MILESTONE CORPORATE PRESENTATION

WE ARE MILESTONE SYSTEMS

MAKE THE WORLD SEE

# Empowering people, businesses and societies with data-driven video technology

We provide actionable insights from video data through the perfect combination of your cameras and sensors and our open platform software and analytics – always with a responsible mindset and a people-first approach

◆ milestone | Corporate Presentation

Global video technology software company

- **Pioneered IP video surveillance technology**

- **Born in Denmark and building on a Scandinavian business model**

- **Provide software supported by hardware and services, centered on our XProtect® platform**

- **Global technology partners drive innovation and develop the best solutions for our customers**

- **Standalone company within the Canon Group, the global leader in imaging technologies**
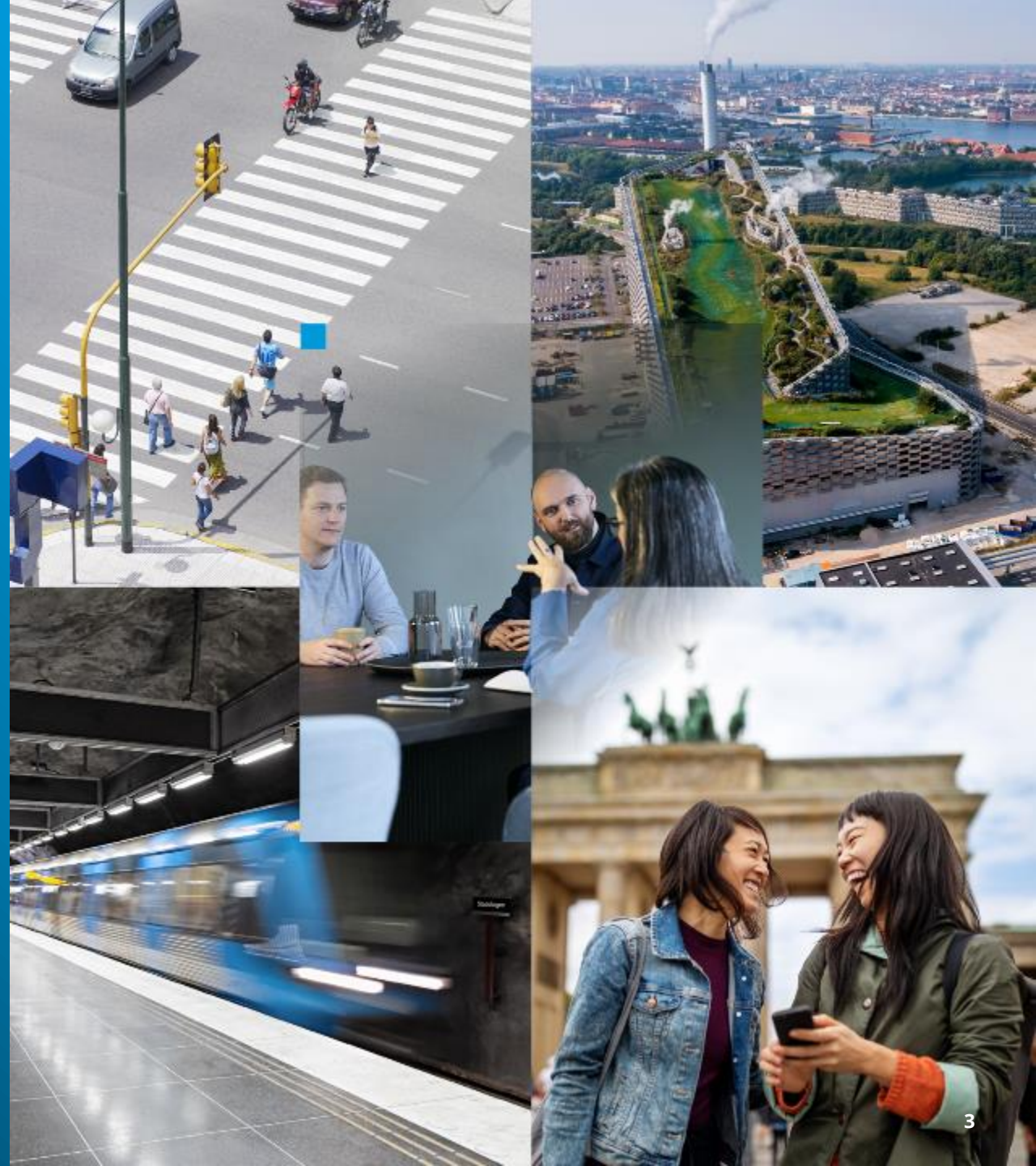
Milestone at a glance

