

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, the anticipated impact of the COVID-19 pandemic, 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 objectives, anticipated timing and volume of customer contract renewals, and revenue and GAAP profitability guidance for full year 2021. 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 s



Agenda

- Welcome & Introduction
- Precision Policing Platform & TAM Extension
- Customer Success Journey & Value Attributes
- LEEDS Overview
- Case Management Product Demonstration
- Q & A



Welcome & Introduction

Ralph Clark CEO



PURPOSE

The ShotSpotter Why?



Earn the trust of law enforcement to help them provide equal protection for all and strengthen the police-community relationship, ultimately improving public safety.





2020 Silver Linings



Infrastructure Investment



Agile Company



Customer Relationships



Innovation



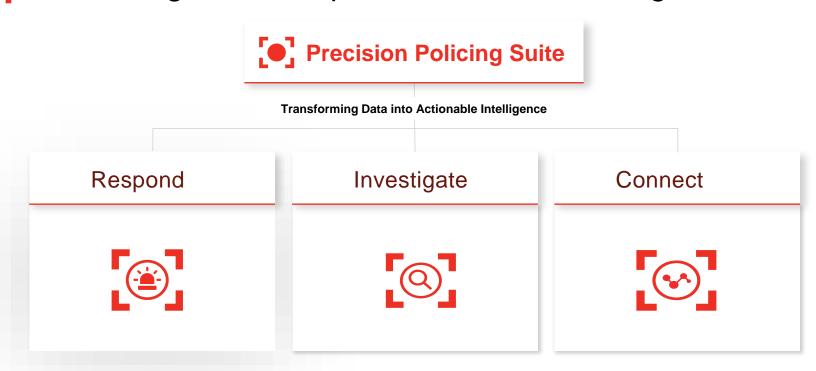
Federal Stimulus



Future Opportunity

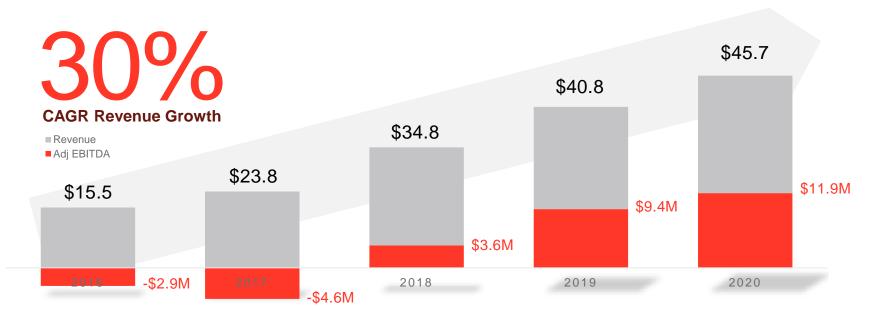
SOLUTION

Introducing the ShotSpotter Precision Policing Platform



FINANCIALS

Strong Revenue & Adj. EBITDA Growth

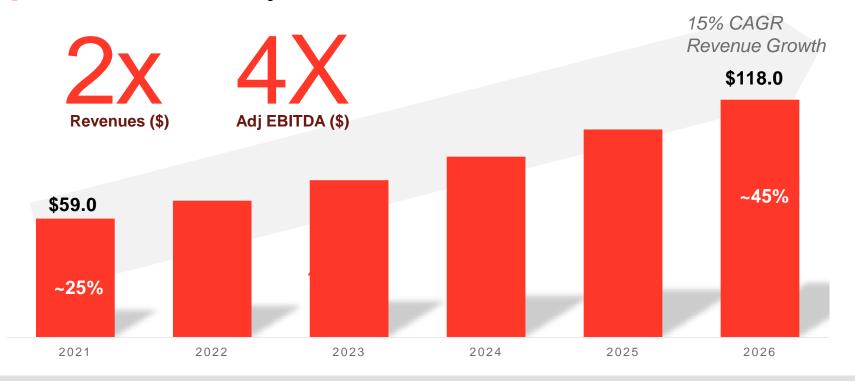






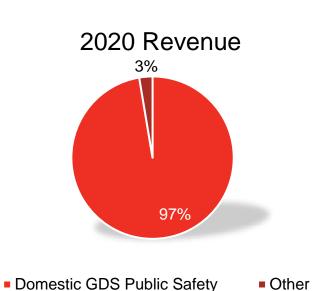
GROWTH STRATEGY

Revenue & Adjusted EBITDA Goals

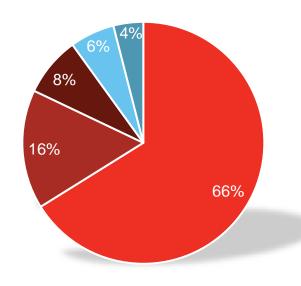




Five Year Plan







- Domestic GDS Public Safety
 Case Management + PS
- International

Patrol Management

Security

PROGRESS

Growth Strategy

Discovery

to Understand Customers Needs Retain Customers
Success and Loyalty

Best Practices to Improve Impact and Police Community Relationship

Endorsements to Other Agencies

DUR BUE

UniqueSolution Offering

Add on More Coverage, New Products and Services **Lower Crime** and Better Quality of Life



Precision Policing Platform

Sam Klepper SVP, Marketing & Product Strategy



