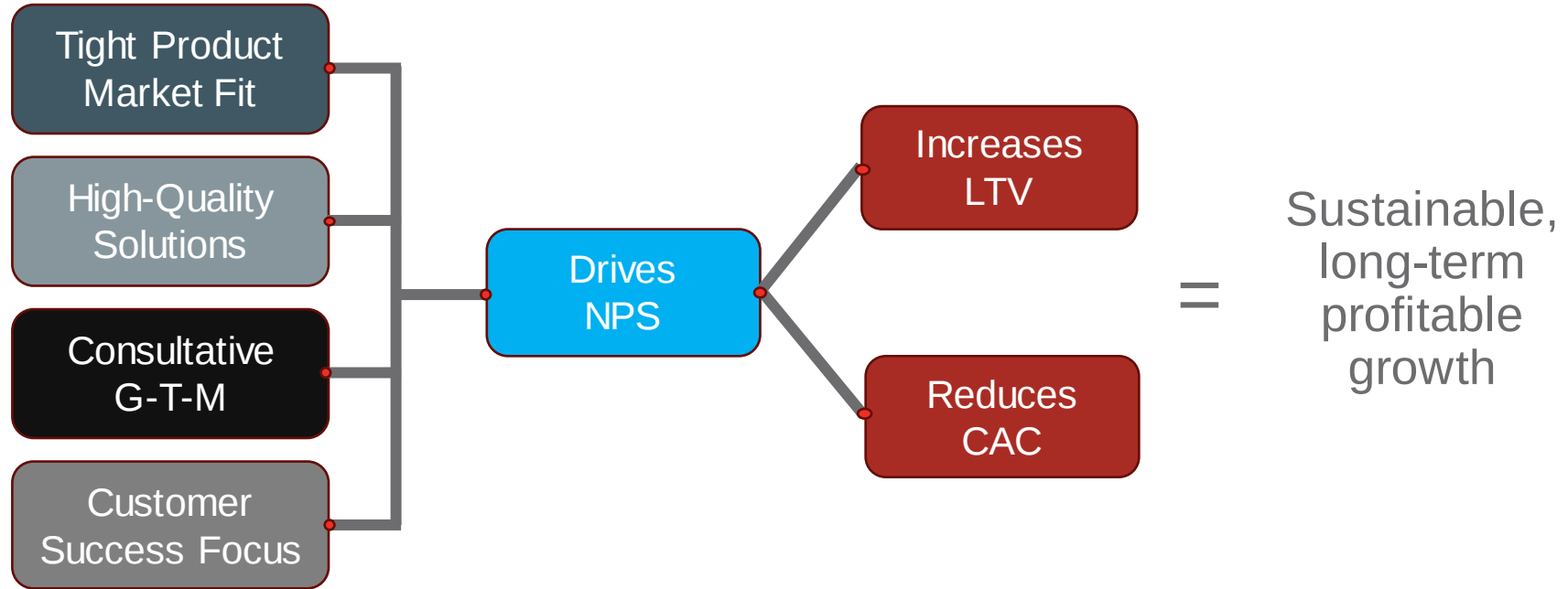




Growth Strategy



Success Formula



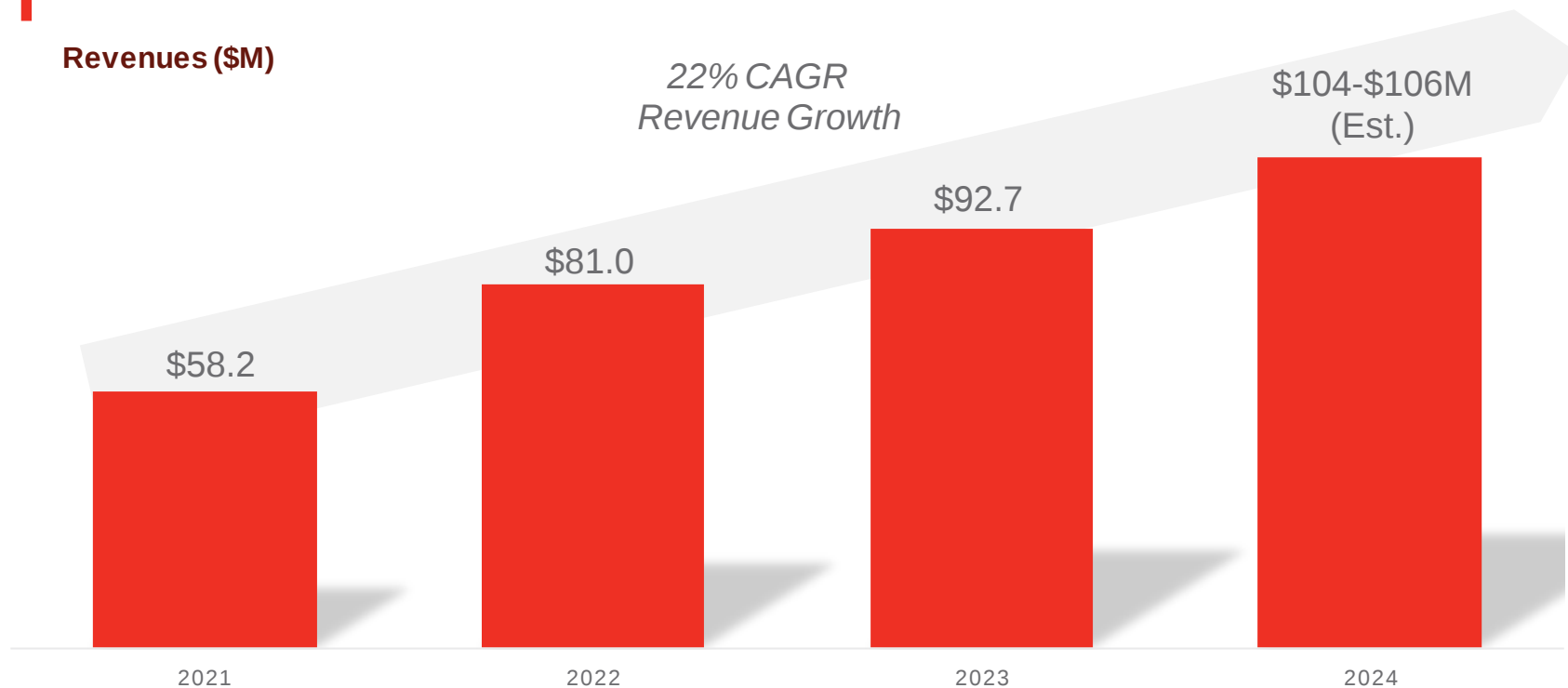


