

Sonim Reimagining Rugged

August 2023



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This presentation includes certain historical and forward-looking non-GAAP financial measures, including but not limited to adjusted EBITDA excluding the effects of special items, and adjustments to GAAP and other non-GAAP measures to exclude the effect of special items. In addition to providing key metrics for management to evaluate the company's performance, we believe these measurements assist investors in their understanding of period-to-period operating performance and in identifying historical and prospective trends.

Reconciliations of non-GAAP financial measures to the most comparable GAAP measures are available in the Investor Relations portion of the company's website at <https://ir.sonimtech.com/>. Non-GAAP measures are not presented to be replacements or alternatives to the GAAP measures, and investors are urged to consider these non-GAAP measures in addition to, and not in substitution for, measures prepared in accordance with GAAP. Sonim may present or calculate its non-GAAP measures differently from other companies.

Sonim— a profitable, growing leader in the rugged mobile device space >> expanding market base



Expanding product categories to reach new high-growth markets



Respected, trusted brand with loyal following



Complete line of rugged android mobile phones sold through all major carriers in North America today



New, strong management team delivered 125% YoY sales growth and profitability

Introduction

Sonim 15+ years of rugged leadership



US-based
HQ in San Diego, CA
Est. 1999

Nasdaq: SONM



Founded on a passion to serve those who serve us—
to be a brand that is trusted and relied on



Core industries trust Sonim—
First Responders & Government
Fortune 500 companies in Oil & Gas, Transportation, Hospitality, Healthcare, Heavy Industry



Leading provider of rugged phones that don't break with market expansion opportunities across adjacent segments within mobile technology



Customer Channels—
10 years of partnerships



Technology Partners—

Qualcomm Google

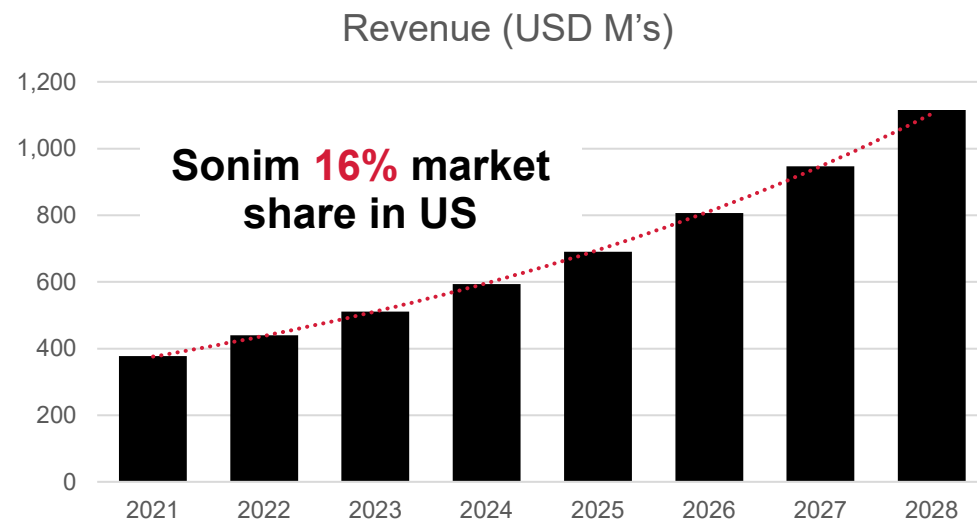
Sonim's DNA is built on customers who demand more.

- Proprietary Rugged Performance Standards (RPS)
- Customer-centric durable design
- A three-year warranty
- Remote device management, security updates, support and more



Introduction

The **core rugged** phone market is **growing**.



Rugged = ultra-rugged and semi-rugged

Source: "Rugged Phones Market" – The Insight Partners ; Statista

0.29%

CAGR thru 2028:
Smartphones US

The **broader**
phone market is
slowing...

VS

16.7%

CAGR thru 2028:
Rugged Phones US

but **Sonim's**
markets are
growing.



Sonim's total value offering in **ultra-rugged** and **rugged** exceeds competition

	sonim [®]	Kyocera, Motorola, CAT, Google
Affordable Price	●	●
Waterproof	●	◐
Durability	●	◐
Comprehensive 3-yr Warranty	●	
SonimWare	●	



So, why can't every consumer have a feature-rich mobile phone that delivers the same **quality, value and durability** that, say, taskforce workers have?

