



# Foundational success, growth and expansion

Corporate Presentation

LD Micro Conference, Oct 2024

## Introduction

**Forward-Looking Statements**

This presentation contains forward-looking statements within the meaning of federal securities laws. These forward-looking statements are based on current expectations or beliefs, including, but not limited to, statements concerning the company's operations, business strategy, anticipated behavior of consumers, and intentions or beliefs about future occurrences or results. For this purpose, statements that are not statements of historical fact may be deemed to be forward-looking statements.

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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.

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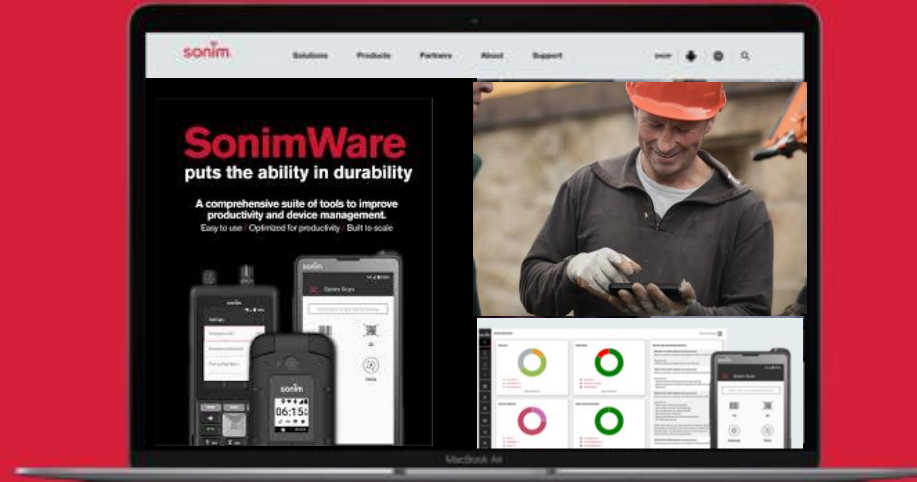
# 15+

Years of  
rugged  
leadership

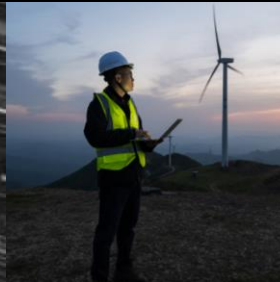


Where 5G performance  
meets ultra-rugged design

# sonim®



# Millions ultra-rugged devices sold



# Solutions for any situation





**25 Years of Rugged Innovation**

**Nasdaq: SONM**  
**HQ: San Diego, CA**



**Credible, Trusted  
Brand**



**Technology  
Partners**



**Government &  
Military**



**Heathrow**



**First Responders**



**DNA:** Robust communication tools & solutions purpose-built for mission-critical workers.

Bringing core value proposition to adjacent markets with larger TAM.

# Strategic competitive advantages

One

## US Company Serving Global Markets



Two

## Total Solution:

- Broad Portfolio
- Software & Services
- Accessories Ecosystem
- ESG

Three

## Differentiation for Target Audience

- Proprietary rugged performance standards
- First-to-market technologies in new portfolio
- Quality-first directive
- Complete ecosystem

Four

## Established Carrier Partnerships & Channels 10+ Years

Proven, trusted vendor makes it easier for carriers to consider expanding business





# Sonim—Poised for Growth >>

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

>> expanding to  
100X+  
larger TAM >>



## New Products:

Expanding beyond ultra-rugged phones;  
Increased number of launches



## New Customers:

Increased Go-to-market base with new  
distribution partners & carrier customers



## New Geographies:

Expanding into EMEA & AUS

# Strategy evolution: Portfolio expansion



Today+

Rugged Phones



2024+

Durable Tech; Professional Rugged



2023+

Connected Devices





# Strategy evolution: Market expansion



## Rugged Phones (NA & EU)

**\$0.45B<sup>1</sup>** TAM: Ultra & Semi Rugged

## Connected Devices (NA & EU)

**\$2.6B<sup>2</sup>**

### TAM: Hotspots

\$1.4B 2022-2023 (NA); \$0.133B 2023 (EU)

### TAM: Fixed Wireless Access

\$0.41B 2022-2023; \$0.705B 2023 (EU)

## Professional Rugged Phones (NA & EU)

**\$49B<sup>3</sup>**

### TAM: North America

\$15B sales 2024

### TAM: Europe

\$34B sales 2024

Sources: 1. QY Research; 2. GSA, Ericsson, and Internal Estimates based on Market Pricing;  
3. Statista & Bank My Cell, NA + EU Android Smartphone estimate valuation (Not including Samsung or Apple)

# Establishing **market reach** throughout EMEA

**Business systems:** secured five new distribution partnerships as path to carrier and enterprise

**Resources:** established local support teams and FTEs

**Portfolio:** developed new 'professional rugged' phones to fill market void

**Carrier-grade:** product now in test with multiple carriers

**Sustainability:** compliance with EU regulations

# Global momentum:

Sonim's new portfolio commenced shipments in Q3 & Q4 2024 in North America, Europe, and Australia

**NEW  
PRODUCTS  
SHIPPING**

**XP100**

**EU**

**Sonim H700**

**Telstra**

**Sonim H500**

**UScellular**

**Bell**

**NEW Tier One Carrier Launching Q4**



# Financial Highlights



**Significant investment  
with zero debt in 2024  
set foundation for  
significant growth in  
2025+**

# What to expect over the next year

- Quarterly revenue expected to grow significantly as new products are launched in 2024 and early 2025
- Net income will improve as revenue grows
- Cash as of 6/30/24 was \$9.6 million
- No debt as of 6/30/24
- Investments in new products including 5G mobile hotspots and a new semi-rugged phone will generate higher future revenue
- Investments in Europe for sales and service teams has increased operating expenses, but the increase will pay off as new distributors begin to sell our products

# Why Sonim

- US-based company poised for exponential growth 2025+
- Established brand in rugged expanding to adjacent markets with larger TAM
- Zero debt with significant, fiscally responsible investment to lay growth foundation
- Proven expansion strategy with recent launches of new portfolio with new customers in new geos
- Unique differentiation across competition with solutions offering, diverse product line, better spec'd, competitively-priced devices

# Expert leadership

**Senior Team Members:** Leveraging an average  
**27 years** expertise in Telecom and their respective fields



**Peter Liu**  
Chief Executive Officer



**Clay Crolus**  
Chief Financial Officer



**Chuck Becher**  
Chief Commercial Officer



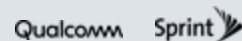
**Chris Yeatts**  
SVP Connected Solutions



**Anette Gaven**  
VP Marketing



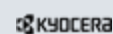
**Mike Coad**  
SVP Product



**Ian Han**  
VP Program Management



**Dyan Kaplan**  
SVP Sales &  
Customer Experience



**Simon Rayne**  
SVP & GM EMEA & APAC



**Alain Hon**  
SVP Global Engineering



**Zhide Wang**  
SVP Global Operations



## Board of Directors

**Mike Mulica (Board Chair)**

**Peter Liu (CEO)**

**Jim Cassano**

**Jack Steenstra**

**Jeffrey Wang**



# Thank You



Contact  
Matthew Kreps  
[mkreps@darrowir.com](mailto:mkreps@darrowir.com)

