

Shareholder Newsletter

March 2024

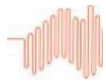
The first quarter of calendar year 2024 started steadily, following the uplift reported across all key financial metrics during our first half financial year 2024 (1HFY24) [results](#).

Growth was underpinned by momentum across all business segments with significant momentum observed through new agency gains and project wins.

Further new signings include Mojawa, Robosen, ABB Australia and Duesenberg.

New Signings

- **Mojawa**
 - Last week Ambertech was appointed as the exclusive distribution partnership of Mojawa, the groundbreaking developer of bone conduction headphones. Under the partnership, AMO becomes the sole distributor, marking Mojawa's entry into the region
 - Founded in 2021, Mojawa is dedicated to transforming everyday life into extraordinary experiences through innovative products. Mojawa accompanies and empowers individuals to feel life in its fullest sense.

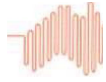


- Mojawa is renowned for its cutting-edge open wireless stereo (OWS) technology which revolutionises the audio experience using air conduction to transmit sound, particularly with bone conduction headphones. OWS is the latest sound solution that is completely open and does not enter the ear.
- Robin Cao, CEO, Mojawa said, "Amber Technology's extensive experience and proven track record in distributing high-quality technology solutions make them the ideal partner to introduce Mojawa products to the Australian and New Zealand markets. We are confident that this partnership will provide consumers in these regions with access to our innovative bone conduction headphones, including the groundbreaking HaptiFit Terra. We look forward to working closely with Amber Technology to deliver exceptional products and service to our customers."

- **ABB Australia**
 - ABB Australia, a prominent force in technology, electrification, and automation on a global scale, has enlisted Amber Technology, a top-tier distributor of audio-visual solutions, into its esteemed network of technical distributors in Australia. This newly forged strategic alliance is focused on the distribution of cutting-edge building automation and lighting control systems. The collaboration officially kicked off on Monday, February 12, 2024, marking the commencement of a robust partnership between these industry leaders in advancing the realms of technology and automation in the Australian market.

- **Robosen**
 - Ambertech unveiled a strategic partnership with Robosen Robotics, a globally celebrated pioneer in the realm of advanced consumer entertainment and educational robots. This collaborative venture marks a significant milestone as it brings Robosen's state-of-the-art range of robots to the discerning audiences of the Australian and New Zealand markets. Riding on the coattails of Robosen's remarkable global achievements, this partnership is poised to introduce innovative and captivating robotic experiences to enthusiasts and learners in these regions. The amalgamation of Amber Technology's expertise and Robosen's cutting-edge technology promises to redefine the landscape of interactive robotics in the Southern Hemisphere.

- **Duesenberg**
 - Ambertech was exclusively appointed as the distributor for Duesenberg Guitars in both regions. This collaboration marks a union between two industry frontrunners committed to providing musicians of all proficiency levels with exceptional musical instruments. Together, they aim to elevate the musical experience for enthusiasts and professionals alike in Australia and New Zealand.



Case Studies

- **Jacksons on George**

- Amber Technology recently played a pivotal role in the renovation of Jacksons on George, an iconic pub in Sydney. Despite encountering diverse challenges, Ambertech successfully implemented a system that relies on robust video over IP technology. The core of the comprehensive AV network, sourced from Amber Technology, features a WyreStorm NHD-CTL-PRO V2 controller—a compact variant of the NHD-CTL-PRO. This controller interfaces with a pair of Packedge MS Series MS-2424 switches. Further enhancing the setup are seven Wyrestorm NHD110RXV2 audio/video decoders and seven WyreStorm NHD110TX decoders, totaling fourteen units. This configuration ensures complete coverage for displays and audio outlets throughout the entire venue.

- **Adelaide Zoo**

- The Adelaide Zoo's King of the Jungle exhibit needed an audio system upgrade for large-group feeding time presentations. Horder Communication Solutions, a top Audio-Visual integrator in Adelaide, provided a solution using Renkus Heinx UBX series IP-rated, 100V-capable column speakers. The setup included a centrally mounted 4x 3" driver column for the presenter and two 8x 3" driver columns for the walkway areas. HCS used an Australian Monitor HS250-V2 mixer amplifier with Bluetooth and SD card functionality for flexibility. ICE Cables' FX series speaker cabling ensured direct, amplified signal transmission to the lion's enclosure. Jared Vacilius from HCS noted the impressive control, clarity, and coverage achieved, leaving the Adelaide Zoo staff highly satisfied.

- **Goulburn Cathedral**

- Amber Technology played a crucial role in advising and implementing a sophisticated audio-visual system for the interior restoration phase of magnificent Goulburn Cathedral. Recognising the acoustic challenges posed by cathedral spaces, the project sought Amber's expertise, particularly in speaker system design. The team, led by Scott Riley, utilised EASE modeling to confirm requirements and designed a comprehensive system for easy control of audio, camera, and streaming systems. The design incorporated advanced digital technology, leveraging Cat 6a cabling for audio and video distribution. Central to the system is a Xilica Solaro FR-1 DSP frame with a 64x64 Dante card, serving as the control center and handling microphone inputs, recording, hearing assistance, and Dante streams to main, delay, and fill speakers. The system's control interface includes a rack-mounted touchscreen and mobile control via the Xilica X Touch App on an iPad.

New Zealand Office Opening

Amber Technology, a leading distributor of audio-visual solutions and musical instruments, is proud to announce the expansion of its operations with the opening of a new office in New Zealand. This strategic move underscores Amber Technology's commitment to enhancing its presence and service offerings in the region.

The new office will serve as a hub for delivering cutting-edge audio-visual solutions and top-quality musical instruments, reinforcing Amber Technology's dedication to providing exceptional products and services to its customers in New Zealand. This expansion reflects the company's continued growth and focus on meeting the evolving needs of the market.

