



Investor Presentation

March 2024

DISCLAIMER

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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.

SoundThinking Investor Day Agenda

- Executive Overview - Ralph
- SafetySmart Platform – Sam
- Technologic Overview – Nasim
- Go to Market – Gregg
- Public Safety and Security Sales Motion – Erin
- Customer Success and Retention – Larry
- Financial Model and Unit Economics – Alan
- Q+A



Ralph Clark

President and CEO

Executive Overview

- 10+ Years as SoundThinking's CEO
 - Led the Managed Services business model pivot 2010
- Agenda
 - Inspiration and Purpose
 - SoundThinking at a Glance
 - Public Safety Gap and Commercial Security Dilemma
 - Total Available Market
 - Corporate Journey
 - Growth Drivers + Investment Highlights

“

The highest and best use of technology is when it can be harnessed for public good.

Dr. Robert Showen
SoundThinking, Inc. Founder



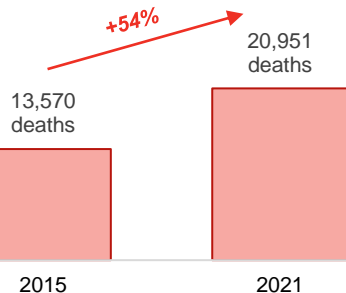
SoundThinking, Inc. at a Glance

\$2.5bn+ Smart Policing TAM	\$92.7mm 2023 Revenue ¹	~23% 2021A-2025E Revenue CAGR ²	15% 2023 Adj. EBITDA Margin ¹
107% Net Revenue Retention Rate ³	99% Gross Retention Rate ⁴	\$0.52 Of S&M Spend to Generate \$1 of ACV ⁵	64 NPS Score
~280 Paying Customers	~1,100mi² Coverage Area ⁶	1.3bn Data Records (CrimeTracer)	34 Patents

The Public Safety Gap

Increasing Need for Law Enforcement with Rising Crime Rate

Gun-related Violence Spiked in Recent Years^{1,2}



"Murders in the U.S. rose nearly 30% in 2020 from the prior year and remained at elevated levels in 2021. About 8 in 10 murders were committed with guns in 2020."

THE WALL STREET JOURNAL.

Police Departments Nationwide Facing Staff Shortages³

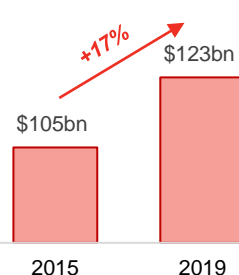
18%
Increase in Resignation

45%
Increase in Retirement

86%
Police Departments Reported Staffing Shortage

Government Focuses on "Refunding the Police"

Continuous Increase in Government Spending on Police Protection⁴



16 of 23
Major US Cities Increased FY22 Police Budgets

\$30bn
Federal Resource Dedicated to Law Enforcement⁵

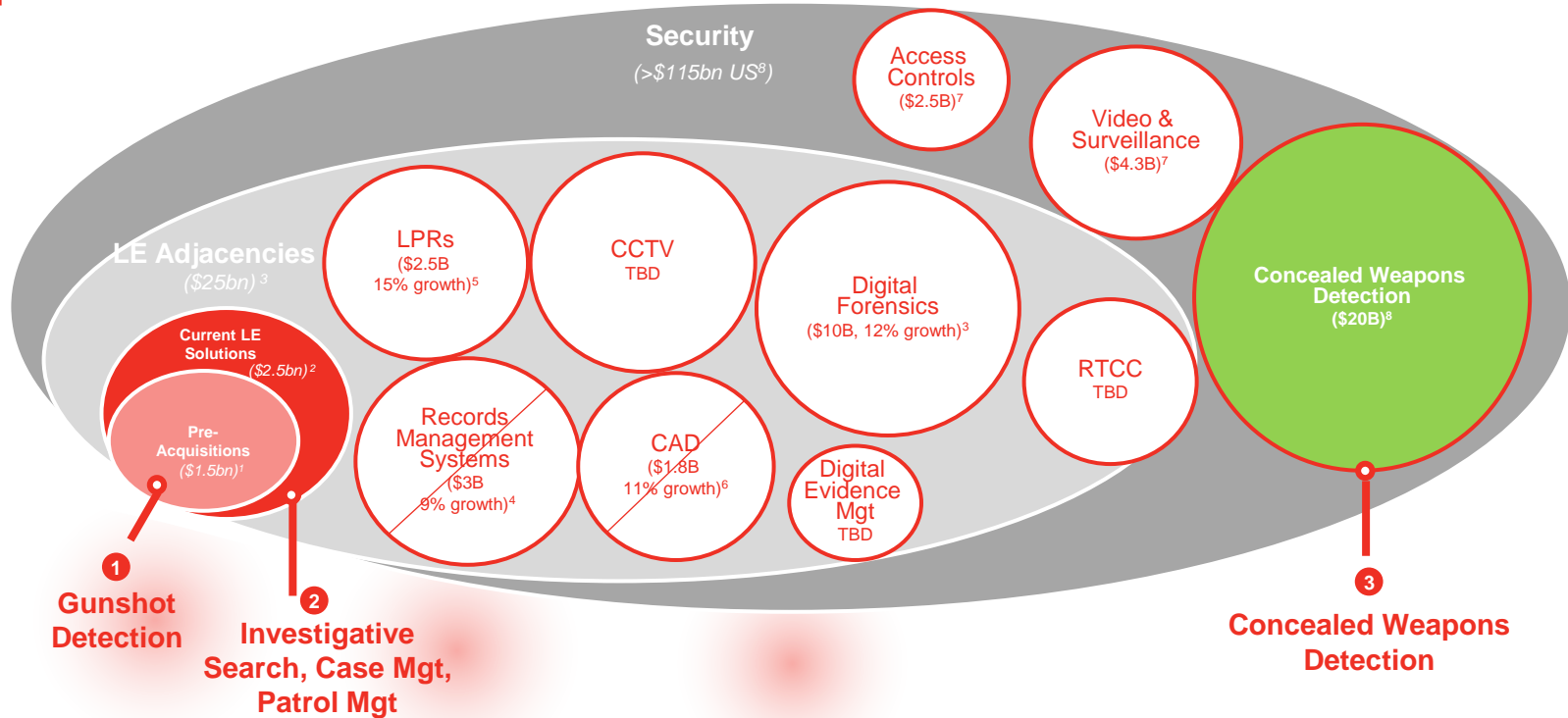
"As violent crime surges ahead...[officials] are toughening their talk on crime, and refunding the police."



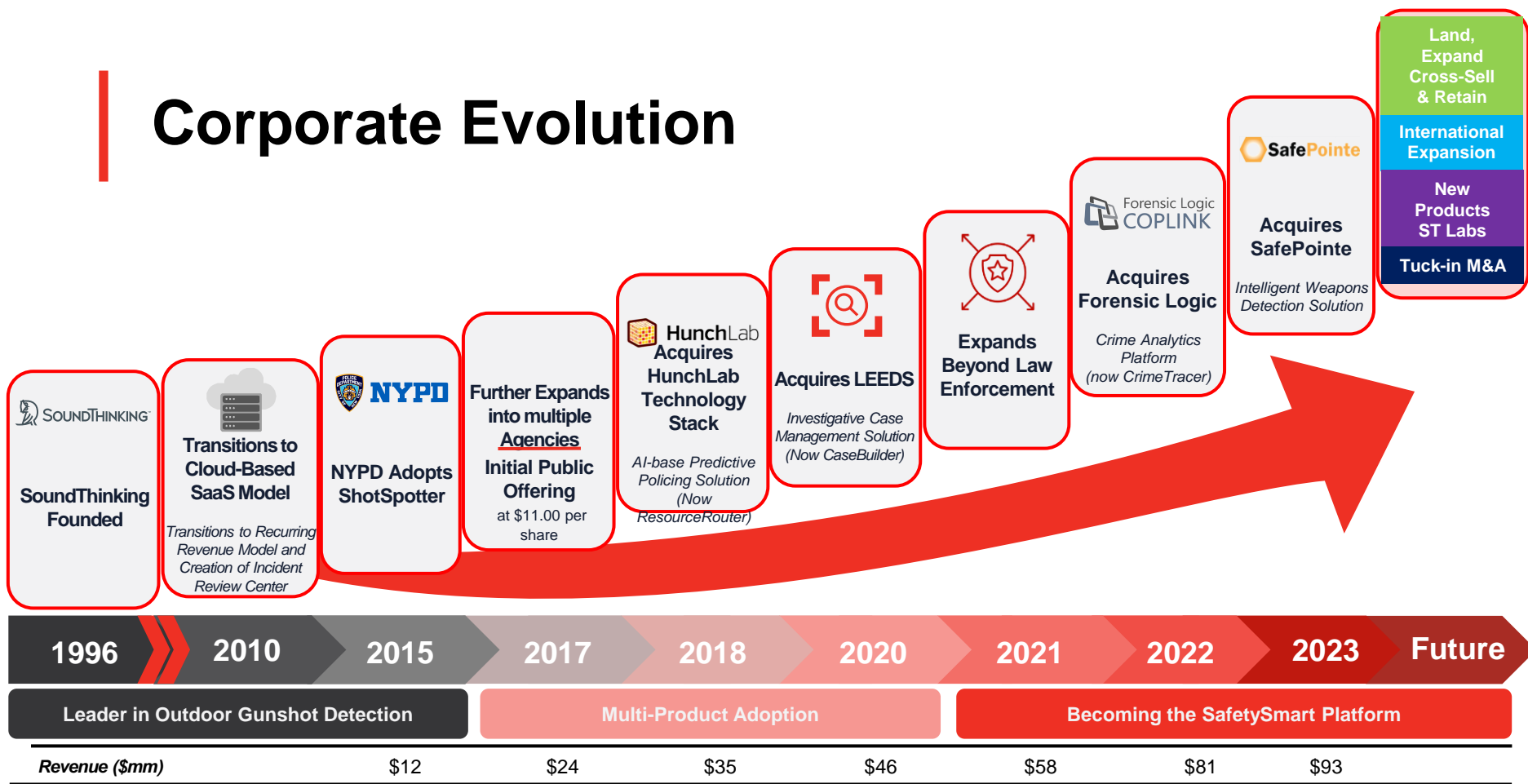
Fix the Security Dilemma



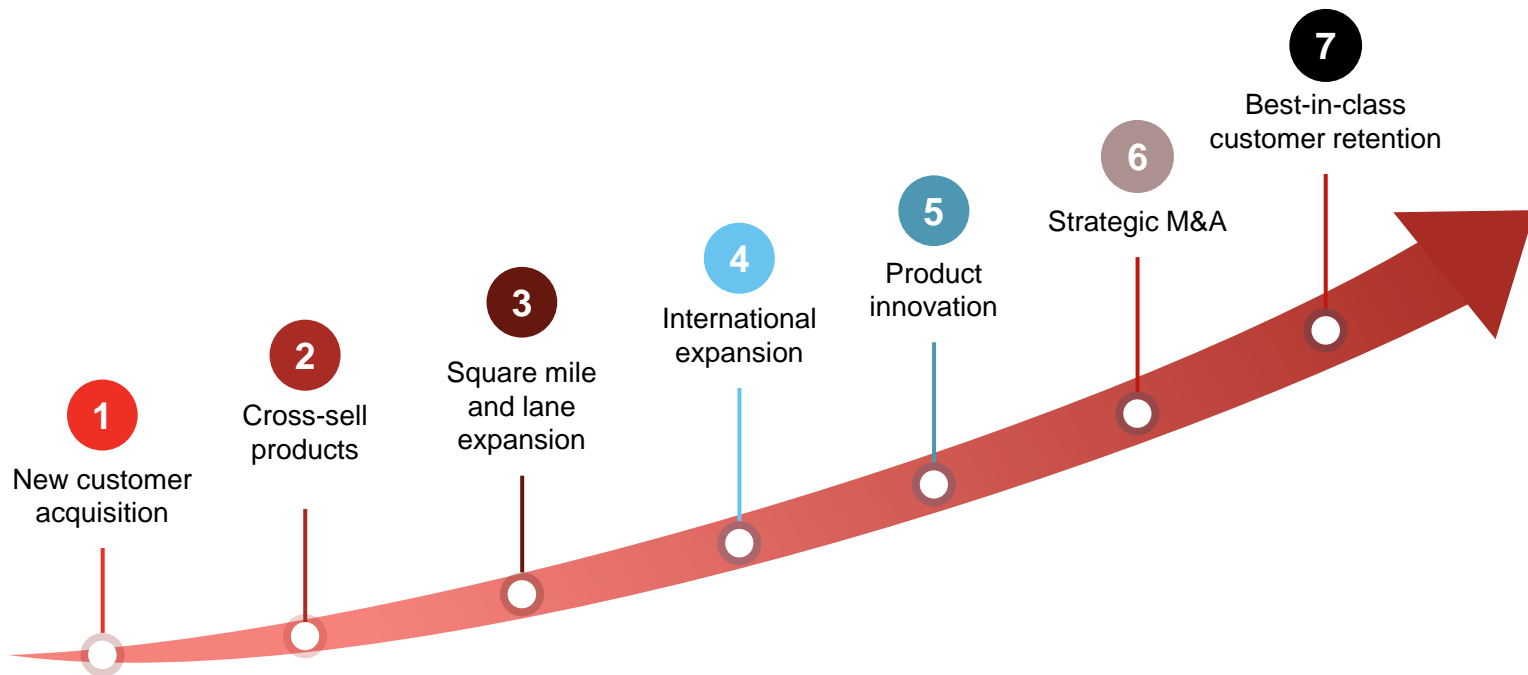
Public Safety and Security Market Landscape



