



Investor Presentation

March 2026



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, international expansion, expectations regarding future sales and expenses, ability to capitalize on market opportunities, the ability to achieve near- and long-term growth and profitability estimates, anticipated timing and volume of customer contract renewals, and revenue growth and GAAP profitability. 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 maintain and increase sales, including sales of the company's newer product lines; 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 potential effects of negative publicity; 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; and the company's ability to address the business and other impacts and uncertainties associated with macroeconomic factors, as well as other risk factors included in the company's most recent annual report on Form 10-K or quarterly report on Form 10-Q and other SEC filings. These forward-looking statements are made as of the date of this presentation 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 presentation as a result of new information, future events or changes in its expectations.

The Public Safety Issues that Create Massive Opportunity



High-Friction Security
Screening



Gun & Violent Crime
Issues



Understaffed
Law Enforcement
Agencies



Communities are
Increasing Demands
on Law Enforcement
Agencies

Public Safety Issues are an Ongoing Battle

Another Mass Shooting in a ‘Gun-Free Zone’

The Minneapolis killer made the point in his manifesto. The media insist on ignoring it.

By John R. Lott Jr. and Thomas Massie
Aug. 28, 2025 5:00 pm ET

Gift unlocked article Listen (6 min)



Flowers by a memorial at Annunciation Catholic Church after a school shooting in Minneapolis, Aug. 28. ABBIE PARR/ASSOCIATED PRESS

Another mass shooter has struck and the media is again refusing to say why he chose his target. Like other killers, he openly admitted that he sought out “gun-free zones.” Yet mainstream outlets refuse to acknowledge it—and thereby ignore a policy solution that could save children’s lives.

Political Violence Has Become a Terrifying Fact of American Life

Killing of conservative influencer Charlie Kirk risks driving a divided nation even further apart

By [Alicia Zitter](#) Follow
Sept. 11, 2025 5:00 am ET

Gift unlocked article Listen (6 min)



The scene Wednesday at Utah Valley University, where Charlie Kirk was speaking when he was shot. TESS CROWLEY/DESERET NEWS/AP

Quick Summary

- The conservative activist Charlie Kirk was killed at a Utah campus, highlighting political violence in America. [View more](#)

The [killing of the conservative activist](#) and influencer [Charlie Kirk](#), as he spoke Wednesday to university students on a Utah campus, is the latest evidence that political violence is now a frequent and terrifying fact of American life.



Urban Security: Keeping New York City Safe

Rebecca Uiam Weiner, the NYPD Deputy Commissioner of Intelligence and Counterterrorism, discusses the evolution of urban security in an era of AI-enabled threats and global radicalization, and how the NYPD is using AI to identify early warning signs of attacks. Photo: Aria Isadora for The Wall Street Journal

By [Sean Folger](#)

March 11, 2026 15:29

SoundThinking is a Compelling Investment Opportunity

SoundThinking is advancing the public safety technology market through its AI-native SafetySmart™ platform



Technology Leader in an Underpenetrated Market

Global leader serving a large and growing total addressable market

- \$2.5bn+ Smart Policing TAM



Comprehensive Product Suite

Diversified business model with integrated offerings that support partnerships to accelerate expansion opportunities into new verticals

- SafetySmart™ Platform



Attractive Financial Profile

Recurring software revenue with operating leverage and strong cash flow generation

