



## Investor Presentation

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March 2024

# MultiSensor AI - Our Team



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# Who We Are: Integrated Multi-Sensing as a Service

MultiSensor AI is a pioneer in AI-powered industrial predictive maintenance and process-control solutions serving enterprises in the distribution & logistics, manufacturing, utilities, and oil & gas sectors.



**1995** Founded

**Houston, TX** Headquarters

**MSAI** Nasdaq (Dec. 2023)

**\$32M<sup>(1)</sup>** Market Cap

**~\$ 6M<sup>(2)</sup>** Revenue

**35** Employees

(1) As of 3/1/2024 market close

(2) Trailing twelve months ended 9/30/2023

# Investment Highlights



## Multi-Sensor Solution

Leading-edge **currently marketed** thermal, acoustic, visible, and vibration sensing devices that drives **predictive maintenance through AI-enabled platform**



## Significant Market Opportunity

**\$14 billion U.S. market opportunity** as industry transitions away from legacy products to cloud-enabled solutions



## Exceptional Unit Economics

**Significant life-time value (LTV)** and **sustained profitability** through combined **device** and **SaaS** revenue



## Blue-Chip Customers and Partners

**Large existing enterprise customers**, combined with **relationships and strategic channel partners** (e.g., AWS, Motion) in established verticals to accelerate commercial rollout



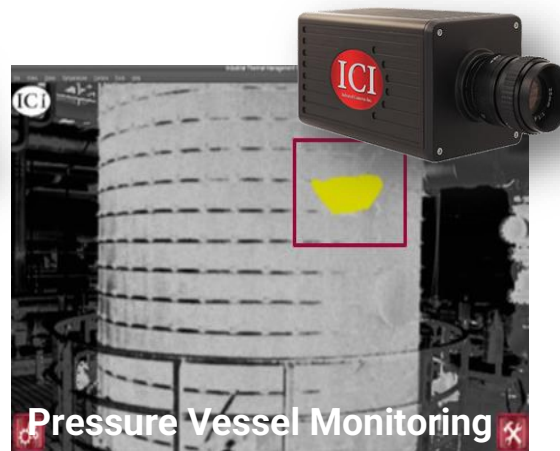
## World Class Management Team

Carefully crafted management team with a strong record of **successfully leading disruptive companies through transformative growth**



# What we do: Integrated Multi-Sensing as a Service

## Device Portfolio

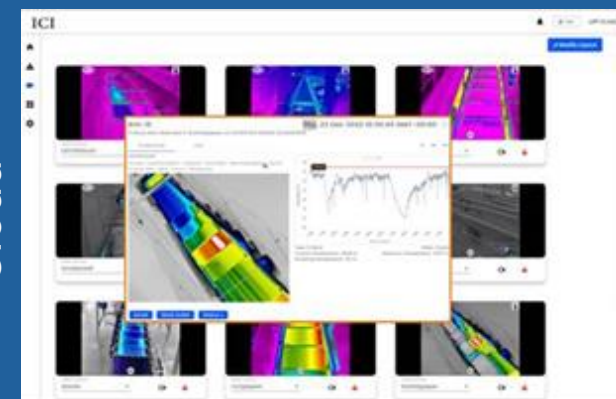


## Software Platform

Edge



Cloud



# Why The “Sensing as a Service” Opportunity Exists Now



**>90% device cost reduction** infrared and other sensor components (last 20 years)



**Artificial intelligence** & big data drive high-value insights



**Sensor size decreases** lead to proliferation of use cases



**SaaS cloud adaptation** enhances device functionality many fold



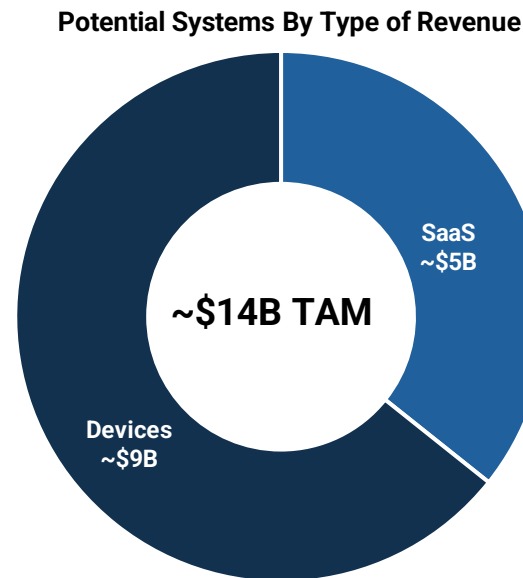
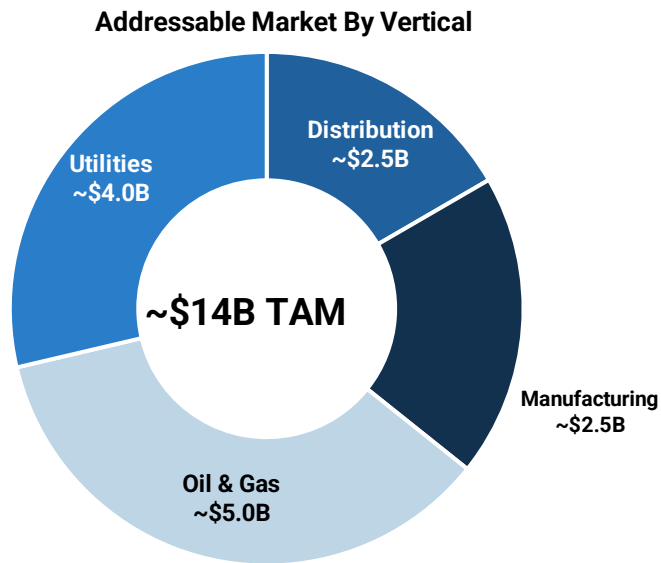
**Reduced complexity (& increased connectivity)** of sensors to software