Corporate Evolution



Key Strategic Growth Drivers



Investment Highlights

- Comprehensive SaaS Platform
 - Sticky relationships with approximately 250 public safety agencies; 99%+ gross retention
- Underpenetrated Market Opportunity + Multiple Growth Drivers
- Attractive Financial Profile with highly visible recurring rev model (90%+)
 - Robust unit economics \$0.52 sales efficiency and growing Adj. EBITDA margin
- Strong Competitive Moat
 - 34+ issued patents, 1B CJIS records, years of practical AI exp and years world class NPS
- Demonstrated ability to utilize acquisitions to grow revenue and expand platform
- World Class Executive Leadership Team and Colleague Base
 - Aligned around doing well by doing good; Great Places to Work, #doingworkthatmatters



Sam Klepper

SVP, Products & Corporate
Development

Role and Agenda

SVP Product & Corporate Development

CURRENT ROLE

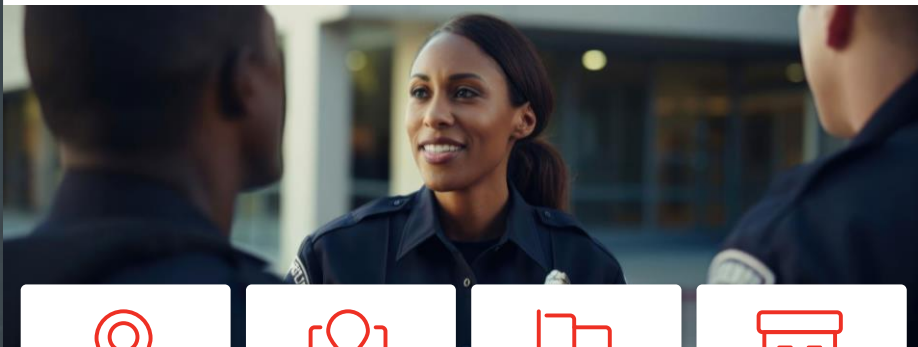
- Platform strategy
- New markets for existing solutions
- Strategic Partnerships and Acquisition Opportunities
- Product Marketing

AGENDA

- Platform strategy
- Product spotlights

Law Enforcement

2,500 US Agencies
TIER 0-5



Local



State



Federal



Corrections/Other

\$2.5B

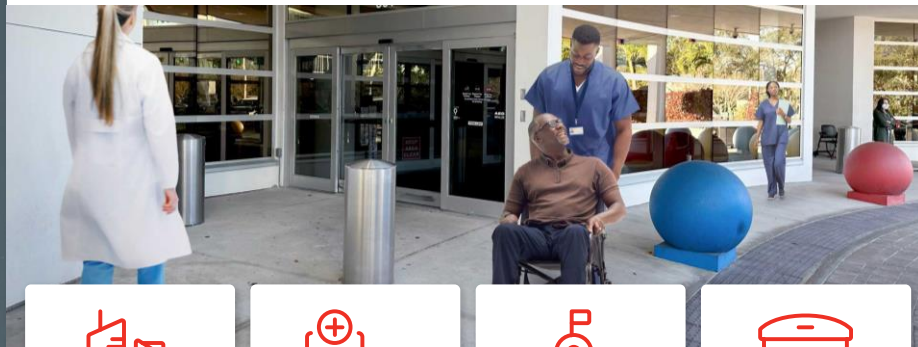
WW Market Size for
SoundThinking LE Solutions

~250

Customers

Security

150K+ US Sites



Commercial



Healthcare



Education



Other

\$20B

WW Market Size for
SoundThinking Security Solutions

~30

Customers



SafetySmart™
PLATFORM



ShotSpotter®



ResourceRouter™



SafePointe™



CrimeTracer™



CaseBuilder™

Transforming Data into Actionable Insights

Current State

Detecting events/risk and response → *Investigative momentum and solving cases* → *Proactive Prevention*



Gunshot Detection and Location

- Acoustic data
- AI classification
- Human review
- Gunfire alerts



Stealth Weapons Detection

- Magnetic field motion
- Object signature
- AI classification
- Alert to security



Investigator Lead Generation

- Aggregates data from 30+ CJI data types
- Searchable investigative leads
- Local, Regional, State Country



Comprehensive Investigation System

- Digitizes case-related data
- Searchable
- Connections/Sharing
- Courtroom-ready cases



Smart Field Resource Allocation & Reporting

- Aggregates crime and place-based data
- AI modeling
- Risk assessment
- Proactive resource deployment plans

Transforming Data into Actionable Insights: Future State



Gunshot Time
Gunshot Location
Incident Details



Weapon Classification
Weapon Carry Trends
Weapon Crime Links



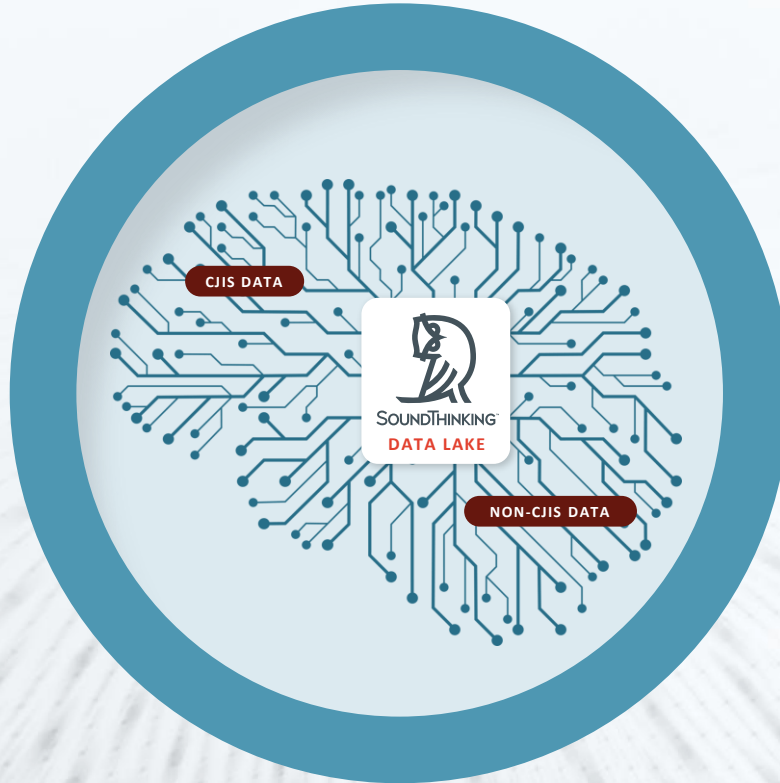
Local RMS
30+ data CJL types



People, Property, Vehicles,
Weapons involved in case



Crime risk assessments
Officer tactics used
Office presence trends



Improved Investigations

Uncover Investigation links
Increased Correlation Insights
Suggested Workflows
Surface Case Discrepancies



