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India, Italy and Australia: SOBRsafe Provides International Update

Critical Infrastructure, Commercial Fleets and Family Law Highlight New Global Applications

DENVER, CO / ACCESSWIRE / October 3, 2024 / [SOBR Safe, Inc.](#) (NASDAQ:SOBR) ("SOBRsafe"), provider of next-generation transdermal alcohol detection solutions, today provided an update on the opportunity for international expansion across three foundational markets. In each case below, SOBRsafe was approached by the interested party to engage our technologies.

India

A critical infrastructure developer has selected SOBRsafe for a paid proof-of-concept installation in a public, safety-sensitive facility. The SOBRcheck™ stationary device will be evaluated for uniform employee screening at points of entry. The developer owns and operates a portfolio of infrastructure assets across India and Southeast Asia.

"Nowhere is alcohol safety more important than in critical infrastructure, and [almost 1 in 5](#) Indian drinkers has alcohol dependence," stated SOBRsafe CEO and Chairman Dave Gandini. "Through this initial installation we seek to establish a new standard for alcohol screening in India, providing value to employers while saving lives."

Italy

A global employer has selected SOBRsafe for a paid proof-of-concept application of its SOBRsure™ wristband for the company's fleet drivers in Italy. Across its European operations, the company leverages a fleet of over 10,000 vehicles. In general, more than [6 million people](#) work in commercial transport in Europe alone.

Continued Gandini, "SOBRsure is ideal for remote continuous monitoring of fleet drivers, verifying both location and sobriety at all times. The European Union is aggressively pursuing "Vision Zero" - the elimination of fatalities and serious injuries on EU roads by 2050. As in many European countries, Italy already has a [zero tolerance law](#) for commercial drivers - no level of alcohol is permitted. SOBRsure can help European employers demonstrate compliance in real-time, in a passive, non-invasive manner."

Australia/New Zealand

As [previously reported](#), SOBRsafe has initiated sales activities in Australia and New Zealand via a channel partnership with the region's leading drug and alcohol testing service provider. Courts in both countries have now approved SOBRsafe's technology for use in family law cases, and have made available economic assistance where necessary.

"This legal approval is significant for two reasons," concluded Gandini. "First, it empowers our partner to market to the more than 7,000 family law attorneys in the region*. Second, it gives SOBRsafe a template for expansion into the family law vertical here in the U.S. We are pleased with the groundwork now established in Australia and New Zealand.

"Based on the outcomes of these opportunities, we will evaluate the potential for strategic international expansion at the end of First Quarter 2025."

*[Source 1](#); [Source 2](#)

About SOBRsafe™

Alcohol misuse is the fourth leading cause of preventable death in America, and the seventh worldwide. Yet prevention and monitoring solutions have not kept pace with this epidemic. Legacy technologies are invasive and inefficient, unhygienic and unconnected. There has to be a better way.

Enter SOBRsafe™. Our advanced transdermal (touch-based) technology detects and instantaneously reports the presence of alcohol as emitted through a user's skin - no breath, blood or urine sample is required. With a powerful backend data platform, SOBRsafe provides next generation, passive detection technology for the behavioral health, judicial and consumer markets, and for licensing and integration.

The SOBRsafe technology is commercially available for point-of-care screening ([SOBRcheck](#)) and continuous monitoring ([SOBRsure](#)). At SOBRsafe, our mission is to **create better outcomes and save lives**. To learn more, visit www.sobrsafe.com.

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Safe Harbor Statement

Our prospects here at SOBRsafe are subject to uncertainties and risks. This news release 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. We caution readers not to place undue reliance upon any such forward-looking statements. 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 the Company's filings with the SEC which can be found on the SEC's website at www.sec.gov.

SOURCE: SOBR Safe, Inc.

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