GPS and GIS allow for **accurate location & parameter specifications**

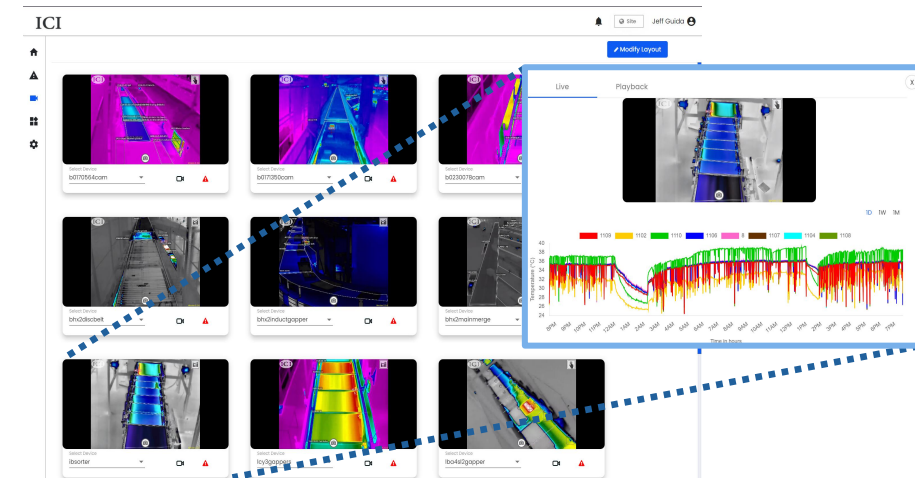
# Total Addressable Market in U.S. > \$14bn

## End Market Opportunities by Vertical & Revenue Type – U.S. Only



## Commentary

- Implies potential ARR from SaaS sales of >\$5bn per year
- Implies aggregate device-sale revenues of >\$9bn



# MSAI Cloud Changes Everything

## Legacy Analogue Solutions



Human operator dependent (expensive, periodic and inconsistent)



Build your own software



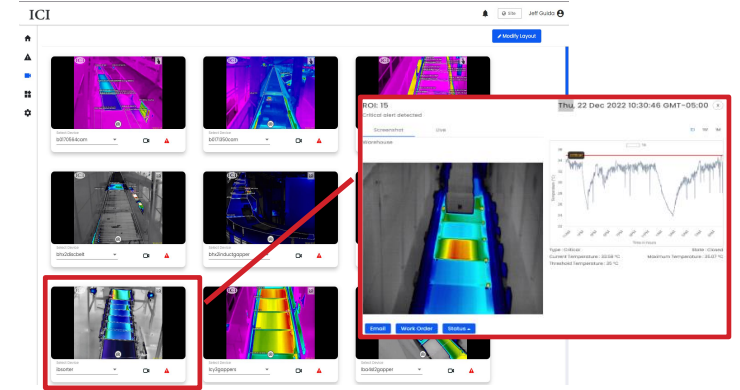
Manual analytics with results documented as written reports



Data silos = Missed warning signs



## MultiSensor AI Solutions



Fully automated and connected (cost effective, continuous and consistent)