Crime Prevention

Comprehensive Analytics
Proactive Resource Deployment
Prioritize Officer Tactics



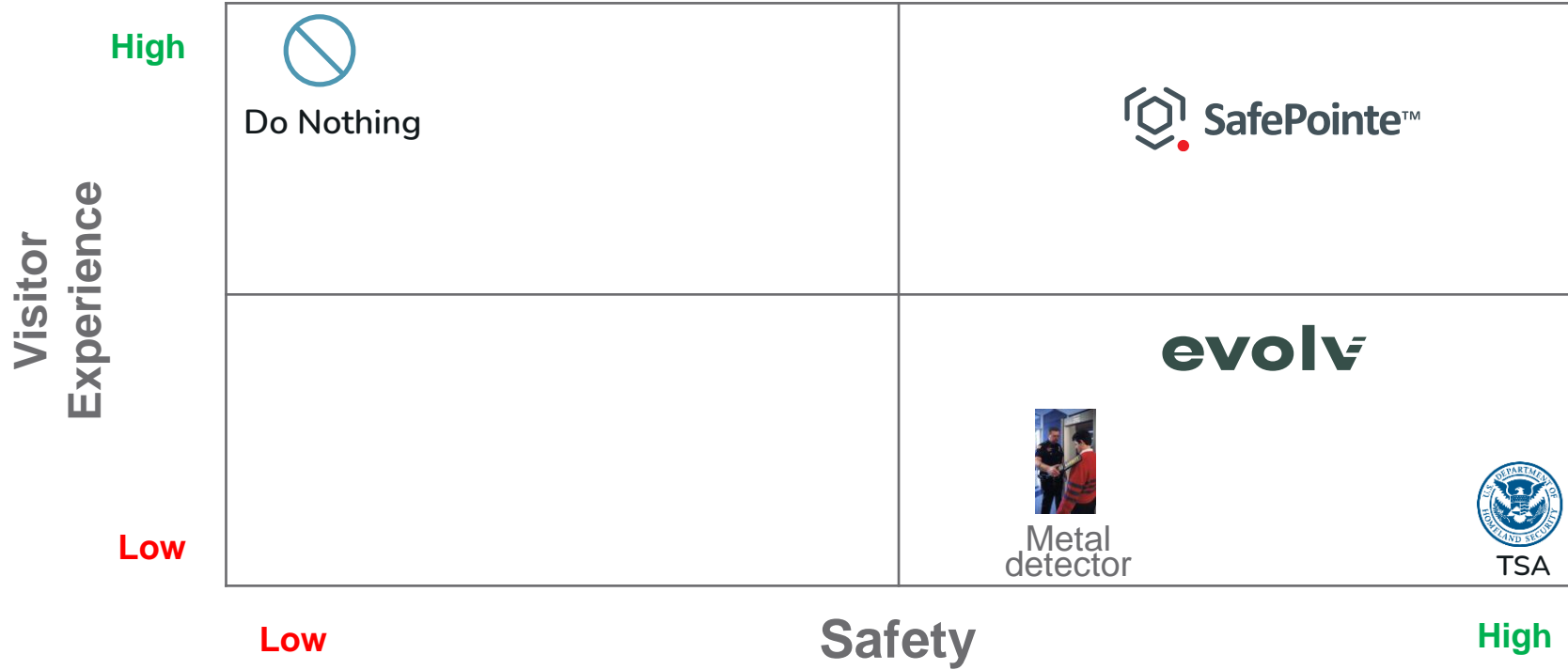
Situational Awareness

Recent crime in area
Recent use of force in area
Cross jurisdictional data



Product Spotlights

The Security Dilemma



Stealth Weapons Detection Without the Bottlenecks



Discreet



No Waiting

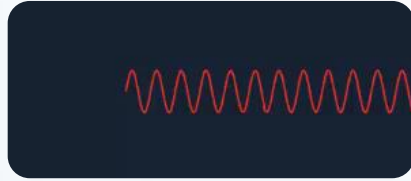


Unmanned



AI-Based

How SafePointe™ Works

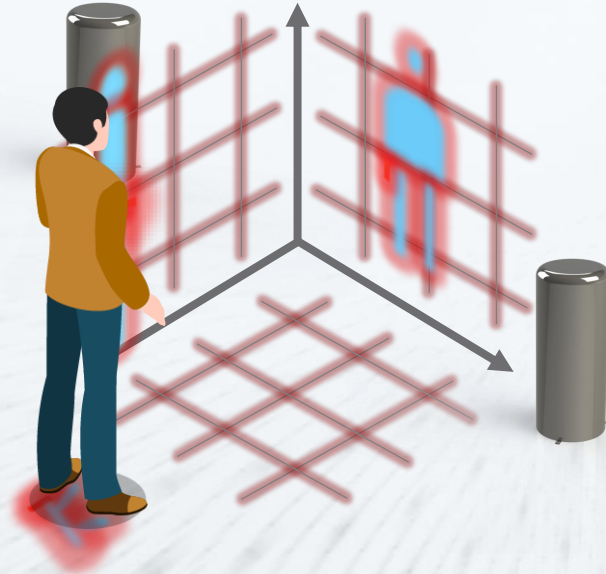


Person Passes Sensors

Person disrupts the
Earth's magnetic field,
creating a signature



How SafePoint™ Works

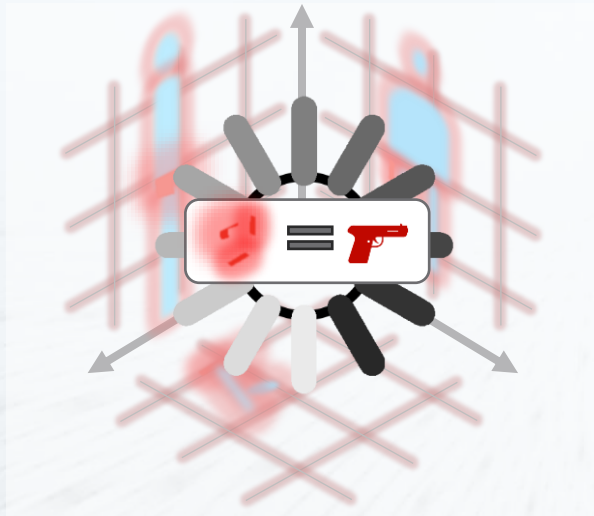


Person Passes Sensors



Signature is Analyzed

Signal is digitized and AI classifier determines if signal matches a known weapon



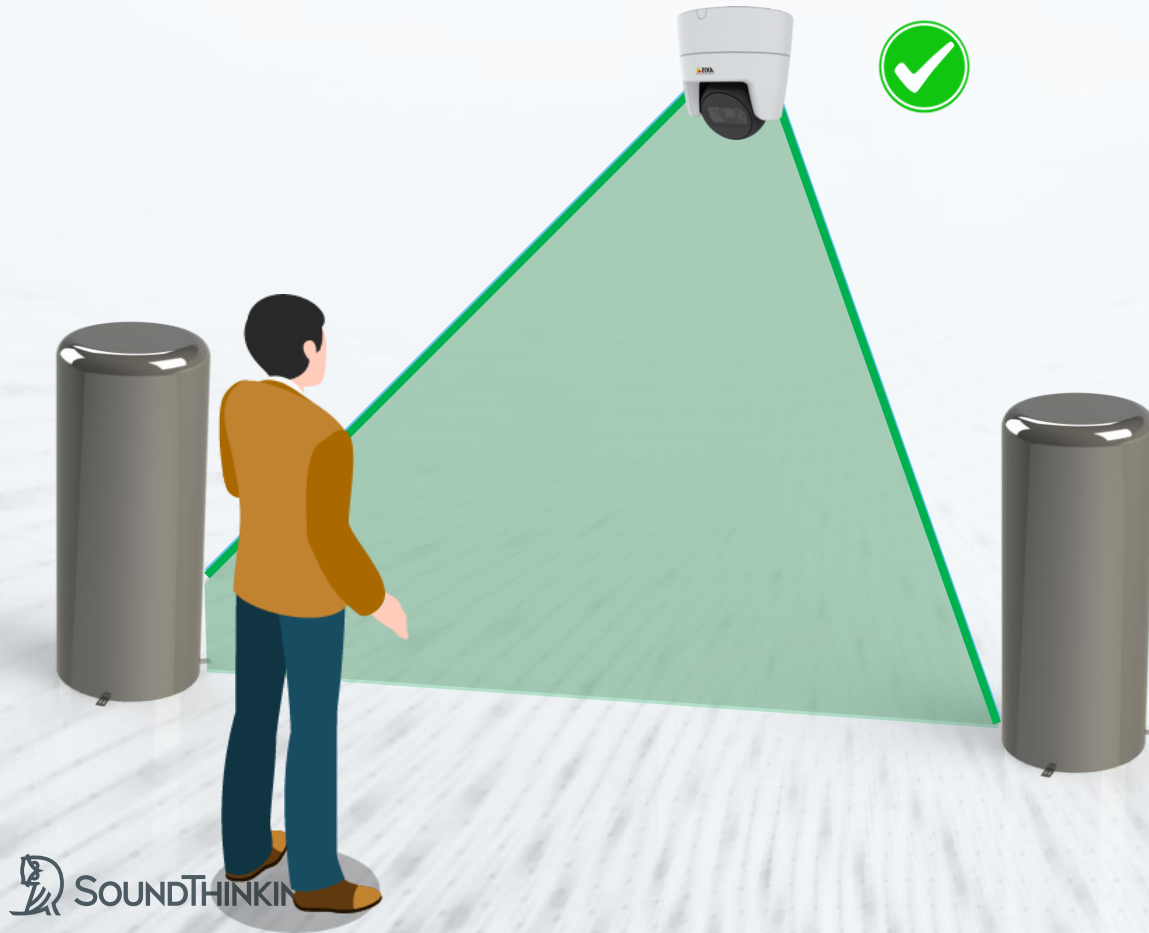
Person Passes Sensors



Signature is Analyzed

Signal is digitized AI classifier determines if signal matches a known weapon

How SafePoint™ Works



Person Passes Sensors



Signature is Analyzed



Confirmation of Person

The system confirms that a person has passed near a sensor with the camera

How SafePoint™ Works



Person Passes Sensors



Signature is Analyzed



Confirmation of Person

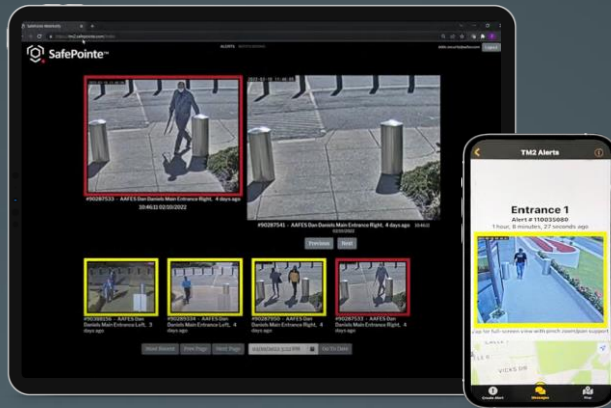


Alert is sent to a Reviewer



Security Personnel receive a classified alert

The alert is sent to Security Personnel with the image of the patron that caused the alert



Overview

Concealed Weapon Detection

PAIN POINT: address active shooter and illegal weapons without making visitors feel they are entering a dangerous place

Acquired: Aug 2023

Customers

NPS: TBD

RETENTION: TBD

Market Overview

KEY MARKETS: Hospitals, Casinos, F500 Office Space, Higher Ed, Other Commercial

COMPETITORS: Evolv

Growth

- Apply expanded sales and marketing to existing verticals
- Grow customer success
- SLA
- New verticals in 2025

Technology

Using SoundThinking infrastructure and resources

RECENT FEATURES:

- Scalability and reliability

UPCOMING FEATURES:

- Multisite capabilities
- Object location
- Enhanced reporting



SoundThinking Synergies with SafePointe



Technology

- SoundThinking technology platform with built-in capabilities
- AI algorithms team and image mosaic patent will help enhance object classification



GTM

- Heads of security often ex-LE and familiar with ShotSpotter
- Marketing exploring using ShotSpotter coverage area location data to identify prospects



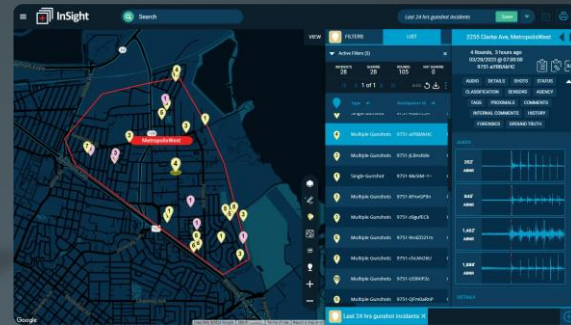
Installation

- Cross-training ShotSpotter sensor installers



Customer Success

- Apply to maximize NPS, retention, and referral



Overview

Acoustic Gunshot Detection

PAIN POINT: 80% of gunfire incidents never called in to 911, victims can bleed out, evidence not often found



Founding Solution

Customers

NPS: 64%

RETENTION: 99%

Market Overview

KEY MARKETS: Local Law Enforcement

COMPETITORS: Status quo

Growth

- Customer coverage expansion
- Differentiated strategies by tier
- International
- Security (Universities and Commercial)
- **Utility substation**

market

Technology

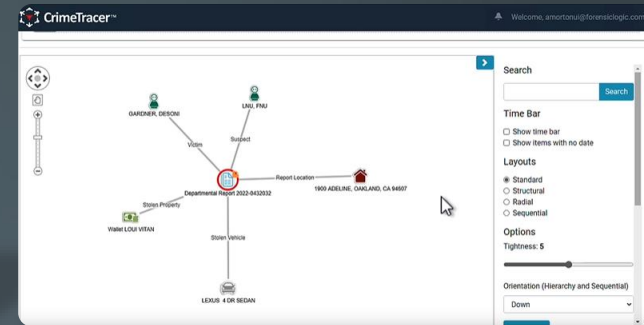
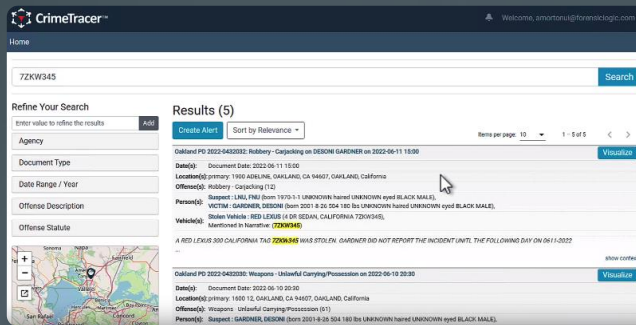
SaaS Cloud Native Solution

RECENT FEATURES:

- Ground Truth
- Response Time Tracking
- Scepter 3 sensor (5th gen)

UPCOMING FEATURES:

- Improved Angle of Arrival
- Solar Sensor



Overview

Investigative Lead Generation

PAIN POINT: siloed investigative data and lack of initial leads post incident



Question

Customers

NPS: 64% state, 29% local

RETENTION: 98%

Market Overview

KEY MARKETS: Local, State Law Enforcement

COMPETITORS: Lexis, Peregrine

Growth

- Expand state program
- Tier 0 pilot program
- Federal market
- Potential AI unlock

Technology

RECENT FEATURES:

