



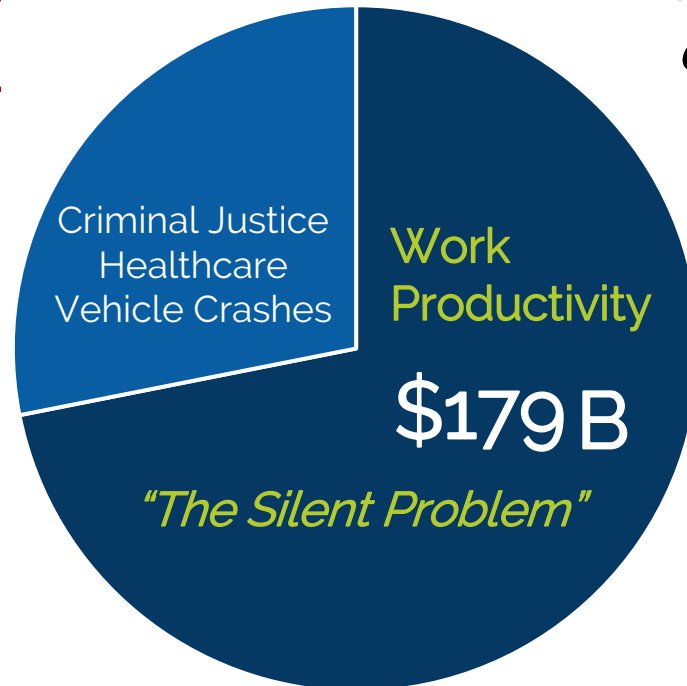
# Investor Presentation

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Third Quarter 2021

# The Annual Cost of Alcohol Abuse in the U.S.

**\$249**  
Billion<sup>1</sup>



Accidents make headlines, but it's the *daily* drain that can break a business:

- ✓ Tardiness
- ✓ Poor performance
- ✓ Absenteeism
- ✓ Turnover



# Introducing SOBRsafe™

Our mission is to support the existing substance policy and demonstrate the absence of alcohol in a workforce.

Our Purpose:

- ✓ Save lives
- ✓ Enhance employee health & wellness
- ✓ Help employers grow operating margins



SOBRsafe



Advanced technology supporting the current substance policy,  
providing added insurance against alcohol-related incident,  
financial and reputational risk.

# SOBRcheck™ Enhanced Safety

## Solution

- ✓ Support corporate substance policy
- ✓ Technology eliminates human subjectivity
- ✓ Alcohol absence verification
- ✓ Enhance employee health & wellness
- ✓ Positive impact on productivity
- ✓ Quantifiable ROI

## Timing

- ✓ 7+ Pilot Programs launching Aug – Sep 2021

## Market Size

- ✓ **\$12 billion potential revenue opportunity**



## *A Range of Applications*

Random/spot testing

Uniform Daily Screens



High Risk Functions

**SOBR**sure™

# Continuous Remote Monitoring

## Solution

- ✓ Pioneer in B2B market with wearable alcohol detection
- ✓ Full suite of employee wellbeing technologies

## Timing

- ✓ Pilots begin Q3 2021

## Market Size

- ✓ **\$102 billion** across Digital Health<sup>1</sup> & Enterprise-Ready<sup>2</sup> wearables; **43 MM** U.S. wearable users in 2021<sup>3</sup>, **104 MM** by 2025



<sup>1</sup>ABI Research; <sup>2</sup>NHTSA; <sup>3</sup>Data Bridge

## Maximize Risk Avoidance

- ✓ Uniform screening helps eliminate expensive “silent problems”
- ✓ Daily data collection, cloud-based reporting enables trend analysis
- ✓ *Quantifiable* proof of safety over time could drive lower insurance costs



- Visit [www.sobrsafe.com/rod-calculator](http://www.sobrsafe.com/rod-calculator)
- Proprietary integration of Department of Labor data empowers accurate estimate of alcohol cost
- Grounded in industry average rates of absenteeism, turnover, injuries and fatalities
- Return on Detection – SOBRsafe's technology can drive significant net savings

**Prospect Company Total Annual Risk  
Due to Employee Alcohol Abuse**

**\$494,065**



**Their Monthly Exposure Per  
Employee: \$118**





# Business & Revenue Model

## Key Operational Tenets

- ✓ Integrating emerging technologies
- ✓ Multiple patents and patents-pending; continual ongoing filing
- ✓ ISO-9001 certified



ISO 9001:2015  
CERTIFIED

## B2B SaaS Economics

- ✓ Monthly fee per seat model
- ✓ Install fees + recurring revenue
- ✓ Upsell potential as we add technologies



# Competitive Landscape

SOBR Safe is currently the only *preventative* transdermal (touch-based) alcohol detection system in the U.S.