Policing Has Never Been This Challenging

COVID-19

Rise in crime

Early retirements

Years of budget cuts

#defundthepolice

Divided country

Inability to find new recruits

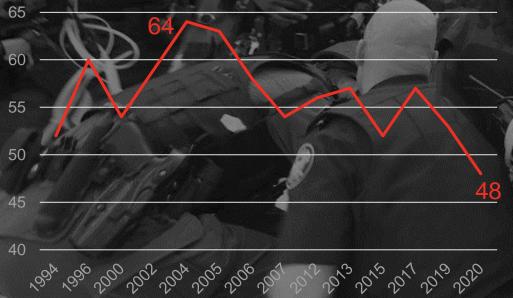
Aging technology

Under equipped and overburdened

ShotSpotter

Communities Feel Overpoliced and Underserved

Gallup Poll: American Confidence in Police (% who say "A great deal" or "Quite a lot")



Public Safety Gap

Local police departments challenged to serve and protect without overpolicing



>80% of gunfire incidents are never reported



Low clearance rates: 45% violent crime 16% for property crime



Analyst bottlenecks for crime prevention and unintentional bias

Precision Policing 2.0

Data-driven tools and analysis enable police to:



Police become aware of all gunfire events



Clearance rates improve



Patrols positioned for highest impact

Communities are better served and protected, over-policing is limited and trust in police is enhanced



SOLUTION

Introducing the ShotSpotter Precision Policing Platform



Transforming Data into Actionable Intelligence



Respond

- · Get cops to gun crime scenes faster and more precisely
- · Improved evidence recovery and witness interviews
- Saves lives (time is tissue)



Investigate

- · Link analysis connect people, place and property to improve solvability
- · Collaboration tools speed up investigation progress
- Reporting identifies cases that need attention



- Proactive patrol management
- Controls to limit over-policing
- · Insight into officer activity
- Community protections to mitigate implicit bias



The Gun Violence Problem

Many urban communities are under siege due to gun violence.

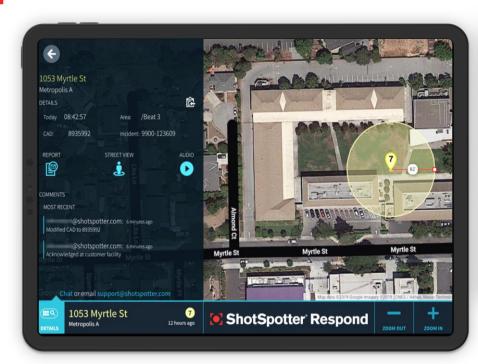
Yet, residents call police less than 20% of the time.

OPPORTUNITY

Rapid law enforcement and EMT response can save lives.