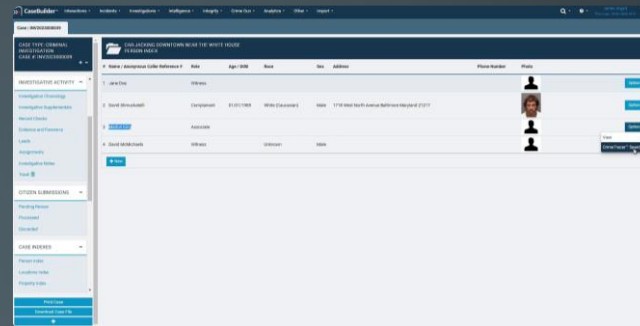
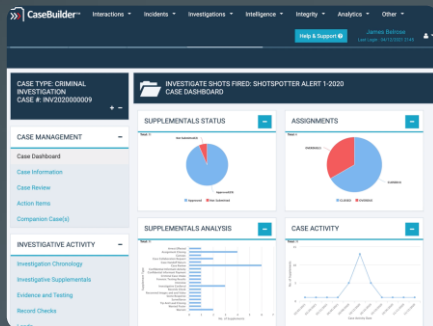
- Converted legacy users

UPCOMING FEATURES:

- Search experience
- CJIS/Security enhancements
- AI
- Data integration for deployments

CaseBuilder History





Overview

Digital Case Management

PAIN POINT: low clearance rates, manual workflow, siloed process, no visibility into case progress

Customers

NPS: TBD

RETENTION: 100%

GROWTH: 5->17

Market Overview

KEY MARKETS: Local, State Law Enforcement, Dept of Corrections (DoC), Intel, State DOJ, DA offices

COMPETITORS: Status Quo, Kaseware

Growth

- Existing verticals
- Bundle opportunities (other SoundThinking products)
- Future expansion into commercial

Technology

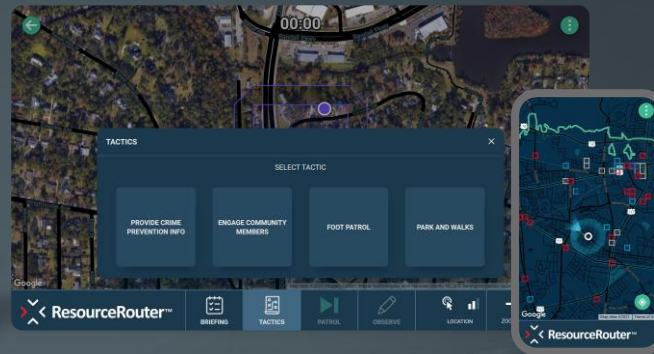
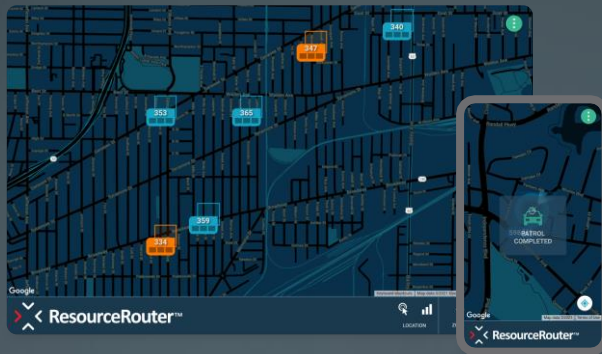
RECENT FEATURES:

- Integration with CrimeTracer

UPCOMING FEATURES:

- DoC deployments
- RMS API
- Customer enhancements
- Test AI uses cases





Overview

Smart Patrol for Crime Prevention

PAIN POINT: high effort hotspot analysis always out of date, gut based patrol, command unaware of patrol compliance and location



Question

Customers

NPS: TBD

RETENTION: 100%

Market Overview

CAGR: Emerging Market

COMPETITORS: N/A

KEY MARKETS: Local Law Enforcement

Growth

- Community Violence Interrupters
- Bundle with ShotSpotter

Technology

RECENT FEATURES:

- ResourceRouter Community
- Route History
- Patrol Presence

UPCOMING FEATURES:

- Crime pattern anomaly alerts
- CVI enhancements



Nasim Golzadeh

EVP, Investigative Solutions
Managing Director, TechnoLogic

Role and Agenda

EVP Investigative Solutions
Managing Director, TechnoLogic

CURRENT ROLE

- Lead the Engineering and Services operations for the following division and product lines:
 - TechnoLogic, NYPD
 - CaseBuilder
 - CrimeTracer
- Lead SoundThinking's ESG initiatives and reporting

AGENDA

- TechnoLogic and NYPD systems
- NY DOC and CaseBuilder Opportunities
- ESG

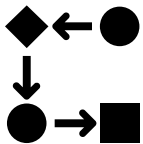
Self-contained Business Unit Dedicated to NYPD Operations

Intimate and deep Technical and Operational knowledge of NYPD:

- 27% of the team have more than 10 Yrs. tenure.
- 11.5 Yrs. Avg. tenure for essential staff
- 7.5 Yrs. Avg. tenure with NYPD for all staff

Diversity:

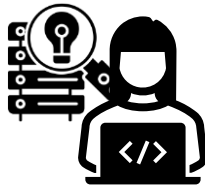
- 36% Gender Diversity
- 75% Racial Diversity



**Business
Analysis**



**Architecture and
Systems Engineering**



**Software Development
and Business Intelligence**



**Quality Assurance
& Testing**



**Customer
Support**

NYPD Managed Enterprise System

A mission-critical, purpose-built enterprise level system, closely comparable with the largest, most sophisticated ERP systems



Enterprise Case Management	Gun Arrest Tracking System	Citywide Towing Operations System	Central Arrest Processing	Online Prisoner Arraignment
Internal Affairs Case Management	Police RMS and NIBRS Reporting	Risk Case Management Bureau	Intelligence Division Case Management System	Warrant Tracking
Domestic Violence	State and Federal Inquiries	Complaints and Arrests System	Property & Evidence	Enterprise Summons Tracking System
Juvenile Apprehension	Disciplinary Administrative Database System	Medical Case Management	Centralized Personnel Resource System	Equal Employment opportunity

A Showcase in Depth, Breadth, and Scale



Unique users



Cases
Processed



Summonses
Processed and
Tracked



Warrants
Processed



Printed Reports



Complaints and
Arrests Processed



Tows, Boots, and
Relocations



Articles of
Property Tracked



State and Federal
Inquiries

Exceeded Service Levels and Completed 125 Development Projects

Reliability

Support and Oversight \$10M+ / Yr.

- Management and oversight
- Architecture & Systems Engineering
- Support and Maintenance
- Quality Assurance
- Business Analysis
- Small system enhancements and projects

Flexibility and Velocity

Large Dev. Projects \$4M / Yr.

- Adding new capabilities and features to the existing systems.

Scalability

New System Work Order Custom Pricing

- Adding new systems to the portfolio
- Adding very large changes to existing systems

NY DOC CaseBuilder Implementation



- Implement CaseBuilder in 11 different DOC Divisions
- Migrate data and sunset 9 separate DOC systems
- Interface the new system with external systems
- Configure reports, dashboards and analytics to provide insight to leadership
- Business Analysis, Training, and other Professional services

~\$6M

Project
Implementation
Services

~\$12M

6-Year
Subscription
Fees

ESG Initiatives

Social

- Social responsibility, impact, and human rights, core to the purpose of all our products
- Creating safer communities
- Equitable protection
- Privacy protection

Governance

- Diversity, Equity, and Inclusion
- Board composition, responsibilities, and oversight
- Risk management, including Info Sec, vendor risk assessment
- Responsible AI
- Employee Engagement and GPTW

Environmental

- Use of our technology in protecting the environment (Coral reefs)
- Low electrical consumption
- Responsible waste management and recycling





Gregg Makuch

SVP, Marketing

Role and Agenda

SVP Marketing

CURRENT ROLE

- Marketing strategy
- Brand / Content
- Demand Gen
- Thought leadership / PR

AGENDA

- 2024 Themes
- Go-to-Market Strategies & Motions

2024 Goals

	Booked ARR (MM)	%T	Discovery Calls
ShotSpotter <ul style="list-style-type: none">• <i>New</i>• <i>Expansion</i>• <i>International</i>	~\$10	38%	108
CrimeTracer	\$2+	9%	72
CaseBuilder	\$3	11%	72
ResourceRouter	\$1	4%	72
SafePointe	\$10	38%	288
Total	\$26+	100%	612

2024 Themes

- Problems, not products
- Influence the narrative
- Getting out in front
- Personalization, precision, personas
- It's all about pipeline

Problems Not Products



ShotSpotter Saves Lives.



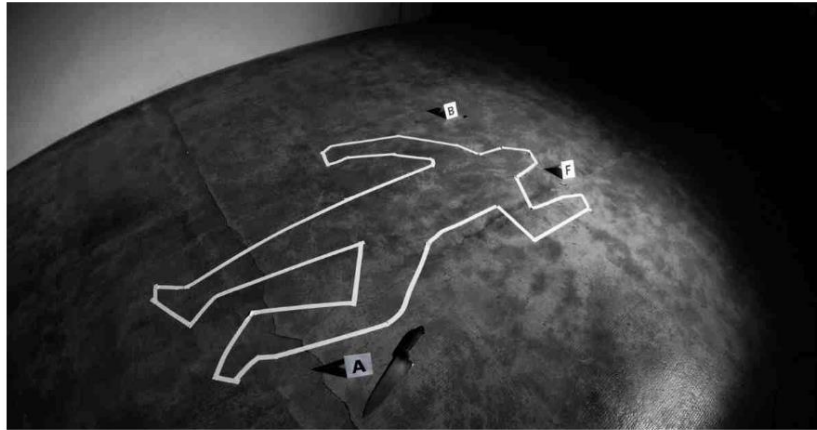
ShotSpotter®

Influence the narrative

Digital Daily

OPINION: What's the Life of a Gunshot Victim Worth?

Special Contributor
January 15, 2024



By Ralph Clark

When you walk through an airport, or office building, or shopping center, have you ever noticed the automated external defibrillators (AEDs) on the walls? Have you ever seen one being used?

Though used infrequently, these devices can save lives in emergencies, notably extreme cardiac events. Yet, they are not free. As a society, we pay for them because human lives are incredibly valuable. In fact, the federal government estimates the value of a single human life at somewhere between \$7.5 million and \$12.5 million.

Getting out in front

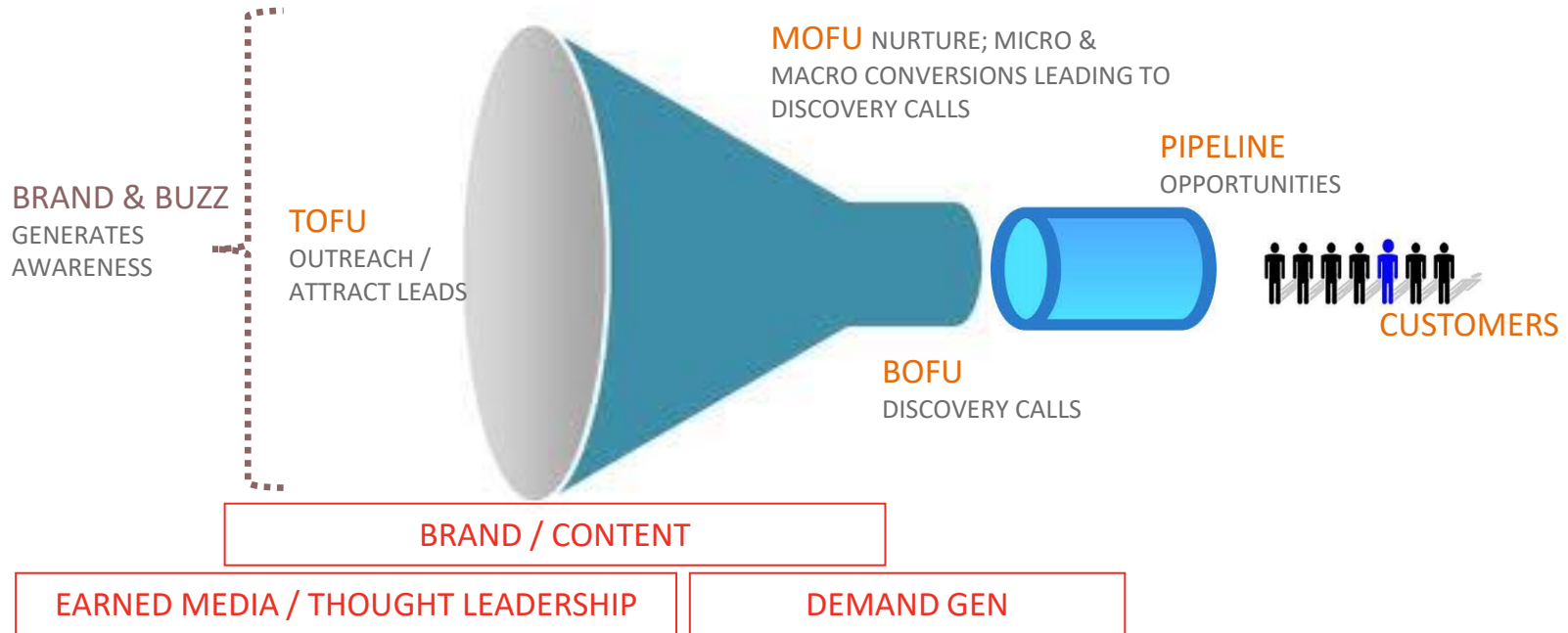
- Get in front of major milestones
 - 6, 9, 12 months
 - Expansions
 - Renewals
 - New opportunities
- Build support
- Community engagement
- Understand opponents
- Research and thought leadership

Personalization, precision, personas



"Shotspotter saved my grandsons life, it picked up the shots and they found him within minutes he had been shot 27 times...he is alive..."

