



Investor Presentation Day 2

April 2021

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 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 press release 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 release as a result of new information, future events or changes in its expectations.

Agenda

- Sales – Pipeline Review
- Technology / Operations / Support
- Connect Product Demonstration
- Financial Update
- Q&A



Sales Pipeline Review

Gary Bunyard
SVP, Sales



2020 In Review

Sales

- Respond Bookings 107%
- 68 New Respond Miles
- 12 New Accounts
- Strategic Wins:
 - Detroit, MI
 - Harris County, TX
 - Broward Co., FL
- 6 Tier 4 Accounts
- 9 Customer Expansions

Expansion

- Strategic Pilots:
 - Houston PD
 - Ferguson PD
- Emerging Markets:
 - Retail
 - Shipping/Distribution
- Sales Pipeline \$66M

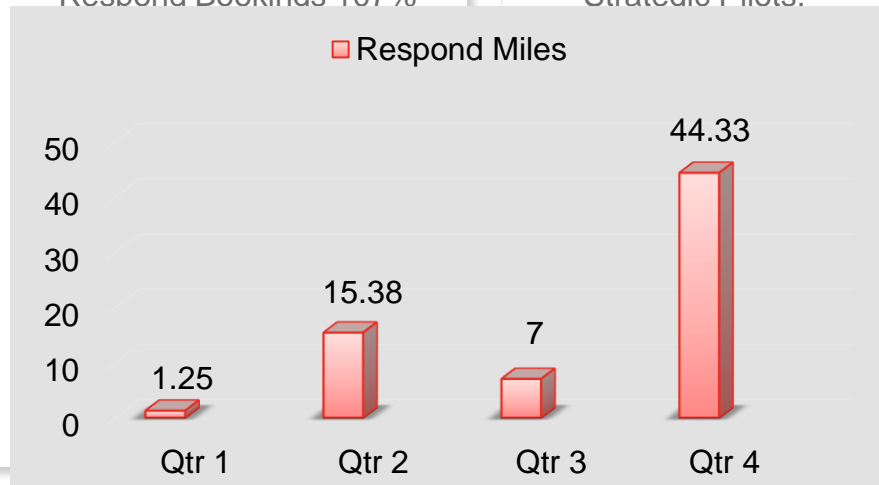
Retention

- Renewals 134% of plan
- Net Attrition: \$358,070
- Lost only 3 accounts

2020 In Review

Sales

- Respond Bookings 107%



Expansion

- Strategic Pilots:

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- Strategic Pilots:

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Ferguson PD



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Future

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- Emerging Markets:
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2020 In Review

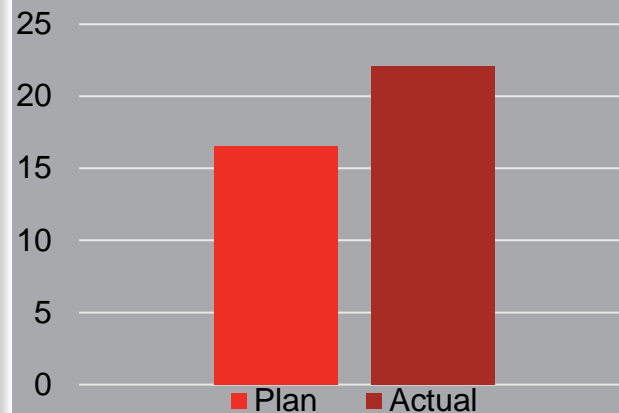
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2020 Renewals



2021 Sales Objectives

2021 - Sales Objectives

Sales Objectives	2021 Annual Plan
New Respond Miles:	90
Standard Respond	80
Tier 4 Respond	10
New Respond Bookings	\$6,823,000
Respond, Connect & Security Renewals	\$33,599,511
New Security Bookings	\$600,000
New Connect Bookings	\$800,000
Investigate	

Market Forces

- COVID Pandemic
- Devastated City/Police budgets
- Travel/Visitor Restrictions
- Leadership Changes
- Growing Gun Violence
- Far-Left Ideologies
- Anti-Police Community Activists
- Growing Civilian Oversight
- American Recovery Act
- Recent Active Shooter Events
- Staffing Shortages

Transforming ShotSpotter Sales:

End-to-End Precision Policing Provider



Precision Policing Suite



Respond

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



Investigate

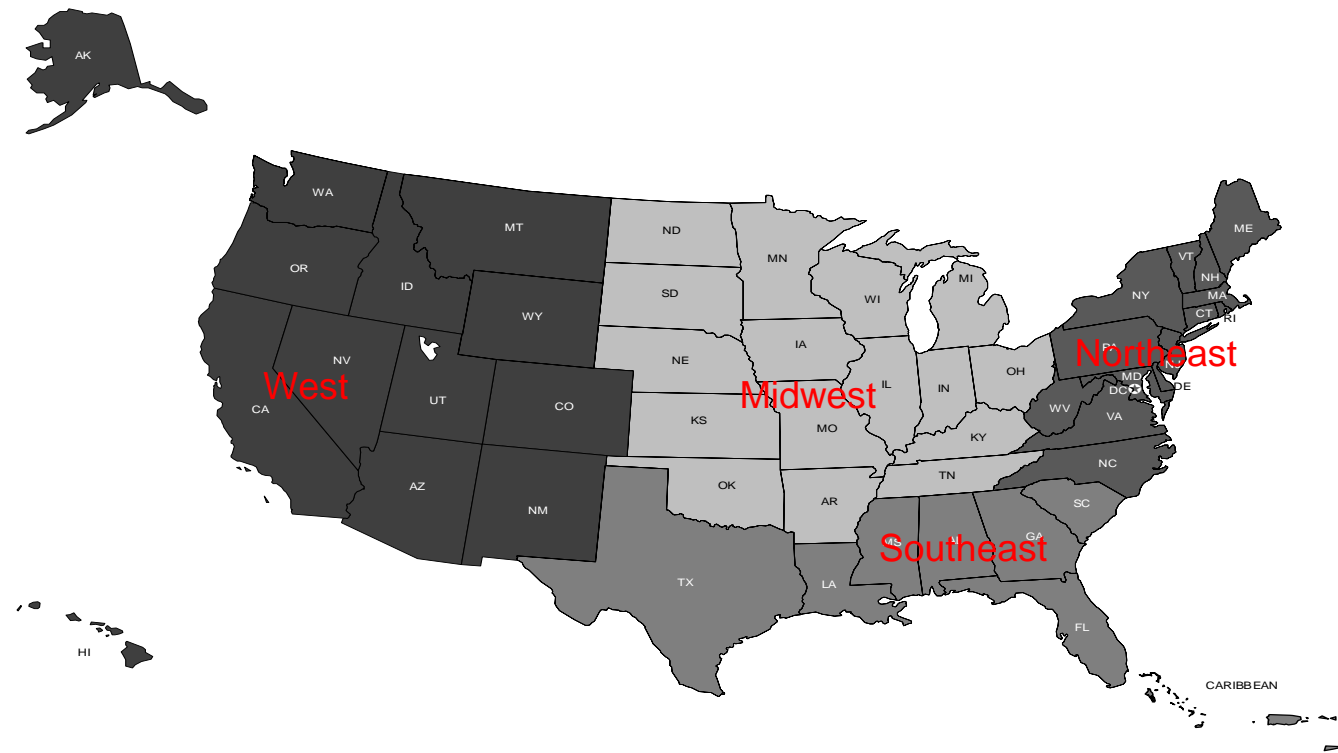
- Link analysis connect people, place and property to improve solvability
- Collaboration tools speed up investigation progress
- Reporting identifies cases that need attention



