

The logo for SOBRSafe, featuring the word "SOBR" in blue and "Safe" in grey. The letter "O" in "SOBR" is replaced by a blue circle containing a white fingerprint icon. A registered trademark symbol (®) is located to the upper right of the word "Safe".

SOBRSafe®

Investor Presentation

Second Quarter 2020

Safe Harbor Statement

This presentation of SOBR Safe, Inc. (formerly known as TransBiotec, Inc.) contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Act of 1934. The Company intends that such forward-looking statements be subject to the safe harbor provided by the foregoing Sections. These forward-looking statements are based largely on the expectations or forecasts of future events, can be affected by inaccurate assumptions, and are subject to various business risks and known and unknown uncertainties, a number of which are beyond the control of management. Therefore, actual results could differ materially from the forward-looking statements contained in this presentation. The Company cannot predict or determine after the fact what factors would cause actual results to differ materially from those indicated by the forward-looking statements or other statements. The reader should consider statements that include the words “believes”, “expects”, “anticipates”, “intends”, “estimates”, “plans”, “projects”, “should”, or other expressions that are predictions of or indicate future events or trends, to be uncertain and forward-looking. The Company does not undertake to publicly update or revise forward looking statements, whether because of new information, future events or otherwise. Additional information respecting factors that could materially affect the Company and its operations are contained in its annual report on Form 10-K for the year ended December 31, 2019, and the quarterly report on Form 10-Q for the three months ended March 31, 2020.

A Human Health & Economic Crisis

\$63 Billion

- Across U.S. fleets and workplaces, this is the annual cost to employers of alcohol-related injuries, deaths and productivity lost
- These are not accidents – they are **preventable acts of negligence**

Alcohol: A Clear and Present Danger



Workplace Access Control

Nearly

1/2

of industrial accidents involve alcohol



Fleet Management

11,000+

Alcohol-related crashes annually

Annually
(approx.)

200,000
injuries

500
deaths

The company has a **plan** and **prototype technology** to address this problem...

Introducing SOBRSafe

- Integrating a detection technology platform through partnership, licensing and acquisition; ***saving lives and increasing productivity***
- **Preventative** First-to-Market device, a \$16 billion growth opportunity
- Aggressive ongoing IP portfolio development in process
- ISO 9001 compliance



**Proprietary launch product:
non-invasive, touch-based
identity verification & alcohol
detection technology**

The Preventative¹ Solution

- Transdermal sensor technology:
Alcohol Detection; “go/no go”
- Biometric fingerprint ID:
Enhanced Security
- Enables predictive analytics:
Actionable Data Collection
 - Modeling reduced risk,
lowering insurance costs



SOBRSafe®
For workplace access control
& fleet management

\$16 B ¹Estimated size of
the preventative
market
opportunity

Illustrations of initial devices under development; final versions may vary significantly in design.

Real-time Results

Enterprise monitoring & analytics provides secure access to performance reports and trend data.

Cloud-Based
Integration



The solution to more effectively manage *Zero Tolerance* policies



SOBR Safe® Viewable on any web-enabled device

Help Logout

Reports	TIME	RESULT	LOCATION	GLOBAL REPORT
Account	7:42 AM MST	PASS	DEN MFG Plant 4	JAN 12 - 13
Manage	7:53 AM MST	PASS	DEN MFG Plant 2	
Export	7:59 AM MST	FAIL	PHO MFG Plant 1	87% PASS
	7:42 AM CST	PASS	HOU MFG Plant 2	13% FAIL
Soden, Jason	4:56 PM MST	FAIL	DEN MFG Plant 2	
Queen, Josh	4:55 PM CST	PASS	HOU MFG Plant 1	
Firman, Lara	5:14 PM MST	PASS	PHO MFG Plant 2	
Mileski, Kevin	5:01 PM MST	PASS	DEN MFG Plant 4	

Market Revenue Applications



Fleet Management: *Daily Operations & School Bus* – Drivers must scan in-depot to check out keys; intent to move in-vehicle with interlock in 2021



Workplace (WP) Access Control: *Manufacturing & Warehouse* – Employee identification and alcohol detection at workplace points of entry



Telematics – Embed with established partners and create critical mass data collection funnels (insurance); market is currently 8 MM devices, with over 20 MM by 2022



Consumer – Blue tooth phone app for parents and employers to receive periodic/on-demand confirmation of zero alcohol



Data & Insurance – Every device installed could be rich data source to empower predictive analytics, guiding insurance underwriting & potentially reducing costs

(Assumed priority order; market will dictate across these and those to follow)

Recurring Revenue Rollout

Year	Market Segments			Total Subscriptions	Estimated Revenue (MM)
2021	<ul style="list-style-type: none"> Fleet Management WP Access Control Telematics 			6,953	\$1.0
2022	<ul style="list-style-type: none"> Fleet Management WP Access Control Telematics 	<ul style="list-style-type: none"> Consumer Wearable Data & Insurance 		66,046	\$7.0
2023	<ul style="list-style-type: none"> Fleet Management WP Access Control Telematics 	<ul style="list-style-type: none"> Consumer Wearable Data & Insurance Int'l Expansion 	<ul style="list-style-type: none"> Marijuana & Opioids 	83,414	\$19.0
2024	<ul style="list-style-type: none"> Fleet Management WP Access Control Telematics 	<ul style="list-style-type: none"> Consumer Wearable Data & Insurance Int'l Expansion 	<ul style="list-style-type: none"> Marijuana & Opioids Optical 	237,547	\$38.0
2025	<ul style="list-style-type: none"> Fleet Management WP Access Control Telematics 	<ul style="list-style-type: none"> Consumer Wearable Data & Insurance Int'l Expansion 	<ul style="list-style-type: none"> Marijuana & Opioids Optical 	383,033	\$75.0

194% CAGR
(proj.)