It's all about pipeline



Success in 2023: Discovery Calls

	2023 Target	2023 Achievement	Δ	Δ %
ShotSpotter	65	130	+65	200%
CrimeTracer	60	98	+38	163%
CaseBuilder	96	115	+19	120%
ResourceRouter	15	43	+28	286%
SafePointe	40 (Q4)	63	+13	158%
Total	276	449	+173	+163%

2024 Discovery Call Goals by Sector

Public Sector

324

9/SDR/mo.

Commercial

288

8/SDR/mo.

Total

612

Discovery
Calls

GTM Strategy



ShotSpotter®

- Strategies
- Tiers 2+3

ShotSpotter saves lives.

- Fills 911 gunfire gap
- Faster response
- Better evidence collection
- Build trust



SafePointe™

- Healthcare
- Gaming
- Corporate
- Education

Stealth weapons
detection
without the
bottlenecks.

- Discreet
- No waiting
- Unmanned
- AI



CrimeTracer™

- Established beachheads
- State-level deals

Google for Cops.

- Break down silos
- Close cases faster
- Operational efficiency



CaseBuilder™

- Land-expand
- DOCs
- DOJs

All-in-one digital
case management.

- Clear cases faster
- Automation
- Collaboration
- Compliance



ResourceRouter™

- Land-expand
- Community

Smart deployment
to prevent
violence.

- Data
- AI
- Maximum impact

Targeted personas

	Customer Prospects	Influencers	Community Groups	General Public
Public Sector	<ul style="list-style-type: none">• Patrol command staff• Sheriffs• Detectives• Prosecutors• Investigative command staff	<ul style="list-style-type: none">• Mayor's Office• City Council• Activist groups (-)• Security / safety organizations	<ul style="list-style-type: none">• Office of Violence Prevention (OVP)• Anti-violence groups• Faith-based leaders• Public health	<ul style="list-style-type: none">• Local support / education campaigns<ul style="list-style-type: none">– Oakland– Cape Town
Commercial	<ul style="list-style-type: none">• Chief Security Officers• Risk Management• VP of Security• HR / Facilities	<ul style="list-style-type: none">• Architects• Security consultants• Tribal leadership• School district leadership		

BOFU Content



Evolv Alternatives: Options for Weapons Detection

Jacqueline Berkman • 24 October, 2023

SafePoint™

Secure Unobtrusive Unmanned Pre-emptive

Xtract One Alternatives: Options for Weapons Detection

Jacqueline Berkman • 16 November, 2023

Unobtrusive Pre-emptive

Secure Unmanned

Best Touchless Security Screening System

Jacqueline Berkman • 08 February, 2024

SafePoint™

Every Metal Object has a different signature in motion Machine Learning and AI with over 14 million weapon signatures, learns as it goes Sensor And Camera Work In Tandem To Locate the weapon, and ignore common items

Federal Grants for Public Safety: Introducing SafePoint

Jacqueline Berkman • 15 February, 2024



Addressing Workplace Violence in Healthcare

Jacqueline Berkman • 18 January, 2024



Enhancing Facility Safety in Corporate Settings

Jacqueline Berkman • 01 February, 2024



Best Casino Security Systems

Jacqueline Berkman • 22 February, 2024

SafePoint™

Secure Unobtrusive Unmanned Pre-emptive

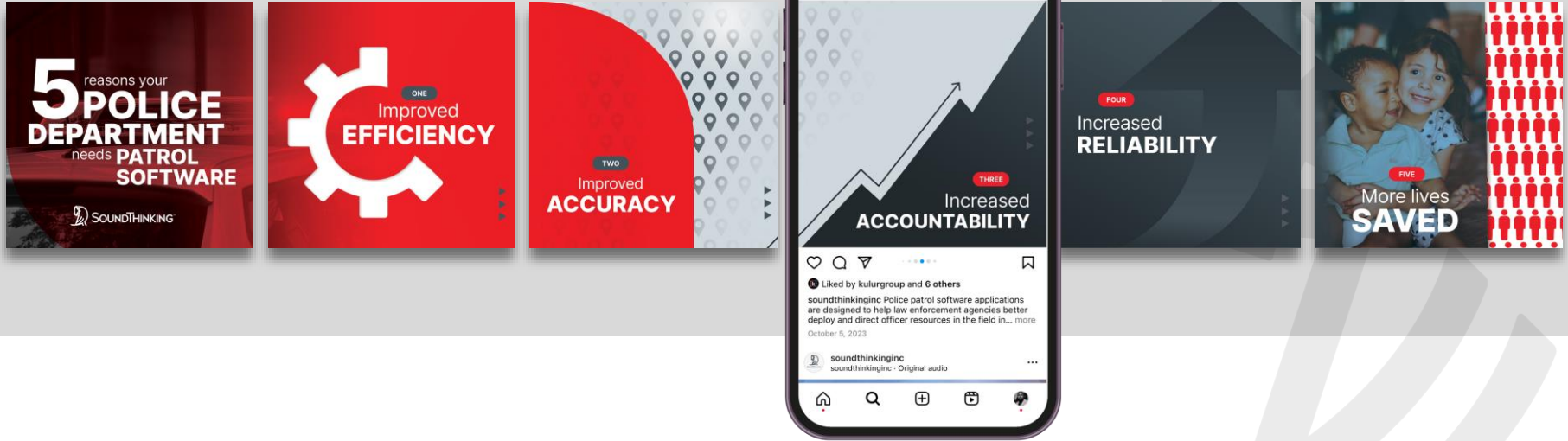
Weapons Detection Systems for Hospitals: An Overview

Jacqueline Berkman • 29 February, 2024

BOFU Content

Blog	Publish Date	Page Views	Notable
1. EVOLV Alternatives	10/24/23	5603	Banner Health, Broward County Public Schools, NorthShore University Medical, Walt Disney, Carnival Cruises, Marriott, Hyatt
2. Xtract ONE Alternatives	11/16/23	587	Kaiser Permanente, Harvard University, Southwestern VT Health, Notre Dame, Austin Independent School District, St. Louis Public Schools, Morgan Stanley, Orlando Venues, Johns Hopkins, Federal Reserve
3. Addressing Workplace Violence in Healthcare	1/18/24	101	Carolinas Healthcare System, Antelope Valley Hospital, North Oaks Medical Center, Phoenix Children's, Medical University SC
4. Enhancing Facility Safety in Corporate Settings	2/1/24	81	Creditsafe, Invariant Corporation
5. Best Touchless Security Screening System	2/8/24	89	BlueWater Resort Casino, US Vet Affairs, EVOLV, Monarch Casino, Waco ISD
6. Federal Grants for Public Safety	2/15/24	58	Fairfax County, Craig Hallum, Univ of MN, VA, Shodair Children's Hospital
7. Best Casino Security Systems	2/22/24	70	BlueWater Resort Casino
8. Weapons Detection Systems for Hospitals: An Overview	2/29/24	39	Array Healthcare (NY), Medical University SC, Trinity Health, Camden Clark Hospital, Kaiser, St. Boniface Hospital, Kenworth

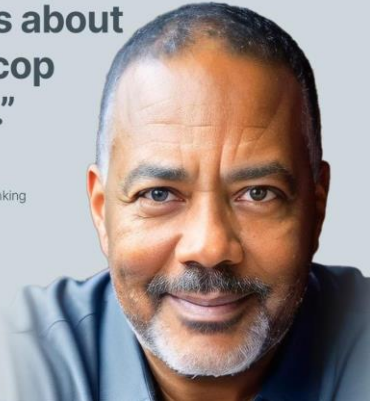
Social Carousels



Pull Quotes

"When police get a ShotSpotter alert, it's not about driving around in the car, it's about getting a cop to the dot."

Ralph Clark
President and CEO, SoundThinking



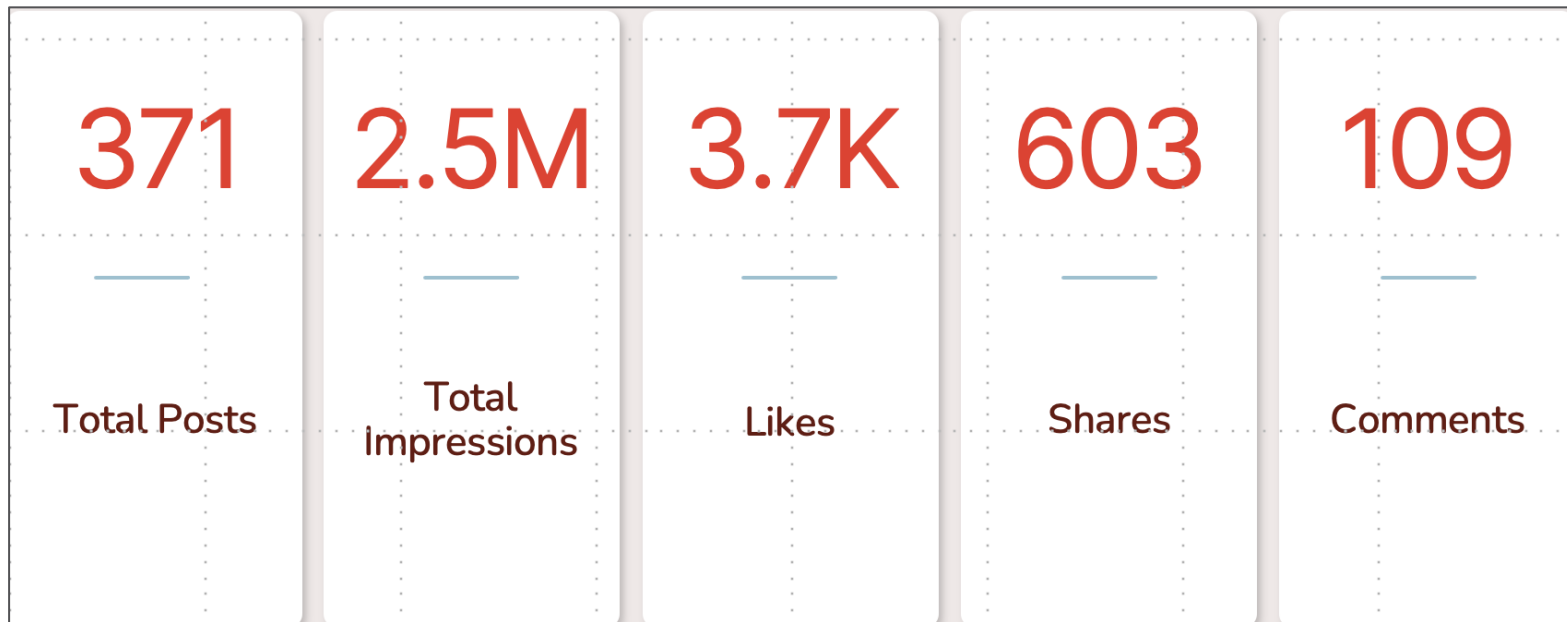
"When you're not the direct victim of gun violence, the indirect impact, the chronic exposure to criminal gunfire has long-lasting and severe consequences for our children, for our communities, and our nation."