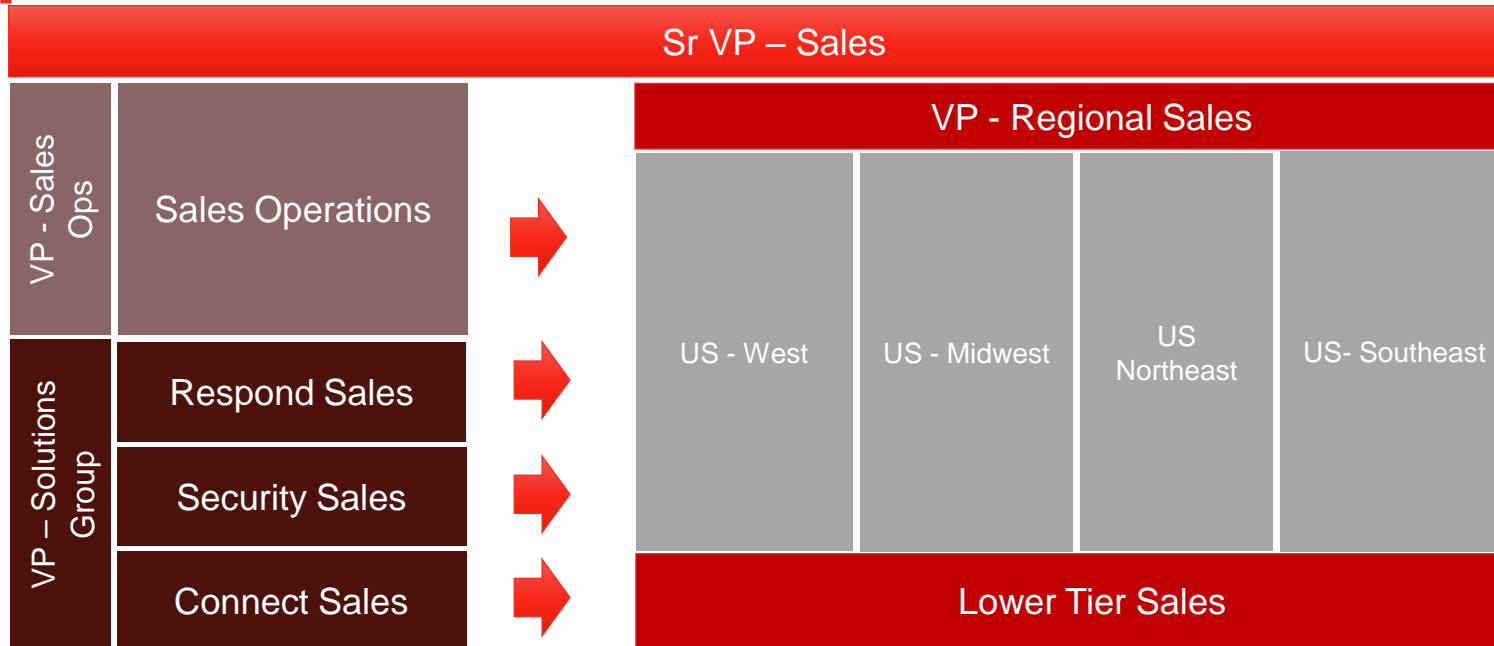
Connect

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

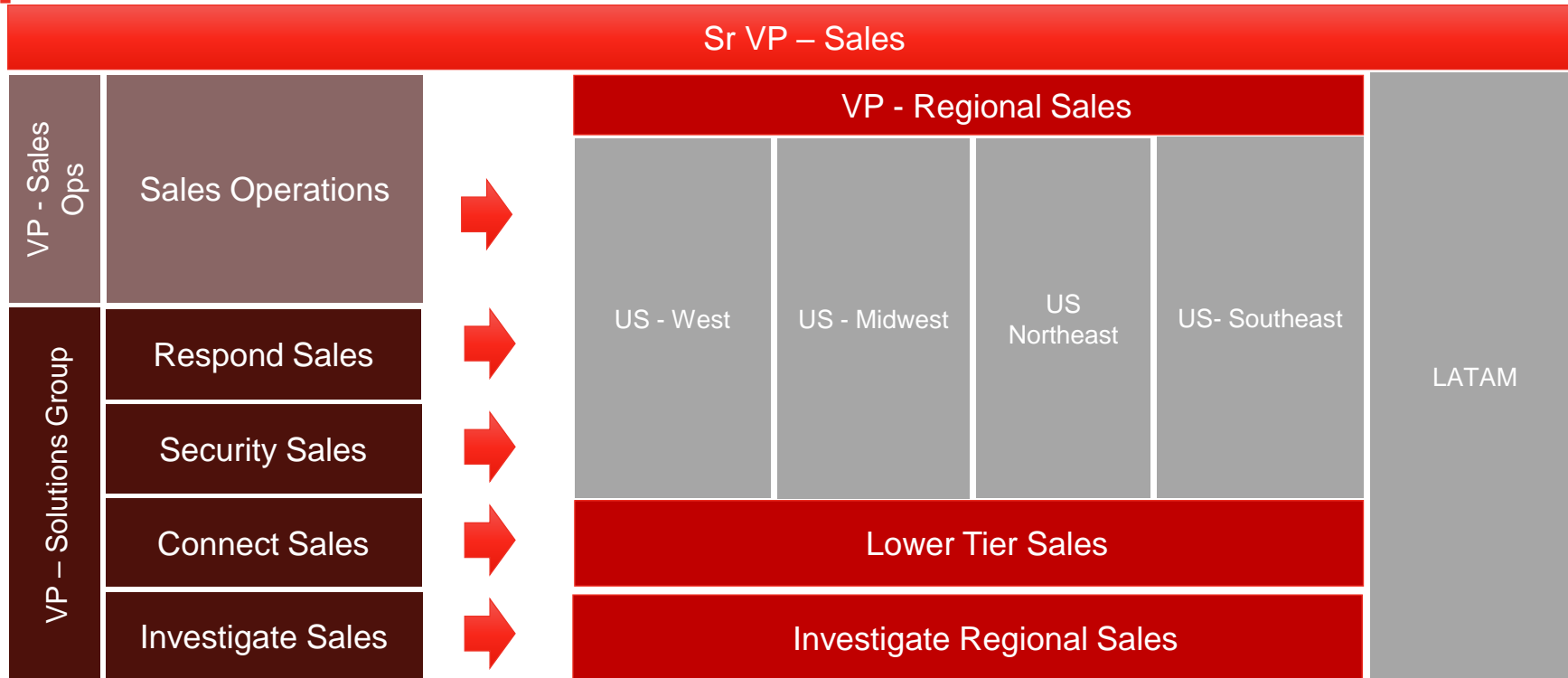
ShotSpotter Regional Sale Model



ShotSpotter Sales Organization – 2021 expansion



ShotSpotter Sales Organization – 2021 expansion



Optimizing ShotSpotter Sales:

End-to-End Precision Policing Provider

Precision Policing Suite

Respond

Priorities:

- Grant Writing Assistance
- American Rescue Plan Act
- Tier 4 Agencies
- New Security Markets

Investigate

Priorities:

- Establish Pilot Customers
- Develop Sales Pipeline
- Develop Sales Collateral
- Formalize Diagnostic Process

Connect

Priorities:

- Customer Successes
- Customer Testimonials
- Community Education
- Expanded Market Outreach

US Domestic - Respond



HIGHLIGHTS

SALES PIPELINE METRICS

- Robust
- 9 Deals in negotiations

PILOTS

- Houston PD
- Ferguson PD

FOCUS

- Tier 4/5
- Texas
- Tier 1 Cities
- Major Counties

ShotSpotter Sales Funnel

US Domestic - Security



HIGHLIGHTS

SALES PIPELINE METRICS

- Growing/Diversifying

PILOTS

- pending

FOCUS

- State Capitols
- Retail/Corporate
- Freeways
- Transportation/Distribution
- Colleges/Universities

