HAIVISION

Investor Presentation

January 15, 2025

Disclaimer

GENERAL

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Any graphs, tables or other information demonstrating our historical performance contained in this presentation are intended only to illustrate past performance and are not necessarily indicative of our future performance. The information contained in this presentation is accurate only as of the date of this presentation or the date indicated. All references in this presentation to dollars and "$" are to Canadian dollars and all references to "US$" are to United States dollars.

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This presentation contains "forward-looking information" within the meaning of applicable securities laws. Such forward-looking information includes, but is not limited to, information with respect to our objectives and the strategies to achieve these objectives, as well as information with respect to our beliefs, plans, expectations, anticipations, estimates and intentions. This forward-looking information is identified by the use of terms and phrases such as "may", "would", "should", "could", "expect", "intend", "estimate", "anticipate", "plan", "foresee", "believe", or "continue", the negative of these terms and similar terminology, including references to assumptions, although not all forward-looking information contains these terms and phrases.

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Consequently, all of the forward-looking information contained in this presentation is qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking information contained in this presentation is provided as of the date of this presentation, and we do not undertake to update or amend such forward-looking information whether as a result of new information, future events or otherwise, except as may be required by applicable law.

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Haivision's consolidated financial statements are prepared in accordance with International Financial Reporting Standards ("IFRS") Accounting Standard. In this presentation, as a complement to results provided in accordance with IFRS, we disclose and discuss certain non-IFRS financial measures and non-IFRS ratios (collectively, "non-IFRS measures"), including Gross Margin, Adjusted EBITDA and Adjusted EBITDA Margin, as well as other measures discussed elsewhere in this presentation. These non-IFRS measures are not defined by IFRS and do not have a standardized meaning under IFRS. Our method of calculating these non-IFRS measures may differ from other issuers and may not be comparable with similar measures presented by other issuers. We have presented such non-IFRS measures as management believes they are relevant measures of our underlying operating and financial performance. For information on the most directly comparable IFRS measures, composition of the non-IFRS measures, a description of how we use these measures, an explanation of how these measures provide useful information to investors, and as applicable a reconciliation of the non-IFRS measures (including a reconciliation of Adjusted EBITDA to net income (loss), its most directly comparable IFRS measure), refer to the "Non-IFRS Measures" section of our management's discussion and analysis for the three months and full year ended October 31, 2024, dated January 15, 2025, available on Haivision's SEDAR+ profile at www.sedarplus.ca, which is incorporated by reference into this presentation. Non-IFRS measures should not be considered as alternatives to net income (loss) or comparable metrics determined in accordance with IFRS Accounting Standards as indicators of our performance and profitability.

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Our Vision | The Real-Time Video Revolution

HAIVISION

Ubiquitous bandwidth and near unlimited video and data processing capabilities create demand for increasingly complex use cases.

This is the Real-Time Video Revolution.

Data Processing

...
AI
UHD
Cloud
HD
Mobile
SD
Computer
Analog

Broadcast
Internet
Streaming
Video Conferencing
Telepresence
ISR & Drones
Command Centers
Remote Production
Remote Warfare
Real-Time Video Revolution

Demand Drivers

- Cybersecurity SOC
- Real-time crime centers
- Remote operation
- Distributed infrastructure
- Mobile video production
- Proliferation of live sport
- Reliance on diverse network
- Around the world live news
- Complex operational monitoring
- Low Latency video delivery



Apollo 11:
July 20, 1969

One-way | IP | DSL | 3G | BBand | 4G | Fiber | 5G | ...