RESPOND

Alerts



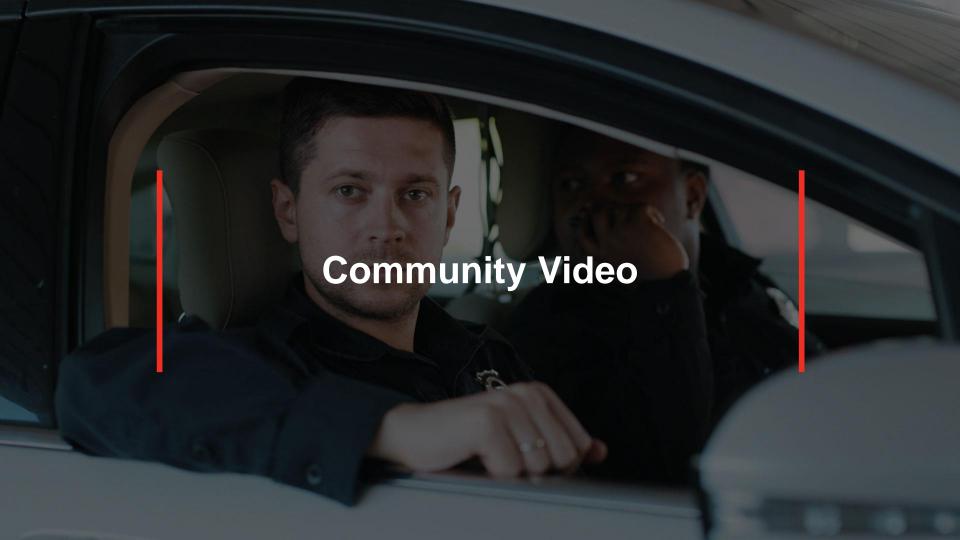




ShotSpotter Insight



- Major upgrade to crime analysis tool
- New searching tools to quickly find incident or clusters
- Access to incident repots
- Shot-by-shot animation



IMPACT

Life Saving & Tangible Results



55%

Fewer homicides (2011-2019)¹

Omaha, NE



29%

Reduction in gun violence injuries³

Greenville, NC



36%

Reduction in YoY homcides²

Pittsburgh, PA



33%

Decrease in gunshot incidents in 2020⁴

Fort Meyers, FL



^{1.} Omaha PD statistics from NE district where ShotSpotter is deployed (2011-2019)

^{2.} Pittsburgh.org City Crime Rates Drop Again. -January 30, 2020

^{3.} NBC WITN January 22, 2020 Gun

BACKGROUND

The Investigative Challenge

To solve cases, detectives must access multiple, siloed data sources with little analytical help.

Police use mix of manual, homegrown and RMS modules for case management. Violent crime case closure rates are

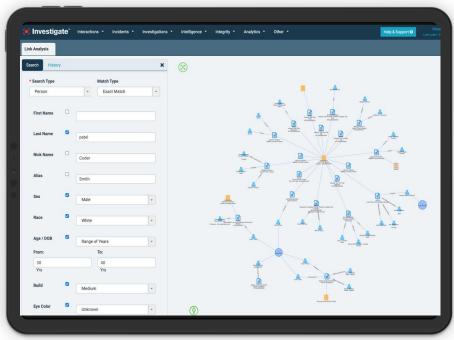
OPPORTUNITY

Digital case management can speed solvability and lead to higher case closure rates.

INVESTIGATE

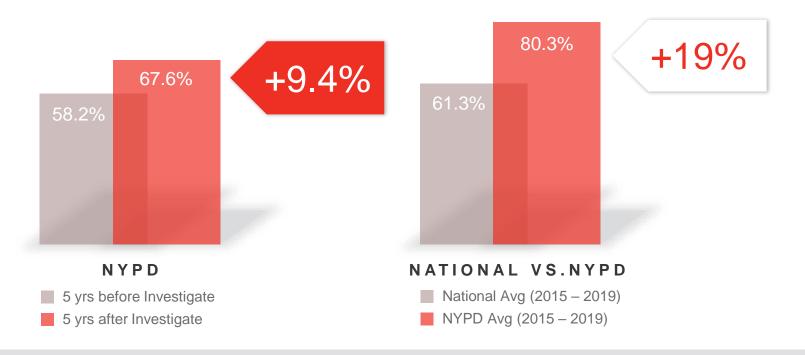
Complete Investigate Case Management Software







Impact on Homicide Case Clearance Rate





BACKGROUND

The Patrol Plan Challenge

Agencies face a resource deficit and need more efficient ways to patrol and prevent crime.