ShotSpotter Sales Funnel

US Domestic - Connect



HIGHLIGHTS

SALES PIPELINE METRICS

- Developmental stage

PILOTS

- Bakersfield, CA
- Camden Co., NJ

FOCUS

- ShotSpotter Base
- New customers – Q2 '21

ShotSpotter Sales Funnel

LATAM/Caribbean - Respond



HIGHLIGHTS

Sales Pipeline Metrics

- Developmental stage

Pilots

- pending

Focus

- Mexico
- Brazil
- Columbia
- Caribbean Nations

US Domestic - Investigate



HIGHLIGHTS

Sales Pipeline Metrics

- Developmental stage

Pilots

- 1 existing customer
- 1 new customer

Focus

- Respond base – 2H '21
- Local Law Enforcement
- Federal
- State

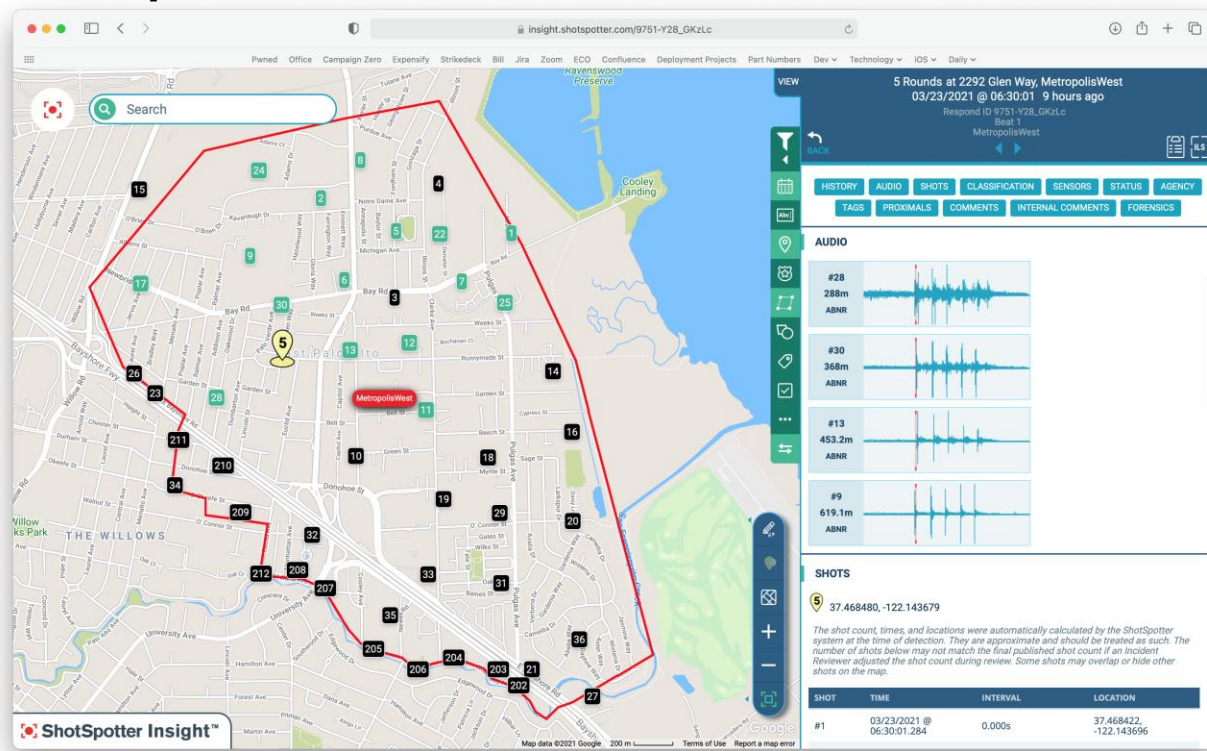


Technology

Paul Ames, SVP Technology
Dr. Simen Oestmo, Data Scientist

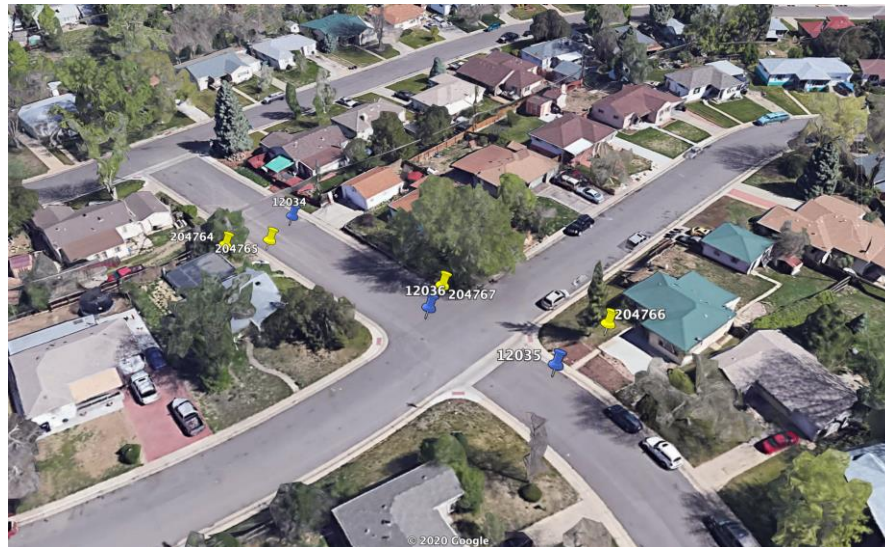


How Respond Works



Driving Up Performance

- Cross functional analysis of our incident database drove a rewrite of some core location algorithms
- One goal was to reduce the number of incidents created with mathematically consistent but distant coincident pulses
- Another goal was to incorporate more pulses from mid distance sensors that report more accurate propagation times
- Key algorithm changes included pulse set selection that considers sensor location and a shift to prefer accuracy over a small reduction in speed
- Running old and new algorithms in parallel showed consistently better performance
- System wide rollout August 2020

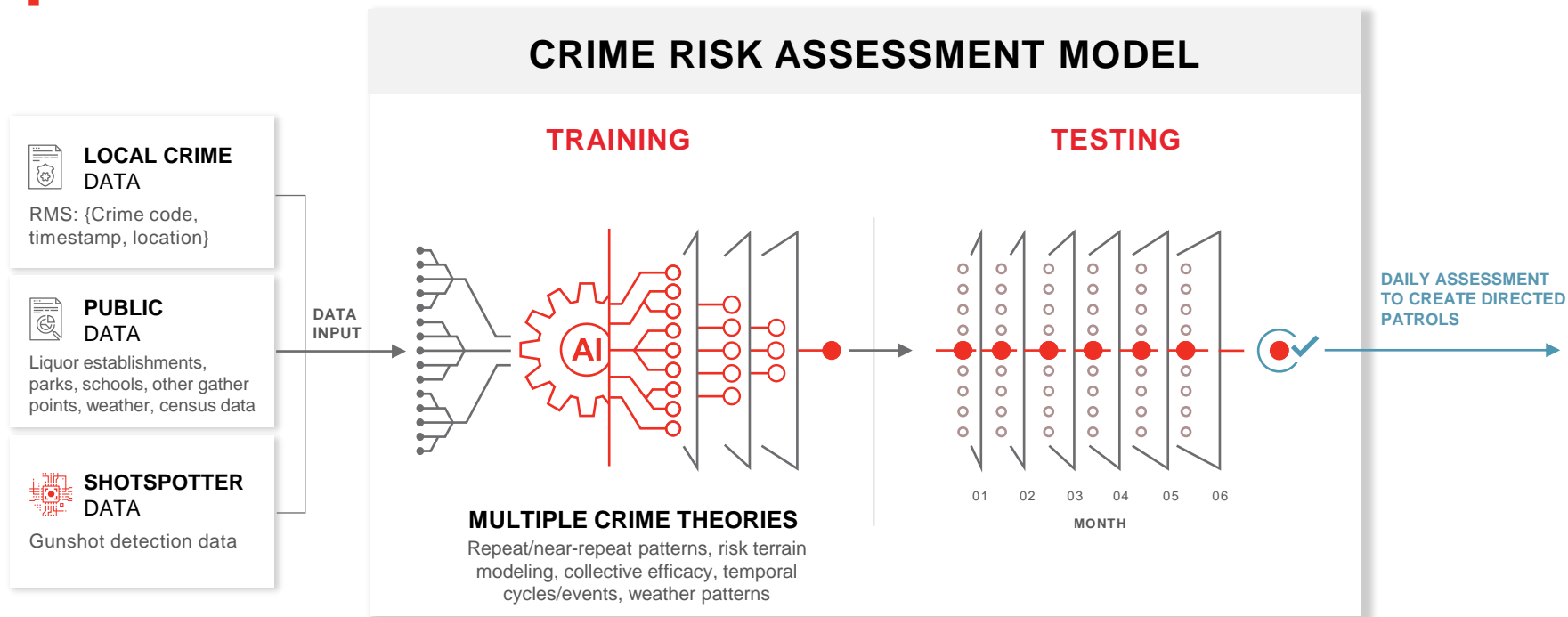


Yellow: old algorithms; blue: new algorithms
Location difference < 20 meters

Driving Up Performance

- Using ground truth reported by agencies we calculate human reviewer on-the-job KPIs
- We are developing a human reviewer training service that facilitates both reviewer onboarding and generates training KPIs
- Peer review, the process of requesting a real-time second opinion of a classification decision will consider both on-the-job and training KPIs when making the reviewer assignment

How Connect Works



Connect Bias Mitigation: Model and Data

MODEL

BIAS

POTENTIAL FOR BIAS

COMMUNITY FIRST PATROL MANAGEMENT

Directs patrols to areas of highest risk of crime during each shift

Bias Mitigation:

- Uses Part 1 crimes
- Considers multiple crime theories
- Uses **Allocation Engine** to increase fairness
- Objective data source: ShotSpotter Gunfire

PREDICTIVE POLICING

Uses historical data of crime events to predict where future crimes may occur

Spatial Bias:

- Nothing countering spatial bias and police oversaturation / looping

HOT-SPOT POLICING

Using clusters of past crimes to determine what areas police should patrol

Spatial Bias:

- Uses discovered crimes → Looping and over-policing

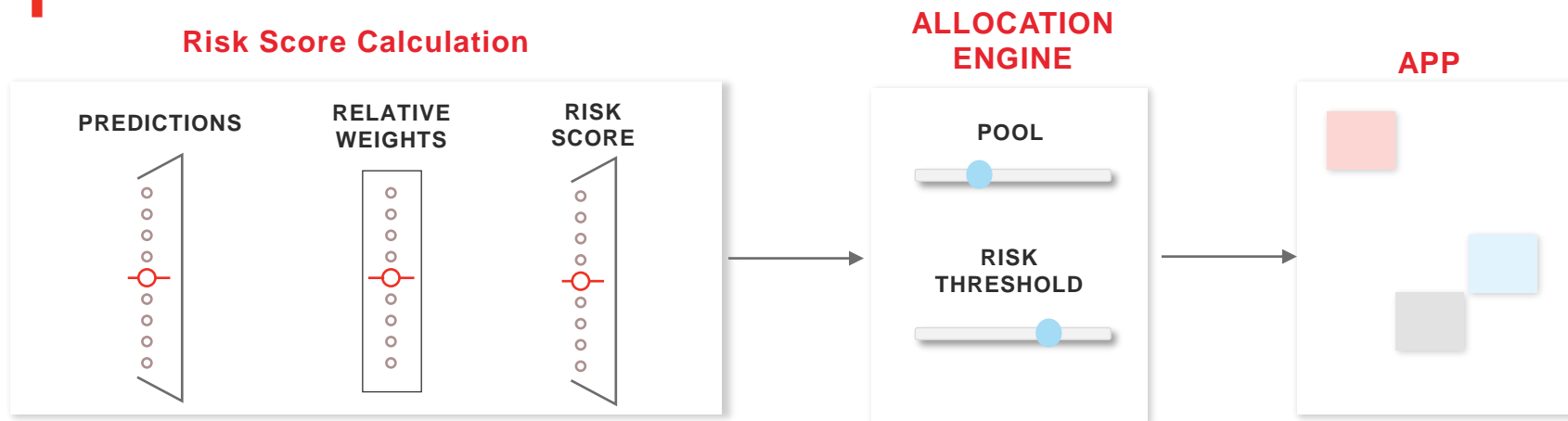
“GUT BASED” POLICING

The officers “knows” where the crime happens

Officer Subjective

- Huge potential for bias, looping, over-policing.
- No transparency

Connect Bias Mitigation: Allocation Engine

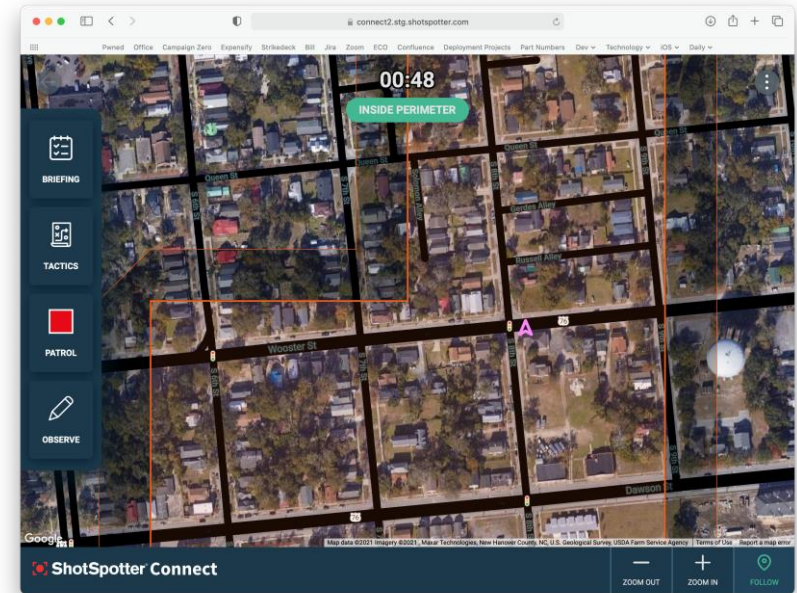


Goal of allocation engine:

- Use Risk Scores that consist of cost of crime values in addition to the prediction of a crime occurring
- Consider all areas with risk above a set threshold and randomizes patrol assignments among those areas to avoid over-saturation / looping of any particular area during a shift
- Spread patrol boxes among a range of high-risk areas helps reduce the policing gap increasing fairness in policing

Connect What's Next?

- Launch mobile app with a consistent, ShotSpotter platform user experience
- Report on efficacy, starting with impact on crime, but consider some measure of community health and police trust
- Continued focus on accountability within Connect: where are patrol officers during uncommitted time and what are they doing?
- Look for more ways to improve risk assessment model transparency above and beyond Modeling Policy and Citizen's Guide
- Incorporate community concerns to create proactive patrols to get out ahead of crime





Operations

Service Implementation &
Assurance

Joe Hawkins
SVP, Operations

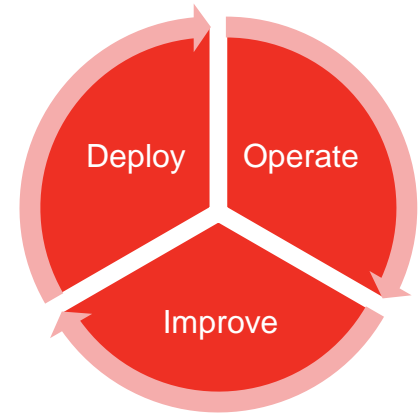


Operations Mission

Operations is in the service and relationships business, focused on delighting customers and driving profitable business growth.

We ensure the service our customers want and pay for works as promised... or better

- Lead The Company's Project Teams In Designing, Configuring And Deploying New **ShotSpotter Respond**, **SecureCampus**, **SiteSecure**, And **Connect** Service To Our Customers.
- Build, Install, Manage And Maintain The **Acoustic Sensor Networks** That Make ShotSpotter Work.
- Continuously Monitor And Evaluate **Gunshot Location Service Performance** And Make Changes To Improve Wherever Possible.



Project Management Overview

- Plan, coordinate and lead all aspects of bringing new service to customers, from Contract execution to Service Activation
 - Primary customer contact during deployment project
 - Team leader (matrix management) internally
 - Network Services & Operations Engineering
 - Field Service & Logistics
 - Customer Success & Training
 - Customer & Technical Support
- Multiple, concurrent projects
- Unique to ShotSpotter Respond:
 - Design sensor arrays, select sites (emplacements) for sensors, secure "Permissions"
 - Plan and manage Live Fire Tests