- 105% Net Revenue Rate¹
- 98% Gross Retention Rate²



Strategic Advantages & Competitive Moat

Early mover technology with strong IP and unparalleled customer relationships

- 66 NPS Score³
- 40 Patents



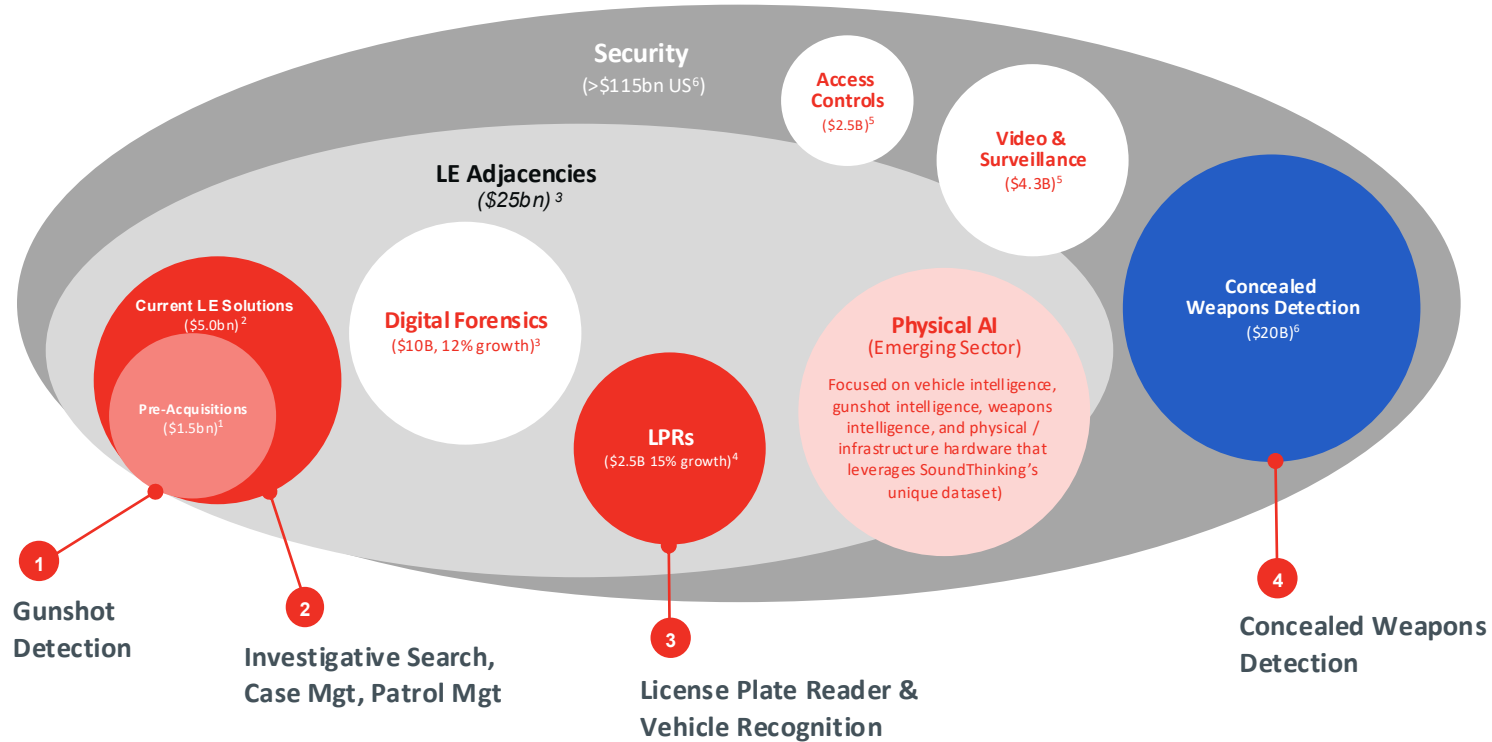
Leadership & Culture

Best-in-class leadership team and culture that fosters collaboration and growth

- Great Place to Work® Company

Note: Except as otherwise noted, data is as of December 31, 2024 1 As of December 31, 2024; Based on revenue; Calculated as dividing the (a) total revenues for such year from those customers who were customers during the corresponding prior year by (b) the total revenues from all customers in the corresponding prior year; 2 Excludes downsell; 3 As of December 31, 2024

Public Safety and Security Market Landscape



1. Includes domestic opportunities in security, police departments, domestic commercial, and international opportunities. 2. As presented in the June 2023 Investor Presentation. 3. SNS Insider Report
 4. Emergent Research + Internal Estimate. 5. Imperial Capital Security Update 2022. 6. Cantor Fitzgerald.

Defensible Physical AI Platform

Platform positioning

Operates at the intersection of sensing hardware, real-world deployments, and AI models to deliver mission-critical, real-time decision support.

Defensible data moat

SoundThinking's proprietary, unique data set adds incremental value through AI. CrimeTracer's accumulation of billions of CJIS-compliant records compounds in value and creates a protective moat that is difficult to replicate due to access, trust, and regulatory barriers.

Disciplined value creation

We are focused on integrating our unique dataset into physical AI and adjacent workflows, which reinforces our client retention and NPS score — and supports long-term, durable revenue growth, cash flow generation and EBITDA expansion.



SoundThinking, Inc. Snapshot

\$109 - \$111M 2026 Revenue Guidance	\$104.1M 2025 Revenue ¹	16-18% 2026 Adj. EBITDA Margin Guidance	12% 2025 Adj. EBITDA Margin ¹	99% Net Revenue Retention Rate ²	98% Gross Retention Rate ³
\$0.56 Of S&M Spend to Generate \$1 of ACV ⁴	70 NPS Score ⁵	\$2.5B+ Smart Policing TAM	~1.1Kmi² Coverage Area ⁶	~1.0B Data Records (CrimeTracer)	34 Patents

Note: Except as otherwise noted, data is as of December 31, 2024

1. Actual; **2.** As of December 31, 2025; Based on revenue; Calculated as dividing the (a) total revenues for such year from those customers who were customers during the corresponding prior year by (b) the total revenues from all customers in the corresponding prior year; **3.** Excludes downsell; **4.** Reflects S&M expense per \$1 of new Annualized Contract Value as of December 31, 2025. Calculated as total S&M expense during the year / the first 12 months of contract value for contracts entered into during the same year; **5.** As of December 31, 2025; **6.** Includes all product lines

Introducing the SafetySmart™ Platform

The SafetySmart Platform™ brings together specialized software solutions and objective data to help law enforcement, civic leadership, and private entities better protect their communities by ensuring the right resources are provided when and where they're needed most.

Tackling the challenges facing Law Enforcement Today

Across the country, law enforcement agencies are being pushed to their limit in the face of high crime levels and staffing shortages. Agencies need to be evidence-based and proactive, all while putting the community's needs front and center.



SafetySmart™
PLATFORM



ShotSpotter®



CrimeTracer™



PlateRanger™
Powered by REKOR®



CaseBuilder®



ResourceRouter™



SafePointe®

COMPETITIVE LANDSCAPE

Strong Competitive Advantages

SoundThinking uniquely positioned to capitalize on attractive TAM



HIGHLIGHTS

NET PROMOTER SCORE

70 World Class Level¹

TRUSTED RELATIONSHIPS WITH THE MOST DEMANDING LAW ENFORCEMENT AGENCIES

170+ Law Enforcement Agencies

EXPERIENCE CURVE

20+ Years experience in deploying and managing sensors

1ST Early mover status in other categories

STRONG IP

34 Patents¹

1. As of December 31, 2024

Strong Product Competitive Advantage

Key stats/differentiator for each product



- 180+ Cities
- 200+ Integrations
- 400+ Cases with Expert Evidence in Courts



- 1B+ CJIS-Compliant Records
- 2,000 Agencies
- 3,000+ Data Sources



- ShotSpotter & CrimeTracer Integrations
- Mobile Scanning
- Turn Cameras into LPR Systems