24
Countries

1,200+
Employees

40+
Nationalities

11,000+
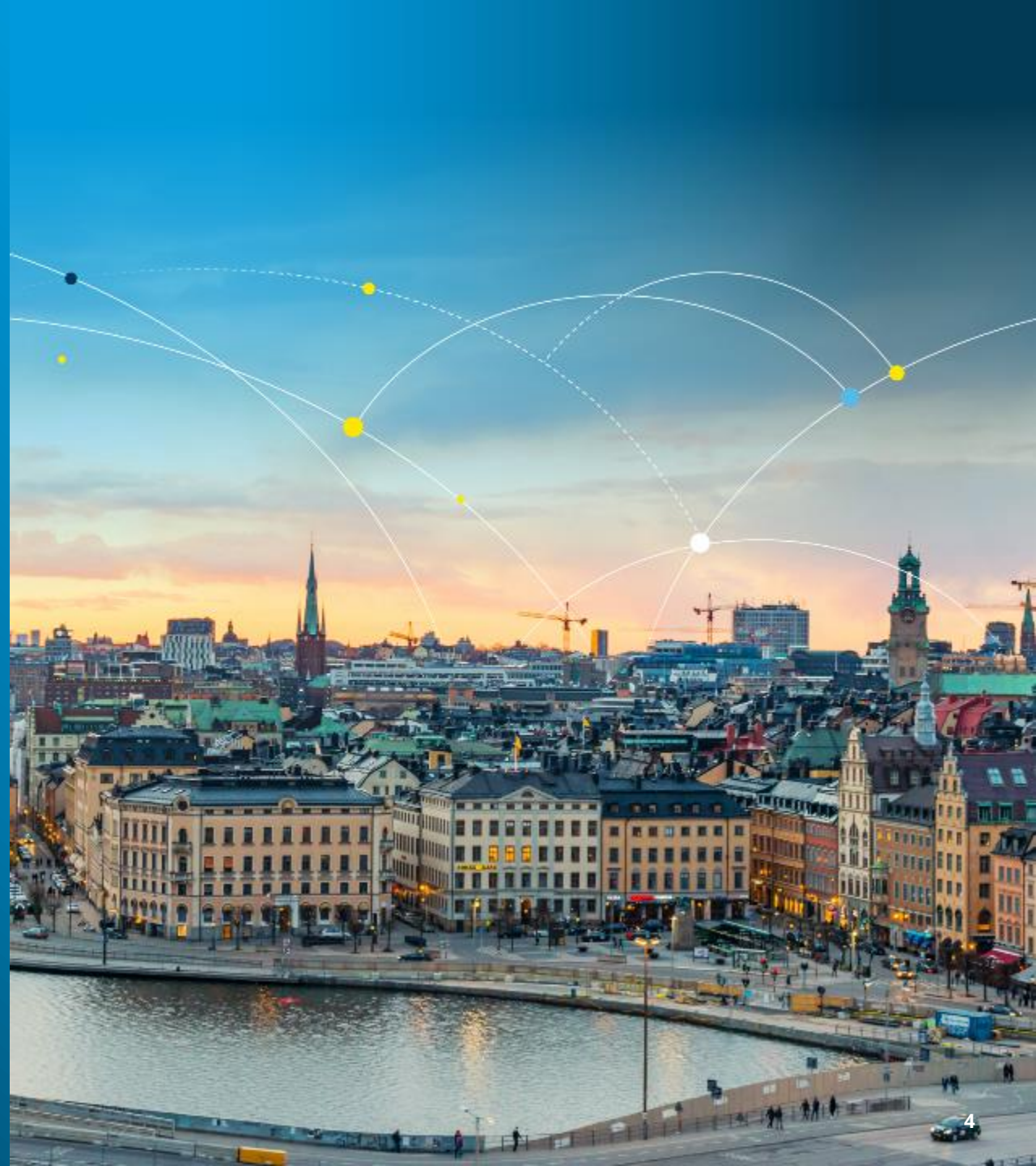Resellers & Integrators

13,000+
Devices supported

3,000+
Technology partners

500,000+
Customer sites

Our Perspective

Video technology can help us optimize the way we live.