Thomas Chittum
SVP of Forensic Services, SoundThinking



2023 Social Media At-a-Glance

August-December, 2023



Earned Media / Thought Leadership

2023 Review

- Media Hits
- Proactive Sentiment
- Trend

2024 Goals

- Proactive Media
- Owning Our Story

Strategy

- Elevating Thought Leadership
- Celebrating Milestones
- Diversifying Our Media Approach
 - Podcasts, Black Media

2023: Sentiment Trending Up

Key Messages Summary

	Key Message	Total Articles	Unique Outlets	Average UVM
	ShotSpotter (Base Term)	22,879	3,928	5,272,264
	effective	2,135	739	3,876,699
	save	988	536	2,931,934
	controversial	668	319	5,868,616
	fast	654	559	2,224,774
	precise	453	361	1,823,875

investigation conditions suspects victim scene chief injuries crime first two officers hospital critical condition second level partner line of fire city accounts shooting house area suspect gunfire robbery-murder gunshot wounds shotspotter alert

block
officers
police



ONE
ALBUQUE
RQUE

For Immediate Release:

Contact: Rebecca Atkins 977-0481

March 12, 2024

APD creates proactive S.H.O.T program to target gun violence

First-of-its-kind program led to 47% decrease in gunshots in one neighborhood

ALBUQUERQUE – APD launched a new program using data gathered from ShotSpotter technology to proactively address gun violence in Albuquerque neighborhoods. The pilot program led to a 47% decrease in gunshot detections in a Southeast neighborhood.

The S.H.O.T Program, which stands for *ShotSpotter Hotspot Organized Tracking*, is the first of its kind and was created by APD investigators at the Crime Lab. Through the assistance of the Real Time Crime Center, APD is taking the data beyond what it was initially intended for. The pilot program began in the Southeast Area Command and hotspot areas of concern were identified from a high number of gunshot detections.



Erin Edwards

SVP, Sales

Role and Agenda

**SVP Public Safety
and Security Solutions**

CURRENT ROLE

- Sales executive for
 - Public Sector
 - Commercial
 - International
- SafetySmart Platform

AGENDA

- Sales organization
- Internal Sales Motions
- External Sales Motions

Sales & Sales Operations Organization



1

Public Sector Sales



- SaaS and Public Sector Sales depth
- SafetySmart Platform focus
- Funding & procurement expertise

2

International Sales



- LATAM and Caribbean knowledge and expertise
- Multilingual
- Public sector emphasis

3

Commercial SafePointe Sales



- Enterprise sales expertise in safety and security space
- SafePointe focus
- Subject Matter Experts

4

Sales Operations & Solutions Support



- Renewal management
- Technical product and use case expertise
- Analytics, KPIs, Dashboards and Sales Force Support
- RFP, proposal and quote support

Internal Sales Motions

Our sales execution strategies are based upon lead indicators of success.
The customer is at the heart of everything we do.

Same Side Selling

- Solve vs Sell
- Trusted Advisor execution
- Client results focused
- Faster qualification
- Shorter Sales Cycle
- Larger ASP
- Churn reducer
- Aligns all team to the client's results

Metrics/KPIs

- Lead Conversion
- Pipeline Waterfall
- Opportunity Build
- Land vs Expand
- Deal Velocity
- ASP
- Close Rates

Platform Focus

- Land & Expand
- Interdependency messaging
- Bundled value add
- Case Studies/Client references
- Operational efficiencies
- Economies of Scale

Tools

- Lead Hand-off Checklist
- Territory Strategies
- Customer Need Quadrants
- Concise Business Case
- Problem-based presentation decks
- Community Engagement
- Customer Hand-off protocol
- Customer success reviews

Sales Organization

Public Sector Sales

4 Regional Sales
3 Product Sales
2 Regional VPs

Quota/Region:
30 Sq Miles
\$1.5M SafetySmart Sales

SafePointe / Commercial Sales

4 Regional Sales
1 VP

Quota/Region:
150 Lanes

International Sales

1 VP - LATAM/ Caribbean

Quota/Region:
25 Sq Miles

Technical Sales Support (4)
Sales Operations (5)

Bookings driven focus

External Sales Motions – Public Sector



Leveraging the existing ShotSpotter base to land & expand

- Cross-Sell/Upsell strategies
- Geographic expansions
- Technology upgrades
- Federal opportunities
- Existing Use Cases
- Statewide/Regional programs
- Funding programs

External Sales Motions

Drive ShotSpotter sales through proper qualification and thorough account management from discovery - customer life

Client Engagement

- Strong Champion
- Community Advocates & police support
- Existing community relationships
- Desire for positive public safety outcomes
- Sensor deployment support

Deployment

- Transparency
- Community engagement & education
- Deployment SOPs
- Success story visibility

Success Criteria

- Decreased response times
- Ground truth process
- Live saving metrics

- Small/Medium jurisdiction growth
- West:
 - Southern California
 - Washington
 - Arizona
- Southeast:
 - Texas
 - Florida
 - Louisiana
- Northeast:
 - New York
 - Pennsylvania
 - New Jersey
- Midwest
 - Ohio
 - Tennessee
 - Michigan
- States with grant funding initiatives

External Sales Motions



CaseBuilder™

- Department of Corrections use cases
- Department of Justice use cases
- Probation use case
- CrimeTracer and ShotSpotter integrations
- Statewide deployments
- Standard and expanded scopes



CrimeTracer™

- Natural CaseBuilder partner
- Statewide deployments – TN Bureau of Investigations
- Federal applications - ATF
- Thomson Reuters/NIBIN data capture
- Upgrades from COPLINK X
- Regional growth strategy

Personas & Messaging

Personas

- Investigative arm of PD
- New agencies

Messaging

- Improve case closure rates
- Collaboration
- Operational efficiency
- Consolidation of technology
- Standardization of processes

External Sales Motion – International

- *Focus: LATAM & Caribbean*
- *Strategy is based upon the intersection of violent gun crime, economic solvency and political stability & policing effectiveness*



Target Countries

- **Uruguay**
- Mexico – post election
- Ecuador
- Colombia
- Brazil
- Costa Rica
- Chile
- Caribbean Islands

External Sales Motions



Team consists of:

1 VP
4 RSDs
3 SDRs
2 CSDs
.5 Solution Sales

Healthcare

- Employee Safety
- ER safety
- Brand/ Reputation
- Patient/ family experience

Gaming

- Guest Experience
- Employee Safety
- Operational Efficiency
- Hotel Aesthetics

F500/FinServe

- Brand/ Reputation
- Employee Safety
- Active Shooter

Higher Education

- Dorm Safety
- Active Shooter
- Crowd management
- Brand/ Reputation

Other

- Retail
- Museums
- K12
- Malls Mgt

- Pipeline Build - \$2M/month
- Value proposition, differentiation and messaging build
- Deal qualification and velocity
- Land & Expand – Enterprise System plays
- Leveraging legislation

External Sales Motions



Personas & Messaging

Personas

- Chief Security Officers
- Risk Management
- HR/Facilities

Messaging / value props

- Effective staffing utilization
- Minimizing entrance delays
- Proactive vs reactive
- Multiple deployment strategies
- Aesthetically inviting
- Guest vs employee use cases

Cadence

Cadence

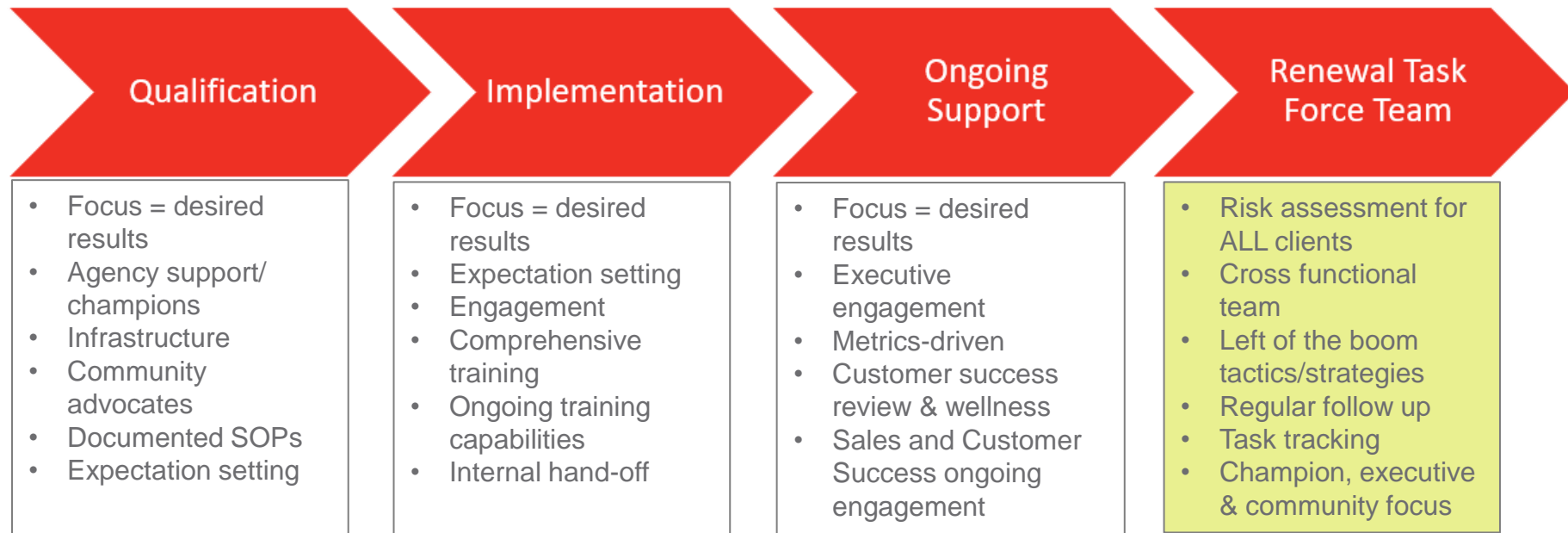
- Multi-media approach (social media, email, calling, LinkedIn)
- Campaign driven with 7 – 9 touchpoints
- Industry specific needs elements
- Thought leadership
 - Webinars
 - Tradeshow presence/speaking
 - Client partnership

Initial Observations

- Brand awareness is good
- Law enforcement to private sector leadership
- Early stage of the industry
- Differentiation is creating “And” and “Or” conversations
- Strong ties to brand / reputation
- Corporate buying process positive
- Shortened sales cycle ~8 mos
- Budget is available for S&S + ROI
- Limited opposition
- SOPs & desired results are critical (similar to ShotSpotter)

External Sales Motions - Renewals

Best-in-Class Customer Attrition ~ 1%





Larry S. Jackson

SVP, Customer Success & Analytics

Role and Agenda

**SVP Customer Success
and Analytics**

CURRENT ROLE

- Field customer success & community engagement
- Retention
- Analytics

AGENDA

- Intro / Our Approach
- Trusted Advisors
- Ongoing Client Engagement
- Keys to Success – Leading Practices
- NPS: What Our Customers Say

Customer Success & Data Analytics

We are the customer facing team that works with our clients and the community to **drive value** from the use of SoundThinking technology.