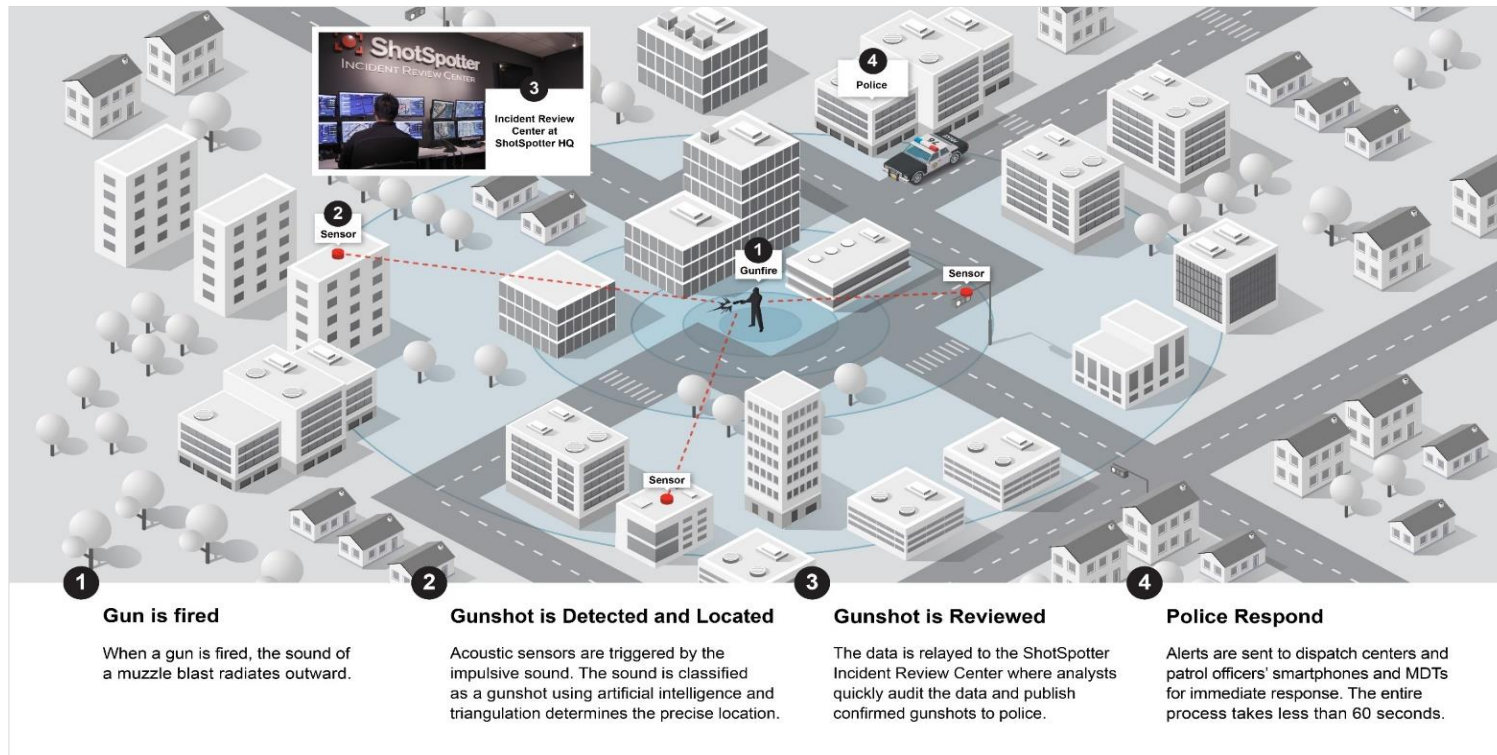
- Discreet Weapons Detection
- Touchless Free-Flow Entry
- Lower Labor Cost



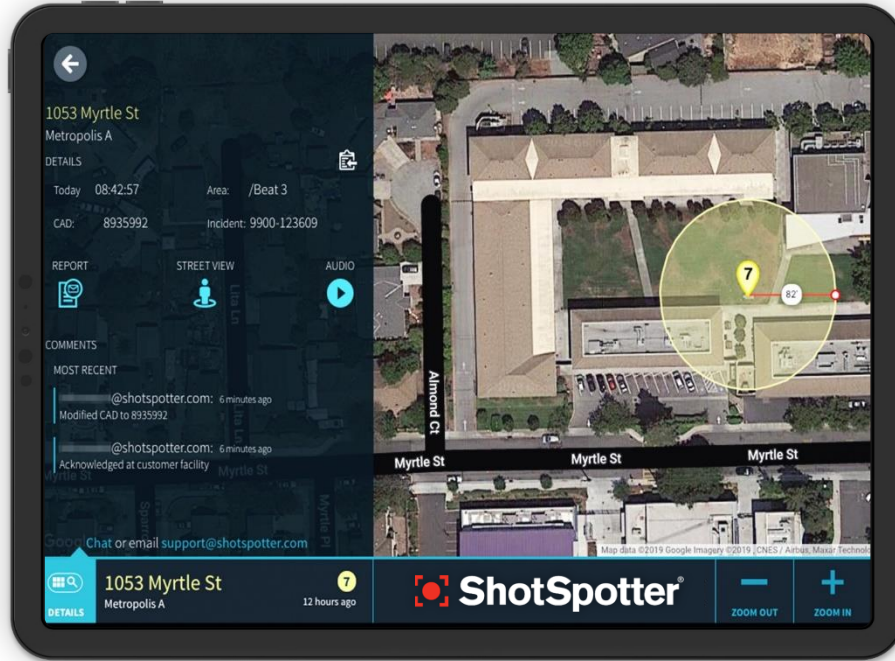
Gunshot Detection Solutions



Proprietary Gunshot Detection Technology



Rapid, Precise, Intelligent





Law Enforcement Search Engine



Producing Actionable Results

~1.0 Billion CJIS Data Records, **Unstructured** Natural Language, **Structured** Form-based Queries