↘

It is solving some of the world's most pressing problems and improving our daily lives.

Using data-driven video technology we can empower people, businesses and societies.

↘

↘

↘

Empower people to get more from life
From providing safer and more livable city environments to easing people's workloads, video technology helps improve well-being.

Empower businesses to embrace opportunities
Video technology enables all types of businesses to enhance safety and customer experiences while improving processes and driving growth.

Empower societies to evolve responsibly
With analytics and alerts, video technology can help optimize traffic flows, monitor environmental dangers and operate smarter cities.

The opportunity is now

The **amount of video data** available to us is growing exponentially. It offers endless opportunities to enhance how we work and live.

However, technology must serve humanity – not the other way around.

At Milestone, we know that the use of video technology and the data it generates come with great responsibility. As a company we take responsibility for the world we live in, and how our technology is employed.

Can technology make the world a better place?

A growing share of people globally believe in technology's ability to solve societal challenges, rising from 42% in 2018 to 54% in 2020.

Source: Dentsu Aegis Network (based on a survey of 32,000 people across 22 markets).

MAKE THE WORLD SEE

We Make the World See with video technology software.

So you can see what your eyes cannot always see. You can **understand** what you are looking at.

And you can find **insights in video data** enabling you to:

◄◄ **Revisit past events.**

● **Or see things in real time.**

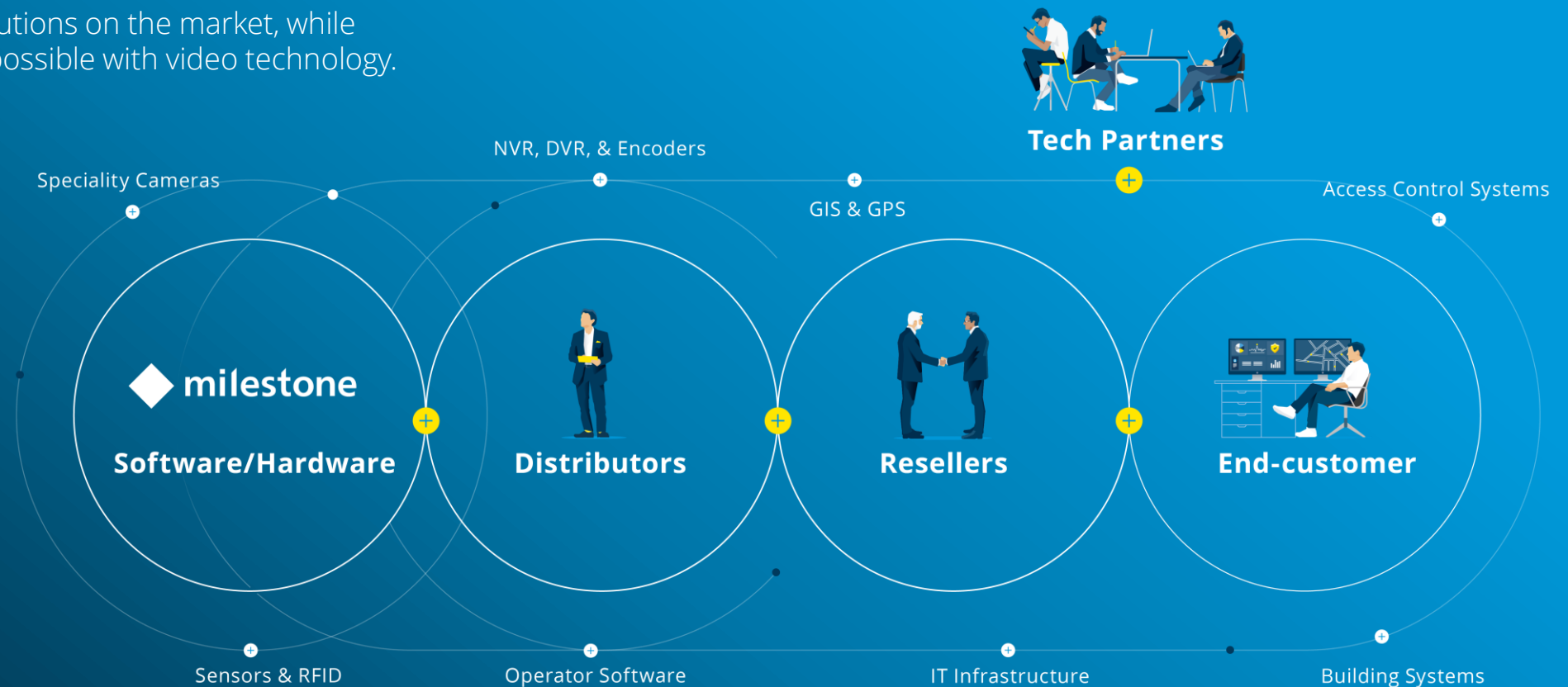►► **And even see things before they happen.**