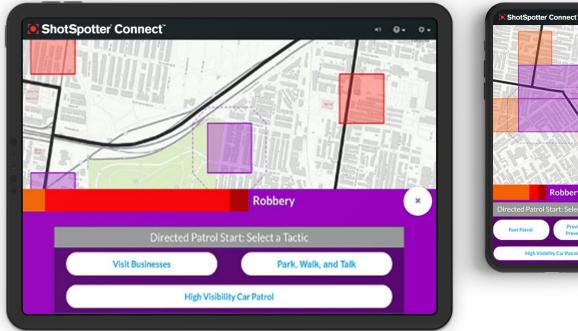
Most police use old patrolling methods that are ineffective, have limited visibility to officer activity and no controls to reduce overpolicing.

OPPORTUNITY

Data driven planning can place patrols at the right place at the right time to prevent crime.



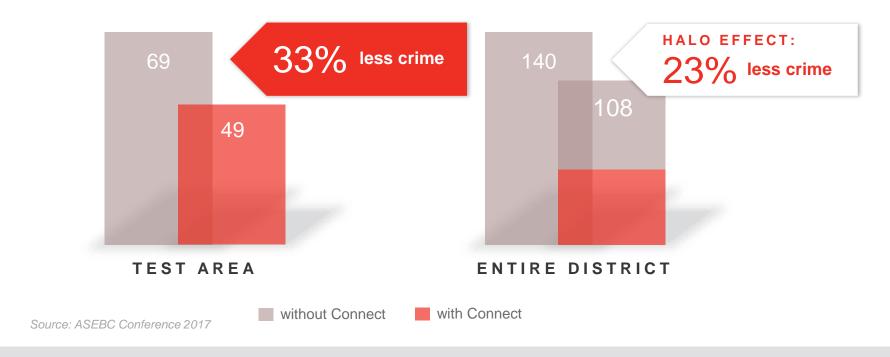
Patrol Management Software





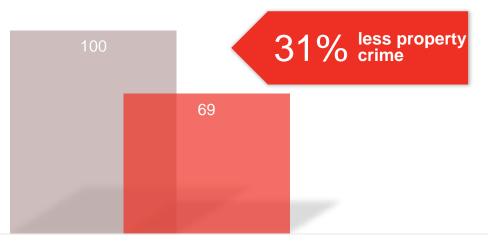


Impact on Part 1 Crimes in Greensboro, NC





Impact on Property Crime in Philadelphia



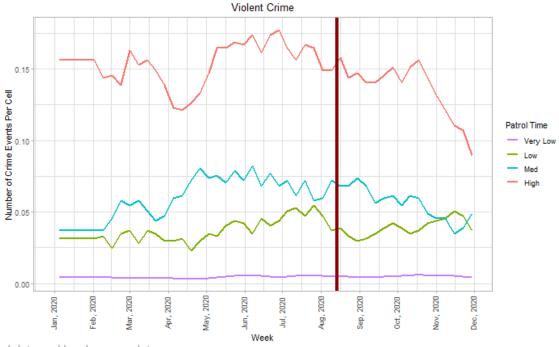
Property Crime Incidence (Indexed)

■ w/o Connect
■ with Connect

Source: Temple University Philadelphia Predictive Policing Experiment 2015



Impact on Violent Crime for East Coast Agency



Source: ShotSpotter patrol data and local agency data



Precision Policing Suite Helps to Save Lives and Reduce Crime



OPPORTUNITY

Precision Policing is a >\$2.0B TAM



Case Management

WHO

WHAT

Domestic - Local, State and Federal Law Enforcement International Law Enforcement Private (Commercial)

MARKET POTENTIAL

\$500M



Respond

WHAT

Acoustic Gunshot Detection

WHO

Domestic Police International Police Colleges, Universities and Airports Private (Commercial)