Consolidation

Rule-based Entity
Consolidation Across
Records



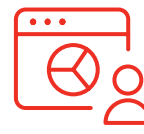
Visualization

Association of Entities
Produces Actionable
Leads



Casing to Conviction Link

Shell Casing to
Reports, Suspects and
Entities



Query Results Algorithm

Display Most Useful
Records for Law
Enforcement



Granular Data Access Controls

Comply with
Data Sharing
Regulations



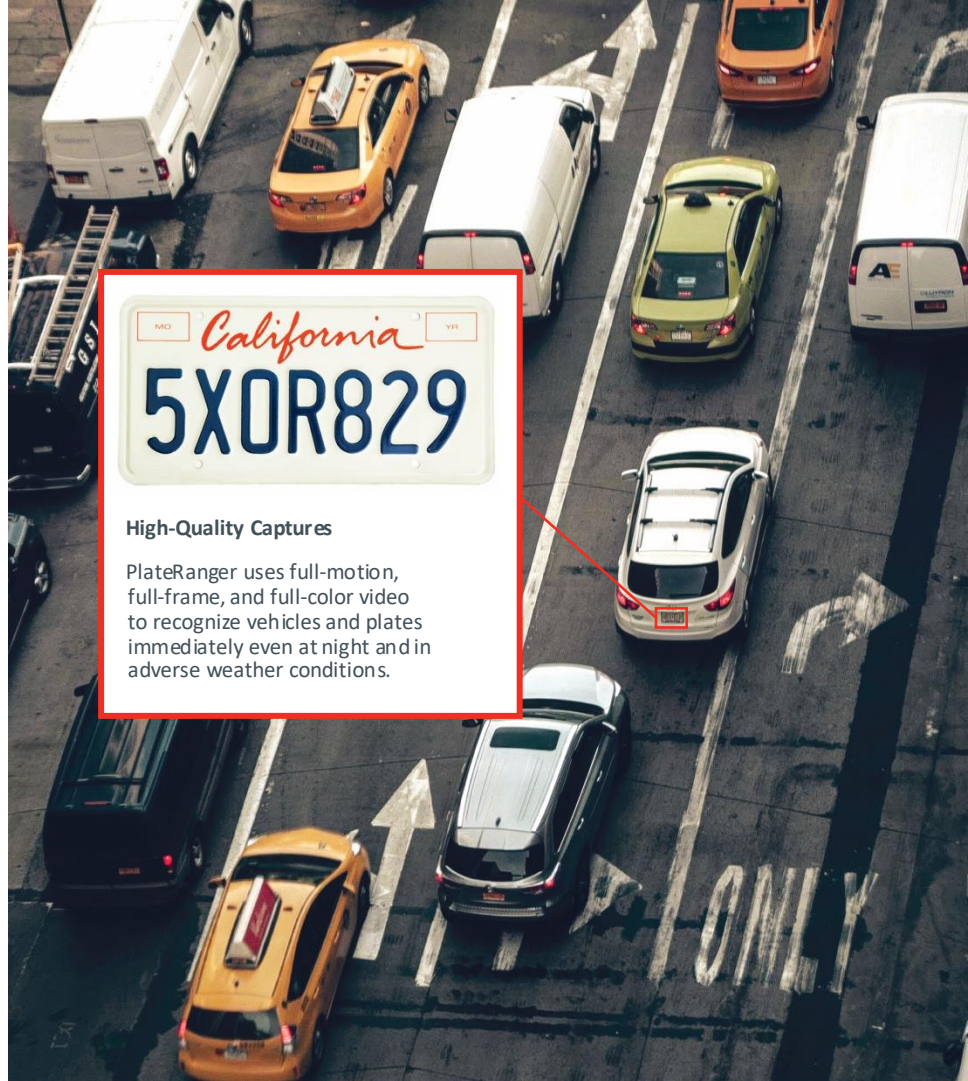
License Plate Reader & Vehicle Recognition



Real-Time Alerting and AI Recognition

PlateRanger doesn't just read the license plate. It uses AI to determine what is occurring on the road and extracts valuable data including plate number, vehicle characteristics, vehicle behavior, and other unique variables.

- Vehicle make, model, and color
- Vehicle type, class, and category
- Direction of travel by vehicle
- Plate number and state of origin

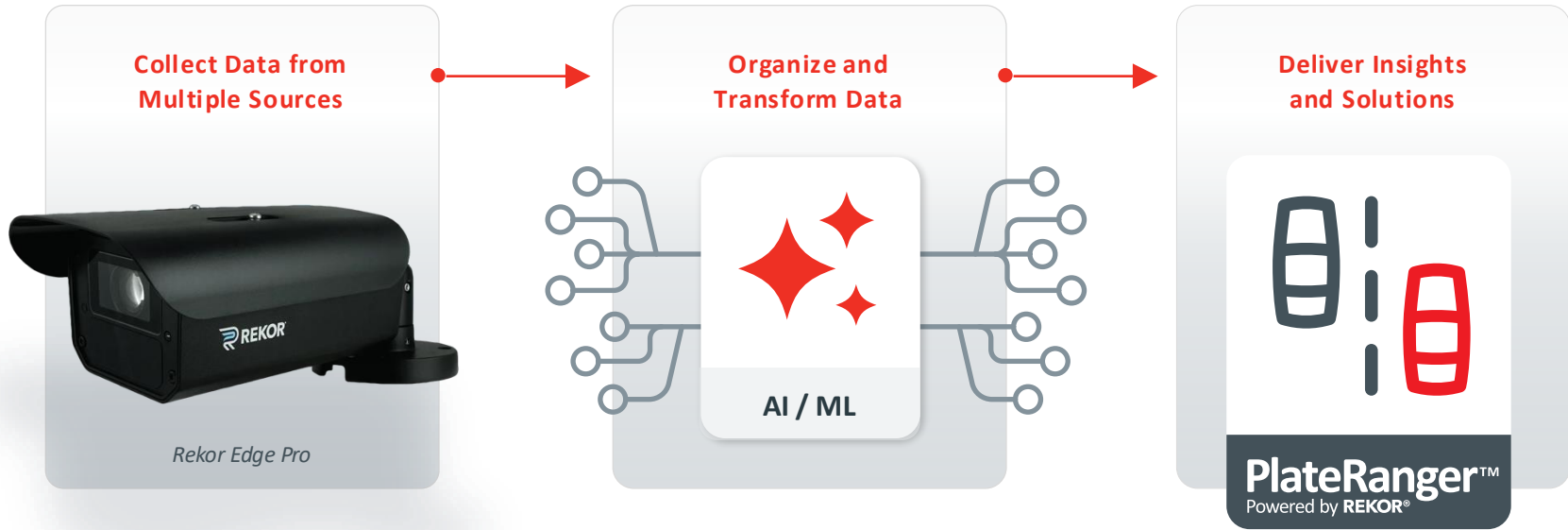


High-Quality Captures

PlateRanger uses full-motion, full-frame, and full-color video to recognize vehicles and plates immediately even at night and in adverse weather conditions.

Perfect Solution For All Agencies

By capturing data using proprietary systems, PlateRanger™ can process data at the edge with AI and machine learning. This transforms unstructured HD video streams into value-added insights that help close more cases, faster.