Software enabled and easily customized with standard tools



AI-driven analytics and actionable insights

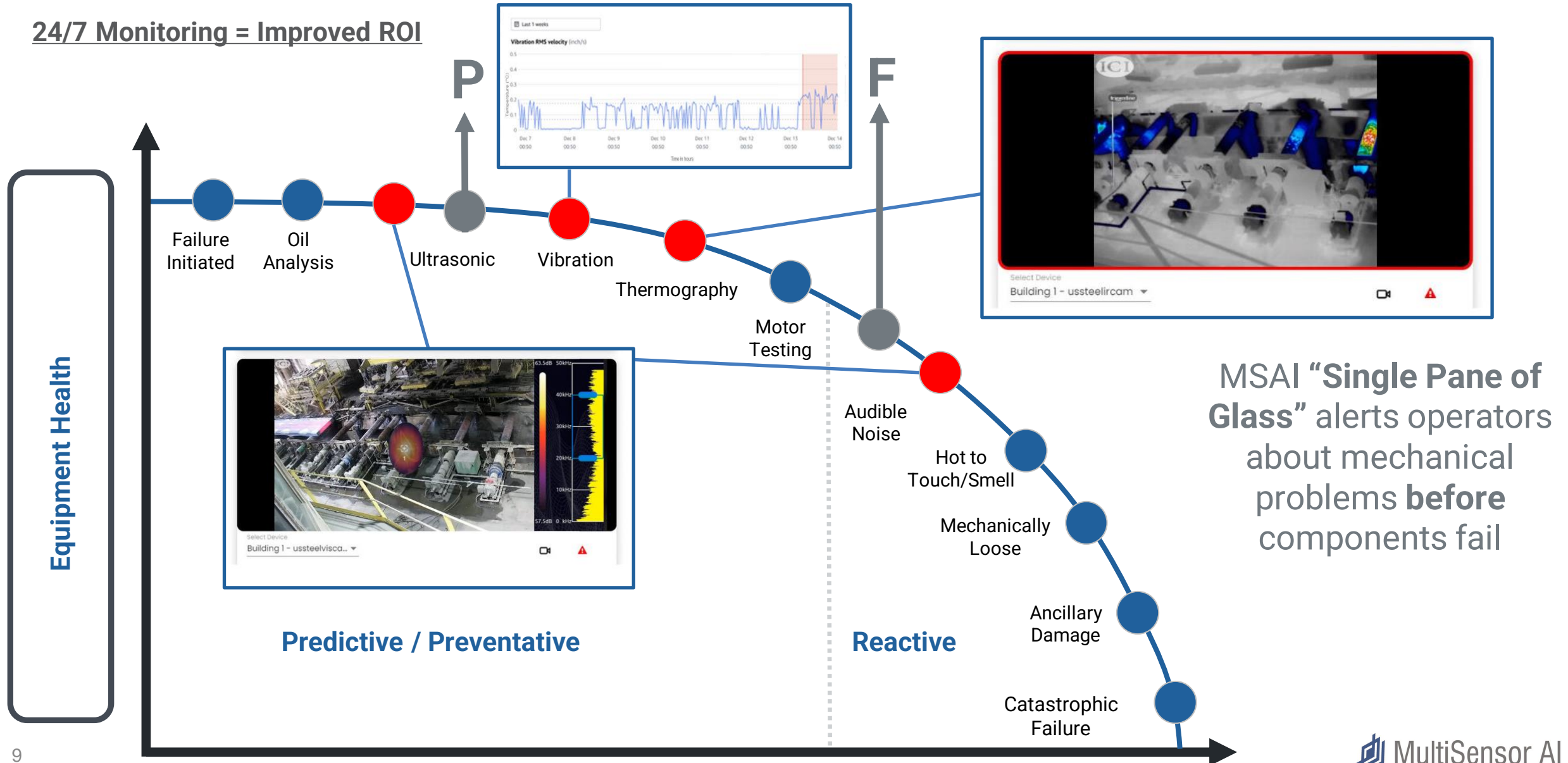


Big data = Cloud insights



# MultiSensor AI Accelerates PdM Response on the P-F Curve

24/7 Monitoring = Improved ROI



# MSAI Cloud Dashboard

Home page provides geographic (GIS) overview of Sites, Devices, and Alerts

Home

Alerts

Devices

Sites

Users

Settings

Search

Map of the United Kingdom showing various locations marked with red dots, indicating sites or devices. The map includes labels for major cities like London, Manchester, and Birmingham, as well as geographical features like the English Channel and the Bristol Channel.

MultiSensor AI

Project Owner

Site Name	Status	Site Name	Status
Swansea	Good	Swansea	Alert
Cardiff	Alert	Cardiff	Alert
Bristol	Alert		
Birmingham	Alert		
Manchester	Alert		

Quick status overview of every Site in the Enterprise

Devices

ROI



Temperature(°C)

Timestamp

		Curr	Max	Thresh	
Swansea	ROI	25.2	25.2	30.0	5/31/23, 5:46 AM
Cardiff	ROI	23.8			
Bristol	ROI	23.3			
Birmingham	ROI	24.0	24.0	30.0	5/29/23, 10:03 PM
Manchester	ROI	30.5	34.0	30.0	5/17/23, 7:28 AM
London	ROI	29.6	29.6	30.0	5/17/23, 7:25 AM
Portsmouth	ROI	27.0	27.0	30.0	5/17/23, 7:25 AM

Easy access to most recent anomaly Alerts

## Real-time Alerts panel to monitor & manage every insight, from detection to Work Order to resolution


 Site
  Project Owner

- Forward Alerts via email
- Update Alert status
- Generate Work Order through EAM integration



# MSAI Cloud Workstation

Single pane-of-glass view of every camera, with real-time alerts and comprehensive video and data archives