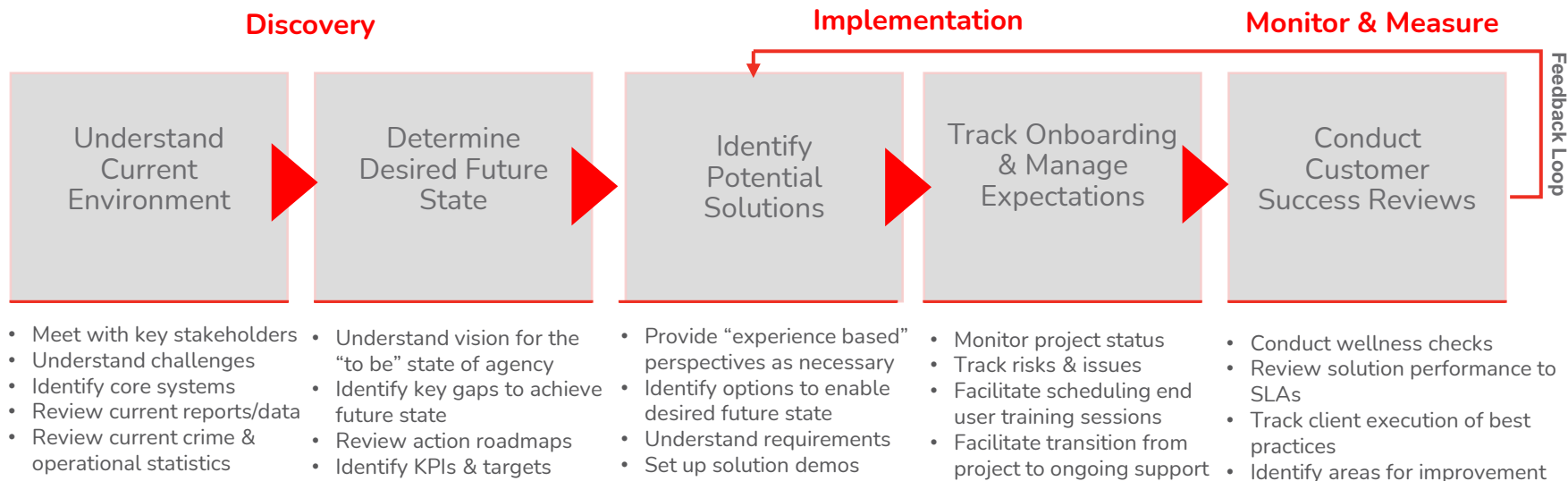


Keeping our
Communities Safe



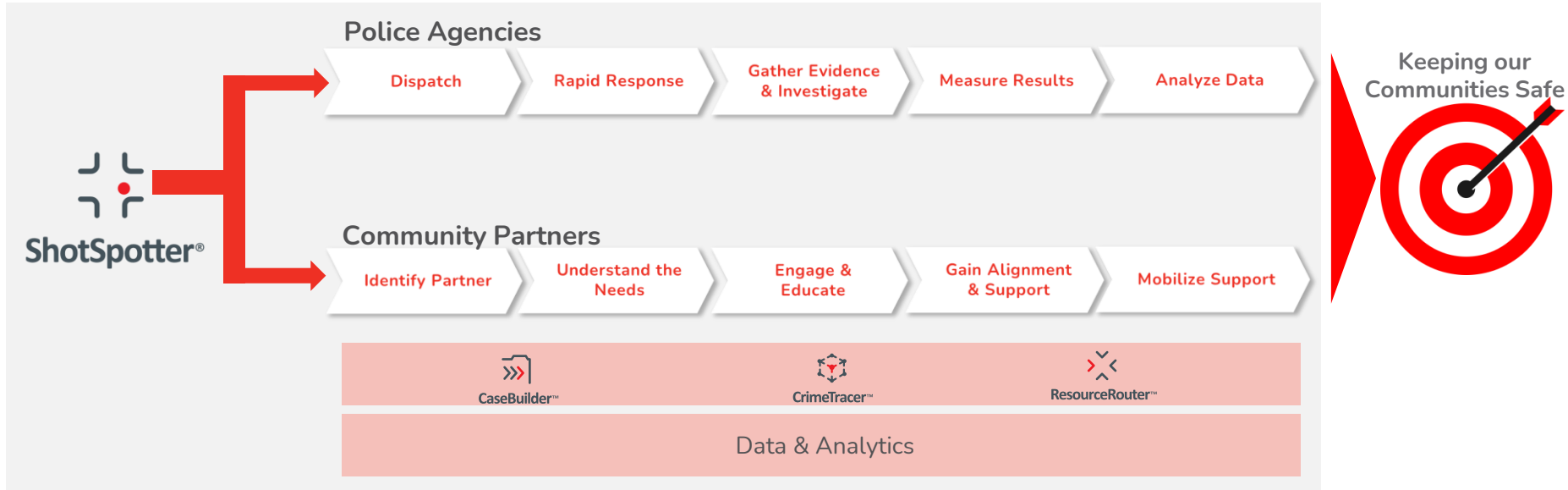
Our Approach

Anchored on engaging our clients in detailed conversations to understand their **priorities, challenges, opportunities and success measures.**



Parallel Paths to Success

Addressing gun violence is a complex matter that requires community and police collaboration and partnership.



Enabling SafePointe

Similarly, as we prepare to implement the SafePointe solution, we want to have a clear understanding of the client's needs and expectations to enable a solid customer experience.



- ✓ Align on client expectations of the safety solution
- ✓ Understand client goals and key success measures
- ✓ Discuss safety policies and operational procedures
- ✓ Understand end user training needs
- ✓ Establish a clearly defined feedback loop for alerts
- ✓ Provide ongoing solution maintenance and support

CSDs As Trusted Advisors

Customer Success Directors play an important role in supporting clients through their transformative journeys by providing valuable insights and recommendations.

Our Impact is Driven by the Breadth of Our Expertise and Depth of Our Client Relationships

Thought Leadership

- Leverage deep law enforcement expertise and experiences
- Provide timely & relevant perspectives to support agency transformations
- Develop and publish value-added perspectives on law enforcement

Deep Client Knowledge

- Establish a solid understanding of the agency's vision of the future
- Identify the top priorities & challenges faced by the agency (internal & external)
- Understand the community engagement strategies
- Identify the key success measures (KPIs)
- Pursue deeper relationships across the organization



Our Team

SafetySmart Platform



Carlos Canino
28 years



Cindy Guerra
27 years



Erik Maness
32 years



Joshua Judah
22 years



Joel SteMarie*
22 years



Jennifer Godbold*
15 years



Alfred Lewers, Jr
33 years



In Progress



Doris Cohen
15 years



Halana Barrios
14 years



Kerry Neumann
29 years



Kevin Johnson
29 years



Kysha Fedd
17 years



Paul Lusczyński
32 years



Matt Ziemba
31 years



Todd Reichert
25 years



Tahirah Moore*
10 years



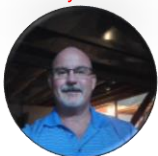
In Progress



Joel Vargas
19 years



Paige Vedder
8 years



Richard Bash
33 years



Robert White
43 years



Steven Ford
32 years



Tom Rizzi
27 years

Community Engagement

SafePointe

Analytics

Our CSDs have over 450 years of combined local law enforcement and federal (ATF) experience. This represents more than 36,000 hours of capacity to support our clients.

* Technology & Govt. Affairs Experience

Ongoing Client Engagement

The Annual Account Review is a key part of our overall cadence of working with our clients to help them realize the maximum value of our technology and data to meet their community safety objectives.



Annual Account Review



Annual Account Review Agenda & Objectives

- **Reflections of 2023:**
Discuss the agency's experience and performance with ShotSpotter in 2023
 - Gun Violence Reduction Successes
 - Lessons Learned
 - Challenges to be Addressed
- **Looking Forward to 2024**
 - Understand Key Issues & Objectives
 - Review Success Measures & Targets
- **Review and Discuss Performance Measures**
 - ShotSpotter Scorecard/Accuracy
 - Agency Measures
- **Review & Discuss Best Practices**
 - Identify Areas for Improvement
- **Action Items and Next Steps**

Keys to Success - Leading Practices

Dispatch

- ✓ Establish Policy for Response
- ✓ Use coding to track ShotSpotter incidents
- ✓ Prioritize Response
- ✓ Check the dot for location accuracy
- ✓ Provide feedback on accuracy as necessary

Responses

- ✓ Cop to the Dot
- ✓ Search the scene for evidence, casing
- ✓ Log findings to build a digital case
- ✓ Document findings via text or Ground Truth capabilities
- ✓ Log shells and casing for NIBIN/Crime Gun Analysis

Measure

- ✓ Establish a dashboard
- ✓ Log all findings for tracking
- ✓ Track victims
- ✓ Track 911 Calls
- ✓ Track firearms
- ✓ Track casings

Analyze Data

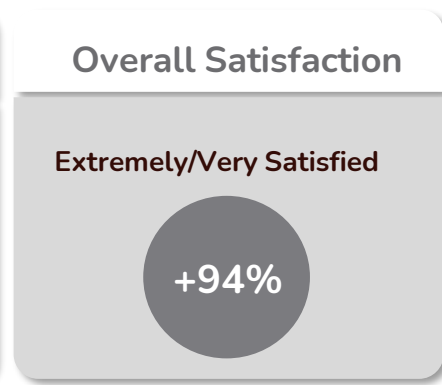
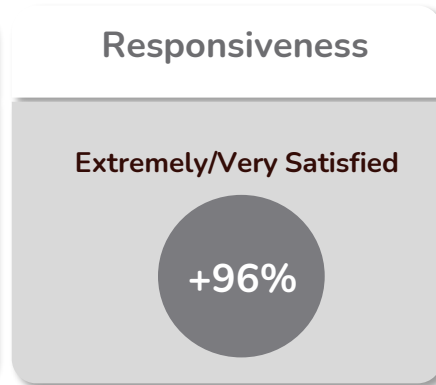
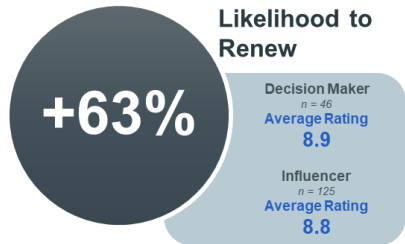
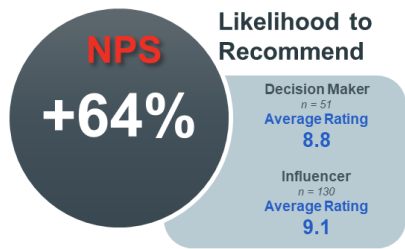
- ✓ Evaluate trends and patterns
- ✓ Assess patrol location and patterns
- ✓ Evaluate and modify strategies as needed based on information
- ✓ Revise resource allocations as necessary

NPS: What Our Customers Say

Overall, our ShotSpotter Net Promoter Score saw a significant 8-percentage point boost in 2023 to +64% ...**World class.**

Question:

Thinking about your experience with your Customer Success Director how satisfied or dissatisfied are you with...