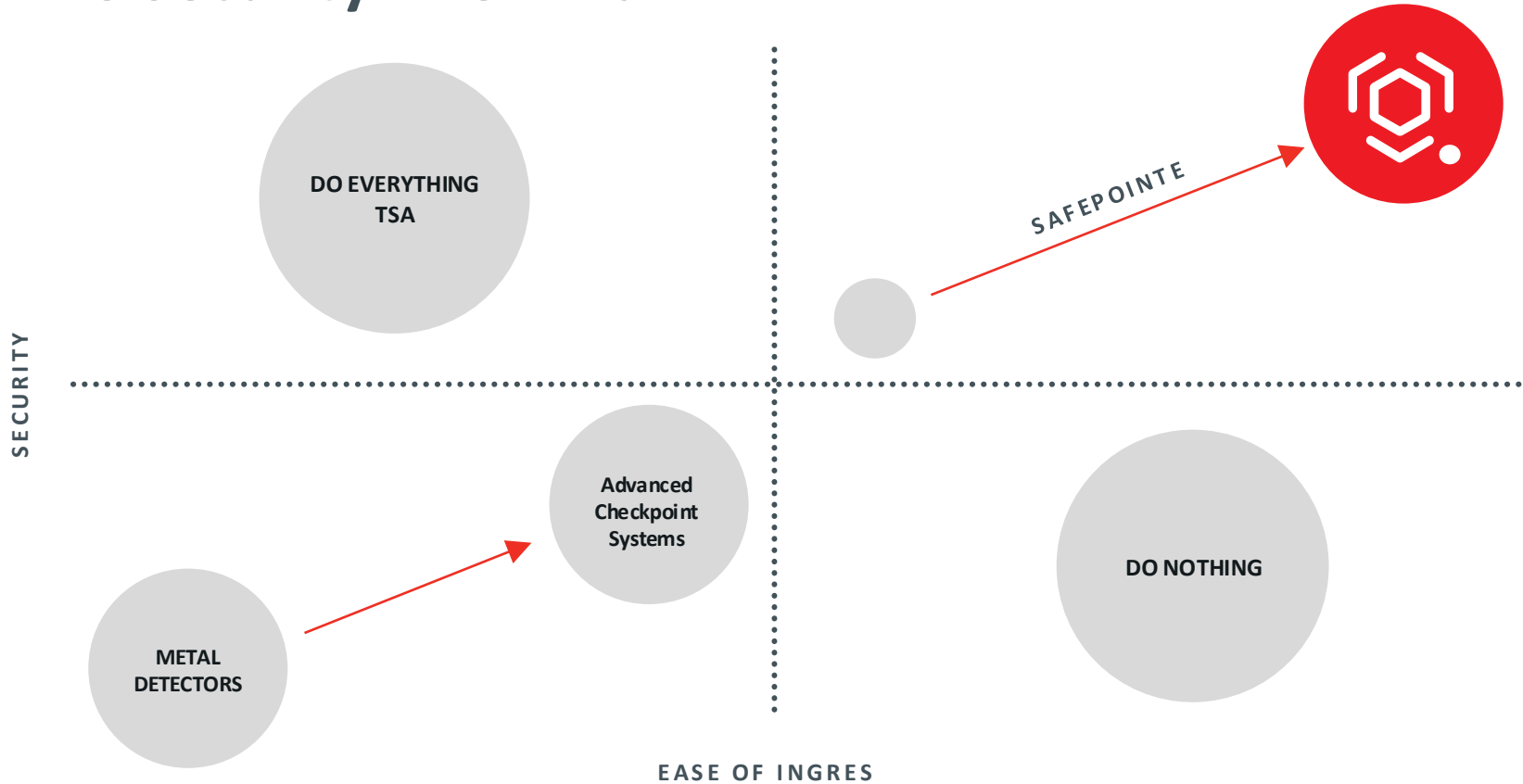




Stealth Weapons Detection



The Security Dilemma





Sensors in entryway (3 sensors, 2 "lanes")



Red alerts indicate high threat level



Yellow alerts are informational (e.g. armed security staff)

Actively Identifying Threats

- Defense technology inspired
- Low-cost passive sensors built within low-profile devices ruggedized for indoor or outdoor use
- Low-friction screening experience (no overt security equipment, no security presence required, no divestment of possessions needed)
- AI-based learning software detects guns, explosives and tactical knives that are concealed on person or in bags and alerts security
- Cost advantage vs. alternatives