ID	Task Name	Location	Start	End	Predecessors
101	4.1 Site Permissions		Tue 11/14/14	Mon 11/24/14	
102	4.1.1 Government Building Permissions		30 days	Tue 11/14/14	Mon 11/24/14
103	4.1.2 Housing Authority Building Permissions		30 days	Tue 11/14/14	Mon 11/24/14
104	4.1.3 School Building Permissions		30 days	Tue 11/14/14	Mon 11/24/14
105	4.1.4 Private Building Permissions		30 days	Tue 11/14/14	Mon 11/24/14
106	4.1.5 Library Site Permissions		30 days	Tue 11/14/14	Mon 11/24/14
107	4.2 Site Permissions & Final BOM Complete		0 days	Mon 11/24/14	Tue 11/24/14
108	4.3 Materials & Logistics - California Build & Ship		10 days	Mon 11/24/14	Tue 11/24/14
109	4.3.1 Order/locate Sensor & Mounting Kit		2 days	Wed 11/26/14	Thu 11/26/14
110	4.3.2 Assemble & Stockpile Installation & Support Teams		10 days	Fri 12/05/14	Mon 12/05/14
111	4.3.3 Confirm Local Storage Facility Readiness		2 days	Wed 11/26/14	Thu 11/26/14
112	4.3.4 Build & Ship Sensor Kits		6 days	Fri 12/05/14	Mon 12/05/14
113	4.3.5 Shipping		6 days	Fri 12/05/14	Mon 12/05/14
114	4.4 FLEX Ops Provisioning		5 days	Wed 11/26/14	Thu 11/26/14
115	4.4.1 Allocate and Provision Flex Ops & Servers		3 days	Wed 11/26/14	Thu 11/26/14
116	4.4.2 Install GIS/Post maps on Flex Host		2 days	Mon 12/01/14	Tue 12/01/14
117	4.4.3 Provision Flex user accounts		2 days	Mon 12/01/14	Tue 12/01/14
118	4.5 Deployment		10 days	Mon 12/01/14	Tue 12/01/14
119	4.5.1 Materials & Logistics - Local Staging		5 days	Wed 11/26/14	Thu 11/26/14
120	4.5.2 Install Teams Assets (Staging & Setup)		2 days	Wed 11/26/14	Thu 11/26/14
121	4.5.3 Remove Sensor Kit Shipment		2 days	Fri 12/05/14	Mon 12/05/14
122	4.5.4 Refurbish Existing Backhaul Network		5 days	Fri 12/05/14	Mon 12/05/14
123	4.5.5 Sensor Installation		10 days	Wed 11/26/14	Thu 11/26/14
124	4.5.6 Install Sensors		15 days	Wed 11/26/14	Thu 11/26/14
125	4.5.7 Point Installed Sensors to Production / Begin MTC Monitoring		3 days	Fri 12/05/14	Mon 12/05/14
126	4.5.8 Update Employment Tables, Ops Support Systems		3 days	Fri 12/05/14	Mon 12/05/14
127	4.6 Installation Complete		0 days	Tue 12/01/14	Wed 12/01/14
128	4.6.1 Post Installation Launch Prep		7 days	Fri 12/05/14	Mon 12/05/14
129	4.6.2 Inventory, Pack & Return Ship Date Hardware		2 days	Wed 12/03/14	Thu 12/03/14
130	4.6.3 Install Flex Software on User Hardware		5 days	Fri 12/05/14	Mon 12/05/14
131	4.6.4 System Calibration & Tuning		5 days	Fri 12/05/14	Mon 12/05/14
132	4.6.5 ODU / Live Firing Exercise		2 days	Thu 12/04/14	Fri 12/04/14
133	4.6.6 User Training		2 days	Fri 12/05/14	Mon 12/05/14
134	4.6.7 Delivery of User Manuals and Materials		2 days	Fri 12/05/14	Mon 12/05/14
135	4.6.8 System Acceptance / GO-LIVE		2 days	Mon 12/05/14	Tue 12/05/14
136	4.6.9 Project Closeout		7 days	Fri 12/05/14	Mon 12/05/14
137	4.6.10 Project Complete		0 days	Mon 12/05/14	Tue 12/05/14

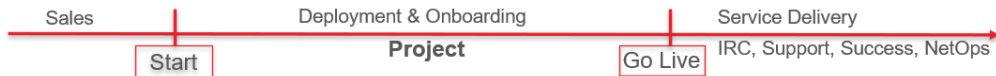


Deployment Experience

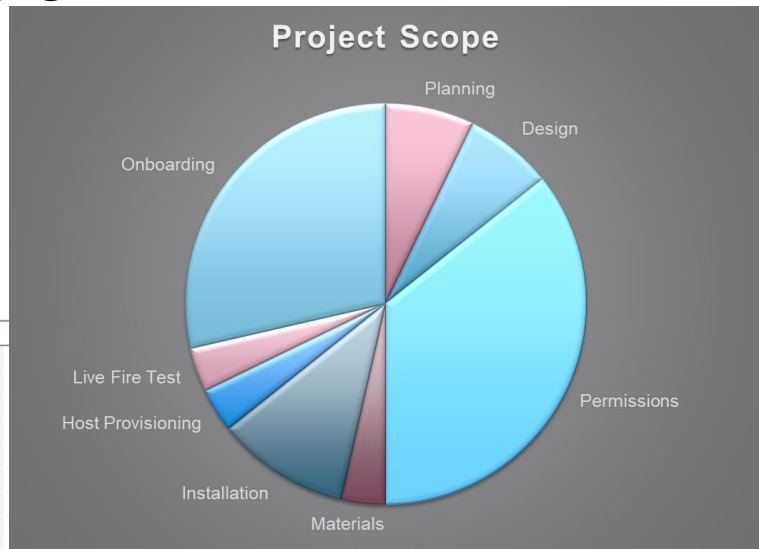
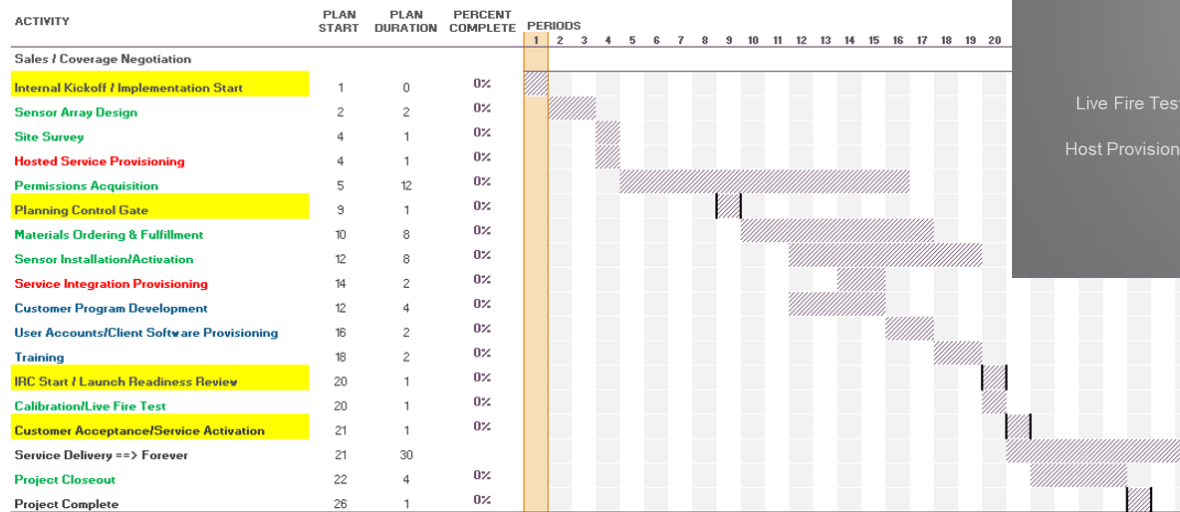
- Six person team
 - 40 years collective ShotSpotter experience
 - 100+ years Project Management experience
 - Extensive backgrounds in network design, systems engineering, sales and public safety
 - Deep relationships with law enforcement
- ShotSpotter Respond™
 - 180+ projects, 275+ systems, 750+ square miles
 - Projects ranging 1 to 36 square miles
 - 15 projects >10 square miles
 - 35 projects between 5-10 square miles
 - 35 projects between 3-5 square miles
 - 90+ projects 3 square miles or less
- SecureCampus™ & SiteSecure™
 - 11 college campuses up to 3.25 square miles
 - 1 freeway security network



Project Management Lifecycle



- Multi-disciplinary, parallel work effort
- Respond critical path = Permissions acquisition
- Connect critical path = Data acquisition, modeling & training



Network and Field Operations

Network & Field Operations

- Sensor installation and repair
- Sensor array & service performance monitoring, diagnostics and management
- Field service vendor relationship management
- Inventory and asset management
 - Over 18,000 sensors in the field covering 100+ cities
 - >5,000 new installs over next 12 months

Service Provisioning Engineering

- SaaS service provisioning and configuration management
 - ShotSpotter Respond
 - ShotSpotter Connect
- ShotSpotter Connect Project Management



Operations Technology

Network Monitoring, Diagnostics & Performance

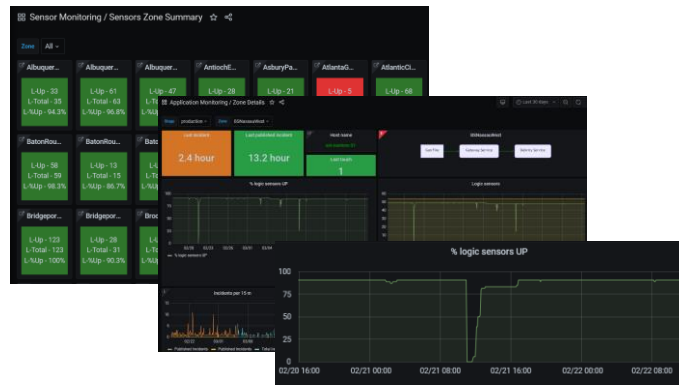
- Grafana/Prometheus® -- automated event monitoring and alerting
 - System and Wide area threshold monitoring
 - Automated case creation for investigation & corrective action
 - Trend analysis and time-based diagnostics dashboard
- Status – sensor array and discrete sensor dashboard & diagnostics