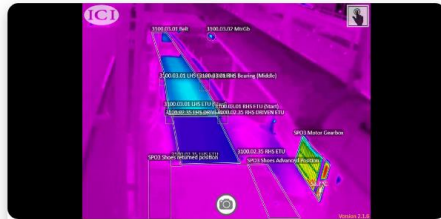
MultiSensor AI



Site



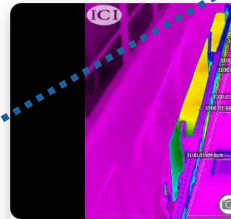
Modify Layout



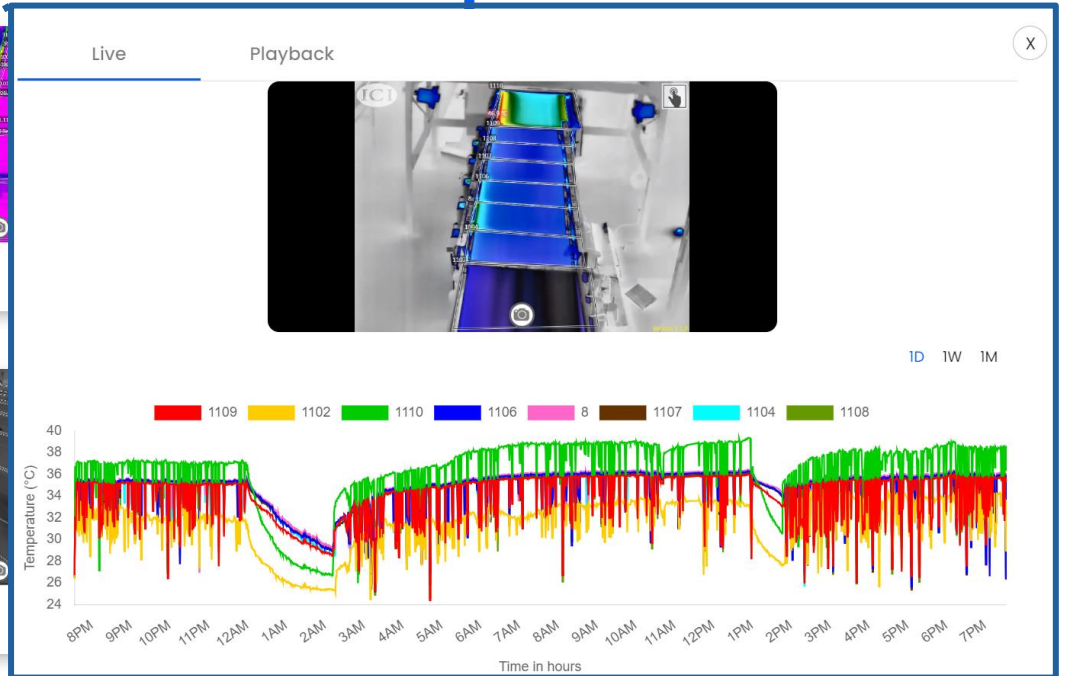
Select Device



Select Device



Select Device



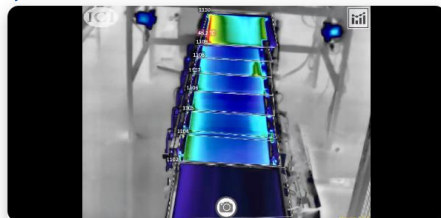
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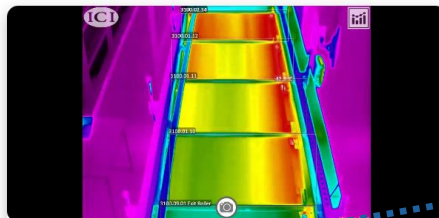
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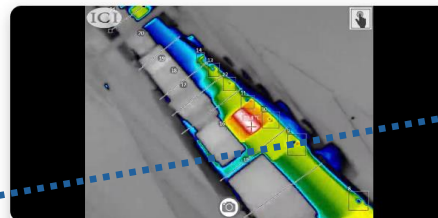
Select Device



Select Device



Select Device



Select Device



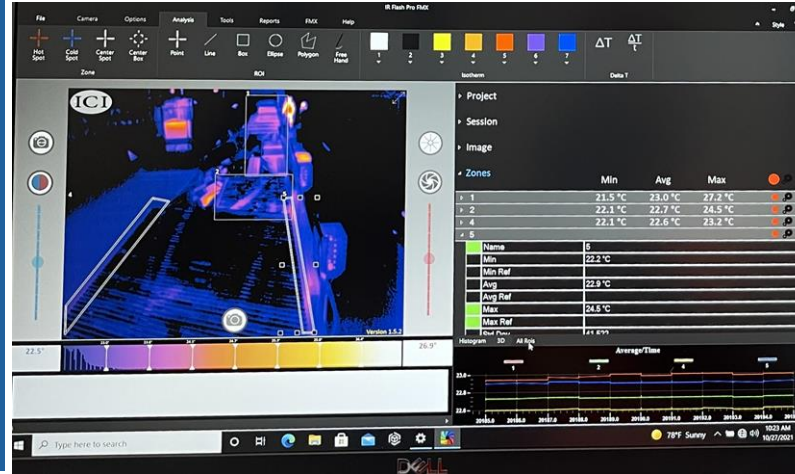
- View Live and Recorded video streams for every camera
- Access temperature data over time for every Region of Interest (ROI) across the Enterprise

# Global Online Retailer – Distribution Center Solution

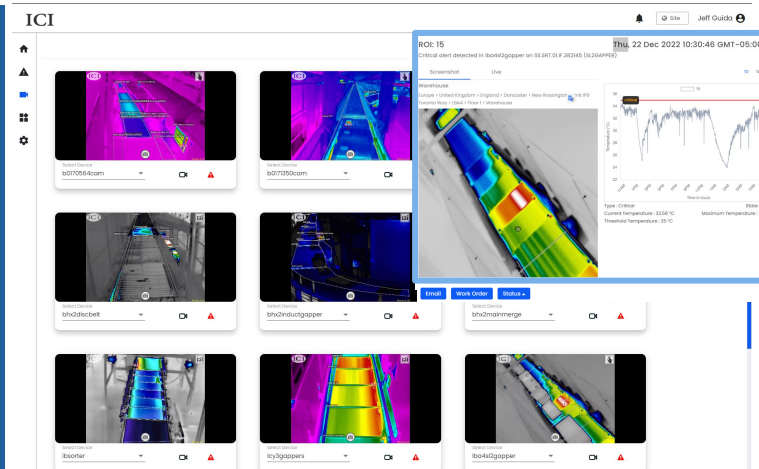
## MSAI Cloud drives early anomaly detection to prevent unscheduled downtime