 ShotSpotter® | Perimeter

Detect Gunfire Threats for Grid Resilience

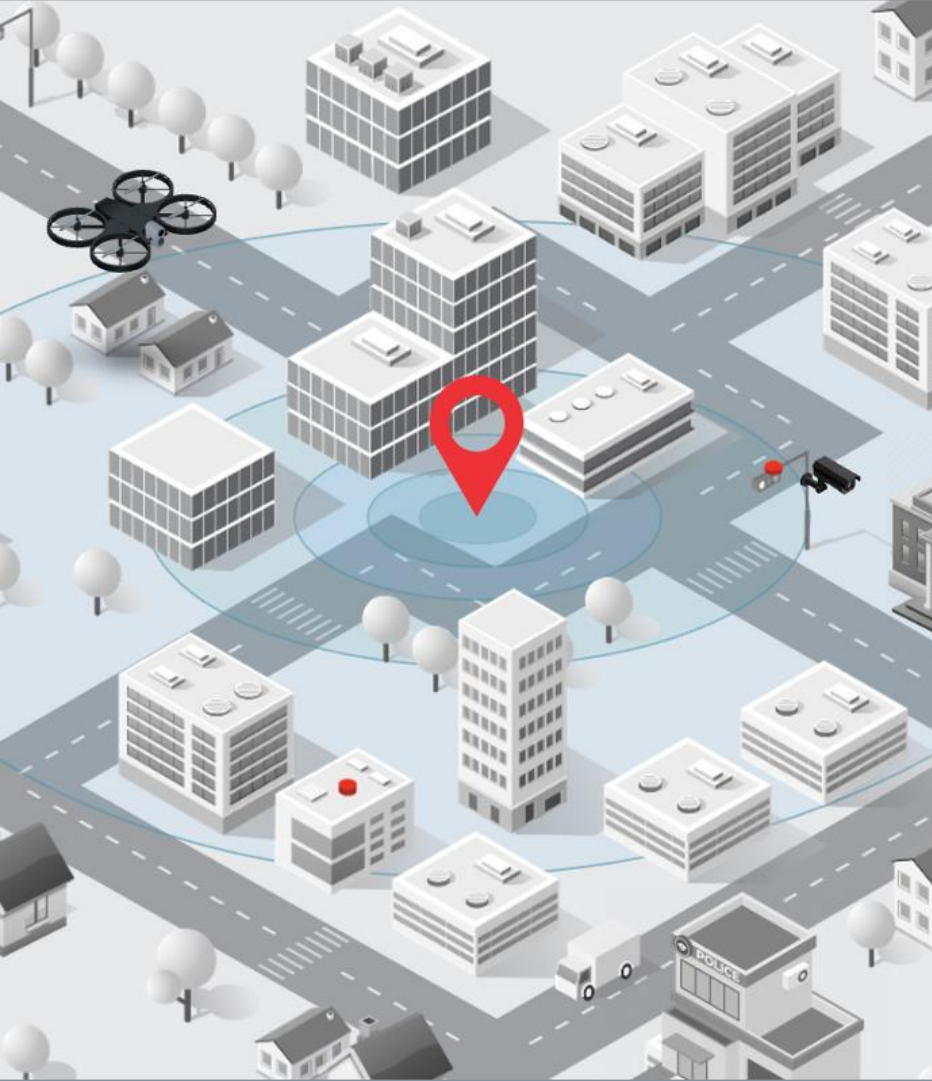


Sniper: Proactive Threat Detection

- Introducing a new perimeter-based sniper solution in early Q1 2026
- A hybrid wide-area acoustic gunshot detection solution that provides a dome of protection
- A perimeter-based solution that detects and alerts an inbound sniper fire directed at specific ingress points
- Opportunity to protect corporates and critical infrastructures
- Represents a significant growth and TAM extension opportunity for our demonstrated capability in gunshot detection



Growth Strategy



Innovation: Combining ShotSpotter with Drones

- Partnering with several drone providers to enable a unique drone as first responder capability in response to ShotSpotter alerts
- Integration ensures that drones can be automatically dispatched to the exact location of a gunfire incident delivering real-time aerial intelligence to officers on the ground, such as identifying victims who need a EMS intervention along with providing valuable situational awareness to arriving officers
- Combination of ShotSpotter and drones extends the value of ShotSpotter by delivering a powerful use case demanded by forward-leaning law enforcement agencies

Go-Forward Growth Priorities

Why SoundThinking is positioned to win.



