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Goldman Small Cap Research Publishes New Research Report on SOBR Safe, Inc.

BALTIMORE, MD / ACCESSWIRE / January 12, 2023 /Goldman Small Cap Research, a stock market research firm specializing in the small cap and microcap sectors, announced today that it has published a new research report on SOBR Safe, Inc. (NASDAQ:SOBR), an innovative developer and provider of alcohol detection and safety to multiple billion dollar markets. The report carries a price target. To view the new research report, along with disclosures and disclaimers, or to download the report in its entirety, please visit <https://bit.ly/3Xqlw0Y>.

SOBR Safe, Inc. ("SOBRsafe™") is a developer and provider of a cutting edge, proprietary touch-based offering that delivers identity verification, alcohol detection and cloud reporting. Available in multiple form factors, and targeting multiple billion dollar markets, SOBRsafe's products are designed for deployment in commercial fleet & facilities, alcohol rehabilitation, and probation management, along with young drivers. The SOBRsafe products help identify and prevent workers or drivers from operating while intoxicated, thereby potentially saving lives and reducing company liabilities. The Company's platform is a first-to-market, proprietary touch-based transdermal technology that provides subject identification via biometry, which is followed by alcohol detection. Results are provided in seconds and virtually reported instantaneously to the SaaS platform.

In the Opportunity Research report, analyst Rob Goldman reviews the Company's competitive positioning, strategic and operational inflection points, and the potential future impact of these events on the Company and its valuation.

Disruptive Technology and Approach, Growth Opportunities to Drive Valuation

Goldman commented, "With the origin of the first breathalyzer used for alcohol detection nearing 100 years ago, the market has been begging for a 21st century change for years. SOBRsafe is positioned to be a disruptive force in this alcohol detection and safety arena and could emerge as a new standard bearer in the coming years. SOBRsafe's devices and technology are just scratching the surface of deployment in multiple, billion dollar markets including justice, fleet and workplaces, alcohol rehabilitation, youth drivers and others. The proprietary, preventative approach is swift, accurate, touch-based, hygienic, and could reduce insurance costs and liabilities."

Early Revenue Firm Signed on New Distributor with Broad Reach, and Key Order

"Just launched in 2022, SOBRsafe has 9 distributors and 6 customers, with more in the pipeline. The Company now has access to 52,000 potential users via its current channels and this hit list is primed to grow substantially in 2023," according to Goldman. "Plus, SOBRsafe is set to launch SOBRsure™, a unique, personalized, wearable version of its technology, for which it already has 1,150 in orders. This offering targets the outpatient alcohol rehabilitation segment and customers are able to procure insurance reimbursements

for them as SOBRsure provides continuous monitoring, GPS tracking, and other notifications."

Great Entry Point for Emerging SaaS Player

"The Company's SaaS-based recurring revenue model should lead to high gross margins and operational visibility. SaaS companies have enjoyed some of Wall Street's highest valuation multiples. Our current model projects exponential top-line growth. We forecast \$3.5M in revenue in 2023 leading to a 174% jump to \$9.6M in 2024, with operating profit set to commence in 2025. In addition, our price target is a major increase from current levels but still below its 52-week high. This target is based on a SaaS industry index and its average forward 12-month price/revenue valuation," Goldman noted.

About Goldman Small Cap Research: Founded in 2009 by former Piper Jaffray analyst and mutual fund manager Rob Goldman, Goldman Small Cap Research produces sponsored and non-sponsored small cap and microcap stock research reports, articles, stock market blogs, and popular investment newsletters.

Goldman Small Cap Research is not in any way affiliated with Goldman Sachs & Co.

This press release contains excerpts of our most recently published company report on SOBR Safe, Inc. ("The Company"). The information used and statements of fact made have been obtained from sources considered reliable but we neither guarantee nor represent the completeness or accuracy. Goldman Small Cap Research relied solely upon information derived from SOBR Safe, Inc. The information includes authorized press releases or legal disclosures made in their filings with the U.S. Securities and Exchange Commission <http://www.sec.gov>.

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