Think:
“Rugged for everyday”

Growth and
Expansion

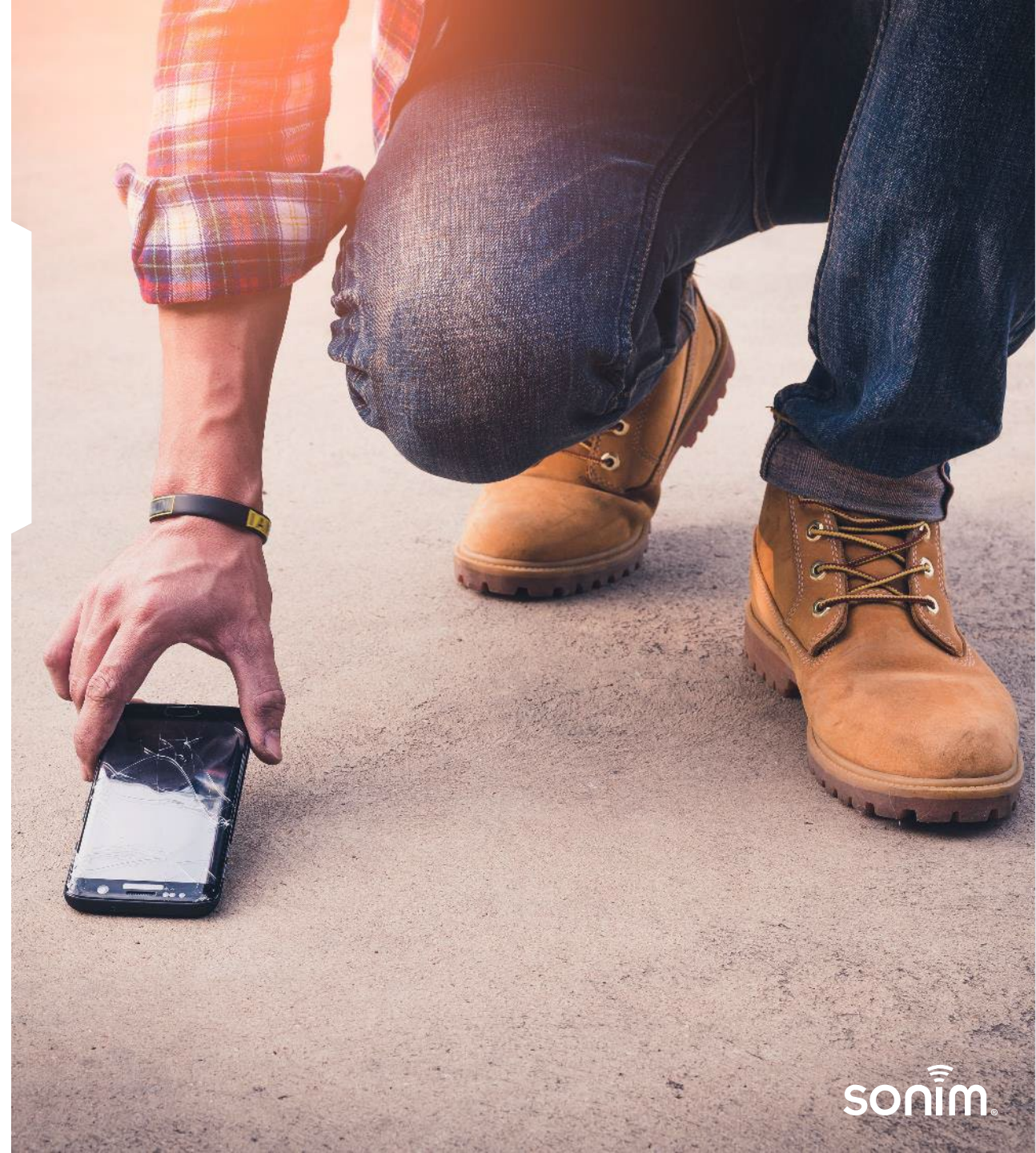
**Rugged and durable
brands continue to
meet differentiated
needs for work and
play... AND consumers
are increasingly
integrating
durable brands
into their every day.**

**Sonim is that
brand for mobile.**



**“36% of
smartphone
users stated
that their main
priority is
durability”**

- YouGov.UK March 2023



Growth and
Expansion

Android budget phone sales are valued at roughly \$9B in the US annually

Source: (Estimations based off data Statista; Counterpoint Research; Bank My Cell)