Accelerate
acquisition of public
safety customers



Expand ShotSpotter
revenue and cross-
sell SafetySmart
solutions



Expand international
footprint



Drive incremental
revenue growth
through organic
investments and
acquisitions

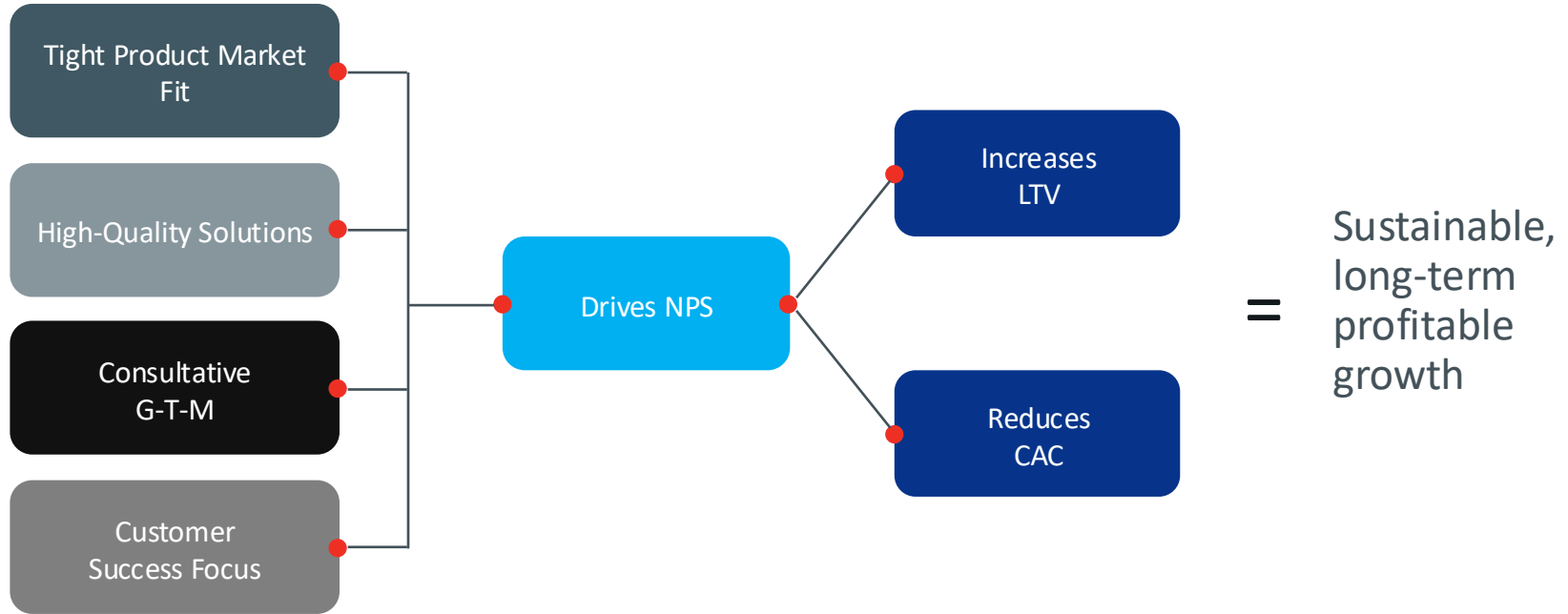


Maintain a
passionate focus on
customer success



Grow security
business

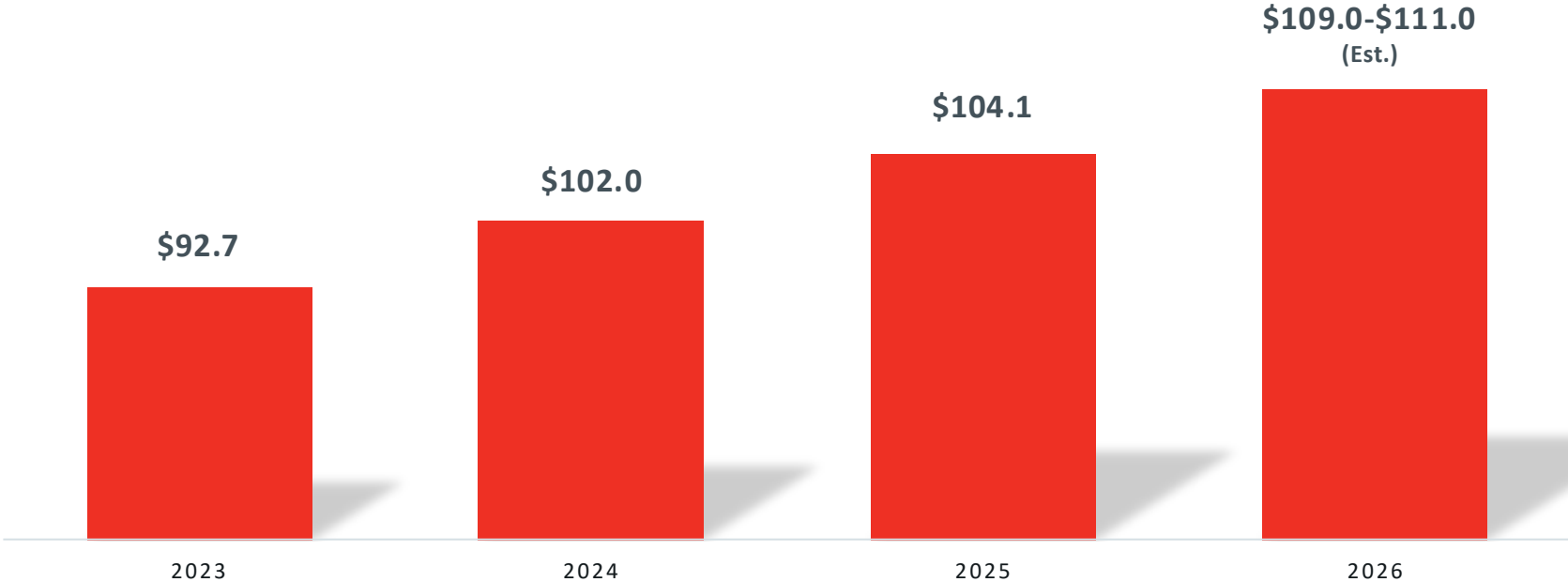
Success Formula



Financials

Revenue Growth

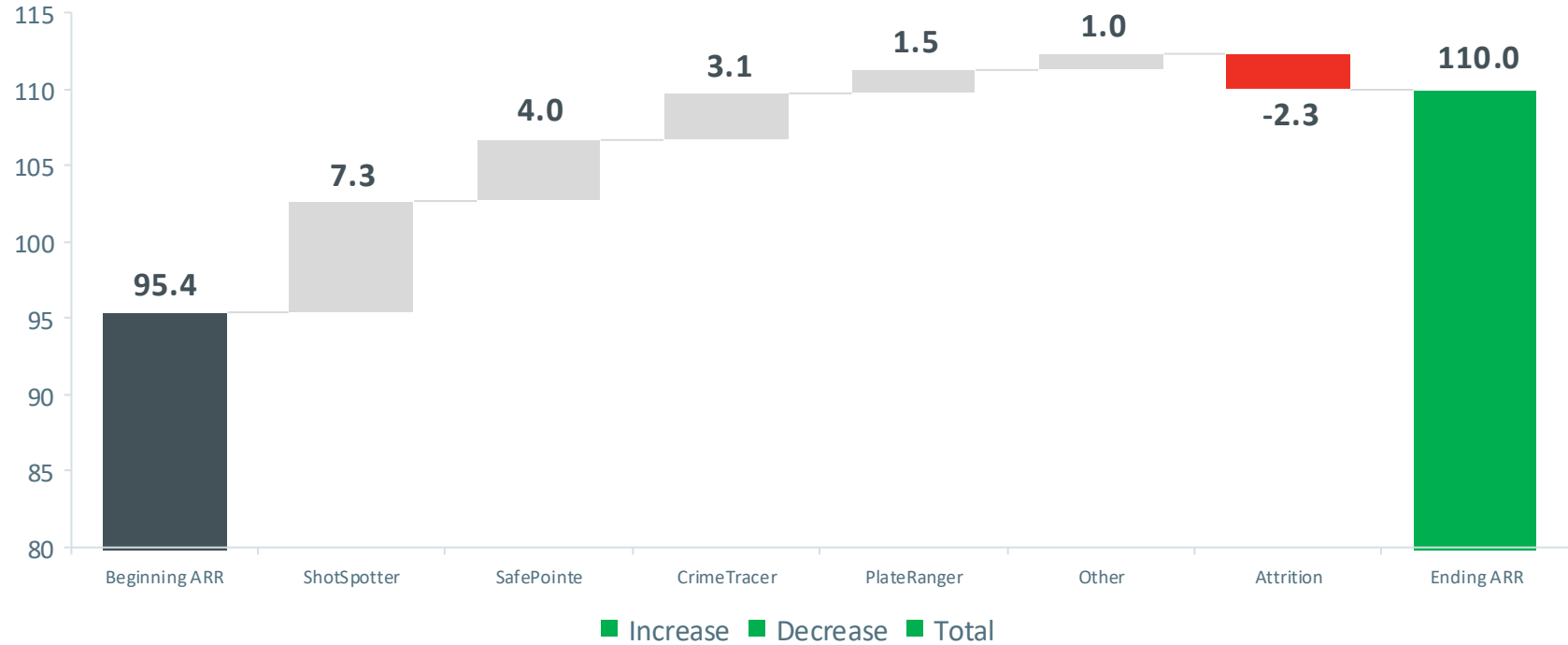
Revenues (\$M)