MARKET POTENTIAL

\$1.5B



WHAT

Patrol Management

WHO

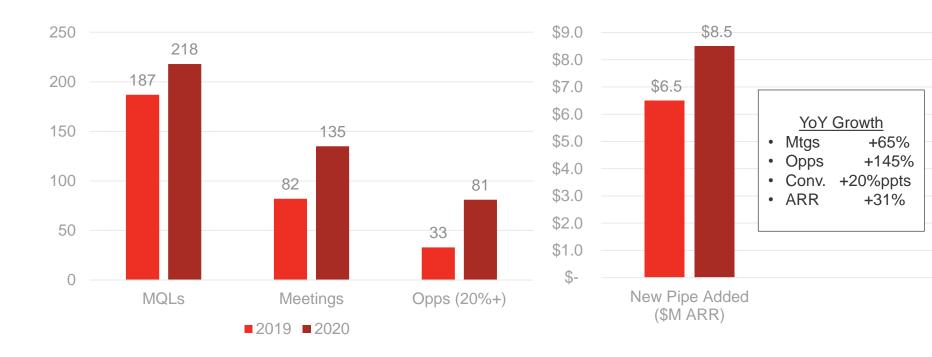
Domestic Police Agencies International Police Agencies

MARKET POTENTIAL

\$200M

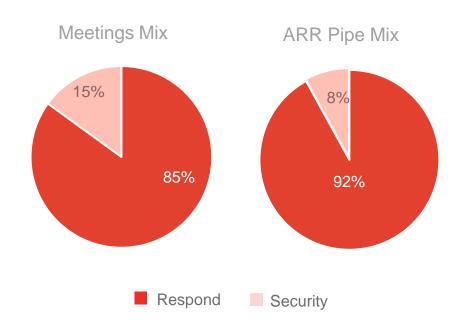


Lead Gen Program - YoY Comparison



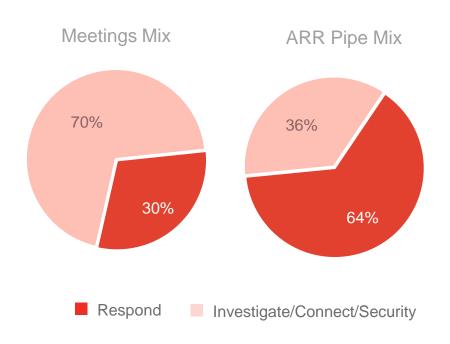


2020 Mix of Marketing Generated Meetings& New ARR Pipeline Add





2021 Est. Mix of Marketing Generated Meetings& New ARR Pipeline Add





Upcoming Campaign Examples

AMERICAN RESCUE PLAN CAMPAIGN

 Offering funding support to help agencies acquire ShotSpotter solutions



 Segmented messaging for Respond prospects (high murder rates) and Connect prospects (high on other violence or property crime)

RETAIL PERIMETER SECURITY

- Targeting grocers, big box, DIY, sporting goods , and discount retailers
- Webinar with Bill
 Bratton on trends and strategies for enhanced store safety
- Partnership with the Loss
 Prevention Foundation

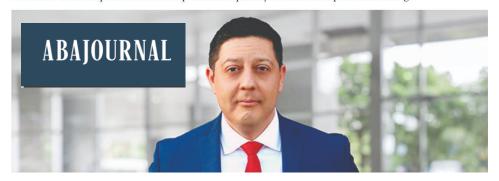




Looking Ahead: Community Influence

Gunshot detection technology company voluntarily submitted itself for an audit after privacy concerns

"We haven't had a vendor that's gone so far out of its way to do everything correctly," says Brian Hofer, a privacy advocate and chair of the commission. "They didn't just do a privacy audit or just talk to the ACLU or just talk to experts. After, they amended their practices and really made these significant steps in the right direction." Hofer hopes that other companies see a privacy audit as a competitive advantage.



- Oakland Privacy commission unanimously approves ShotSpotter (Q4 '19)
- San Francisco Privacy Surveillance Advisory Board approves ShotSpotter (Q4 '20)



Customer Success

Regan Davis
VP, Customer Success



ShotSpotter Customer Success

Mission: Ensure Every ShotSpotter Customer Maximizes The Value (Success) Of ShotSpotter's Public Safety and Security Solutions.