Financials



Revenue Growth

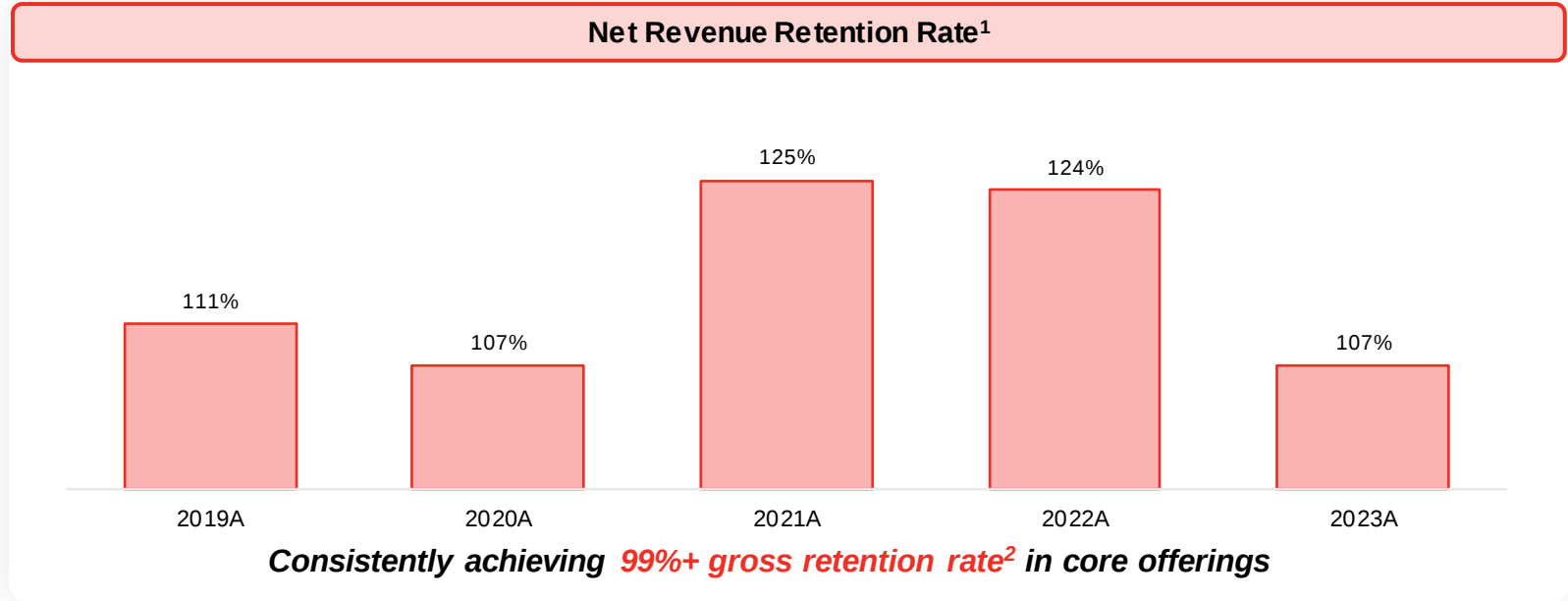
Revenues (\$M)