6% CAGR Revenue Growth

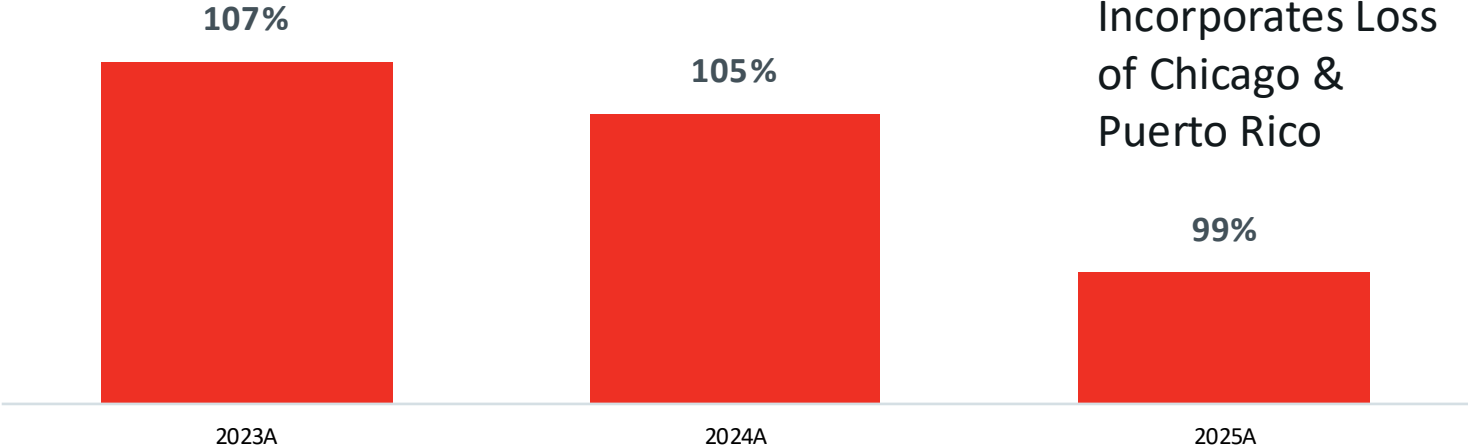
ARR Trend

(\$M)



Best-In-Class Customer Retention

Net Revenue Retention Rate¹



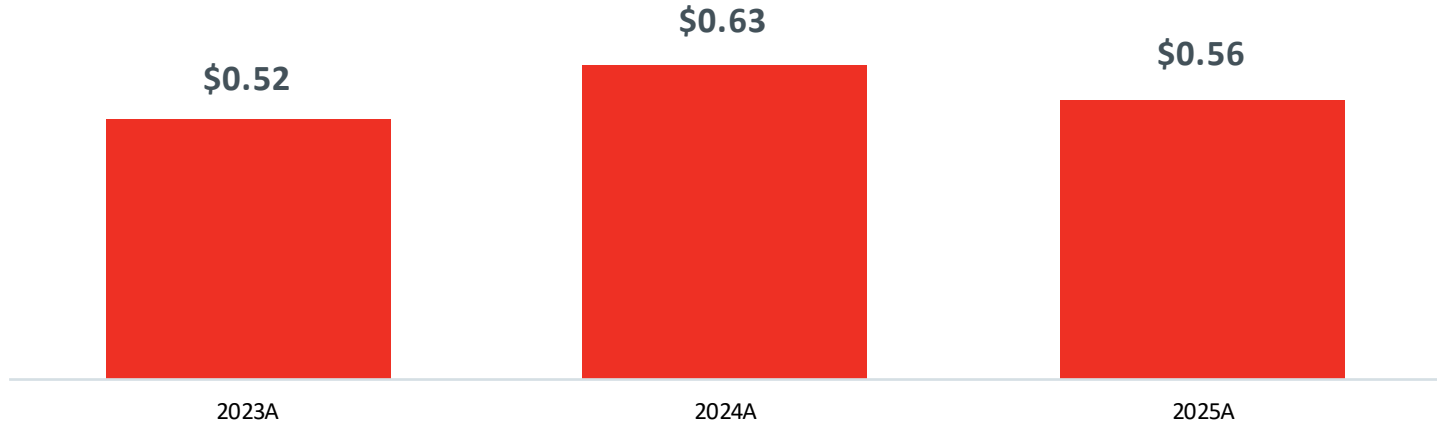
Consistently achieving **99%+ gross retention rate²** in core offerings

Source: Company filings

1. Net revenue retention rate is calculated as dividing the (a) total revenues for such year from those customers who were customers during the corresponding prior year by (b) the total revenues from all customers in the corresponding prior year; 2. Excludes downsell

Attractive unit economics drive long term profitability

Sales Efficiency Ratio¹



Source: Company filings; Management Actuals as reported

1. Reflects Sales and Marketing expense per \$1.00 of new Annualized Contract Value. Calculated as total S&M expense during each year divided by the first 12 months of contract value for contracts entered into during the same year

Operational Leverage to Improve Adj. EBITDA

- **Gross Margin Improvement**

- COGS Across All products Will Grow Less than Revenue Growth
- Examples:
 - Incident Review Center for ShotSpotter; ARC for SafePointe
 - Telecommunications Reductions
- International Sales Have a Higher Gross Margin Profile

- **Operating Expense Growth Will Be Lower than Revenue Growth**

- S&M – We have added Significant Capability Over the Last Three Years
- R&D – We have added More Capability Over Last Two Years
- G&A – Efforts to Reduce Some Costs (Legal, Benefits, Etc.) Have Improved

- **Both Of These Will Help the Company Achieve Higher Adj. EBITDA**

Long-Term Model Progression

Strong Operational Leverage Above and Below the Line

	FY 2025 (Actual)	FY 2026 (Estimate)	Long-Term Model
Revenue Growth (Y/Y)	2.1%	5.7%	15%+
Gross Margin	54.4%	59.0%	~70%
Adj. EBITDA	12.1%	17.0%	~40%

Thank You

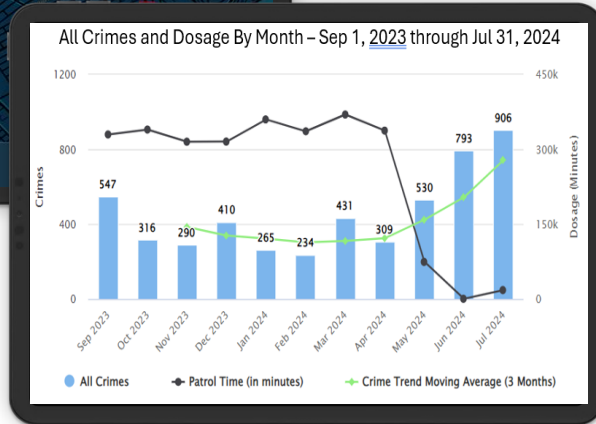




Proactive Patrol Management



Intelligent, Equitable, Effective AI Solution



“

ResourceRouter™ uses AI and machine learning to provide risk assessments for where and when crimes are more likely to occur on a given day and time. The system directs police to these areas and suggests non-enforcement activities to prevent those crimes from happening.

“

I think the value of having ResourceRouter at our agency is really that it **allows us to meet the expectations of modern-day policing**. And it's a way for us to demonstrate commitment to today's policing standards of being **data-driven and evidence-based** and accountable to the community.

- Principal Crime Analyst, Tier 2 Police Department



Case Management Solution



Complete CaseBuilder Case Management Software



Impact on Homicide Case Clearance Rate