Customer Success Team

Customer Success Directors



Al Lewers 30 Years Asst. Chief of Police Miami Gardens



Jeff Maggee 30 Years Deputy Asst. Director (ATF)



David Fleet
32 Years
Commander,
Hillsborough County, FL



Graham Campbell
15 Years
NYC and DC Patrol
& Investigations



Carlos Canino 30 Years Deputy Asst. Director (ATF)



Kerry Neumann 29 Years Deputy Chief of Police, Omaha



Kevin Johnson 30 Years Deputy Chief of Police, Chicago



Thomas Rizzi Mike Cunningham
28 Years 27 Years
Police Lieutenant, Detective 1st Grade,
Tucson New York PD

Crime Analysts



Doris Cohen 15 Years Crime Analyst East Palo Alto



Joel Vargas 20 Years Intelligence and Crime Analyst

Maximizing Lifetime Value

Onboarding

Strategy and Program Design

Training

Best Practices

Go-Live

Value Realization

Customer Health Monitoring

Product Adoption

Ongoing Coaching & Training

Cross Customer Collaboration

Account Reviews & Value Reports

Expansion

Training

Best Practices

Go Live



Key Findings

ShotSpotter Alerts	2,694
No matching Calls for Service	2,662
Matching Calls for Service	32

1.2% of ShotSpotter incidents had matching calls for service within 3 minutes and 300 feet of the shooting location.

It should be noted that there were 2,922 incidents during this time period. However, 212 of the incidents were "continued" events, which is part of an initial alert. This happens when there is a break in the shots being fired. These events occurred within seconds of each other and the location is at the same address or nearby. We also removed the 16 alerts that were sent on Independence Day (7/4/20).



Increased Awareness of Victims

96 victims
found based on
a ShotSpotter
alert alone – No
corresponding
911 call



Recovery of Shell Casings

ShotSpotter alerts and Shots Fired calls that resulted in casings being collected.

These statistics are from January 1, 2019 – August 31, 2020.

ShotSpotter Alerts (cases submitted)		
2019	439	
2020 (to 8/31)	<u>491</u>	
Total	930	

Citizen/Commur	Citizen/Community Call (cases submitted)		
2019	143		
2020 (to 8/31)	<u> 111 </u>		
Total	254		

73%

27%

ShotSpotter alerts resulted in 930 cases with ballistics being submitted to the lab for forensic analysis. This is 73% more than the amount called into the police department by a citizen. There were a total of 1,184 cases that were submitted to the lab, 254 by citizen/community calls and 930 by ShotSpotter alerts.



Recovery of Weapons

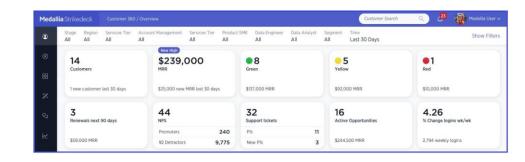
85 guns recovered on ShotSpotter alerts. Average of more than one gun per case.



Accelerating Customer Success

- Unified customer data
- Customer health score
- Playbooks
- Efficiencies through automation

Medallia Strikedeck





Staff Development

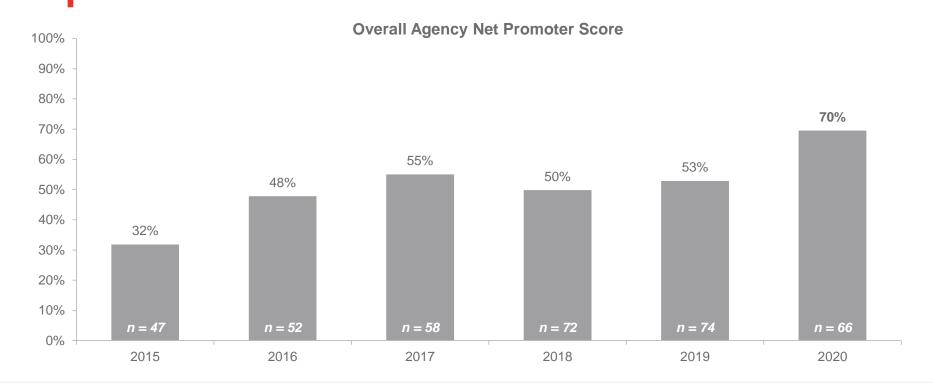
- Consultative
- Change Management
- Reinforcing
 - Problem solving
 - Relationship Management
 - Empathy
 - Expectation Management
 - Excellent Communication



How NPS is Used

- Quantitative Measurement Of Customer Sentiment That Can Impact Sales And Renewals
- Coarse But Useful Indicator: Is It Working?
- Helping Identify References For Testimonials/
- Identify Areas For Improvement
- Company-wide Bonuses Are Tied To NPS

Net Promoter Score – Trend





Benefits of ShotSpotter – Comments



ShotSpotter performs above promised performance levels. – Chief of Police in Florida

Invaluable tool to collect evidence and build solid prosecutions. We were hoping to build cases while increasing arrests of the violent offenders. The **R.O.I.** has been excellent. While costly to utilize ShotSpotter, our community has such a large amount of gunfire, the benefits outweigh the costs.