Revenue Model & Strategic Plan

Revenue Model

**For core launch verticals: Workplace (WP)
Access Control & Fleet Management**

SaaS Economics

- Low monthly fee per seat model
- 100% monthly recurring revenue
- Custom report subscriptions or on-demand

Strategic Plan

Detection Platform Roll-up

Currently under evaluation:

- Optical detection of cocaine, cannabis & opioids
- Consumer/employee wearable for alcohol detection
- Carbon monoxide detection devices

The Competition

Company	Technology	Mandatory	Reactive	Preventative	Market
SOBR Safe®	Transdermal			✓	US
SCRAM	Transdermal/Breath	✓			US
BACTRAK	Transdermal/Breath	✓	✓		US
BI TAD	Transdermal/Breath	✓	✓		US
Soberlink	Breath	✓	✓		US
Smart Start	Breath/Interlock	✓			US
Intoxalock	Breath/Interlock	✓			US
Alcosense Tru Touch	Infrared/Light			✓	United Kingdom
Breathalytics	Breath/Kiosks	✓	✓		US
Check Bac Drive	Breath/Interlock	✓	✓		US

SOBR Safe Leadership Team



Kevin Moore, *President & CEO*

- 25+ years of experience in exec. leadership, manufacturing and entrepreneurship
- Most recently President/owner of Van's Equipment Company before successful sale
- Previously CEO/owner of Summit Quality, an international quality management and sales organization
- Served as CEO and owner of Automotive Testing Technologies prior to a successful sale

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Dave Gandini, *Chairman & CRO*

- 32+ years of experience in exec. leadership, sales & marketing and new venture startup
- Most recently President of IPS, grew from concept to \$46 MM rev. before successful sale
- Previously COO of First World Comms., helping guide it through \$250 MM IPO
- Founded Pace Network Solutions – exit to ICG; Co-Founded Digital Signal – exit to SP Telecom

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Kevin and Dave combine for 6 successful exits

Leadership Team (cont.)



Craig Butler, *Corporate & Securities Counsel*

- Over 24 years of experience in “go-public” events, financing transactions SEC filings, M&A and corporate restructuring
- Also expert in FINRA and DTC regulatory issues and general corporate formation
- JD from University of San Diego, BA in Political Science from UC Santa Barbara



Dave Gentry, *Investor Relations*

- President & CEO of RedChip, world leader in IR, financial media and research for microcap stocks; founded 1992
- Has been consultant to 400+ public companies; successfully assisted dozens in up-listing and capital raise processes
- Microcap thought leader; has appeared on CNBC, Fox Business; his financial news show viewable in 100 MM homes



Justin Davis, *Corporate Development*

- Co-founded successful lower middle market private equity firm, leading business development for its 6 acquisitions
- Previously head of After Market Support for Keating Investments; capital markets lead for 20 public companies
- MBA, Marketing Emphasis from Darden School at University of Virginia; BA in Economics from Vanderbilt University



Angad Sodhi, *Supply Chain Management*

- Previously Supply Chain Analyst and Procurement for international molds & dies engineering firm (Dubai)
- Served as Procurement and Marketing Manager for commercial shipping engineering firm (United Arab Emirates)
- MBA, Logistics, Materials & Supply Chain Management from Leeds School at University of Colorado



Sarah Lind, *Customer Experience*

- More than 23 years in customer service, including 10 years of client relations and 8 years of management experience
- Directed customer retention, employee training and procedures implementation for Citywide
- Previously managed \$20 MM portfolio, daily operations and staffing as Branch Manager; Security & Business Continuity

Cap Table

Category	Share Count
Common Shares Outstanding	22,817,531
Convertible Preferred Outstanding	2,000,000
ISOP Options	1,822,892
Fully Diluted Shares Outstanding	26,640,423
Float Estimate ¹	4,500,000

¹Float is derived from the active free trading shares of 981,000, plus the shares that will be free trading in 90 days.

Investment Highlights

- **Preventative** First-to-Market device, a \$16 billion growth opportunity
- Strategic focus on “**go/no go**” detection vs. onerous quantification (BAC)
- Aggressive ongoing IP portfolio development in process
- Integrating a detection technology portfolio through partnership, licensing and acquisition; ***saving lives and increasing productivity***
- Projected 194% CAGR 2021-2025
- Publicly-traded investment vehicle – OTC QB: SOBR



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Questions?

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