ServiceMax™

- Management of Sensors, Emplacements, Vendors and Technicians
 - Site permissions tracking
 - Installation and Field Service work order management
- Complete, accurate asset lifecycle tracking on every “touch”
 - Manufacture → configure → install → service → RMA → EOL
- Foundation for Continuous Improvement Program
 - Systemic quality improvement → cost reduction → +profit/margins

“Sapphire”

- Interactive, sensor array performance model using historical gunshot data
- Design assistant for new coverage areas based on comparables



Coverage Areas > New BedfordMA
Locations

50+ Items - Sorted by Emplacement Number - Updated a minute ago

Location Name	Location Type	Emplacement...	Emplacement Status
124 Willis Street Pole	Pole	89	Ready for Install
89 S 6th Street Pole	Pole	88	Desired
Wing and Pleasant Pole	Pole	87	Desired
1757 Acushnet Ave Apartments	Apartments	86	Desired
A & A Bents	Location		
Child & Fan			
367 Acushnet	Description		
Rosewell &			
New Bedford			
Kilburn Mill			
ACORN			
Acushnet A			

Selected Product: SCP-00-BNQ-4116

Uninstalled Product Details

Product	Serial Number	Location	Status	Model	Manufacturer	Model Number	Model Name	Model Description	Model Status	Model Location	Model Address	Model City	Model State	Model Zip	Model Country	Model Date	Model Time	Model User	Model Email	Model Phone	Model Fax	Model Website	Model Notes
SCP-00-BNQ-4116	SCP-00-BNQ-4116	Witman Properties	Installed	SCP-00-BNQ-4116	Witman Properties	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116	SCP-00-BNQ-4116

Key Dates

Date Shipped	Date Received
6/18/2020	8/17/2020





Customer Support & Incident Review Center

Nasim Golzadeh
SVP, Customer Support and Professional Services



Customer Support and Professional Services





Incident Review Center (IRC)

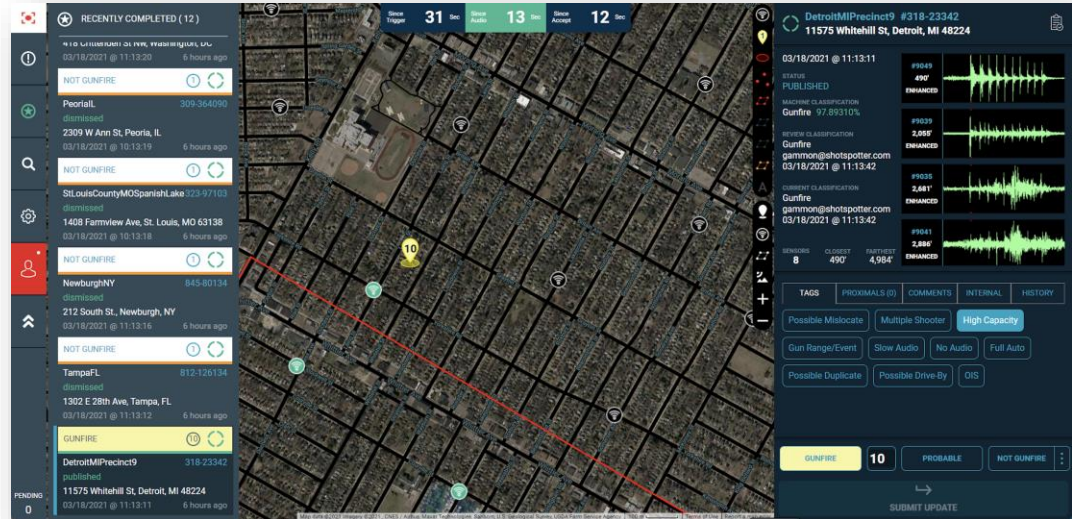


IRC Structure and Workflow

- Continuous Operations – 24x7x365
- Decentralized – Newark, CA and Washington, DC Offices
- Optimized Staffing – Peak Time Concentration Modeling Based
- Highly Efficient – Incident Review and Tier 1 Support

Incident Review Process ~45 seconds or less

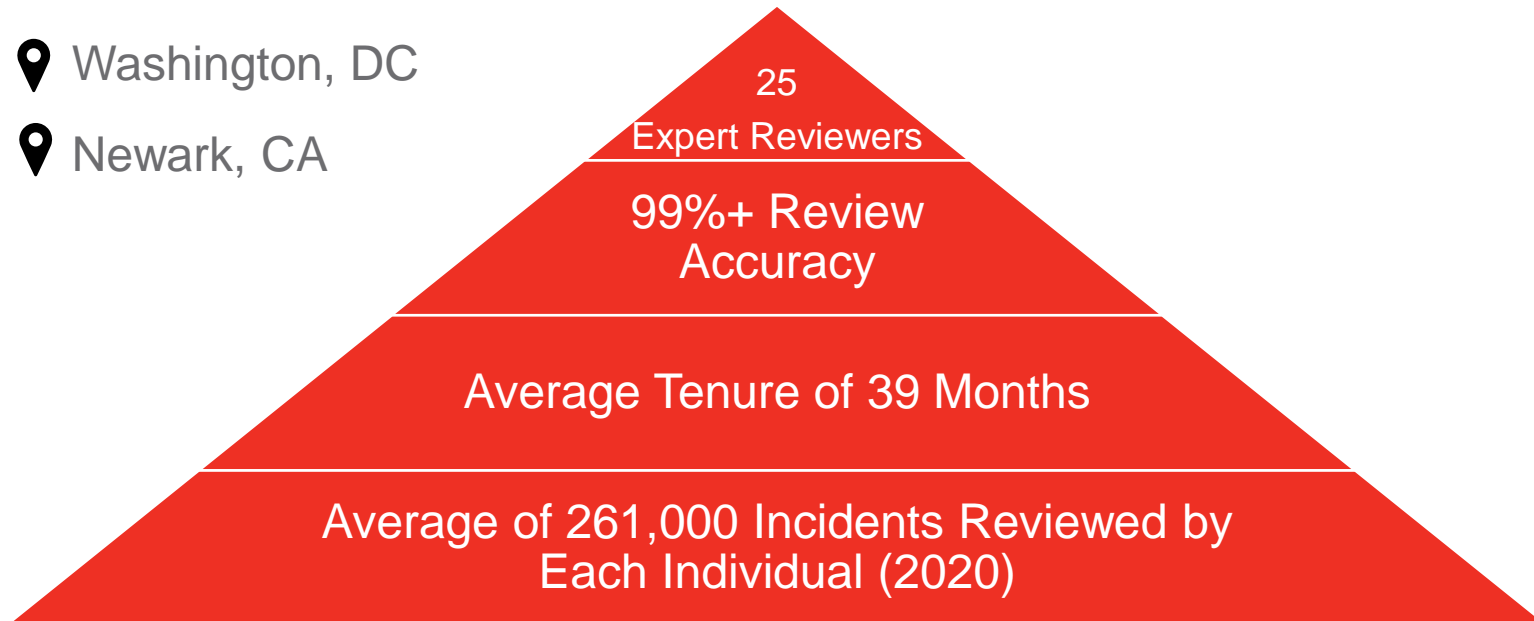
- Confidence-based Machine Classification
- Auditory Review Of Pulses
- Waveform Assessment
- Proximal Incident Recognition
- Sensor Participation Levels, Distance, Direction
- Date, Time, Location, Season Consideration
- Pattern of Activity in Each Area
- Peer Review
- Apply Appropriate Tags
- Classification