- Chief of Police in Illinois

ShotSpotter has increased our ability to respond to violent crime in a more timely manner. Our NIBIN evidence has increased significantly, allowing for and leading too more gun crime arrests.

- Chief of Police in Ohio





Executive Summary

Agency Retention:

52 of 55 Decision Makers (96%) responding to the "likely to renew" question scored 7 or higher, suggesting a high degree of revenue predictability from these agencies.

Improved Police-Community Relations:

Nearly 70% of agencies (38 out of 55) indicated they "agree" or "strongly agree" that ShotSpotter helped them improve relations with the community they serve.

Revenue Generating Opportunities

Considered a 'True Partner':

44 of the 46 agencies (97%) that answered this question either "agreed" or "strongly agreed" that ShotSpotter is considered a "true partner".

CS Team Yielded Strong Satisfaction Results:

Of the 56 agencies to respond, 93% said they were either "very satisfied" or "extremely satisfied" with the CS Team. Their strong relationship with Agencies s should help retention and expansion.





LEEDS Overview

Dan Leston Managing Director, LEEDS



LEEDS Leadership

Dan Leston

Managing Director, LEEDS Operations

- Over two decades of designing, developing, and supporting mission-critical systems for the NYPD
- A trusted partner to the NYPD to deliver records management and case management solutions
- Former Managing Partner of LEEDS LLC before the merger with ShotSpotter in 2020
- Over 30 years of IT experience



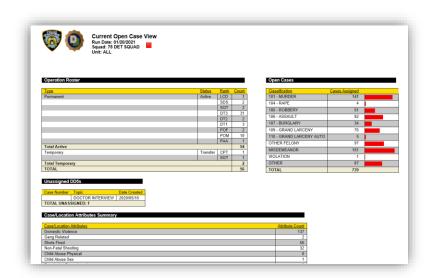
LEEDS LLC History

- LEEDS LLC was formed in 2010 as a dedicated team of 16 members to develop and support mission-critical systems for the NYPD
- Today, the LEEDS team at NYPD is approximately 30 dedicated members
- In late 2010, formed the CrimeCenter team to design and develop a suite of law enforcement applications for other agencies
- In 2014, completed the Records Management and Case Management applications



NYPD Mission-Critical Systems (Designed, Developed and Supported)

- Records Management Systems
 - Arrest Processing, Complaints, Summonses and more...
- Arraignment and Prisoner Management
- Case Management Systems
 - Criminal and Non-Criminal
- Messaging Systems
 - RMS, CMS to and from External Agencies
- Citywide Towing Operations
- Police Activity Monitoring Systems
- Personnel Systems
- Resource Allocation Systems
- Command Management Systems
- Property and Evidence Systems





NYPD Professional Services

- Support Services
 - 24x7 Production Support and System Monitoring
 - Help Desk Support Approximately 250 Service Calls per month
 - Application upgrades, fixes, and minor enhancements Approximately 10-15 per month
 - Bail Reform, Discovery Legislation, Disciplinary Actions.....
- Scheduled Enhancements and Customizations
 - Large-scale design and development services
 - · Major enhancements to existing systems
 - New RMS or CMS related systems





Investigate - Case Management System

- Dedicated team of senior engineers, developers, and retired NYPD officers focused on the design and development of Case Management solutions
- Transitioning from LEEDS CrimeCenter to ShotSpotter Investigate
- ShotSpotter enhances the expertise, resources, and market opportunities to expand and grow our case management solution
- Phase 1:
 - Rebranding the CrimeCenter Software as ShotSpotter Investigate
 - Migrating cloud hosting from Azure to AWS
 - Completing the development of the property and evidence module
 - Designing integration with ShotSpotter Respond
 - Ready for market Q3 2021





Investigate Product Demonstration

James Belrose
Client Engagement Manager
ShotSpotter Investigate
LEEDS