## Edge



# Cloud



- 1 Select multiple regions of interest ("ROIs") using full polygon capability
- 2 Set Alerts based on custom temperature thresholds for automatic monitoring
- 3 Monitor every camera in the enterprise from a single dashboard
- 4 Receive automatic Alert notifications and drill down to temperature data trends
- 5 Trigger Repairs / Work Orders & monitor anomaly remediation **before failures occur**

**TURN-KEY  
SOLUTION  
DELIVERS RETURN  
ON INVESTMENT  
(ROI) OF >20X**



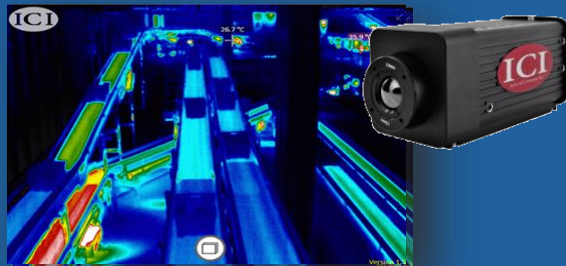
# Successfully Launched in Four Core Industry Verticals

High ROIs from reduced downtime, prevention of catastrophic failure, reduced waste and scrap

## Distribution & Logistics



- ✓ Conveyor system anomaly detection
- ✓ Hot spot detection
- ✓ Process automation
- ✓ Predictive maintenance
- ✓ Failure avoidance

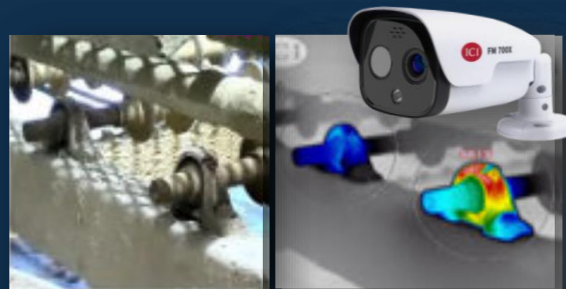


Conveyor System Monitoring

## Manufacturing



- ✓ Power panel monitoring
- ✓ Production motor drives and vehicles
- ✓ Early fire detection
- ✓ Electrified transport battery monitoring

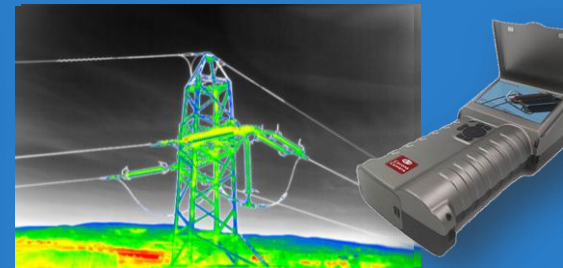


Yield Improvement & Waste Reduction

## Utilities

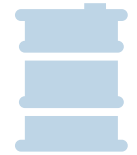


- ✓ Arrestor, columns and termination monitoring
- ✓ Transformer leak detection
- ✓ Fault detection
- ✓ Solar field and wind turbine inspection



Utility T&D Monitoring

## Oil & Gas



- ✓ Gas/liquid leak detection
- ✓ Tank-level and flare monitoring
- ✓ Pipeline leak detection
- ✓ Gas processing safety monitoring



Gas Leak Detection

# Global Online Retailer – Distribution Center Solution

Illustrative timeline  
for discussion

## 3-Year Plan

Draft 3-year Timeline

### 2023 | Phase 1

On-Line Retailer  
UK / EU

57 new sites  
(75 total)

~650 Incremental  
Subscriptions

**\$2.3M**  
YE ARR<sup>1</sup>

### 2024 | Phase 2

On-Line Retailer EU /  
Japan / Australia

200 new sites  
(275 total)

2,000 Incremental  
Subscriptions

**\$9.3M**  
YE ARR<sup>1</sup>

### 2025 | Phase 3

On-Line Retailer NA /  
Global

**400** new sites  
(675 total)

**+4,000** Incremental  
Subscriptions

**\$23.3M**  
YE ARR<sup>1</sup>

***MSAI's cameras monitor conveyor belts, rollers, bearings, and motors to detect imminent failures and avoid costly maintenance downtime. Before adding MSAI's technology, Customer used less frequent manual temperature checks.***