Alan Stewart

Chief Financial Officer

Role and Agenda

CFO

CURRENT ROLE

- Finance
- Accounting
- Compliance

AGENDA

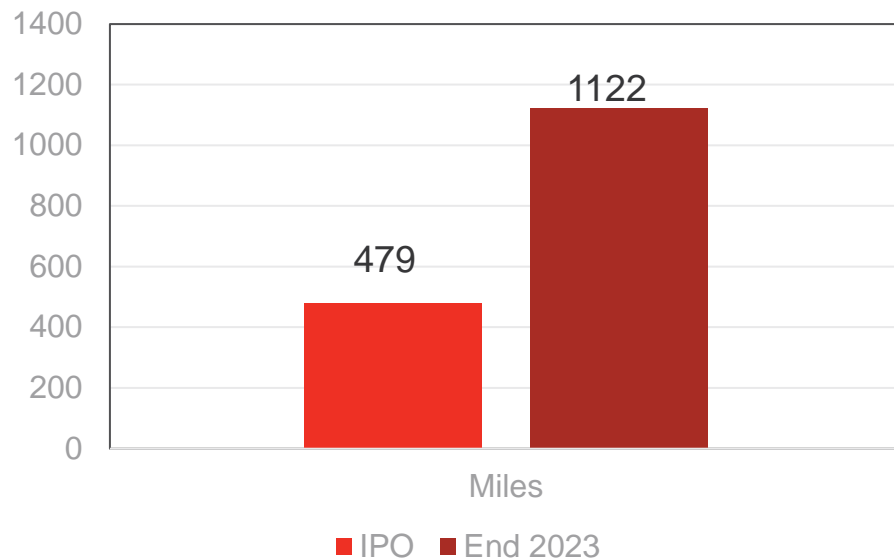
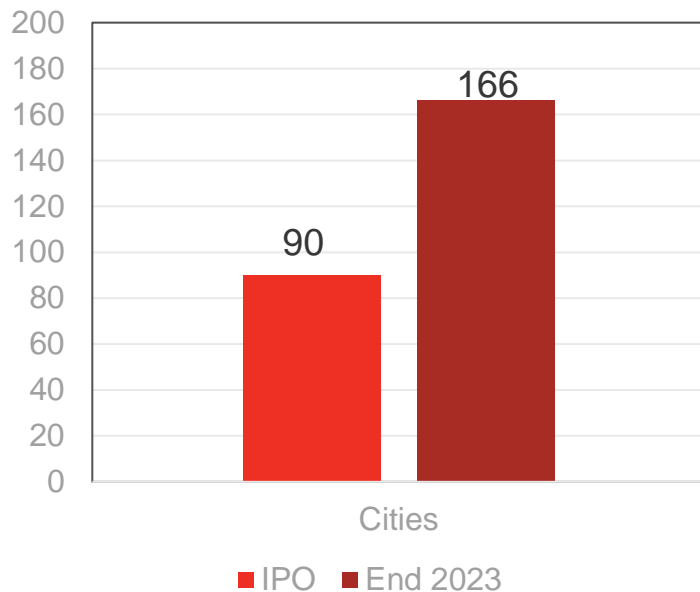
- Financial model
- Unit economics

Attractive unit economics drive long term profitability

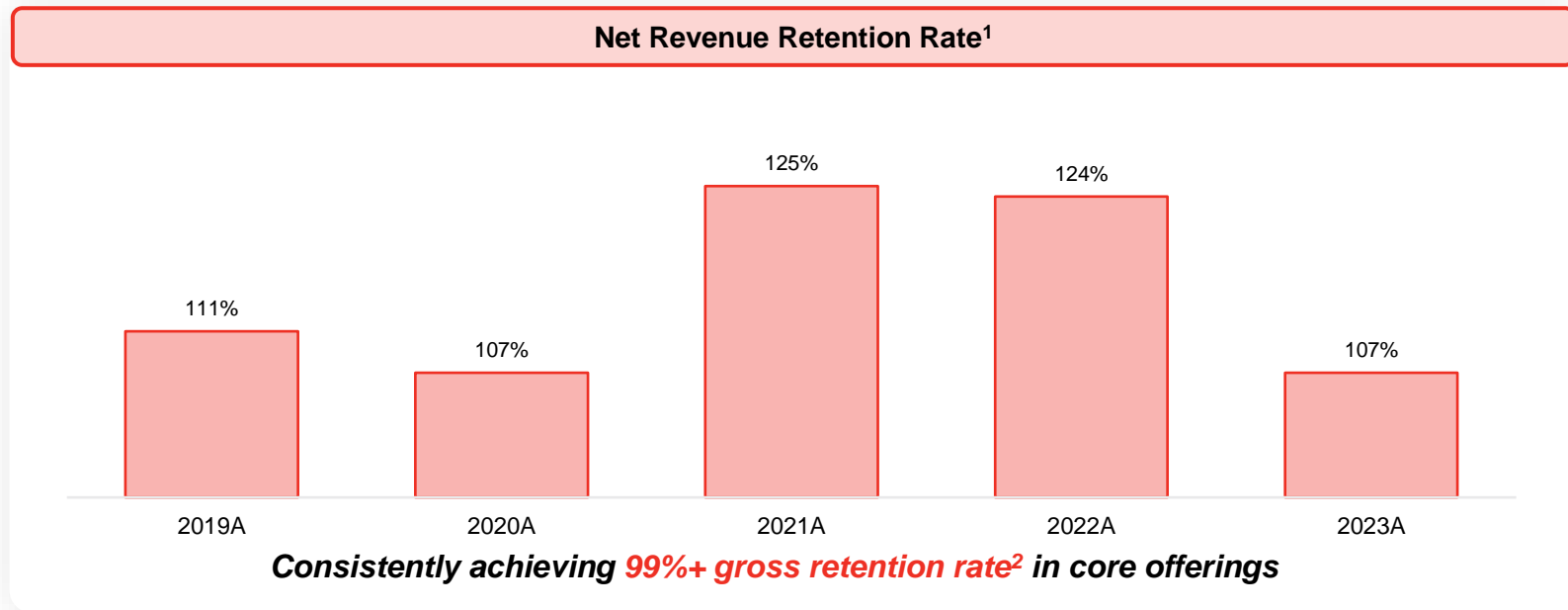
Sales Efficiency Ratio¹



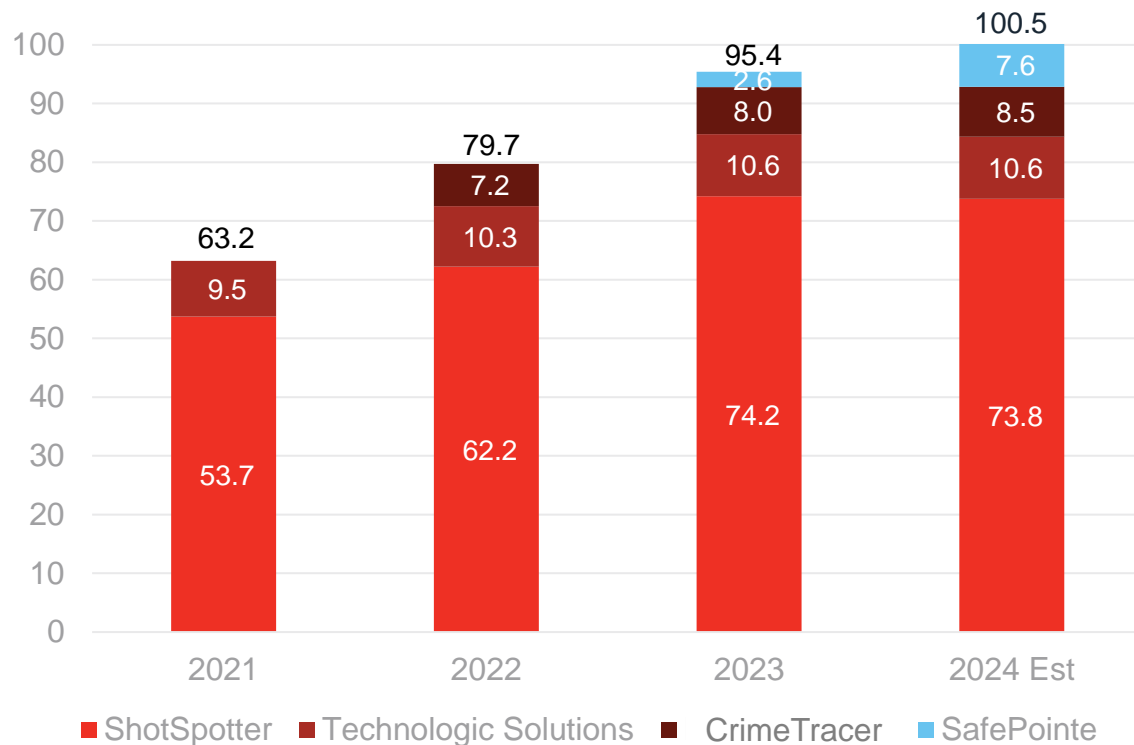
Growth since IPO



Best-in-class customer retention

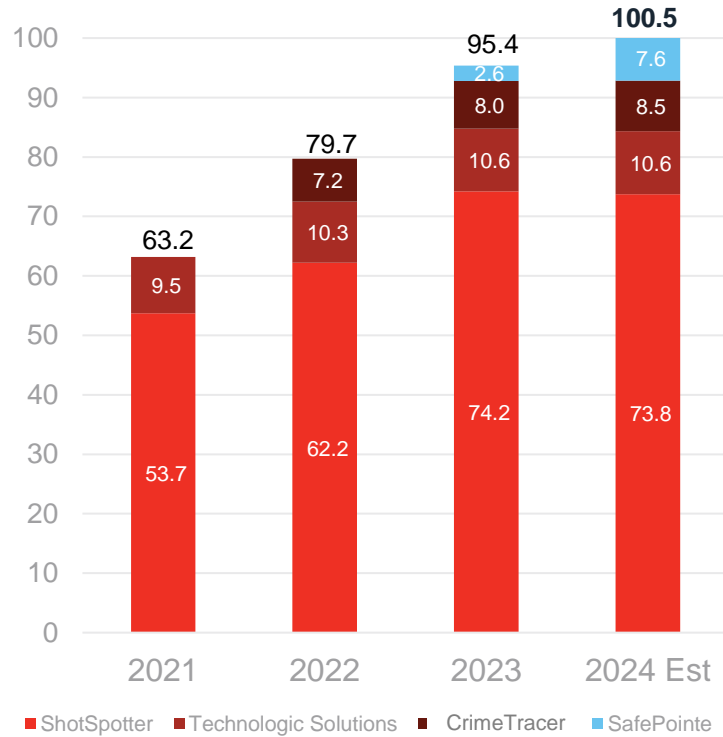


ARR Trend (\$'M)

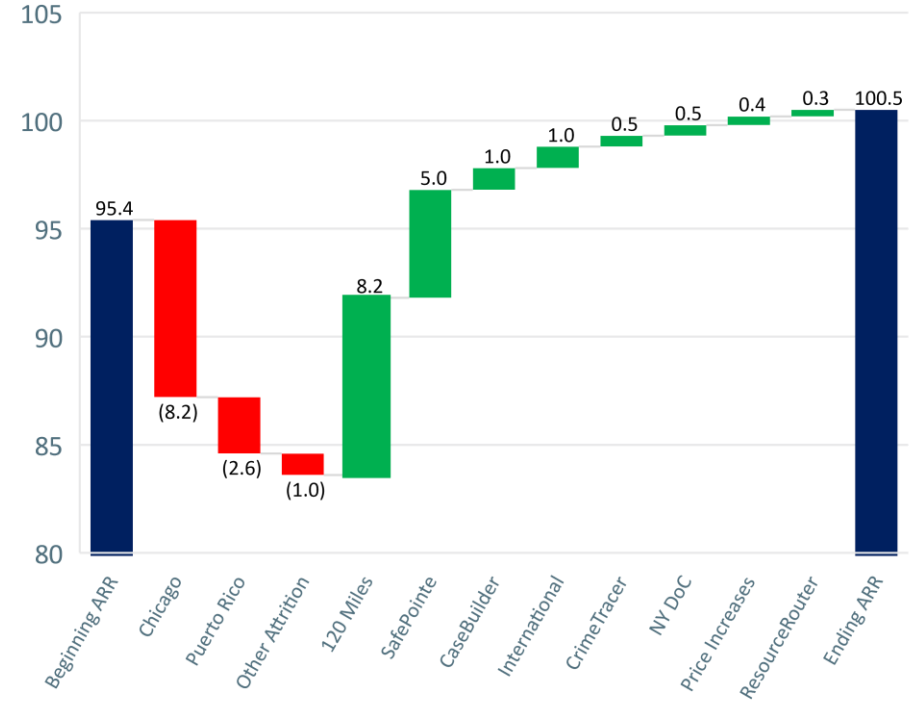


2024 Est ARR Build	
Beginning ARR	95.4
Chicago	(8.2)
Puerto Rico	(2.6)
Other Attrition	(1.0)
120 ShotSpotter Miles	8.2
SafePointe	5.0
CaseBuilder	1.0
International	1.0
CrimeTracer	0.5
NY DoC	0.5
Price Increases	0.4
ResourceRouter	0.3
Ending ARR	100.5

ARR Trend (\$'M)



2024 Est ARR Build





Thank you