Network Connectivity

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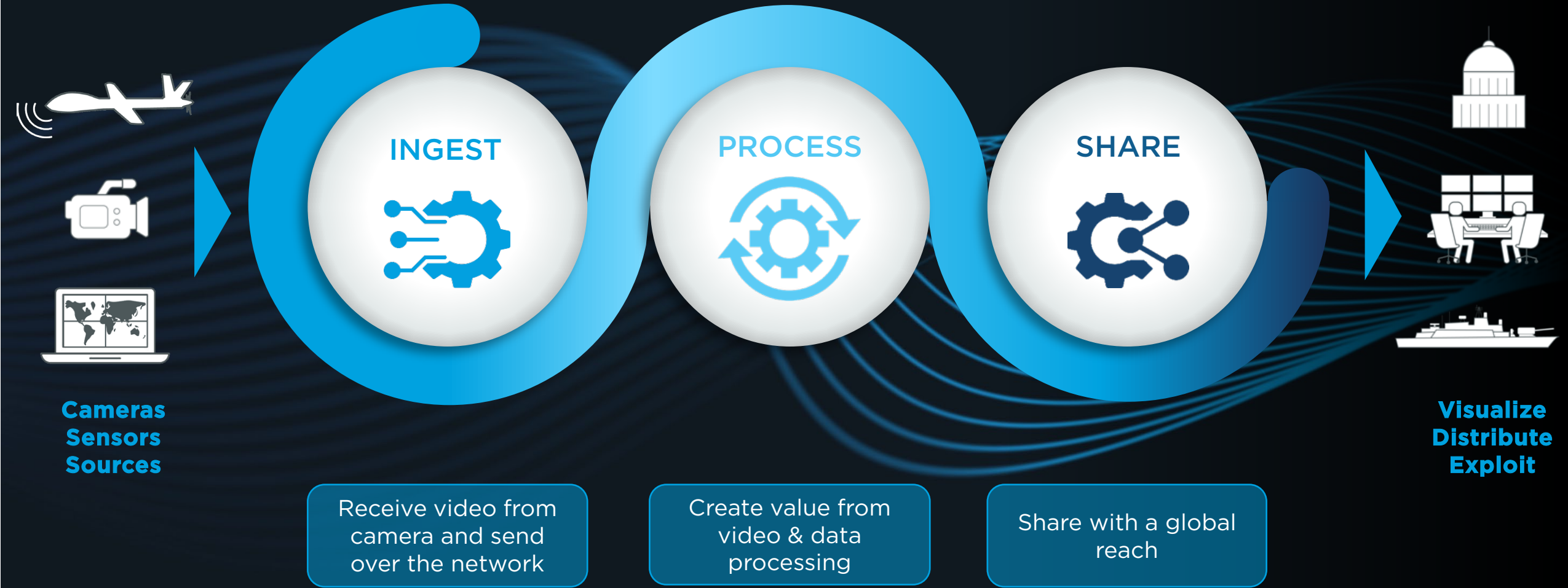
Our Mission | Awareness, Better Decisions, Faster Responses with Real-Time Video



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Mission - Enterprise

Global Operations Centers

Meta

Haivision powers over 60 connected operation centers at 21 datacenters, 5 regional offices, and 3 major Global Security Operation Centers (GSOCs).



Live Video Delivery

NYSE

Haivision delivers live low latency video to the trading floor and between offices in NY, Atlanta, San Francisco, and London.



Growth Drivers

- Frequency & severity of threats are increasing
- Customers & shareholders are expecting real-time awareness and response
- Response groups require cross domain visualization and collaboration
- Security guidelines are increasingly more stringent

citi NYSE RBC salesforce SAP BMW BARCLAYS at&t intel Akamai

Microsoft MERCK Disney Raytheon MAERSK BOEING TESLA

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Mission - Government & Defense

Mission-Critical Control Center

Haivision solutions capture video from cameras across launch sites, deliver those critical feeds throughout their campuses, and display the video along with other mission-critical data within NASA Mission Control Centers.



Mission-Critical Video Distribution

U.S. Department of Defense

Haivision technology is deployed for cyber security, command and control, communications and intelligence systems, consolidating and modernizing network systems to improve operational effectiveness and affordability.



Growth Drivers

- Video will be on every platform, every vehicle, every person
- Command centers for real time decisions and response
- Artificial intelligence at the edge will transform ISR (Intelligence, Surveillance and Reconnaissance) capabilities
- Security compliance, certification, metadata and interoperability are high barriers to entry

U.S. AIR FORCE · NAVY · ARMY · SPECIAL OPERATIONS COMMAND · CONGRESS · HOMELAND SECURITY · VETERANS AFFAIRS · Canada · COMMANDEMENT DES OPERATIONS SPECIALES · צבא ההגנה לישראל · Ministry of Defence · JMSDF

NY Power Authority · METROPOLITAN POLICE WASHINGTON D.C. · Cal OES · NOAA · UNITED STATES POSTAL SERVICE · PHILADELPHIA POLICE · Ministry of Defence · ALERTCalifornia

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Broadcast - Media & Entertainment

Live Video Contribution

RIOT GAMES

Haivision encoders and transmitters facilitate remote production workflows from stadiums worldwide to Los Angeles studios for the **League of Legends World Championships**