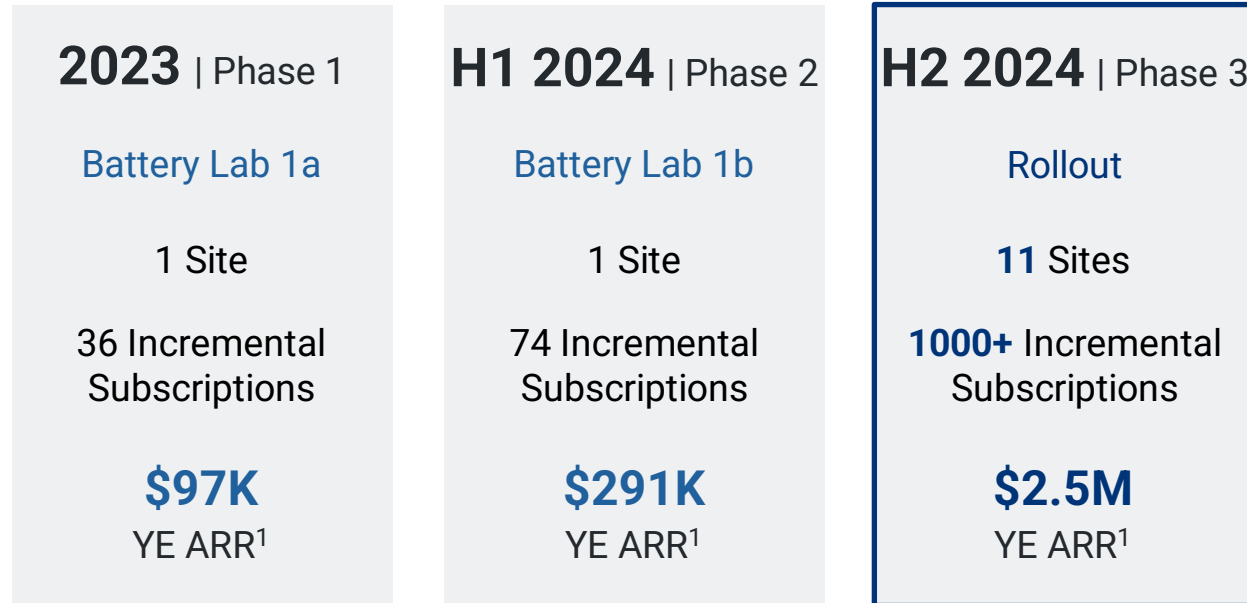
<sup>1</sup> Defined as Customer Year End Annual Recurring Revenue on 12/31 of each year

# “Big 3 Automaker” Case Study|EV Early Fire Detection

Illustrative timeline  
for discussion

## 2-Year Plan

Draft 2-year Timeline



#	Project
1	Battery lab (phase 1)
2	Battery lab (phase 2)
3	Truck Plant (switch gear monitoring)
4	Data center (generators)
5	Data center (PCU gallery breakers)
6	Data center (chilled water pumps)
7	Battery lab (testing cells)
8	Battery lab (testing cells expansion)
9	RIC research projects (software for lab view)
10	RIC research projects (software for lab view)
11	Rotunda center (people counting)
12	Truck Plant (walkaround maintenance)
13	Truck Plant (walkaround maintenance)
14	Data center (walkaround maintenance)
15	Data center (walkaround maintenance)
16	Testing lab (shaker table)