Company	Technology	Mandatory	Reactive	Preventative	B2B Wearable	Market	Public Company
<b>SOBR Safe</b>	Transdermal			✓	✓	US	✓
SCRAM	Transdermal/Breath	✓				US	
BACtrack	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					UK	
Breathalytics	Breath/Kiosks	✓	✓			US	
Check Bac Drive	Breath/Interlock	✓	✓			US	

# Invention + Execution = Innovation

Kevin Moore, *President & CEO*

25+ years of leadership experience in:

- Manufacturing & product testing
- International business
- Negotiations

Dave Gandini, *Chairman & CRO*

33+ years of leadership experience in:

- Capital formation
- Technology acquisitions
- Sales acceleration

Jerry Wenzel, *CFO*

40+ years of leadership experience in:

- Financial management & reporting
- Public accounting
- Auditing

***Kevin and Dave combine for 6 successful exits***

Government Affairs

Corporate  
Development

Direct Sales &  
Sales Systems

Data Systems

New Product  
Development  
Engineering

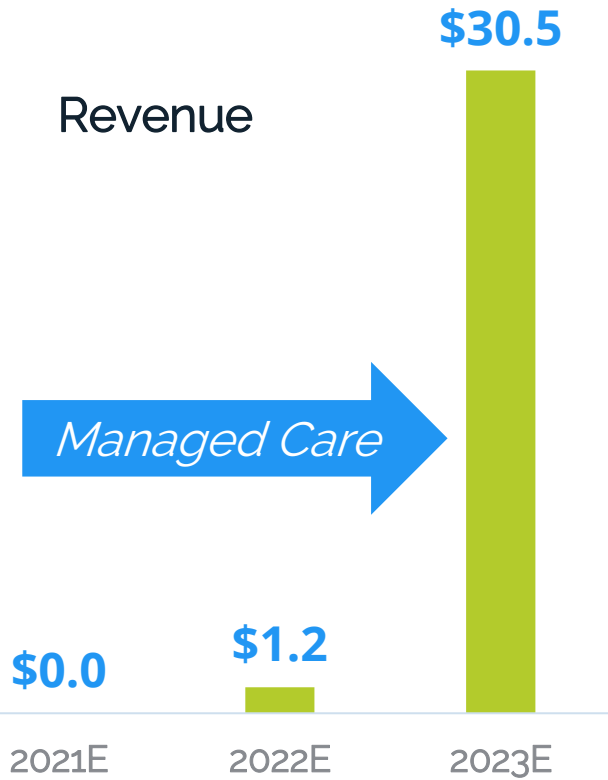
Supply Chain  
Management

Customer  
Experience

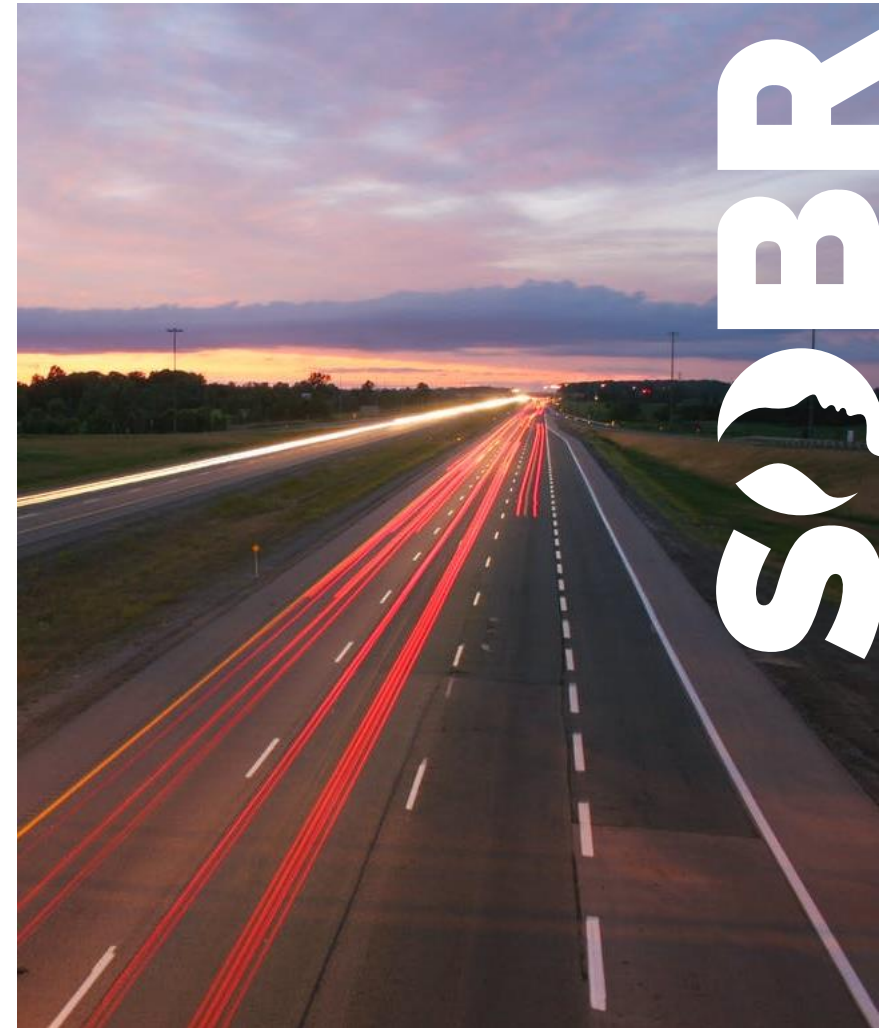
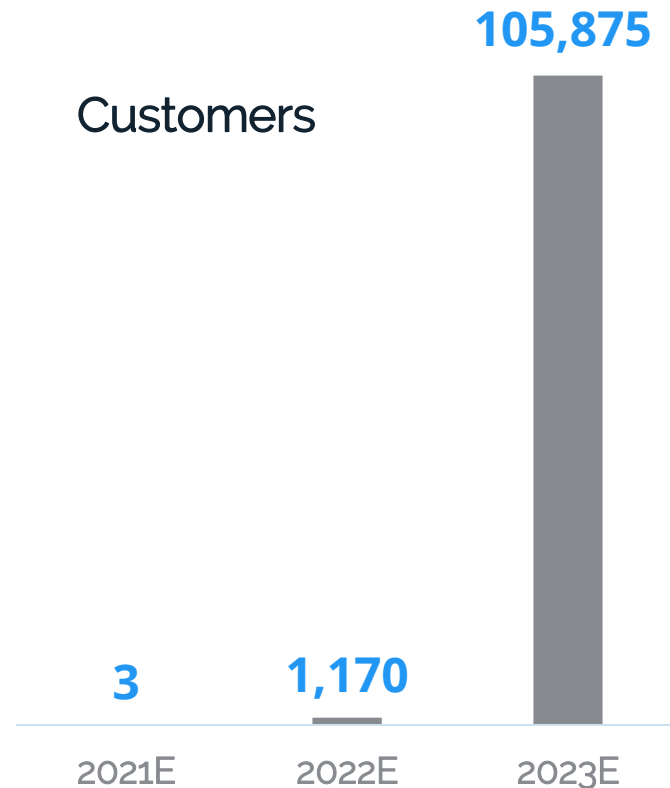
Account  
Management

# Projected Road to Revenue

Revenue



Customers











# Cap Table

Category	Share Count
Common Shares Outstanding	26,278,559
Convertible Debt	694,029
Warrants	1,409,879
Options & ISOP	3,104,306
Fully Diluted Shares Outstanding	31,486,774
Float Estimate	10,000,000

# Key Investment Considerations

-  Disruptive, first-to-market technology, led by highly accomplished leadership team with 6 successful exits
-  Addressing a critical \$249 billion problem; plan and technology validated by significant strategic partners; SaaS model
-  Innumerable industry applications; initial focus on manufacturing, fleet/school bus safety and youth drivers
-  Aggressive, ongoing patent pursuit and executing on a highly scalable IP portfolio rollup strategy
-  Life-transformational, market-driven solution anticipated to create significant social impact, generational legacy
-  Publicly-traded (OTCQB: SOBR), with anticipated 4-6 month path to Nasdaq listing



SOBR Safe

# Safe Harbor Statement

This presentation of SOBR Safe, 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 the quarterly report on Form 10-Q for the three months ended March 31, 2021.



# Want to learn more? Contact us.

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