Financials

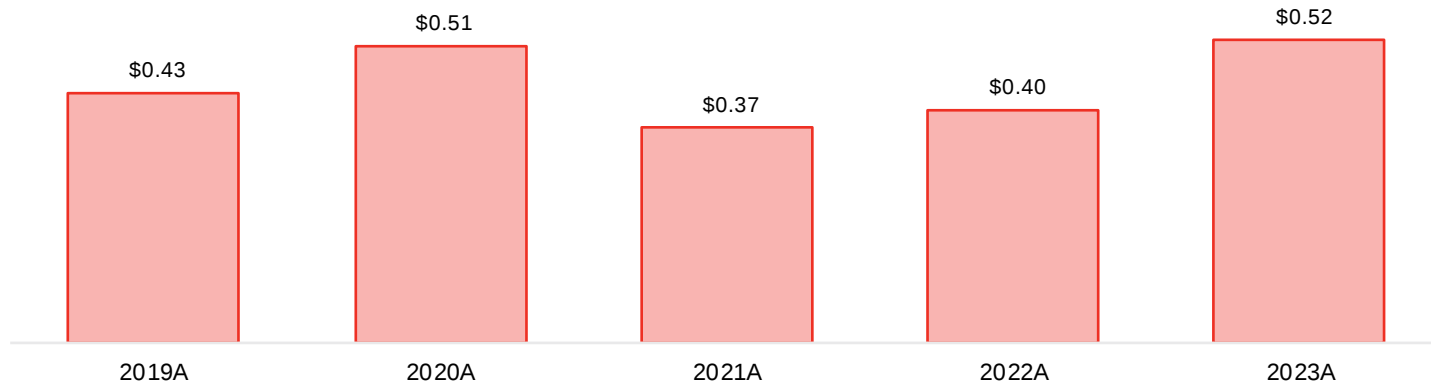
\$000's	Q2'23	Q3'23	Q4'23	FY 2023	Q1'24	Q2'24	Q3'24
Revenue	\$22.1	\$24.0	\$26.0	\$92.7	\$25.4	\$27.0	\$26.3
Gross Profit	\$12.7	\$13.8	\$15.0	\$52.7	\$14.9	\$16.1	\$15.2
Gross Profit Margin	57%	57%	58%	57%	59%	60%	58%
Sales and Marketing	\$7.4	\$6.3	\$7.4	\$27.0	\$7.1	\$7.3	\$7.2
Research and Development	\$3.1	\$3.2	\$3.2	\$12.1	\$3.6	\$3.5	\$3.4
General and Administrative	\$5.5	\$5.7	\$4.8	\$20.1	\$6.8	\$5.9	\$5.7
Total Operating Expenses	\$15.0 ¹	\$15.2 ²	\$15.4 ³	\$54.0	\$17.5	\$16.1 ⁴	\$16.3
Net Income (loss)	\$(2.7)	\$(1.9)	\$3.6	\$(2.7)	\$(2.9)	\$(0.8)	\$(1.4)
Adj. EBITDA	\$2.4	\$4.3	\$4.8	\$14.3	\$3.0	\$5.1	\$4.5
Adj. EBITDA %	11%	18%	18%	15%	12%	19%	17%

Best-In-Class Customer Retention



Attractive unit economics drive long term profitability

Sales Efficiency Ratio¹



Operational Leverage to Improve Adj EBITDA

- Gross Margin Improvement
 - COGS Across All products Will Grow Less than Revenue Growth
 - Examples:
 - Incident Review Center for ShotSpotter; ARC for SafePointe
 - Telecommunications Reductions
 - International Sales Have a Higher Gross Margin Profile
- Operating Expense Growth Will Be Lower than Revenue Growth
 - S&M – We have added Significant Capability Over the Last Three Years
 - R&D – We have added More Capability Over Last Two Years
 - G&A – Efforts to Reduce Some Costs (Legal, Benefits, Etc.) Have Improved
- Both Of These Will Help the Company Achieve Higher Adj. EBITDA

Long-Term Model Progression

Strong Operational Leverage Above and Below the Line

	Q1 2024 (Actual)	FY 2024 (Estimate)	Long-Term Model
Revenue Growth (Y/Y)	23.3%	13.3%	15%+
Gross Margin	58.6%	60.0%	~70%
Adj. EBITDA	12.0%	19.0%	~40%



Thank you