People First

We put people first in everything we do. Our culture, our solutions, our cooperation with our partners and our understanding of our customers' needs – it is all about people.

A partner-driven company

Our global network of diverse partners is central to our success. Together, we deliver the best solutions on the market, while changing perceptions of what's possible with video technology.

We create video technology for customers that we deliver through our Distributor and Reseller Partners. Customers can scale and customize their solutions using the software, hardware and expertise of our Technology Partners.

Speciality Cameras

NVR, DVR, & Encoders

GIS & GPS

Tech Partners

Access Control Systems

Software/Hardware

Distributors

Resellers

End-customer

Sensors & RFID

Operator Software

IT Infrastructure

Building Systems

Strengthen your business with Milestone

Feel confident

↘

No one can afford downtime, data loss, or to buy a solution that won't be supported. With installations at more than 500,000 customer sites, our technology is tried and tested. Milestone's unique Technical Support is available 24/7 to keep your solution running reliably.

Get a configurable solution

↘

Use exactly the video technology your business requires thanks to our open platform and our network of the best partners in the industry. With a diverse set of extensions, you benefit from a solution that adapts to your business processes and fits your functional and security requirements — not the other way around.

Be future-ready

↘

Your business never stands still, so neither should your video technology. Our license model gives you the freedom to scale up as you grow, while our thriving partner network of software developers and innovators offer enormous possibilities for future functionality.

Invest smarter

↘

For enterprise technology, return on investment (ROI) is key. With our solutions, you get the lowest lifetime cost by only paying for the functionality you need. Add and remove devices and avoid replacing well-functioning technology prematurely: our simple per-device license model gives you that freedom.

Stay cyber safe

Making sure your video data is secure is vital. Milestone ensures it is, with independently tested technology and a dedicated security response team. Our software adheres to the highest security standards, so you can minimize the risk of malicious attacks and breaches caused by human error.

Embrace responsibility

Demands to meet ethical standards around privacy, the environment and more are growing. But video technology can positively influence our world and the way we as humans interact. Built on our Scandinavian heritage, with a portfolio that includes the first fully GDPR-certified series as well as FIPS 140-2 compliance, our solutions are wrapped in a responsible mindset, empowering you to make the right choice.

Realize new opportunities

Maximize the value of your existing video assets and discover how video can enhance multiple aspects of your business. Beyond protecting people and property, you can use the analytic and AI capabilities our video technology offers to translate video data into actionable insights to grow sales, automate non-value adding tasks, reduce inefficiency and much more.

Improve quality of life

Video technology can boost human happiness and health. Through AI and analytic capabilities, you get the tools to optimize traffic flows, enhance patient treatment and create faster passenger transit, to name just a few of the opportunities to make life better.

Our Solutions

Video technology on your terms

What challenges do you want to solve? Which opportunities do you want to embrace?

With Milestone you have the software supported by hardware and services to build exactly the solution you need.

Milestone offers:

Software

Implement data-driven, scalable video management solutions on our award-winning XProtect® open platform.

Hardware

Enhance installation efficiency and quality with hardware optimized for XProtect.