Live Video Networking

ESPN

Makito encoders transport live video from over 600 colleges to ESPN HQ for live sports production serving thousands of events annually for **ESPN+, ESPN3, and ESPNU**



Growth Drivers

- Live content attracts most advertising revenue
- Remote and cloud production is accelerating
- SRT is dominating remote broadcast workflows
- 5G will be a game changer for media production

NFL · FOX SPORTS · OBS · ESPN · NBC Sports · PGA TOUR · FOX NEWS · RIOT GAMES · Televisa · WARNER BROS. DISCOVERY · SONY PICTURES · TV2

MLB · NBA · abc · CBS SPORTS · HBO · sky NEWS · CCTV · EUR(O)VISION · france•tv · NHL

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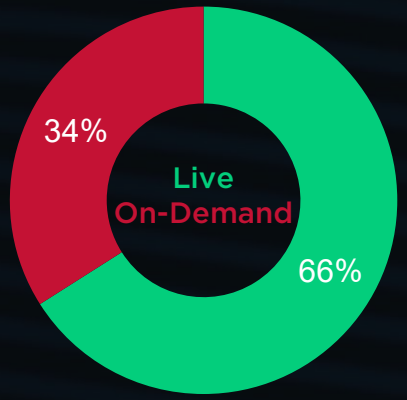
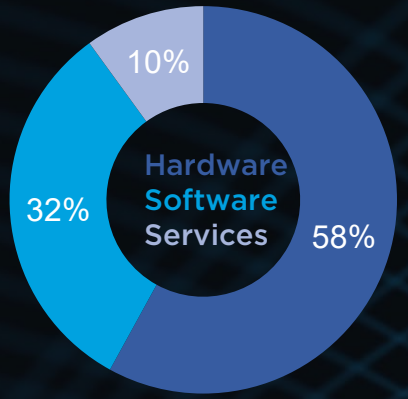
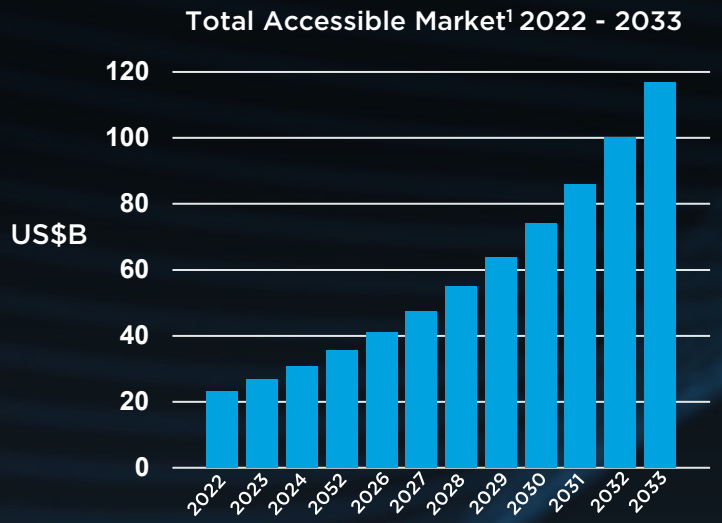
Our Market | High-Value Video Infrastructure

Global video streaming infrastructure market



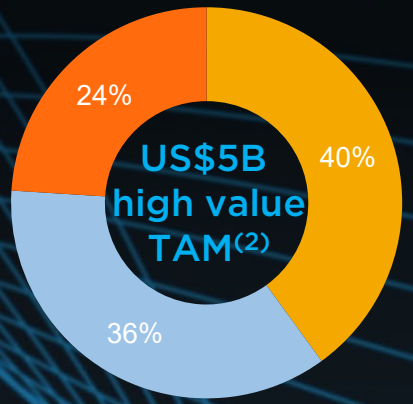




- The global video streaming infrastructure market of $23B in 2022 is expected to grow at a 16% CAGR from 2022 to 2033(1).
- We target the high-value segment estimated to be US$5B in 2022(2), growing to US$15B in 2033.