Experience Curve - Competitive Advantage

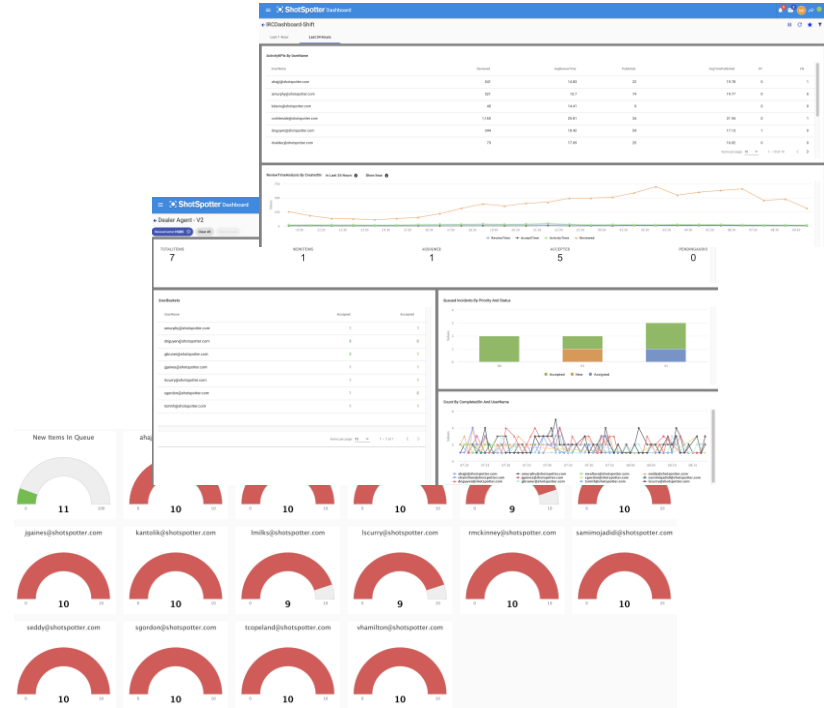
📍 Washington, DC

📍 Newark, CA

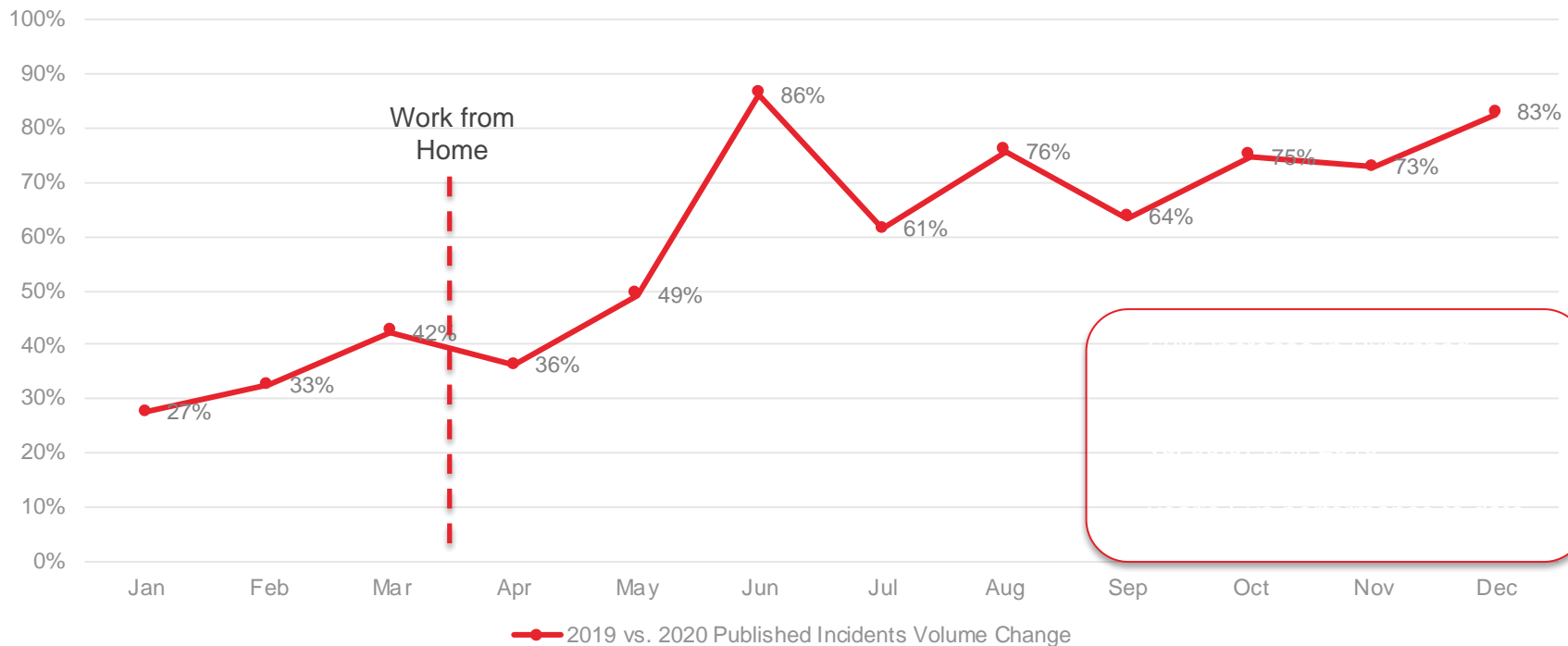


Resilience Using Technology

- IRC Operating Remotely Since March 12, 2020 Due to COVID-19
 - Automated, Optimized Incident Prioritization and Distribution
 - Review Activity and Performance Monitoring Capabilities
 - Automated Peer Review Workflow
 - Incident flow Monitoring and Management
 - Effective use of channel-based messaging platform



Performance and Scalability





Customer Support



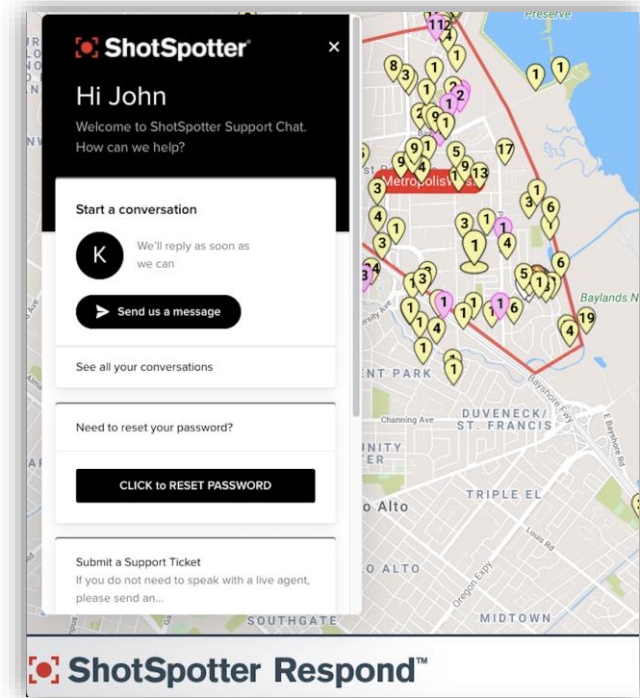
Customer Support

Tier 1 (Basic Support)

- 24x4x365 Live Support
- Email, Chat, Phone
- 83% of Support Inquires resolved at Tier 1
- 99% First day resolution

Tier 2 (Advanced Support)

- Dedicated Tech to Customer Relationship
- Continuous Performance Analysis and Proactive Support
- 17% of Support Inquires escalate to Tier 2
- 93% under 7 days resolution



100

-
-
-
-






Forensic Service & Litigation Support



Forensic Reports and Services


- 70,000+ Investigative Lead Summary (ILS)
 - Accessible On Real-Time and On Demand Basis
 - Directly From Respond, Investigate
 - NEW: From Notification API (NAPI)
- 266 Detailed Forensic Report (DFR)
 - Human Generated and Court Admissible
- 18 Expert Witness Testimony
 - Delivered in Person and via Zoom



RESPOND ID: 40-213991

INVESTIGATIVE LEAD SUMMARY

INCIDENT DATE:
CITY / ZONE:
REPORT DATE:
REQUESTED BY:




INDIVIDUAL SHOTS

The following shot count, times, and locations were automatically calculated by the ShotSpotter system at the time of detection. They are approximate and should be deemed as such. The number of individual shots below may not match the round count reported on page one if an incident reviewer adjusted the round count during incident review prior to publication. Some shots may overlap or hide other shots on the map.