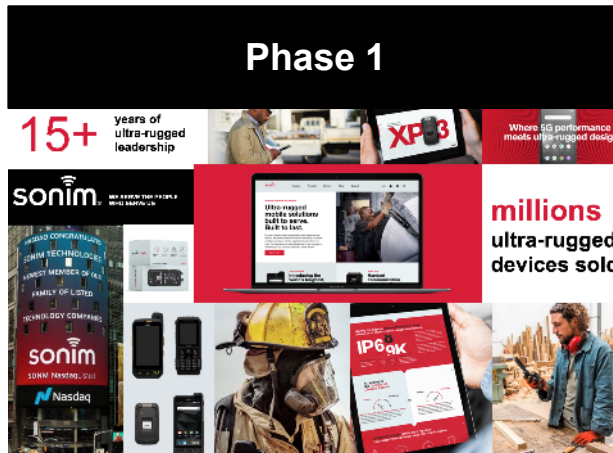
**87 Million
Americans**
have damaged
their smartphone
in the last 12
months.
(Ours don't break.)

63% avoid fixing
a phone due to the
high repair costs

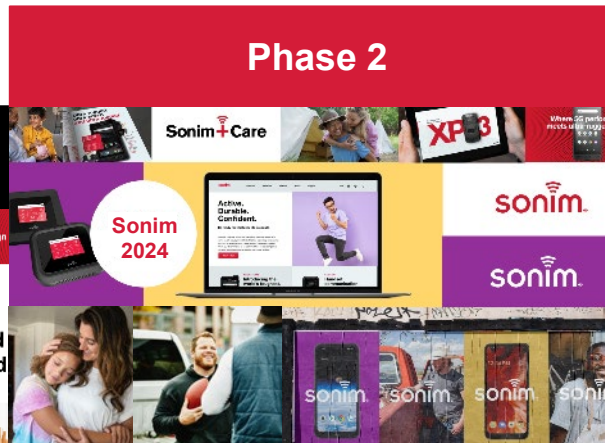
**Americans spend over
\$2B annually**
on protective cases
(not including screen protectors,
insurance and extended
warranties)

We are poised for significant growth in new markets with an **expanded consumer portfolio**

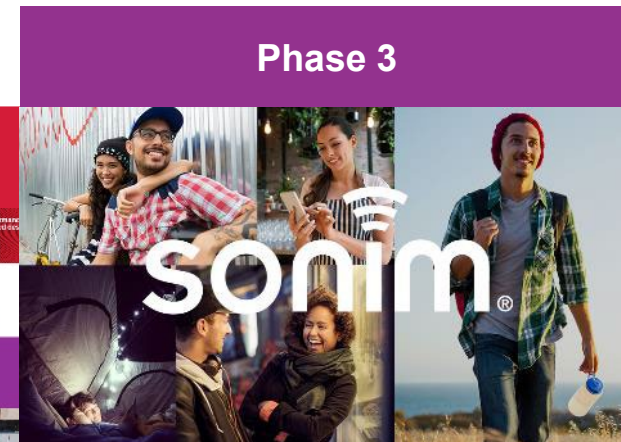
2023

WE
ARE
HERE

- Product placement (semi-rugged + Endurance)
- Diversify product line to add ODM service business



- Successful initial launch of consumer durable product line through existing carrier customer base
- Launch connected solution device business

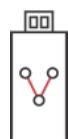


- Brand recognition
- Capture majority market share in core segments

Growth and
Expansion

Connectivity solutions is an adjacent market that relies on the same components, technology, and distribution as our phones which contribute to economies of scale

Sonim is expanding into these markets to strengthen our position, beginning with our current enterprise customer base



USB



Mobile Hotspot

3.94M units
US/Canada



**Wireless
Home Internet**

300M connections
globally by 2028

19% CAGR over a
5 year period

North America expected to be
the largest market for 5G FWA

Sonim is expanding business with the current carrier customer base from phones to connected solutions.