Haivision targeted segments

- Enterprise
- Government & Defense
- Media & Entertainment



1. Source: Research Nester, Assessment of the Global Video Streaming Infrastructure Market, December 2022
2. Source: Haivision Estimates

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Haivision Solution Map

- Mission critical, high-performance hardware
- High barrier to entry

- Mission critical, high-value software
- End-to-end on premise & cloud solutions

INGEST

HAIVISION Makito



Fixed Network

Stationary & Rugged Solutions

HAIVISION Transmitters



Mobile Networks

Camera Mount & Portable

PROCESS

Enterprise, Government & Defense



HAIVISION Command 360



HAIVISION Media Platform



HAIVISION Kraken

Media & Entertainment



HAIVISION StreamHub



HAIVISION Hub 360

SHARE...

Distribution



HAIVISION Play Pro



HAIVISION SRT Gateway

SRT SECURE RELIABLE TRANSPORT

Visualization



Command Center

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Technology Leadership

HAIVISION

A track record of driving our industry forward

Pioneer

Ultra low latency edge-to-edge encoding

Creator

SRT, the most widely adopted video networking protocol

Winner

4x Emmy awards for technology innovation

70+ TOTAL AWARDS

Recognized industry leadership

A future rooted in innovation

- Network slicing performance
- Private (P5G) network security
- Mobile edge computing

- Video intelligence at the edge
- Encoding & video network optimization
- Data capture and creation

- Integrated on-premise/cloud solutions
- Orchestrated/dynamic cloud workflows

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The Haivision DNA | Why Customers Choose Haivision



Customer First Philosophy



End-to-end Approach



World-class References

Technology Fundamentals



Quality



Security



Performance



Reliability

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Haivision in Numbers

2004
Year founded

8
Acquisitions

~350
Employees worldwide

US$5B
TAM of $US23B Market

$130M
FY2024[1] revenue

~75%
Repeat customers[2]

~70+%
Gross margin[3]

18
Years of positive Adjusted EBITDA[3,4]

1. Company fiscal year-end October 31
2. Represents sales generated in by customers who were also customers of Haivision in the prior year
3. Non-IFRS measure, See "Disclaimer – Non-IFRS Measures"
4. See Management's Discussion and Analysis for the Three Months and Full Year Ended October 31, 2022 for reconciliation of Operating Income (Loss) to Adjusted EBITDA

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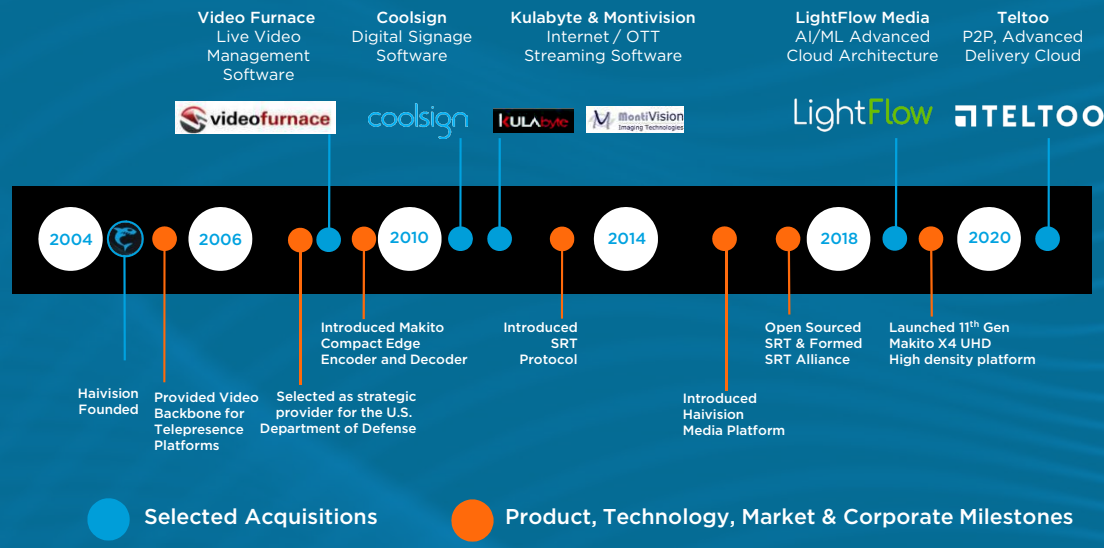
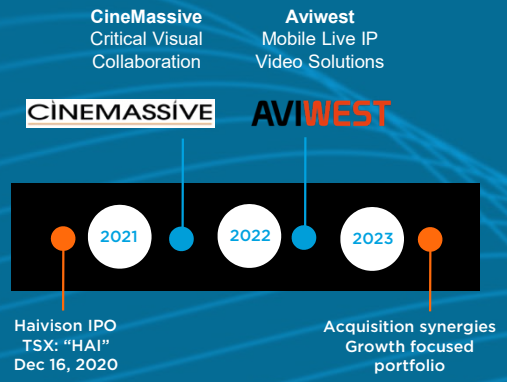
Investment Opportunity | A Sound Approach to Driving Profitable Growth