SHOT	DATE	TIME	INTERVAL (sec)	LOCATION
#1	03/21/2021	04:14:41.564	0.000	37.475907, -122.138109
#2	03/21/2021	04:14:41.642	0.078	37.475894, -122.138079
#3	03/21/2021	04:14:41.706	0.064	37.475908, -122.138110
#4	03/21/2021	04:14:41.770	0.064	37.475927, -122.138122
#5	03/21/2021	04:14:41.840	0.070	37.475923, -122.138132
#6	03/21/2021	04:14:41.910	0.070	37.475924, -122.138126
#7	03/21/2021	04:14:41.982	0.072	37.475914, -122.138134
#8	03/21/2021	04:14:42.050	0.068	37.475919, -122.138137
#9	03/21/2021	04:14:42.120	0.070	37.475917, -122.138145
#10	03/21/2021	04:14:42.183	0.063	37.475934, -122.138161

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Connect

Product Demonstration

Wendy Ethridge
Director of Connect Solutions





Financial Update

Alan Stewart
CFO



FINANCIALS

Overview

Annual subscription-based SaaS revenue

Efficient sales and marketing

=

Low customer acquisition costs

High margin and low variable costs

Low customer attrition/churn

=

High revenue retention

Significant leverage in every operating expense category

Strong project unit economics

=

Break even in less than 1 year

RESULTS

GAAP Profitable on only a

\$10M

Rev Quarter

Goal of Cultivating
10+ Year Relationships



**High Lifetime
Value of a Customer**

FINANCIALS

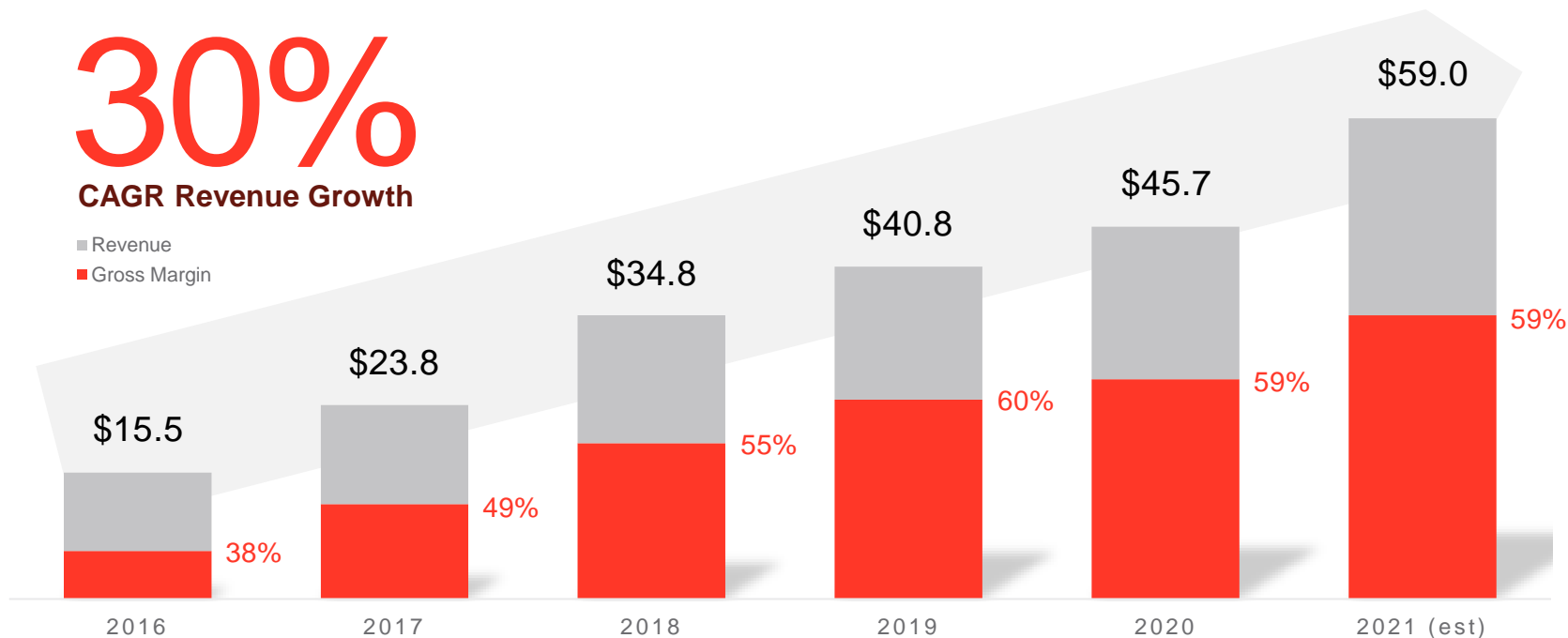
Strong Revenue Growth & Operating Leverage

30%

CAGR Revenue Growth

■ Revenue

■ Gross Margin

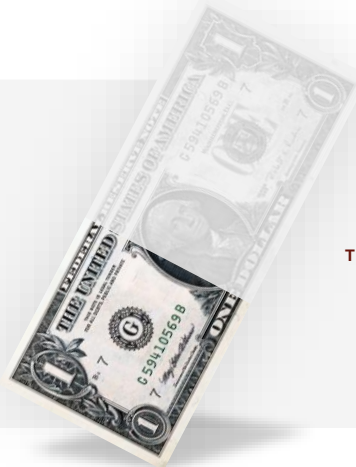


FINANCIALS

Attractive Customer Economics

in 2020
the Company Spent

51¢



TO GENERATE



New
Annualized
Revenue*

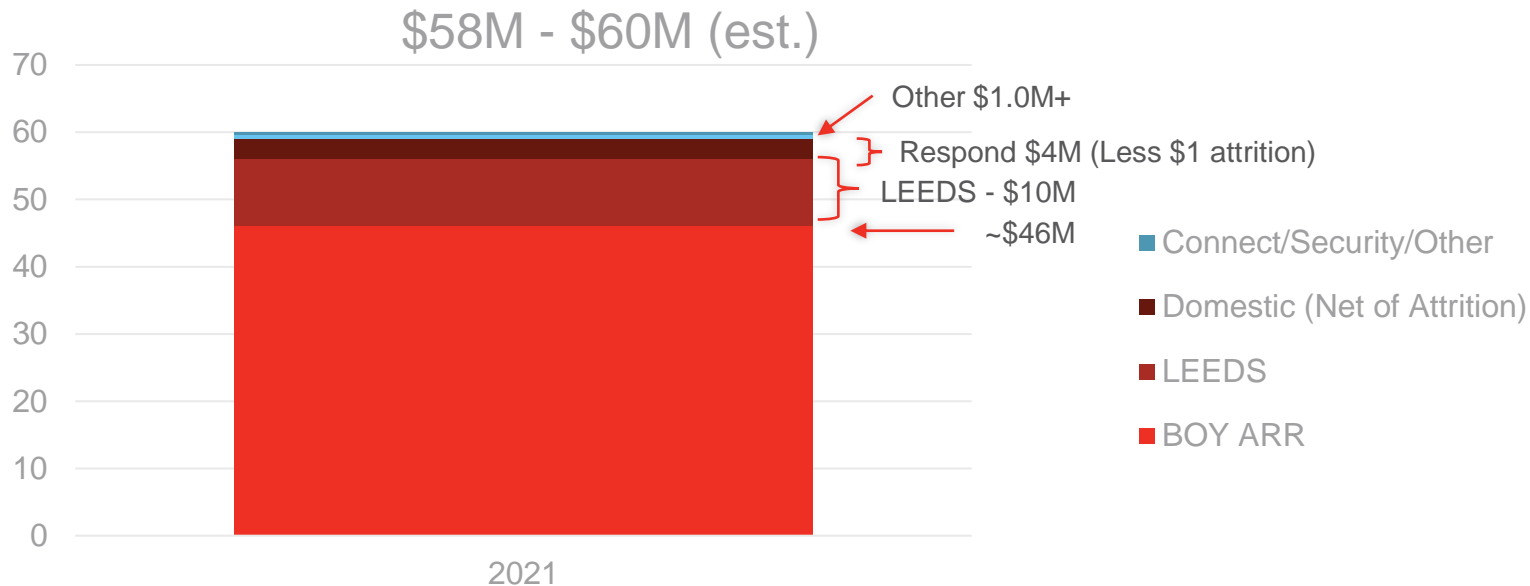
\$1



while achieving **107%** Revenue Retention

FINANCIALS

2021 Guidance Build



PURPOSE

Environmental, Social, Governance (ESG) Significance



Social

Lives are protected by our gunshot detection products



Environmental

- In South Africa we cover an area of Kruger Park to help save Rhino's from poachers
- Blast Fishing project in S. East Asia (Malaysia) to help detect and protect the destruction of coral reefs from fish bombing



DEI / Governance

Diversity on Board & Exec Team

3 of 7 on Board

3 of 9 in Exec

Strong corporate governance

- no dual class stock, good hygiene from a governance perspective



Social

Transforming Law Enforcement/Community Engagement



Thank you

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