Distributed infrastructure

Choose the deployment option that offers the most value to your installation: on-premises, hybrid or cloud.

Support and services

Know that we always have your back with a range of global maintenance and support services.

XProtect

The foundation of high-performing video solutions

The XProtect® video management software platform enables organizations of any size to build fully configurable and scalable solutions.

Fully configurable

Open-platform architecture and a wide range of APIs enable you to continuously build on your existing platform with additional hardware and software.

User-friendly

Centralized search platform and multi-layer maps assure visualized situational awareness, intuitive camera navigation and easy collaboration.

Peace of mind & security

The industry's most reliable recording with failover servers for continuous video access. Built-in safeguards and tier access ensure privacy and cybersecurity.

XProtect

Add functionality, add value

With XProtect, you can always upgrade your solution with extra capabilities and functionalities. Our extensions are developed to enhance XProtect and address your exact business needs. Including:

XProtect Rapid REVIEW:
Find what you're looking for, fast, with easy-to-use, advanced forensic analytics.

XProtect Smart Wall:
Get a complete situational overview of large surveillance centers.

XProtect Management server failover:
Protect your server from hardware, software and human errors.

XProtect License Plate Recognition:
Detect and capture license plate data from vehicles in real time.

XProtect Access:
Connect your access control system directly to XProtect.

XProtect Incident Manager:
Document incidents with video and audio evidence.

XProtect

Open up to a global network of innovators

In addition to XProtect's extensions, the open platform architecture allows you to integrate the latest technology from our ever-expanding network of device manufacturers, application providers and software developers.

As your needs evolve, leverage the expertise on offer to add extra functions and value to your installations.

Trusted in a wide variety of industries

Retail   Hospitals   Education   Government   Critical infrastructure   Manufacturing   Sports venues   Airports

Husky IVO

Get convenience and performance

We complement our video software with Milestone Husky IVO™ – a flexible series of video surveillance appliances specifically designed for XProtect.

Husky IVO combines XProtect performance with the robust reliability of hardware from Dell Technologies.

Get the most from your video technology solutions with hardware that is:

Convenient	Backed by expertise	High performance
Pre-loaded with XProtect out of the box	Our global support team is there to help	Appliances are optimized for XProtect

Choose the right installation for you

From full cloud delivery to on-premises solutions, different businesses have different deployment needs.

With Milestone, you can opt for on-premises or cloud – or create a hybrid solution giving you the best of both worlds. In all cases, you will get reliable performance and security.

Designed to give you peace of mind

Get the most out of your investment. Milestone offers reliable and expertise-packed maintenance and support services that cover your solutions throughout their entire lifetime.

Milestone Care

Keep your Milestone solution in top condition through recurring updates, upgrades and 24/7 support.

Professional Services

Ensure stable operations with this portfolio of deployment and optimization services.

Customer Dashboard

Get real-time statuses on your installation's performance and notifications of any issues.

Our Legacy

Celebrating 25 years of vision

We started out 25 years ago with a vision to drive the video technology industry forward.

CELEBRATING
25 YEARS OF VISION

2002

Launched Milestone XProtect®, the new VMS that put the concept of open platform front and center

2003

Lars Thinggaard became President & CEO at Milestone

2006

Launched our mission, vision and ROIFI values

Focus on Responsible technology

1999

Launched our first VMS (video management software), supporting the potential of IP network cameras

Focus on open platform software

2005

Introduced the first software development kit (SDK), which ushered in a new era of 3rd party innovations with our Technology & Channel Partners

2009

Incorporated the first human rights clause into our End User License Agreement (EULA)

1998

Two Danish engineers with a background in IT, John Blem and Henrik Friborg Jacobsen, began applying their knowledge of financial data to image data. They saw the enormous potential in digital technology

2004

Milestone set up its first office in the U.S.

Focus on
IP cameras

Celebrating 25 years of vision

We started out 25 years ago with a vision to drive the video technology industry forward.