Private Company for 16 Years



- Good "stewards of capital"
  - Self-funded 16 years of organic growth with a CAGR of 22.7%
  - Turned an original $8.25M investment to annual revenue of over $80M+ at the time of IPO
- 6 acquisitions focusing on portfolio and technical expertise, including LightFlow and Teltoo for Cloud and AI

IPO in 2020 & 2 Strategic Acquisitions



- IPO to realize our vision of the real time video revolution
- Strategic M&A
  - Cinemassive in FY21 to expand on Command Centers
  - Aviwest in FY22 to expand on 5G
  - Delivered synergies in FY23

The Opportunity

Lead the real time video revolution

- Capture growth potential of Command Centers
- Build on AI in ISR for Defense
- Lead the 5G market transition
- Drive recurring revenue
- Strategic alliances
- Selective M&A to expand product offering & grow revenue

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Seasoned Management Team With the Workforce To Deliver

Average of almost 30 years experience in the industry



Miroslav (Mirko) Wicha, President, CEO & Chairman
- Haivision founder
- 35+ years of senior management experience with software & hardware companies
- Former EVP Discreet/Autodesk, Alias Research, Silicon Graphics, Hewlett-Packard



Dan Rabinowitz, CFO and EVP Operations
- 30+ years of experience in finance and management
- Former CFO of FinanSure, TUSC and Peapod



Peter Maag, CSO and EVP Strategic Partnerships
- 25+ years in business development, sales, marketing and partner development
- Former VP of Hyperchip and Discreet/Autodesk



Jean-Marc Racine, Chief Product Officer
- 25+ years of experience in product and marketing in media and telecom
- Former CPO for Synamedia Ltd
- Co-founded Farncombe Tech. a video and security specialist sold to Cartesian.

A Diverse & Global Workforce

24 Countries

17 Time Zones

27 Languages

20+ Nationalities

6 Research & Development Offices worldwide

50% worked 5+ years

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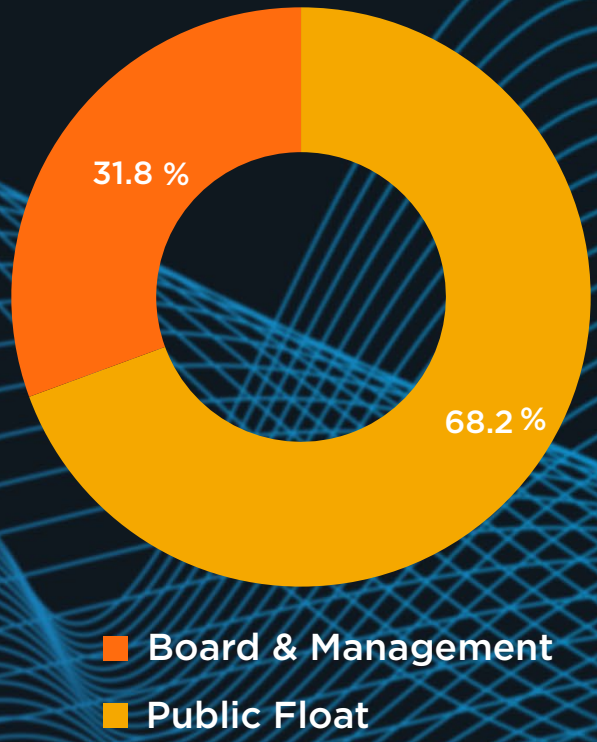
Capitalization Summary

Trading Information

Trading Symbols:	TSX:HAI
Recent close:	Jan 10, 2025: $5.36
52 week high/low:	$7.00 / $3.51
Market capitalization (at Jan 10, 2025):	$153 million
Common Shares Outstanding:	128,171,565
Debt[1]:	$4.8 million [2]
Cash + Cash equivalents[1]:	$16.5 million

[1] *As of 31st, October 2024*
[2] *Includes $2.6 in Term Debt and $2.2 million extended on the Line of Credit*

Ownership Structure



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