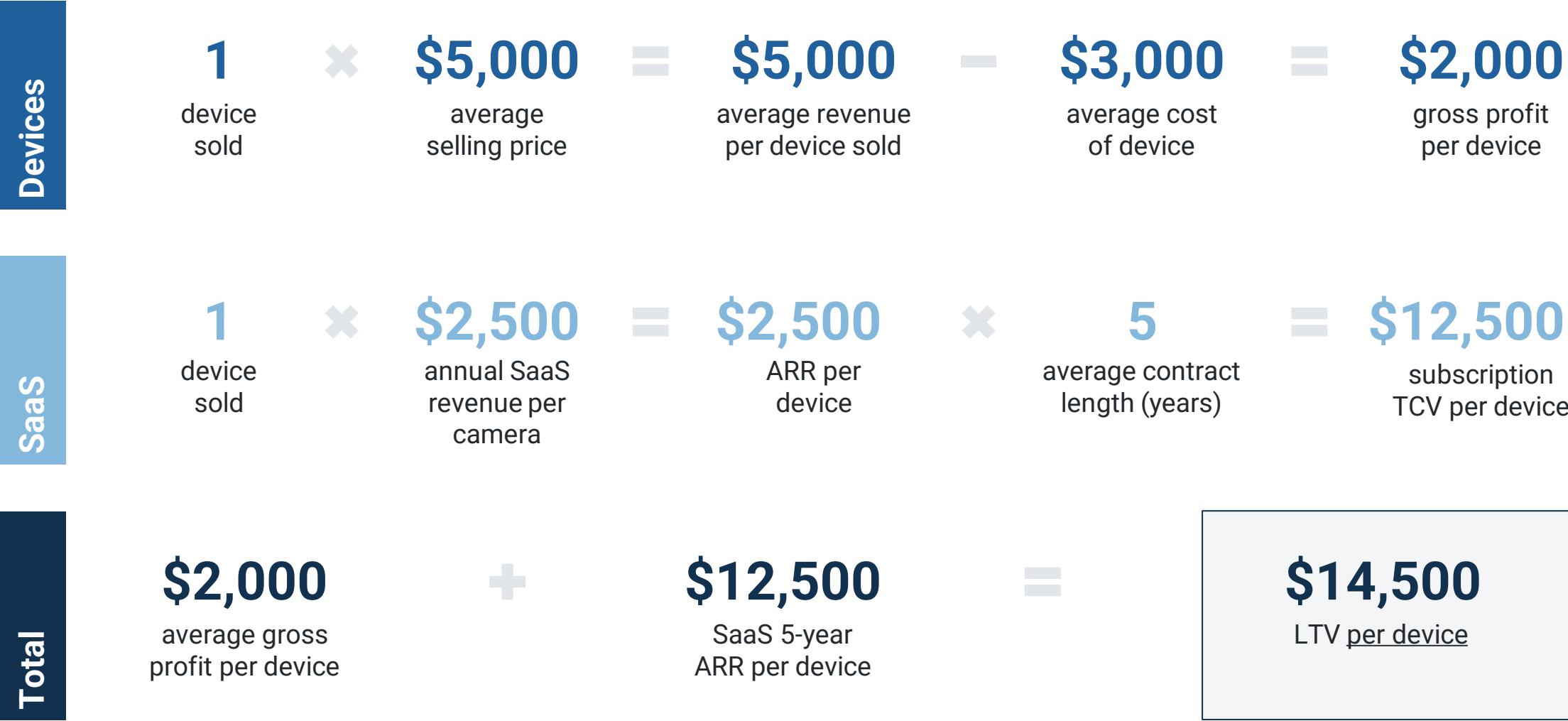
## Client 2024 Internal Goals

- ✓ 11 total sites (50% install)
- ✓ Average 100 subs / site at \$2.5K / sub
- ✓ Total \$2.0M / year

After additional dialogue with management, MSAI uncovered **16 different applications** that MSAI solutions could help address

*MSAI's cameras are used at Big 3 Automaker's manufacturing plants to continuously monitor temperature levels of electric vehicle batteries to avoid potential fires.*

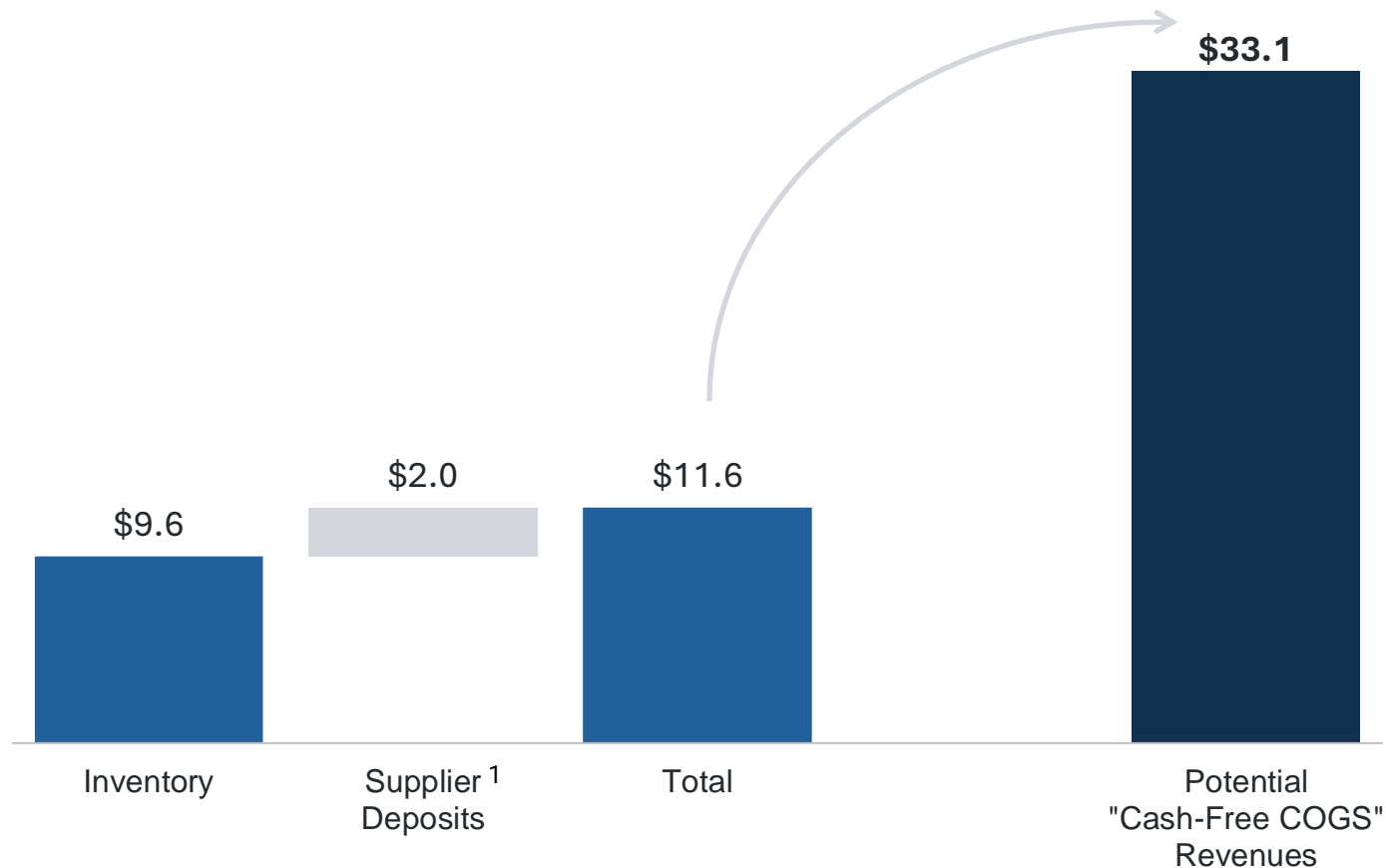
# Illustrative Per Unit Economics Support Commercial Strategy