Wireless Home Internet (often referred to as Fixed Wireless Access – or FWA)

- Provides gigabit speeds to homes over 5G network
- Breaks cable operators' monopoly on home internet
- Massive growth area for wireless operators
- N.America top three regions leading adoption
- **T-Mobile & Verizon expected to have 11 to 13 million subscribers by 2025 >> 60% 3YR CAGR**



Mobile Hotspots

- Provides 5G connectivity to their laptops and tablets wherever they go
- **NAM market ~4M units per year (2.75M 4G / 1.25M 5G)**
- As 5G costs drop, will see an upgrade cycle of embedded 4G base
- Premium US vendors shifting corporate focus away from hotspots and carrier markets

Growth and
Expansion

We are **thoughtfully expanding** our product portfolio to serve the broader phone market

Sonim **owns**
majority
market share

sonim

**Ultra-
rugged**

Rugged Pro

Sonim currently
owns 16%
market share

362 Million

Smartphone Users in the USA - \$75B Valuation (annual)

\$75B*
**Consumer
and Business Phones**

Sonim to
capture 2%
market share in total
smartphone segment

Sonim launches **new consumer / prosumer line.**



Mid- and Value-Tier Focus

Provides durability, performance and elegance

- Qualcomm Snapdragon® 4 Gen 2 Mobile Platform
- Competitive consumer features like cameras and battery life
- Design awards at two tier-one carriers for launch in 2024
- Additional carriers in process



Sonim announces strategic expansion of mobile phone portfolio for broader market segment; available from 2024

New line of consumer-centric phones, awarded by two tier-one carriers in North America, addresses market demand for durable, affordable devices

San Diego, California--(Newsfile Corp. – August 10, 2023) - Sonim Technologies Inc. (NASDAQ: SONM), today announced an addition to its portfolio of mobile phones. The new series of 5G smartphones and feature phones will meet the needs of value-conscious consumers, offering durability and performance for everyday use.

Sonim's latest consumer phones, designed for both mid and value-tier segments, are suitable for everything from construction sites to boardrooms and showcase a harmonious blend of durability and elegance. Leveraging Sonim's expertise, they deliver exceptional toughness, long battery life, and high-performance, all without compromising on style or affordability. This strategic move addresses the clear demand in the value-conscious consumer market segment for reliable and high-quality devices at an affordable price point.

Milestones to track success

2023



First 5G Rugged Phone Launch



Penetrate Consumer Market



2% Share: Consumer Phone (NA)
10% Share: Connected Solutions (NA)

Growth and Expansion



Rugged Phones



Wireless Internet Devices



Consumer / Prosumer Phones

Phase 3 ROLLOUT

Phase 2 ROLLOUT

Phase 1 ROLLOUT

- Improve efficiency
>> Reduce OPEX 50% +
- Increase revenue
>> 125% YoY
>> 4 quarters consecutive growth
- Achieve profitability
>> \$0.4M GAAP Net Income
- Expand number of product awards with current carrier customer base

- Successful launches
- New product awards for rugged
- First award for data devices
- First award for consumer durables
- Launches / awards outside NA
- Brand awareness

- Brand recognition
- New market (Consumer Durable)
- SaaS offering (SonimWare for consumer)
- New technology

Durable. Purposeful. Affordable.

Supply chain efficiencies: Integrated manufacturing and engineering managed with new build / delivery processes

Streamlined and expanded product line for scale and efficiency

Refreshed brand and enhanced Go to Market activities

Established contracts and relationships with all major carriers in North America

US brand in a foreign-dominated segment
>> The ONLY brand to offer consumer durable phones



sonim.



Financial Outline

The road to success

Q2 2023 Results

(In Thousands)	Q2 2022	Q1 2023	Q2 2023	Sequential	YoY
Net Revenues	11,955	25,801	26,835	4%	125%
Cost of Revenues	9,108	21,626	22,409		
Gross Profit	2,847	4,175	4,426	6%	55%
Operating Expenses					
Total Operating Expenses	7,067	3,842	3,679	-4%	-48%
Profit/Loss from Operations	(4,220)	333	747		
Net Income/Loss	(4,225)	227	509	124%	

The Sonim business model provides **benefits to scale**

Potential Additional Growth Accelerators

R&D	Consumer Marketing
Strategic/ M&A	New Geographies

For illustrative purposes only

Revenue	<u>\$100M</u>	<u>\$300M</u>	<u>\$1B</u>
Gross Margin %	17%	23%	25%
OPEX %	16%	15%	14%
Adjusted EBITDA	—	+	+
Free Cash Flow	—	+	+

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Thank you.

Nasdaq: SONM

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