2015
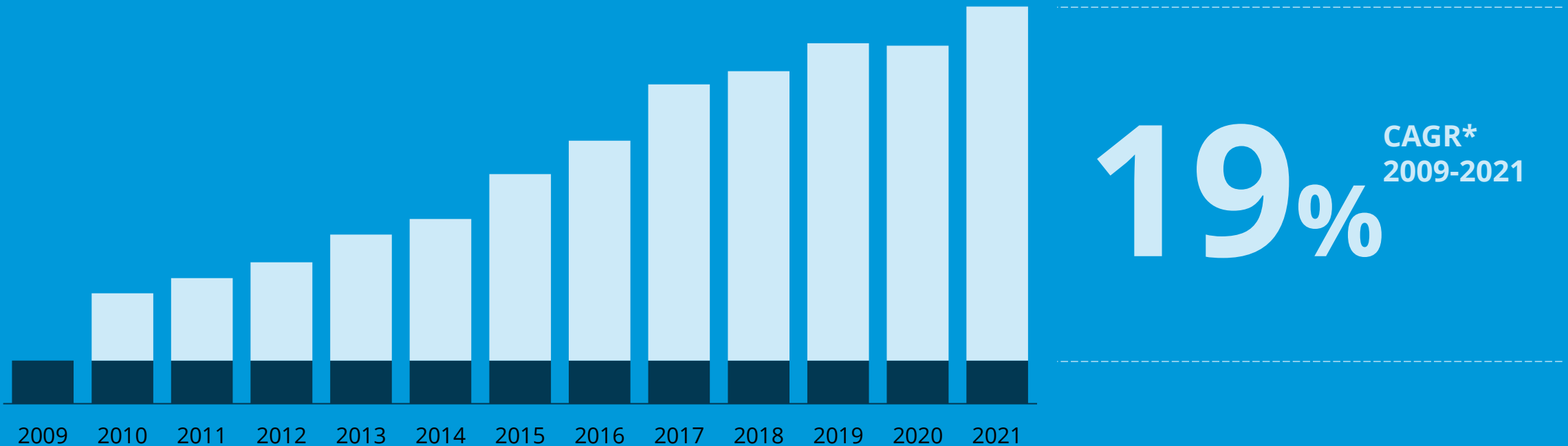Expanded the pull to our thought leadership with the book "Business Magnetism" and long-standing MIPS partner events. We also celebrated XProtect integration with more than 5,000 devices

2014
Acquired as a standalone company in the Canon Group

2013
Launched the first Milestone Husky™ series of network video recorders (NVR)

2017
Summarized our mission and vision into a purpose statement — Make the World See

2017
Co-authored the Copenhagen Letter

2020
Thomas Jensen became Milestone's new CEO, launching a long-term corporate strategy 6 months later

Focus on data-driven video technology

Today
XProtect supports more than 13,000 devices with our global partner network. Milestone continues to empower people, businesses and societies with data-driven video technology in and beyond security

2023
Launched Milestone Kite™, our cloud VMS. Launched the XProtect® Hospital Assist extension

2022
Launched XProtect® Rapid Review and upgraded our Husky series with Milestone Husky IVO™

Continuous net revenue growth

Despite the turbulence of Covid-19, we have maintained steady growth in recent years and will maintain that momentum into the future.

19% CAGR* 2009-2021

2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

Our global scale ensures close customer relationships

Copenhagen, DK
Corporate and EMEA HQ

Sofia, Bulgaria

Portland, USA
Americas HQ

Singapore
APAC HQ

● Regional HQ or Corporate function

● Country Offices*

Executive Leadership Team

Thomas Jensen
Chief Executive
Officer

**Business
Support Group**

Lars Larsen
Chief Financial
Officer

**People &
Culture**

Simon Thule Viggers
Chief People
& Culture Officer

**Technology
Group**

Rahul Yadav
Chief Technology
Officer

**Global
Sales**

Thomas Jensen
Acting Chief
Revenue Officer

**Global
Marketing**

Christina Molt Wengel
Chief Marketing
Officer

Board of Directors

Lau Normann Jørgensen
Chairman of
the Board

Jeppe Frandsen
Deputy Chairman of
the Board

John Blem
Shareholder-elected
Board Member

Gustaf Löfberg
Shareholder-elected
Board Member

Steen Strandskov Andersen
Employee-elected
Board Member

Vibeke Uhrenholdt
Employee-elected
Board Member