# Inventory / “Cash-Free COGS”

## ICI Inventory and Supplier Deposits

USD in millions; as of September 30, 2023



Note: Assumes 65% GAAP gross margin on sale of existing inventory and supplier deposits

<sup>1</sup> Represents supplier deposits held in cash with major component suppliers

## Commentary

- Large inventory balance of application-specific finished goods and components
- Near-term revenue largely fulfilled from excess stocks – “cash free COGS”
- Also allows for superior delivery times on competitive devices (2-3 days vs. 4-6 weeks for competitors)
- Provides flexibility on device pricing and bundling with SaaS (without impact on future cash flows)
- Also provides asset underpin to valuation



# Business Update

## Recent Highlights

- Unveiled SmartIR 2.0 (MSAI Cloud) software platform, a revolutionary predictive maintenance and process control solution, adding new sensor modalities and AI-powered analytics capabilities (2/15/24)
- Rebranded to MultiSensor AI Holdings, Inc., a bold new chapter in MultiSensor AI's evolution into SaaS leader in industrial predictive maintenance (2/12/24)
- Completed business combination and listed on NASDAQ, combining thermal sensing devices & firmware and software to protect critical assets across the industrial sector (12/6/23)

**Infrared Cameras Holdings, Inc., a Leading Provider of Thermal Cameras and Infrared Systems, to List on NASDAQ Through Business Combination with SportsMap Tech Acquisition Corp.**

*Infrared Cameras Holdings, Inc. ("ICI") combines thermal sensing devices & firmware and software to protect critical assets across the industrial sector*

*The transaction values the combined company at a pre-money equity valuation of \$100 million*

**Infrared Cameras Holdings, Inc. Changes Its Name to MultiSensor AI Holdings, Inc. - A Bold New Chapter in MultiSensor AI's Journey**

*Name Change Reflects Evolution into SaaS Leader in Industrial Predictive Maintenance*

HOUSTON, TX / ACCESSWIRE / February 12, 2024 / Infrared Cameras Holdings, Inc., a leader in the emerging AI-driven predictive maintenance space, is pleased to announce that as of February 9, 2024 it has changed its name to MultiSensor AI Holdings, Inc. ("MultiSensor AI"). The Company's NASDAQ ticker symbol, MSAI, will remain unchanged.

This name change is part of an overall company transformation from focusing just on the sale of world-class thermal-sensing devices to providing AI-driven multi-sensor software solutions into the predictive maintenance market. In addition to the name change, the transformation includes the successful listing of the company on the NASDAQ in December 2023, upgrades to and integration of additional sensor modalities to the core software platforms, a new visual identity and an upgraded on-line presence.

*The latest news comes in an important milestone in redefining MultiSensor AI's presence in the market*

**MultiSensor AI Unveils SmartIR 2.0 Software Platform**

*Revolutionary Predictive Maintenance and Process Control Solution Adds New Sensor Modalities and AI-Powered Analytics Capabilities*

HOUSTON, TX / ACCESSWIRE / February 15, 2024 / MultiSensor AI Holdings, Inc. (NASDAQ:MSAI), a pioneer in AI-powered industrial maintenance and process control solutions, announced today that it has released the next generation of its flagship software, SmartIR. The release of SmartIR 2.0 marks a significant milestone in MultiSensor AI's mission: to empower industrial organizations with predictive, AI-powered solutions for advanced asset reliability, process control, and employee health and safety.



SmartIR 2.0 offers enhanced capabilities and features designed to meet the evolving needs of organizations in MultiSensor AI's core industry verticals: warehouse & logistics, oil & gas, manufacturing and utilities.

Key features of SmartIR 2.0 include:

# Capital Structure & Cash Flow

## Cash Flow<sup>1</sup>

- At the time of listing, MSAI also issued \$6.8m in three-year convertible notes
- No senior secured debt

(\$000)	9/30/2023
Cash and cash equivalents	\$2,741

## Capital Structure<sup>1</sup>

- Completed combination Dec. 20, 2023 resulting in
  - 12.0M public shares (ticker: MSAI)
  - 9.4M public warrants – exercise price of \$11.50
- As of March 7, 2024, MSAI terminated a provision of its earnout share issuances, which would have required the company to issue 2,400,00 shares of common stock to certain former stakeholders.
- Additionally, the Company waived the lock-up restriction with respect to 2,123,746 shares of common stock

Total shares of MSAI stock outstanding at close of transaction	11,956,823
Combined shares held by directors and executive officers	9,224,416
Warrants outstanding	9,471,500
Exercise price	\$11.50